REDUCING TECHNICAL DEBT

Microsoft workloads on AWS: 6 stories of migration and modernization

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Lower costs, eliminate recurring EOS challenges, and modernize with AWS

This collection of customer success stories provides an insightful journey into how diverse businesses use the powerful capabilities of Amazon Web Services (AWS) for Windows Server, SQL Server, and .NET workloads to unlock agility, innovation, and long-term cost efficiency. Businesses can move to a cloud-based environment with agentic AI tooling and AWS partner expertise to reduce Microsoft licensing costs while accelerating modernization.

To explore these inspiring customer success stories, refer to the matrix on the next page. A click on any AWS customer's name will lead you directly to their individual journey with AWS. This interactive format allows you to dive deep into these AWS customer stories and learn from their experiences so you can envision your path to success using AWS for Microsoft workloads.

Let's get started.

mindbody

BUSINESS MANAGEMENT SOFTWARE

Mindbody migrates over 60,000 SQL Server databases to AWS

About customer

Mindbody, a software provider for the wellness industry, reduced latency and compute costs by migrating over 60,000 SQL Server databases to AWS.

Challenge

Mindbody on-premises data centers were reaching capacity limits and having difficulty scaling efficiently to meet growing demand. When Mindbody needed to exit its data center because of an expiring lease, it saw an opportunity to transform its infrastructure.

AWS solution

The Mindbody migration began with an AWS Optimization and Licensing Assessment (AWS OLA), a program that helps new and existing AWS customers assess and optimize their on-premises and cloud environments. Mindbody evaluated its resource requirements and mapped on-premises workloads to appropriate instances on Amazon Elastic Compute Cloud (Amazon EC2). The assessment provided a better understanding of both License Mobility through Software Assurance rights and the choice between bring-your-own-license and license-included models.

Results

- Improved database back-up performance by 30 percent
- Optimized compute by more than 20 percent

AWS services used

- AWS Optimization and Licensing Assessment (OLA)
- Amazon Elastic Compute (EC2)
- Amazon Elastic Block Store (EBS)

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aws

SPORTS MERCHANDISE

Fanatics modernizes on AWS to become a beloved brand

About customer

Fanatics Commerce, a global leader in licensed sports merchandise, operates a tech-powered, omnichannel platform that creates exceptional fan experiences across retail channels. They run state-of-the-art fulfillment centers and data-driven personalization to distribute fan gear 24 X 7.

Challenge

High growth at Fanatics Commerce created a business need to modernize their technology foundation, which includes a combination of VMware vSphere for virtualization in its on-premises infrastructure and Microsoft applications. With increasing operational costs across multiple global data centers and complex compliance and operational requirements across different regions, a new approach was needed. They needed to bring applications closer to corporate employees across the globe.

AWS solution

AWS and Fanatics partner Trace3 analyzed current resources that uncovered cost-saving opportunities for the migration to AWS cloud, including actual usage and licensing. Fanatics moved ~1,800 Windows and Linux servers from five data centers across multiple geographic locations to AWS. Fanatics used technical guidance, proven migration methodologies, and financial incentives to offset migration costs via AWS Experience-Based Acceleration (EBA) and AWS Migration Acceleration Program (MAP).

Results

- Up to 48% of infrastructure cost savings
- Lower overall total cost of ownership (TCO)
- Improved global performance through reduced latency from the extensive AWS infrastructure

AWS services used

- Amazon Elastic Compute (EC2) and EC2 Spot Instances
- Amazon Elastic Kubernetes Service (EKS)
- AWS Optimization and Licensing Assessment (OLA) program
- AWS Experience-Based Acceleration (EBA) program
- AWS Migration Acceleration Program (MAP)

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PAYMENTS AUTOMATION PLATFORM

Tipalti transforms to Windows containers on AWS

About customer

Tipalti is a comprehensive, AI-driven finance automation platform designed to streamline global accounts payable, procurement, and expense management. It enables businesses to automate vendor onboarding, invoice processing, and payments across 200+ countries and 120+ currencies. Tipalti's solution enhances efficiency, reducing manual work by up to 80%.

Challenge

Tipalti built its core payment processing service using Microsoft .NET Framework 4.7, deployed on AWS. This monolithic application served the company well during its startup phase, but the limitations of this legacy architecture became increasingly problematic. Manual scaling required time-consuming provisioning during month-end spikes. Debugging was nearly impossible with file-based logging scattered across instances and multiple child processes.

AWS solution

Tipalti chose to containerize the existing Microsoft .NET Framework 4.7 monolith and deploy it to Amazon EKS with Windows Server 2019 nodes. This approach preserved the existing application code while gaining the operational benefits of container orchestration. With AWS, Tipalti adopted Kubernetes orchestration for container lifecycle management and scaling, improving performance and operational efficiency.

Results

- 60% cost reduction through automated scaling that matches capacity to demand
- 50% performance improvement compared to Amazon EC2 virtual machines
- Zero data loss during deployments through graceful shutdown implementation
- Multiple deployments per day, up from weekly deployments

AWS services used

- Amazon EKS
- Kubernetes Event-Driven Autoscaling (KEDA): monitors RabbitMQ queue depths and automatically adjusts pod replicas based on demand
- Amazon Elastic Block Store (Amazon EBS)

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BIOMETRICS AND CRYPTOGRAPHY OR SECURITY

IDEMIA modernizes identity systems using AWS Transform

About customer

IDEMIA technology leadership makes it the partner of choice for hundreds of governments and thousands of enterprises in more than 180 countries, including some of the world's biggest and most influential brands.

Challenges

The IDEMIA certification services application had accumulated significant technical debt over two decades, resulting in performance challenges and service outages. The company experienced cost overruns from Windows licensing. A complete rewrite of its application would have taken months and impacted many of its customers.

AWS solution

IDEMIA used CloudHedge to drive the exit of its legacy monolithic architecture and security-related challenges and gain cross-platform capability as part of its transformation journey. IDEMIA and CloudHedge used AWS Transform .NET, migrating from .NET 3.5 to .NET 8.0 and transitioning from monolithic to microservices architecture across multi-Availability Zones. It used Amazon Elastic Container Registry (ECR) and Amazon Elastic Kubernetes Service (EKS), services that IDEMIA previously could not leverage with its legacy architecture.

Results

- 4X faster application transformation
- Up to 40% savings on licensing costs—from running Linux containers on AWS compared to Windows
- 25% savings in database operating costs
- 30% TCO reduction

AWS services used

- AWS Transform for .NET
- Amazon Elastic Container Registry (ECR)
- Amazon Elastic Kubernetes Services (EKS)

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THOMSON REUTERS

TAX & ACCOUNTING SOFTWARE

Thomson Reuters improves speed and reliability using AWS Transform

About customer

Thomson Reuters (TR) serves professionals across legal, tax, accounting, compliance, government, and media. Reuters, part of Thomson Reuters, is a world-leading provider of trusted journalism and news.

Challenge

Critical applications on Windows running .NET framework are often monolithic and complex, making modernization for TR a lengthy and challenging endeavor. Traditional labor-intensive modernization approaches incur significant costs and take years to use new cloud technologies. TR developers were stuck maintaining unfamiliar, legacy frameworks that couldn't be replaced overnight, so they had to modernize while staying fully operational.

AWS solution

AWS Transform enabled faster modernization, including database migration. Applications and databases are modernized in concert. TR benefits from coordinated transformation of dependent .NET applications maintaining system integrity—with comprehensive testing that validates the entire stack, not just individual components. This integrated approach minimizes risk and ensures successful modernization outcomes.

Results

- Modernizing ~1.5M lines of code a month
- 40% improvement in the pace of modernization
- 30% cost reductions in cloud operating expenses
- 25%+ reductions in time to commit + provision feature changes
- 15% improvement in systems reliability

AWS services used

- AWS Global Professional Services Center of Excellence—including Application Modernization Lab and Application Transformation Factory
- AWS for Microsoft Windows Server
- AWS Transform

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INSURANCE

Verisk boosts productivity, optimizes applications, and reduces development time using AWS AML

About customer

Verisk Analytics Inc. (Verisk), a leading strategic data analytics and technology partner to the global insurance industry, empowers clients to strengthen efficiency, improve underwriting/claims outcomes, combat fraud, and make informed decisions about global risks.

Challenge

Verisk was seeking a way to improve its application architecture and reduce dependencies on Microsoft commercial operating system (OS) licensing. Although the company had previously migrated its on-premises data centers to Amazon Web Services (AWS), it was still running migrated workloads in the cloud as it had done in its data centers and was not taking advantage of "true" AWS Cloud optimization.

AWS solution

By using **AWS Application Modernization Lab** (AWS AML)—a three-phase AWS program focused on upskilling and accelerating customer cloud modernization strategies—the Verisk software, data, infrastructure, security, and DevOps engineering teams learned best-practice cloud modernization skills. AML helped them streamline operations, reduce costs, and unlock the power of generative AI.

Results

- Reduced manual processes by over 90%
- Upskilled DevOps resources to optimize applications
- Built software libraries for reuse for future application development
- Reduced commercial software licensing costs

AWS services used

- AWS Application Modernization Lab (AML)
- Amazon Bedrock and LLMs for Generative AI
- Amazon S3
- AWS Lambda

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Modernization begins with migration

Inspired by these AWS success stories? Join over a million customers using AWS to drive innovation.

AWS offers the most comprehensive capabilities and continually innovates across our infrastructure and services, so you can build, run, and scale applications in the cloud and at the edge. Whether you're looking to innovate, scale, or modernize, these customer stories serve as both inspiration and a blueprint for success. Find **additional stories**, use cases, and inspiration on the AWS website.

Let’s get started.

If you’re ready to take the next step, schedule an **AWS Optimization and Licensing Assessment**.
Or for direct assistance and inquiries, feel free to **contact us**.

aws