AWS: THE ENTERPRISE ON RAMP RETIREMENT AND THE SUPPORT LADDER REBUILD

What AWS is retiring on January 1, 2027, what replaces it, why the automatic upgrade is the moment to negotiate rather than a reason not to, and how customers should respond

> *A research note for CIOs, CFOs, cloud platform owners, FinOps leads, and procurement teams on AWS Enterprise On Ramp, Business, or Developer support, or on an Enterprise Discount Program or Private Pricing Agreement that mandates Enterprise Support, who have received an upgrade notification from AWS or will before the end of 2026. Written from the buyer's side of the table. Redress Compliance, 2026.*

Key takeaways

- On January 1, 2027 AWS discontinues Enterprise On Ramp, Business Support, and Developer Support outside GovCloud. The paid ladder becomes Business Support+, Enterprise Support, and Unified Operations. On Ramp customers are being upgraded to Enterprise Support automatically through 2026, at renewal or in batches, with one month's notice and, in AWS's words, no further action required.
- The upgrade is presented as a gift: a designated TAM, 15 minute response, Security Incident Response at no extra cost, and a minimum cut from USD 15,000 to USD 5,000 a month. At list, the math is flat to slightly favorable for most On Ramp customers. That is not where the exposure is.
- The exposure is structural. Every paid tier is now a percentage of the bill. On Ramp was the tier below Enterprise that customers used as the fallback when negotiating the Enterprise percentage down. It is gone, and with it the only credible tier down inside AWS. Support becomes a tax on growth with no internal alternative.
- Under an EDP or PPA, Enterprise Support is mandatory and, unless negotiated, calculated on gross usage before the discount. A customer moved onto Enterprise Support without touching the agreement pays the list percentage on the pre discount bill for the life of the commitment.
- No action required means no negotiation happens. Treat the upgrade notification as the opening of a support negotiation: the percentage, the base it is calculated on, the minimum, and the term all move inside an EDP, and only when the customer asks.

1. WHAT AWS IS DOING

AWS is collapsing five paid support tiers into three and repricing the bottom of the ladder. The changes were published in the support documentation with end of support notices rather than announced as a pricing event. The anatomy:

- **Enterprise On Ramp retired.** On Ramp was priced at the greater of USD 5,500 a month or a flat 10 percent of monthly usage, with a pooled TAM and 30 minute response on critical cases. From January 1, 2027 it no longer exists. Throughout 2026 On Ramp customers are upgraded to Enterprise Support automatically, either at contract renewal or in periodic batches, with an email one month before.
- **Enterprise Support repriced at the bottom.** The monthly minimum drops from USD 15,000 to USD 5,000. The tiered percentage is unchanged: 10 percent of the first USD 150,000 of monthly usage, 7 percent to USD 500,000, 5 percent to USD 1 million, 3 percent above. Designated TAM, 15 minute response, AWS Security Incident Response, strategic business reviews, and Countdown event management are included. Self service subscription is now available.
- **Business and Developer retired.** Business Support and Developer Support are discontinued on the same date. Customers may stay on them until then or move to Business Support+ at USD 29 a month minimum per account or a percentage of usage starting at 9 percent and tapering. Business Support+ adds generative AI assisted responses and under 30 minute human engagement on business critical cases.

- **Unified Operations at the top.** A new tier from USD 50,000 a month with a designated TAM and Domain Specialist Engineer, Countdown Premium, architecture guidance, and critical workload runbooks. It is the upsell path above Enterprise Support.
- **GovCloud excepted.** Developer, Business, and On Ramp remain available in AWS GovCloud (US).

What has not changed matters too. Enterprise Support remains mandatory for the duration of an Enterprise Discount Program or Private Pricing Agreement. The tiered percentage is unchanged. The percentage and the base it is calculated on remain negotiable inside an EDP, and AWS does not reduce either unless asked.

2. WHAT IT CHANGES FOR CUSTOMERS

- **The tier down is gone.** For four years On Ramp gave customers between roughly USD 700,000 and USD 3 million of annual AWS spend a credible alternative to Enterprise Support at a lower minimum. Its existence was the customer's leverage when the account team pushed Enterprise Support at an EDP renewal. From 2027 the choice is Enterprise Support or a plan without a TAM.
- **Every tier is now a percentage of the bill.** Business Support+ starts at 9 percent. Enterprise starts at 10 percent. Unified Operations sits above. Support scales with usage automatically, without a purchase order, and every dollar of growth, every AI workload, every migration carries the support percentage stacked on top.
- **The minimum cut helps the small and does nothing for the large.** A customer at USD 40,000 of monthly usage pays USD 5,000 instead of USD 5,500. A customer at USD 200,000 pays USD 18,500 under Enterprise's tiers against USD 20,000 under On Ramp's flat rate. A customer at USD 2 million a month pays USD 94,500 a month either way, because the minimum has been irrelevant to them for years.
- **Automatic means unnegotiated.** The upgrade notice says no further action is required. Customers who take that at face value are moved onto Enterprise Support at the list percentage, on whatever base their agreement specifies or defaults to, without the conversation that every experienced buyer has at this exact moment.
- **The EDP base question becomes urgent.** Under an EDP the support percentage may be calculated on gross usage before the EDP discount or on net usage after it. The difference at a 20 percent discount is 20 percent of the support bill. Customers on On Ramp may never have had this conversation because On Ramp was a flat 10 percent and the EDP language was written for Enterprise Support they did not hold.
- **Multi account estates get a per account minimum.** Business Support+ carries a USD 29 minimum per account. An organization with several hundred accounts on Business Support, many of them idle, now has a floor that scales with account count. Enterprise Support aggregates across accounts under one contract; Business Support+ does not in the same way.
- **The buyer is the platform team, not procurement.** The upgrade email goes to the account contact. The support percentage is in the EDP. The two are rarely read by the same person in the same month.

3. THE SUPPORT LADDER: BEFORE AND AFTER JANUARY 1, 2027

Tier	Pricing to December 31, 2026	Pricing from January 1, 2027	What to watch
Developer	USD 29 a month or 3 percent of usage. Business hours.	Discontinued. Moves to Business Support+.	Cost rises from 3 percent to 9 percent for any account above trivial spend.
Business	USD 100 minimum or tiered 10, 7, 5, 3 percent. 24 by 7, one hour critical response.	Discontinued. Moves to Business Support+.	New taper starts at 9 percent; exact bands not published at list. USD 29 per account minimum multiplies across large estates.
Business Support+	Not available	USD 29 a month per account or a percentage from 9 percent tapering. Generative AI first	The default landing tier for everyone below Enterprise. Confirm the band structure in writing before accepting.

		response; human engagement under 30 minutes on critical cases.	
Enterprise On Ramp	Greater of USD 5,500 or a flat 10 percent. Pooled TAM, 30 minute critical response.	Discontinued. Upgraded to Enterprise Support automatically through 2026.	The tier down disappears. Flat 10 percent was worse than Enterprise above USD 150,000 a month and better below USD 50,000.
Enterprise	Greater of USD 15,000 or 10, 7, 5, 3 percent in cumulative bands. Designated TAM, 15 minute response.	Greater of USD 5,000 or the same bands. Adds Security Incident Response and Countdown at no extra cost. Self service sign up.	Mandatory under EDP and PPA. Percentage, base, and minimum negotiable inside the agreement, never proactively.
Unified Operations	Not available	From USD 50,000 a month or percentage bands at higher spend. TAM plus Domain Specialist Engineer, Countdown Premium, runbooks.	The upsell above Enterprise. Price against a services engagement, not against Enterprise Support.

4. KEY DATES

Date	Event
2022	Enterprise On Ramp introduced as the tier between Business and Enterprise: pooled TAM, USD 5,500 minimum, flat 10 percent.
Early 2026	End of support notices published for Developer, Business, and Enterprise On Ramp. Business Support+ introduced. Enterprise Support minimum reduced to USD 5,000. Unified Operations introduced.
Throughout 2026	On Ramp customers upgraded to Enterprise Support at renewal or in batches, with one month's email notice. Business and Developer customers may upgrade to Business Support+ at any time.
June 2026	AWS Marketplace professional services listing fee cut from 2.5 percent to 0.5 percent, changing the economics of routing services through Marketplace private offers against an EDP commit.
July 1, 2026	EC2 Capacity Blocks for ML repriced roughly 20 percent higher across six GPU instance families, with about a week's notice. On Demand and Savings Plans unchanged.
Your EDP or PPA renewal	The only moment the support percentage, the calculation base, the minimum, and the support term are on the table. If the automatic upgrade lands before it, the upgraded terms become the baseline the renewal is negotiated from.
January 1, 2027	Enterprise On Ramp, Business Support, and Developer Support discontinued outside GovCloud. Any customer still on them is moved.

5. WHERE THE MONEY SITS

The retirement does not produce a claim or an overage. It produces a support line that was accepted rather than negotiated, and then compounds on every dollar of growth for the life of the agreement. The illustration below is an enterprise on On Ramp with an EDP, upgraded in Q3 2026 without a conversation. Figures use AWS list bands and are for structure, not quotation.

Item	Illustrative figures	Effect
Position before the upgrade	USD 1.2 million of monthly usage at list, 20 percent EDP discount, Enterprise On Ramp at a flat 10 percent.	Support: USD 120,000 a month, USD 1.44 million a year. Nobody has questioned it because On Ramp was flat and the EDP language did not address the base.
After automatic upgrade to Enterprise Support, on gross usage	10 percent of the first USD 150,000, 7 percent to USD 500,000, 5 percent to	

	USD 1 million, 3 percent on the remaining USD 200,000.	Support: USD 70,500 a month, USD 846,000 a year. AWS presents this as a saving of nearly USD 600,000. It is.
Same upgrade, base corrected to net of EDP discount	Net usage USD 960,000. Bands applied to net.	Support: USD 62,500 a month, USD 750,000 a year. USD 96,000 a year that the automatic upgrade leaves on the table, every year of the term.
Growth compounding	Usage grows 25 percent in year two to USD 1.5 million with an AI program.	Support at list bands on gross: USD 79,500 a month. The support line grows USD 108,000 a year with no decision, no approval, and no negotiation.
Unified Operations positioned at renewal	Account team proposes Unified Operations at USD 50,000 minimum or bands for the AI program.	An incremental services engagement priced as a support tier. Belongs in a services negotiation, not the support line.
Three year cost as upgraded	**About USD 2.7 million in support over the EDP term on gross usage at list bands, rising with growth, with no tier down available and no negotiation having taken place.**	
Same estate after a defended transition	**Support percentage negotiated inside the EDP to a blended 4 percent on net usage, minimum held at USD 5,000, TAM and Security Incident Response confirmed in writing, Unified Operations declined or priced as services, and a support cap tied to the committed spend rather than actual usage. About USD 1.4 million over the same term, with growth carrying a known rate rather than the list bands.**	

- **The base is the lever.** Gross versus net of EDP discount is a 20 percent swing on the whole support line at a 20 percent discount. It is decided by one sentence in the EDP, and the On Ramp customers being upgraded now have often never read it.
- **The percentage moves at scale.** Enterprises above USD 5 million a year routinely negotiate Enterprise Support to a blended 5 to 7 percent; above USD 100 million, to 3 percent. AWS has more margin in support than in the EDP discount itself and does not reduce it unless asked.
- **Commitment shrinks the base.** Reserved Instances and Savings Plans reduce metered usage, which reduces the support charge. The support saving is a second, underappreciated return on commitment coverage.
- **The tier down mattered more than it cost.** On Ramp's value in negotiation was that it existed. Its retirement removes the customer's internal alternative and makes third party managed service and partner led support the only credible comparison.

6. HOW CUSTOMERS SHOULD RESPOND

The response is a sequence. Its purpose is to turn an automatic upgrade into a negotiated one, to fix the base and the percentage before growth compounds on them, and to make sure the support line is settled inside the agreement rather than beside it.

- **1. Find the notice and route it.** The upgrade email goes to the account contact one month before the change. Route it to whoever owns the EDP. If the upgrade has already happened, the terms it landed on are still negotiable at the next renewal, and sooner if asked.
- **2. Read the EDP for the support base.** Establish whether Enterprise Support is calculated on gross usage or net of the EDP discount, whether Marketplace spend is in the base, and whether the support term is coterminous with the commitment. If the agreement is silent, it is gross by default.
- **3. Model the transition at list, then at target.** Run the bands on your actual usage on gross and on net. Add the growth plan. The gap between list on gross and a blended negotiated rate on net is the number to take into the conversation.

- **4. Ask for the percentage.** Do not accept the bands. Propose a blended rate on net usage, with a cap tied to committed spend rather than actual usage so that growth above commit does not carry the full percentage. The larger the commit, the further it moves.
- **5. Get the inclusions in writing.** Designated TAM by name, response times, Security Incident Response, Countdown, and business reviews. The automatic upgrade describes them; the agreement should specify them.
- **6. Reduce the base before the rate.** Extend Savings Plan and Reserved Instance coverage. Every dollar committed is a dollar the support percentage is not applied to.
- **7. Price the alternatives before AWS removes them.** Partner led support and third party managed service providers are now the only tier down. Obtain a quote before the EDP renewal, not as a threat but as the comparison AWS's own ladder no longer provides.
- **8. Treat Unified Operations as services.** If the account team positions it for an AI or migration program, price it against a scoped professional services engagement and a partner, on the program's timeline, not as a support upgrade at AWS's quarter end.
- **9. Fix the multi account estate.** For Business Support+ landings, consolidate or close idle accounts before the per account minimum applies, and confirm the taper bands in writing.

7. MISTAKES THAT COST THE MOST

- Reading no further action required as no negotiation available.
- Letting the upgrade land at list bands on gross usage, and inheriting it as the baseline for the next EDP renewal.
- Discovering in year two that a 25 percent growth in usage added six figures to the support line without a single approval.
- Accepting Unified Operations for an AI program as the way to get architecture help, at a USD 50,000 monthly minimum, instead of buying the help.
- Treating support as a fixed fee. It is a percentage of the whole bill, and it compounds.
- Waiting until the EDP renewal to raise the percentage, when the upgrade notice was the earlier and better moment.
- Migrating hundreds of idle accounts onto Business Support+ and paying USD 29 a month each for support nobody will open a case on.

8. HOW REDRESS HELPS

Redress Compliance runs the exercise from the buyer's side: the EDP and PPA read for the support base and term, the transition model at list and at target, the commitment coverage review that shrinks the base, the partner and third party support comparison, and the negotiation of the support percentage, base, minimum, cap, and inclusions inside the client's AWS agreement strategy. Our fees are fixed, and every dollar kept off the support line belongs to the client.

REDRESS COMPLIANCE LLC

1314 E Las Olas Blvd, Fort Lauderdale, FL 33301 | redresscompliance.com | +1 (239) 402-7397

100 percent buyer side. Zero vendor affiliations. No reseller agreements. No referral fees.