

Service Type

Cloud Migration –
Migration of on-
premise infrastructure
to the AWS Cloud

Elevator pitch

As organisations look to address rising costs and growing demands on the data centre, the need for resources that can help them develop and implement cloud strategies are becoming a must have to achieve greater IT agility. From assessing current on premise and cloud environments, to building and executing a clear migration plan, TD SYNEX's Cloud Migration service offering enables partners to recommend and deliver the appropriate cost-effective services to best fit their customer's needs.

Your partners can now resell TD SYNEX's services to help their customers maximize the benefits of moving applications to the cloud or from one cloud platform to another, providing the Partner with services revenue growth without having to skill up/invest in internal resources.

With Cloud Migration Services from TD SYNEX, your Partners keep the exclusive relationship with their customer while still gaining access to experts for guidance and technical skills with automated tools to simplify cloud migrations and help customers achieve organizational goals.

TD SYNEX has strong relationships with leading cloud vendors and migration tool providers as well as technology agnostic expertise and proven processes. Using TD SYNEX's cloud migration services you can also be sure that your partner is getting the benefits of the latest vendor programs and offers designed to incentivise the migration (rebates, discounts, exclusive deals).

TD SYNEX operates globally and can support your partner across international projects covering everything from technical assistance and tools to pre-sales support while your Partner is keeping the direct relationship with the customer exclusive from other direct competing third party service providers.

Partner targets

New and existing Business Partners that are selling or want to sell AWS Cloud solutions.

New Partners and **Existing Partners** can benefit from instant access to technical services without the need for upfront investment.

All Partners that:

- Have little or no existing cloud skills.
- Have no resources or service offerings.
- Want to mitigate risk by using a skilled delivery partner.

Customers

What are customers struggling with?

- Access to skilled technical resource for AWS
- Time to market – how long will it take to get everything in place to deliver a service.
- Detecting, diagnosing, and resolving problems in a timely manner
- Reducing overall operational costs

Who is interested and why?

- IT professionals in all industries, service providers and strategic outsourcing clients.
- Customers who wish to reduce costs and minimise risks.
- Business owners whose revenue, reputation or customer satisfaction depends on systems availability,

performance and delivering on user experience.

- IT operations specialists who want to achieve faster, more reliable software deployments across complex environments.
- CIOs, CTOs responsible for delivery of critical business services and infrastructure services and want to reduce risks and accelerate innovation to better align IT to the business.

Typical sponsors

- CIOs, IT operations managers, the emerging line-of-business buyers

Typical influencers

- Line-of-business owners and infrastructure administrators.

TD SYNnex solution

How can we help?

Partners

TD SYNnex's Cloud Migration service offering enables partners to recommend and deliver the appropriate cost-effective services to best fit their customer's needs.

This allows the Partner to concentrate on delivering its core services and outsourcing those that require a large investment to provide.

The Partner gets access to an existing technical competency pool that has prescribed procedures and processes already in place.

Customers

TD SYNnex's Cloud Migration service offering can help customers:

- Avoid outages and reduce service risk during migration.
- benefit from a trusted technical source who has completed these migrations multiple times.

Value of our solution

The Cloud Migration service helps businesses free-up IT resources, deliver agility and accelerate innovation. It helps:

- Drive Growth
- Increase Profit
- Reduce Costs
- Drive greater Customer Satisfaction

Key differentiators

- Simple Quoting – pricing based on a per VM migration model.
 - No minimum deal size.
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Opportunity identification

Next best action

- Target any Partner/Customer who is looking to move into the AWS Cloud
- Target Partners/Customers who have little or no technical skills in house.

Starting questions

Have you got the technical skills to migrate workloads from on-premise into the cloud?

Are there requirements for database migration to the cloud?

Does the customer want to produce a business case to move to the Cloud?

Is the Customer unsure of what they can move to the cloud?

Have you any EOL products with favourable cloud options i.e., Win 2012/SQL 2012

Objections and responses

Pricing is prohibitive: We can provide it cheaper inhouse.

Typically, we see Pre-sales engineers delivering post-sales support where the cost is not fully calculated. Price is not something we normally have an issue with, but we should not be beaten on price.

Emphasize the potential technical risk if the Partner Engineer is not delivering this service on a regular basis.

Is Post-migration support available?

TD SYNnex can offer post-migration support in case there are problems with the migrated VMs. Most professional services companies will charge extra for this service.

Customer references and case studies

- See Services Hub

Average deal size

- Average deal size is between 1- 50 VM's. This service can scale as large as is required.
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Key assets and additional resources

Access Cloud Migration specific collateral [here](#)
