

Cloud Acceleration (CloudAx) Day

Migrate with Intention. Modernize with Impact

SPEAKERS



Alejandro Payan
Partner Sales Manager
North Central
SoftServe



Ruslan Kusov
Director, Cloud Coe
SoftServe



Yuriy Litvinov
Program Manager,
VMware Migrations
AWS



Sabrykrishnan Loganathan
Director of Digital & Gen-
AI Strategy
Regal Rexnord



Gerard Welikala
Digital Transformation VP
SoftServe

Join us and other cloud experts to explore strategies for unlocking the full potential of digital transformation within your organization, to drive agility, scalability, and innovation through migration and modernization.

[CLICK HERE TO REGISTER](#)



June 25, 2025
Central Time

Lunch & Registration

11:00 AM-11:30 AM

Opening Remarks

11:30 AM-11:35 AM

Migrate with Intention. Modernize with Impact

11:35 AM-12:30 PM

As organizations evaluate their virtualization and cloud strategies, many are rethinking how they manage legacy workloads in light of rising costs, limited scalability, and shifts in the technology landscape. This session will explore how enterprises can transition traditional virtualized environments to modern cloud infrastructure, while minimizing disruption and maintaining performance.

With the right migration approach, IT teams can align workload placement with business needs, reduce operational complexity, and unlock greater scalability and resilience. Attendees will gain insights into various migration pathways, cost-optimization strategies, and modernization techniques that support long-term flexibility and innovation across the enterprise.

PANELISTS



Speaker

Ruslan Kusov
Director, Cloud Coe
SoftServe

AWS Migration Funding & Tooling

12:30 PM-1:30 PM

Learn how your organization can harness cloud benefits that will accelerate your migration and modernization journey with AWS and SoftServe, including tooling and funding offered by AWS.

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Speaker

Alejandro Payan
Partner Sales Manager
North Central
SoftServe

Accelerating Migration with EBA

1:30 PM-2:30 PM

Learn how Experience Based Acceleration (EBA) offered through AWS can speed up your organization's digital transformation and cloud value realization. Hundreds of enterprises at various levels of cloud maturity have harnessed EBA to build cloud foundations, migrate at scale, modernize their businesses, and innovate for their customers. They have

succeeded because of a proven learn-by-doing working model that seamlessly scales to drive business value.

PANELISTS



Speaker

Gerard Welikala
Digital Transformation
VP
SoftServe

Networking Break

2:30 PM-2:45 PM

Group Use Case Walk Through

2:45 PM-3:15 PM

Showing the real case of AWS migration and modernization and fostering collaboration, participants will work as a team to navigate their modernization use case and address related challenges. Participants can expect prescriptive and non-prescriptive guidance from migration & modernization experts to stimulate discussion, creative thinking, and technical problem solving.

PANELISTS



Speaker

Ruslan Kusov
Director, Cloud Coe
SoftServe

Questions & Answers: Exploring Cloud Strategy Trends

3:15 PM-3:45 PM

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Yuriy Litvinov
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Ruslan Kusov
Director, Cloud Coe
SoftServe



Speaker

Alejandro Payan
Partner Sales Manager
North Central
SoftServe

Group Activity

3:45 PM-4:30 PM

TOGETHER WITH



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