



# BENEFITTING FROM THE FALLING COST OF DESKTOP VIRTUALISATION

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## INTRODUCTION

**In 2015 the competition for share of the IT infrastructure market means that there will be real cost savings to be had.**

As vendors battle for market share, costs are falling for every part of the desktop virtualisation architecture.

At the same time, desktop virtualisation technology itself is advancing quickly, providing new ways to enable businesses to benefit and enabling the flexibility that people and organisations need to thrive.

This trend is a win on two fronts for IT departments:

- better solutions available at a lower cost
- a service-based approach to IT available to any organisation on an as-required basis.

Previously just for early adopters and innovators, desktop virtualisation has now become a mainstream IT strategy for companies of all sizes. As business mobility and cloud computing transform IT, desktop virtualisation enables that transition for the IT department. Now the IT function are able to meet the needs of users more effectively and securely wherever, however and on whatever device they work from.

IT can now better support the business.

The business drivers and the value of desktop virtualisation include a wide range of benefits, as Gosport Borough Council recently discovered.

“Gosport Borough Council had been considering a virtualised environment and, following an extensive technical tendering process, we engaged Annodata. We sought to achieve a cost effective solution delivering greater performance, scalability, flexibility and reliability with added ease of deployment and control for our end user population. Annodata deployed that complete virtualised solution, making our IT environment easier to manage and straightforward to keep secure.”

**DAVID ELAND**, HEAD OF INFORMATION TECHNOLOGY, GOSPORT BOROUGH COUNCIL



## BUSINESS GROWTH

With desktop virtualisation, businesses can leverage the flexibility of the cloud to scale up and down quickly and easily as needs change. For example, rather than incurring new capital expenses which may or may not be used on a regular basis, IT can provision additional desktops on a temporary basis for seasonal workers, paying on an as-you-go basis as an operating expense. Centralised management and online support tools eliminate the need for IT personnel to be deployed to new locations, reducing overhead.

Strategic business initiatives such as merger & acquisition activity and branch expansion can much more easily be resourced as the process of bringing new business units online happens.

## FALLING COSTS

Not long ago, many organisations remained wary of desktop virtualisation, concerned about the perceived need to purchase, manage and maintain costly and complex infrastructure, but this view has changed dramatically. Rapidly evolving technologies in recent years have made desktop virtualisation much more affordable, with savings driven by falling costs by increasing competition among vendors.

The latest solutions also allow greater flexibility in the ways companies can design and enable their virtualised desktop environment. Meanwhile, the performance of leading solutions has advanced to the point where the user experience is every bit as good or better than a physical desktop, making desktop virtualisation worthy of a direct cost-to-cost comparison.

## REAL ESTATE SAVINGS

As desktop virtualisation enables teleworking to be implemented more efficiently, offices can become smaller and less costly, as workers shift to alternate locations and space is allocated to those who do work onsite on any given day. Large personal work spaces can be eliminated entirely for fulltime teleworkers and 'hot desking' can bring considerable savings.

**"I welcomed Annodata's discussion and collaborative approach. It was refreshing and meant we trusted that Annodata knew the technologies available and were very customer focused, with a clear view of our requirements."**

**DAVID ELAND, HEAD OF INFORMATION TECHNOLOGY, GOSPORT BOROUGH COUNCIL**

The workforce gain the flexibility to work wherever and whenever they can be most productive and effective, and to access a complete mobile workspace on any type of device, with no restrictions from the traditional desktop approach.

For the business, this more mobile workforce can rapidly be deployed across many locations, from partner and customer sites to branch offices and the field, quickly adapting to any shifting business needs.

## FLEXIBLE DISTANCE WORKING

Work and life balance can be achieved by giving people more flexibility to choose the time, place and device for their work, including their own homes. The cost and time of commuting can also be reduced or eliminated. Teleworking also provides a highly effective strategy for business continuity, enabling workers to continue working even when a disruption - a natural disaster or other emergency, or a planned office relocation, prevents them from working in the office.

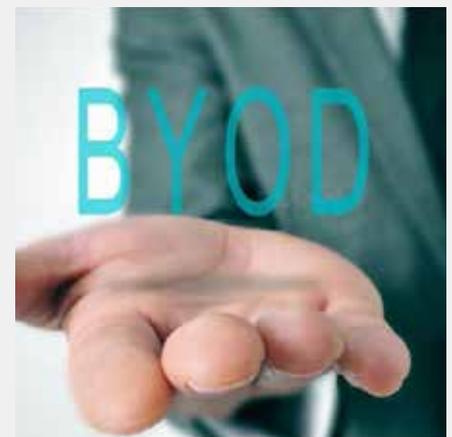
## BRING YOUR OWN DEVICE

Policies such as allowing personal mobile devices to be used on enterprise networks are becoming a fact of life in most organisations. With desktop virtualisation, IT can allow people to access the apps, desktops and data they rely on in a workspace delivered to any device, including PCs, Macs, tablets and smartphones, while maintaining an element of centralised control and minimising security risks.

## WORKFORCE MOBILITY

Desktop virtualisation allows the workforce to access their apps, desktops and data from anywhere, providing a foundation for the type of flexible business mobility currently transforming the way people and businesses operate.

**"Access apps, desktops and data from anywhere."**



**"Annodata had the correct broad technical approach coupled with front-line technical people with whom we were able to interact and communicate effectively. They were able to give the Council definitive and honest answers about what was required to be able to make the system work."**

**DAVID ELAND, HEAD OF INFORMATION TECHNOLOGY, GOSPORT BOROUGH COUNCIL**

**"Hot desking can bring considerable savings."**



## ONBOARDING OF NEW EMPLOYEES

Because of the ease of creating new users, apps and desktops can be delivered on-demand to mobile workspaces anywhere, over any network, IT can provision resources to new users in a matter of minutes. Any available desktop hardware can be used—including aging legacy equipment, low-cost thin clients, PCs, laptops and mobile devices—while ensuring that new workers benefit from immediate delivery of facilities.

## COMPLIANCE AND SECURITY

Because all apps, desktops and data remain centralised, IT can more effectively control both information and access when regulation is required. Policy-based access control, activity logging, auditing and reporting contribute to meeting strict regulatory compliance standards.

Access to IT services can be turned off instantly in the event a device is lost or stolen, or a worker departs the organisation, to prevent data breaches.

## IT EFFICIENCY

The centralised architecture of a desktop virtualisation solution allows IT support users, across multiple locations, to deliver apps and desktops as secure, on-demand services.

Operating system migrations – an essential but often complicated process – become quick and painless through centralised single-image management.

Small and midsize enterprises can achieve a more professional level of IT service through centralised management while eliminating the headaches that come with managing the distributed, non-standard environments typical of most small and medium sized businesses.

**“A major task in a traditional PC environment involves checking every desktop and laptop, seeing if they can run Windows 7. In a virtual environment this all becomes very straightforward.”**

**DAVID ELAND, HEAD OF INFORMATION TECHNOLOGY, GOSPORT BOROUGH COUNCIL**

## STORAGE COSTS

In the past one of the great inhibitors to adoption of desktop virtualisation has been the cost of storage.

Server costs and software licensing fees can be identified easily, but IT has had to work through shared storage calculators that make it confusing to assess the actual expense involved. However, as competition has increased, storage vendors have faced pressure to be clear about their pricing. The improvements in storage utilisation through technologies like thin provisioning (PVS), storage layering (personal vDisk) and flash storage, this has displaced storage from its position as the biggest cost component of desktop virtualisation.

## GRAPHICS PROCESSING UNIT (GPU)

Organisations that depend on high-end CAD, engineering and other processing-intensive graphical applications can now benefit from a new generation of desktop virtualisation solutions that leverage the horsepower of Graphics Processing Unit computing.

Conventionally, such applications require a physical workstation with a high-powered GPU for each designer or engineer to support rendering.

With a GPU-enabled desktop virtualisation solution, IT can share one single GPU among multiple users, driving down peruser costs tremendously.

For example, a designer could be provided with a dedicated GPU to design a car, while others on the team would share a single GPU to view the resulting drawings. This balance of high-performance dedicated processing and cost-efficient shared resources helps the IT department meet the organisation's goals for both cost and productivity.



**“Storage is no longer the biggest cost component of desktop virtualisation.”**



**“Annodata had the correct broad technical approach coupled with front-line technical people with whom we were able to interact and communicate effectively. They were able to give the Council definitive and honest answers about what was required to be able to make the system work.”**

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## CLOUD COMPUTING

Competition among vendors continues to make it easy and cost effective for organisations to access resource from the cloud as required to support growth, whether temporary, seasonal or long term. Without the need to procure and configure on-premise servers to support a large user base, cloud computing can provide instant infrastructure resource that can be increased or reduced as needed, and paid as an operating expense rather than a capital expense.

To enable this strategy, leading desktop virtualisation solutions allow IT to manage virtual desktops either on-premise, in the cloud or both, while providing simple, transparent access for end users regardless of where their desktops are hosted.

“Annodata did go that extra mile in undertaking a thorough evaluation of our proposed virtualisation solution. This demonstrated the keenness of Annodata’s team as well as their virtualisation expertise and consulting capabilities.”

DAVID ELAND, HEAD OF INFORMATION TECHNOLOGY, GOSPORT BOROUGH COUNCIL

## CONCLUSION

Never before has desktop virtualisation offered so many compelling reasons for IT departments to adopt the technology. Every desktop virtualisation vendor is making better products and making them available for lower costs, and this competition means that there are great opportunities for organisations of all kinds, from small business to enterprises and everyone in between, to incorporate desktop virtualisation in their delivery strategies as an affordable way to enable the mobility and agility required, while maintaining control and security.



Annodata is one of the UK’s longest standing providers of Managed Services, covering Document Management, Unified Communications and IT.

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[marketing@annodata.co.uk](mailto:marketing@annodata.co.uk) or Tel: 01923 333 333



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