



PartnerEquip: Live – Dubai

Exclusive event for Specialized Partners

24-26 March 2026
Dubai, UAE

Migration and Modernization

This Track is designed to take partners on a comprehensive journey through cloud transformation, catering specifically to Presales Architects, technical teams, builders, and Platform Engineers.

Starting with Day 1's focus on Sovereign Cloud, Migration, attendees will gain insights into migration opportunities, explore funding and programs designed to accelerate migrations, dive into VMware options and alternatives, understand how AWS Agentic tools can accelerate migration, and gain exposure to AWS roadmaps and new services aligned to migration.

Day 2 shifts to a deep dive into Modernization, featuring technical workshops for Container, Serverless, Transform and Database modernization.

The event culminates on Day 3 with a hands-on mock Experience Based Accelerator (EBA) where attendees will work together to modernize a fictional company leveraging the Transform Suite of offerings, equipping partners with practical tools and experience they can leverage in the future. In addition we will feature and demo ISV Tools that will support a customer's journey to the Kingdom of Saudi Arabia region.

Day 1 Agenda

Tuesday, 24 March

Time (GMT+4)	Level	Title	Abstract
8:00am	Registration and Breakfast		
10:00 am	Welcome		
10:15 am	#	Migration & Modernization Market Opportunity	Covers cloud migration/modernization market opportunities, AWS priorities, and 2026 GTM strategy. Learn market dynamics, frameworks for accelerating cloud journeys, and customer engagement tactics. For business and technical pros—gain actionable knowledge for transformation discussions.
10:45 am	#	Prospect to Modernized: AWS Programs & Tools	Covers AWS Funding Programs for Migration/Modernization—OLA program, Modernization funding, and ISV Tooling Program. Learn eligibility, application processes, and how to align programs with customer profiles and business needs.
11:15 am	Break		
11:30 am	#	Prospect to Modernized: AWS Programs & Tools	Covers AWS Funding Programs for Migration/Modernization—OLA program, Modernization funding, and ISV Tooling Program. Learn eligibility, application processes, and how to align programs with customer profiles and business needs.
12:00 pm	#	AWS Transform Roadmap	AWS Transform —a rapidly evolving platform. Learn what it is, explore recent features and enhancements, and review the product roadmap. Stay current with expanding functionality and strategic direction..
12:30 pm	Lunch		
1:30 pm	#	Digital Sovereignty in the Cloud: Accelerate your AWS business	Learn how AWS sovereign cloud offerings provide more control and choice to help meet your unique needs with a closer lens on Middle East, mainly UAE and KSA
2:15 pm	#	What's new with VMware Workloads	Discover new AWS services for VMware migration. Explore pathways to AWS EC2 or VMware on AWS, plus partner accelerators and programs to scale VMware migration opportunities.
3:00 pm	Break		
3:15 pm	#	Microsoft Building Blocks	Explore new AWS services for Windows Workloads covering SQL Server, .NET workloads, and Active Directory. Learn best practices to reduce costs, enhance performance, and optimize Windows infrastructure on AWS.
4:00 pm	#	Accelerate Migration & Modernization with EBA	Discover Experience-Based Accelerators (EBAs) that help overcome migration roadblocks and speed cloud transformation. Explore offerings across migration scenarios, partnership opportunities, funding programs, and customer success stories.
4:45 pm	Wrap Up		
5:00 – 7:00pm	Welcome Reception (badge required)		

Day 2 Agenda

Wednesday, 25 March

Time (GMT+4)	Level	Title	Abstract
9:00am	Registration and Breakfast		
10:00 am	Welcome		
10:15 am	#	Business Value of Modernization	Learn strategies to accelerate enterprise modernization, engage CxO stakeholders, and build compelling business cases. Explore AWS's approach to transforming applications, data, and infrastructure into cloud-native services that enable AI innovation.
10:45 am	#	Migrating to AWS Outposts: Tips & Tricks	. Learn Outposts migration strategies, hybrid architecture patterns, supported services, and how to address networking, capacity, and data challenges while meeting latency and residency requirements.
11:15 am	Break		
11:30 am	#	Self Managed GenAI using AppMod	Learn how AWS SaaS Modernization helps partners address ISV challenges: tenant cost allocation, onboarding, isolation, and scalability using containers and serverless. Access funding and enablement to achieve 3X faster time to market.
12:00 pm	#	Self Managed GenAI using AppMod	Learn how AWS SaaS Modernization helps partners address ISV challenges: tenant cost allocation, onboarding, isolation, and scalability using containers and serverless. Access funding and enablement to achieve 3X faster time to market
12:30 pm	Lunch		
1:30 pm	#	App Modernization with AWS Containers & Serverless	Learn how to accelerate customer transformation using AWS Containers and Serverless. Explore new Amazon EKS, ECS Managed Instances, and Lambda capabilities that streamline modernization, reduce overhead, and deliver faster outcomes.
2:15 pm	200	Accelerating ISV Success: Partner-Enabled SaaS Modernization	Learn why Start-Ups and ISVs choose Amazon EKS for self-managed GenAI workloads. Discover a new 6-week GenAI accelerator program delivered by partners with AWS specialists, offering expert capabilities, support, and incentives.
3:00 pm	Break		
3:15 pm	#	AWS Transform Custom	Explore Aws Custom’s core capabilities for creating custom transformations for API migrations, runtime upgrades, and framework changes. Hands-on exercises cover setup, configuration, and implementation scenarios.
4:00 pm	#	DB Migration and Modernization	Explore sales plays for database migrations with a technical deep dive on Oracle Discover migration assets, best practices, partner resources, and AWS Generative AI tools to accelerate customer database transitions to AWS.
4:45 pm	Wrap Up		
5:00 – 8:00pm	Evening Networking Reception (badge required)		

Day 3 Agenda

Thursday, 26 March

Time (GMT+4)	Level	Title	Abstract
9:00am	Registration and Breakfast		
10:00 am	Welcome		
10:15 am	#	Introduction to EBA	Discover how EBA accelerates cloud adoption through hands-on, immersive engagements. Combining cloud expertise, agile principles, and cross-functional collaboration, EBA helps organizations migrate, modernize, and innovate faster on AWS.
10:45 am	#	AWS Transform Assessments	Navigate enterprise cloud migration with insights from thousands of successful AWS transformations. This technical deep-dive examines critical planning phases: discovery, environment assessment, and building robust migration plans.
11:15 am	Break		
11:30 am	#	AWS Transform for VMware	Transform VMware workloads to cloud-native with AWS Transform's AI-powered migration. This hands-on workshop accelerates modernization while reducing costs. Gain practical experience using agentic AI for automated discovery, mapping, and conversion.
12:00 pm	#	AWS Transform for VMware	Transform VMware workloads to cloud-native with AWS Transform's AI-powered migration. This hands-on workshop accelerates modernization while reducing costs. Gain practical experience using agentic AI for automated discovery, mapping, and conversion.
12:30 pm	Lunch		
1:30 pm	#	EBA MidDay	Discover how EBA accelerates cloud adoption through hands-on, immersive engagements. Combining cloud expertise, agile principles, and cross-functional collaboration, EBA helps organizations migrate, modernize, and innovate faster on AWS.
2:15 pm	#	AWS Transform for .Net	Unlock organizational agility by transforming legacy monolithic applications to modern container-based architectures. In this hands-on workshop, modernize a .NET Framework using AWS Transform.
3:00 pm	Break		
3:15 pm	#	ISV tools for UAE Region	
4:00 pm	#	EBA Closeout	Discover how EBA accelerates cloud adoption through hands-on, immersive engagements. Combining cloud expertise, agile principles, and cross-functional collaboration, EBA helps organizations migrate, modernize, and innovate faster on AWS.
4:45 pm	Wrap Up + End of Week Survey		