

# Accelerating VMware Migration to AWS

FinLync Cloud Transformation | Partner Use Case

**214**

Virtual Machines  
Migrated

**30–35%**

Infrastructure  
Cost Reduction

**6 Months**

Sales Cycle  
Acceleration

**4 Weeks**

AWS Select Tier  
Achieved

## Executive summary

FinLync, a financial technology company providing financial data integration solutions for global financial institutions, faced growing infrastructure challenges as its business scaled. The company operated **202 virtual machines on VMware ESXi and 12 VMs on Alibaba Cloud**, resulting in rising infrastructure costs, limited scalability, and operational complexity.

FinLync engaged Jedi Hill ATLAS, an AWS consulting partner with strong virtualization and infrastructure modernization expertise, to explore migrating workloads to AWS. While the partner had strong technical capabilities, they required support in building the AWS migration business case, accessing funding programs, and positioning the value of cloud transformation.

Tech Data played a key role in enabling the partner and accelerating the opportunity. Jedi Hill ATLAS was enrolled in the Tech Data Accelerate program, progressing to the AWS Select tier within four weeks. Tech Data also facilitated an AWS Optimization and Licensing Assessment (OLA) to analyse the VMware environment and build a TCO comparison with AWS.

The assessment showed AWS could reduce infrastructure costs by 30–35% while improving scalability and operational efficiency. With Tech Data enabling access to AWS Migration Acceleration Program (MAP) funding, the project progressed from assessment to a full migration initiative covering 214 virtual machines with only 4 months.

Through this engagement, Tech Data accelerated the migration opportunity by approximately six months, helping FinLync establish a clear cloud transformation roadmap while enabling Jedi Hill ATLAS to scale its AWS migration practice.



### About Jedi Hill ATLAS

Jedi Hill ATLAS is a cloud consulting partner specializing in workload modernization, VMware migration, and hybrid cloud architecture.

The company helps organizations transition from on-premises infrastructure to scalable and secure cloud platforms.

With strong expertise in virtualization and enterprise infrastructure, Jedi Hill ATLAS supports customers in planning and executing complex cloud migration projects.

Through collaboration with Tech Data, the partner accelerated its AWS practice by leveraging enablement programs, migration funding, and go-to-market support to deliver cloud transformation solutions for financial services and enterprise customers.



### About FinLync

FinLync is a fintech company specializing in financial data integration and connectivity solutions for global financial institutions. Its platform enables banks and financial organizations to streamline financial operations, improve compliance reporting, and automate financial data flows across multiple systems.

As its customer base grew globally, FinLync required a more scalable and resilient infrastructure capable of supporting rapid growth and high transaction volumes.

## Customer Challenge



### Rising infrastructure and VMware licensing costs

FinLync was experiencing increasing infrastructure costs driven by VMware licensing changes and ongoing maintenance fees. With **workloads running on more than 200 VMware ESXi**, the organization faced escalating operational expenses and limited cost predictability. The company began exploring alternatives that could provide better long-term cost efficiency while maintaining enterprise-grade reliability.



### Limited scalability and fragmented environments

FinLync' infrastructure was spread across **202 VMware virtual machines and 12 VMs running on Alibaba Cloud**, creating operational complexity and limiting the organization's ability to scale efficiently. The existing environment lacked the elasticity required to support growth in financial transaction workloads and global customer expansion.



### Need for a structured migration strategy

Although the organization recognized the potential benefits of cloud migration, FinLync lacked a clear migration roadmap, cost justification, and technical migration plan. Without a strong business case and migration framework, leadership was hesitant to commit to a full-scale cloud transformation.

## Partner Challenge



### Limited AWS go-to-market capability

As a cloud agnostic professional service provider, Jedi Hill ATLAS possessed strong technical expertise in infrastructure and virtualization environments, but as a growing AWS partner they faced several challenges in progressing the opportunity. The partner lacked dedicated AWS **presales resources**, experience in **positioning AWS migration value**, and access to **AWS migration funding programs** that could help accelerate the customer decision.



### Lack of access to migration funding and business case tools

Without access to AWS programs such as Optimization and Licensing Assessment (OLA) and Migration Acceleration Program (MAP), the partner struggled to build a compelling financial justification for migration. This made it difficult to move the opportunity forward from technical discussion to an approved migration project.

## How Tech Data Helped

Tech Data addressed these challenges by enrolling Jedi Hill ATLAS into TD Acceleration program, enabling the partner with AWS migration sales methodology, access to funding programs, and support to develop a comprehensive TCO business case that ultimately unlocked the migration opportunity.

“Tech Data played a crucial role in helping us position and deliver this AWS migration opportunity. Their enablement programs and access to AWS funding gave us the tools and confidence to guide the customer through the entire journey from assessment to execution.”

**Samuel Wang**  
Founder and CEO of Jedi Hill ATLAS

## The Solution

Tech Data worked closely with Jedi Hill ATLAS and Finlync to structure a comprehensive AWS migration journey.

The engagement began with AWS Optimization and Licensing Assessment (OLA), which analysed the customer's VMware environment, evaluated infrastructure utilization, and built a detailed Total Cost of Ownership (TCO) model comparing the existing VMware environment with AWS.

The OLA results demonstrated clear financial and operational benefits, including improved scalability and optimized infrastructure sizing. With this data, Tech Data helped Jedi Hill ATLAS confidently present the migration proposal to Finlync. Tech Data also facilitated access to AWS Migration Acceleration Program (MAP) funding to support the migration phases including assessment, mobilization, and execution.

The migration strategy covered 214 total virtual machines, including:

- 202 VMware ESXi VMs
- 12 Alibaba Cloud VMs

Workloads were re-hosted onto AWS using scalable infrastructure services such as Amazon EC2, Amazon EBS, Amazon VPC, and AWS security services, ensuring high availability and operational resilience.

Tech Data remained engaged throughout the process, supporting architecture design discussions, migration planning, and funding alignment to accelerate the migration timeline.

## Tech Data & Jedi Hill partnership Value-Add to Finlync

The collaboration between Tech Data and Jedi Hill ATLAS enabled the partner to successfully position and deliver a large-scale VMware migration opportunity while accelerating its AWS practice development.



### Accelerated AWS go-to-market capability

Through Tech Data's RAPID GTM Ready program, Jedi Hill ATLAS strengthened its AWS migration sales and solution positioning, enabling the partner to confidently engage the customer and progress the opportunity within four weeks.



### Access to AWS migration funding and tools

Tech Data enabled the partner to leverage AWS Optimization and Licensing Assessment (OLA) and Migration Acceleration Program (MAP) funding. These programs helped build a compelling TCO business case and accelerate customer decision making.



### Faster sales cycle progression

With Tech Data's enablement and funding support, the migration opportunity progressed from discovery to a full migration plan approximately six months faster than a typical enterprise migration cycle.



### Successful delivery of AWS value

The joint engagement enabled Jedi Hill ATLAS to demonstrate clear AWS value to Finlync, including improved scalability, cost optimization, and a simplified cloud infrastructure platform.

“Working with Jedi Hill ATLAS and Tech Data gave us the technical confidence to move forward with a large-scale VMware migration. The AWS Optimization and Licensing Assessment provided clear insights into our existing infrastructure and helped us design a migration strategy for more than 200 virtual machines with minimal disruption.

Tech Data's involvement also helped streamline the process by aligning technical planning, funding programs, and commercial support. This allowed us to focus on building a scalable AWS architecture that will support our growth while improving reliability and operational efficiency.”

**Jerry Zhang**  
Finlync Technical Director

## Next steps

Following the successful migration planning phase, FinLync is continuing its AWS modernization journey with Jedi Hill ATLAS and Tech Data.

Future initiatives include:

- Application modernization and containerization opportunities
- Implementation of advanced security and compliance capabilities
- Data analytics and AI-driven financial insights on AWS
- Continuous infrastructure optimization and cost management

Tech Data will continue to support the partner ecosystem by enabling Jedi Hill ATLAS to scale its AWS practice and pursue additional migration opportunities across the financial services sector, and continue working with Jedi Hill ATLAS to guide them through AWS differentiated partner stage.

## Key highlights

# 1

### TD Accelerate Enablement

Jedi Hill ATLAS progressed through the TD Accelerate Program and achieve select tier status within 4 weeks, enabling them to confidently position AWS migration solutions to customers.

# 2

### Access to AWS funding programs and accelerate AWS Cloud Adoption

Tech Data enabled the partner to leverage OLA and MAP funding, reducing migration costs and accelerating project approval within customer's organisation

# 3

### Large Scale Migration opportunity Launch

The project covers 214 virtual machines across VMware and Alibaba Cloud, representing a significant modernization initiative for FinLync.

## About Tech Data

Tech Data, a TD SYNnex company, is a global IT distributor and AWS distributor that helps partners accelerate their cloud business. Through its AWS practice, Tech Data supports service providers and ISVs with technical enablement, presales support, and access to AWS funding programs.

The company provides structured partner acceleration programs, migration advisory, and cloud optimization support to help partners build and scale AWS solutions. By combining AWS expertise with a strong partner ecosystem, Tech Data helps partners unlock cloud opportunities, accelerate migration projects, and deliver scalable and cost-optimized solutions to customers across industries.



- Migration Services Competency
- Amazon EC2 for Windows Server Delivery