



Dell and Citrix | Top 10

Reasons to Implement Desktop Virtualization Now



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Desktop virtualization has the potential to help IT organizations address some of their most strategic business initiatives with end-to-end solutions that can be simple to install, cost-effective, infinitely scalable and highly agile. As organizations look to enable a more mobile workforce that is using an increasingly diverse set of devices, IT departments are expected to manage, control and support this new working environment.

The technology that enables desktop virtualization has made significant strides in recent years, and many organizations that initially perceived desktop virtualization as too cumbersome and expensive are taking a second look, particularly in light of the new challenges they are facing in today's rapidly changing user environment.

In a wide range of use cases, many more businesses have jumped ahead of the curve and are deploying desktop virtualization as a vital tool to help lower costs, reduce administrative overhead and improve productivity. And still others are successfully rolling out pilot desktop virtualization projects to gain experience with the technology and determine its viability for more extensive use across the enterprise.

An estimated 80% of organizations now consider desktop virtualization to be part of their IT strategies, according to a recent survey by Dimensional Research for Pivot3. Respondents to the survey attributed the success of virtual desktop infrastructure (VDI) to easy maintenance and support and fast deployment, all at an attractive price point.¹

In doing a complete analysis, you will likely find that desktop virtualization will not be the answer for all users and use cases. Moving forward, organizations should evaluate the workloads and uses cases that will best suit their environments, and then align their deployment strategies accordingly.

But what are the key initiatives that are driving the increasing adoption of desktop virtualization, and what are some of the important factors IT professionals must consider in addressing desktop virtualization challenges and opportunities? Here are the top 10 reasons to implement desktop virtualization now.

¹ "New Dimensional Research Report Depicts 2013 as the Year of VDI in the Mid-Market," Dimension Research for Pivot3, Jan. 15, 2013.





1. Can be simple to deploy

This may counter what you have heard or even your own experience. However, vendors have taken to heart early concerns with complex deployments and have come up with simplified solutions. For example, Dell and Citrix have teamed up to offer an all-inclusive appliance that is simple to install and manage. The Dell DVS (Desktop Virtualization Solutions) Simplified Appliance using Citrix® VDI-in-a-Box® combines hardware, software and services, resulting in a simple way to deploy desktop virtualization for a wide range of business use cases - from branch office or departmental computing as part of a large enterprise, educational institution or government agency to serving as the entire IT infrastructure for a small or medium-sized business. Dell's integrated appliance can be deployed in as little as a single afternoon and scales easily in a modular fashion as the IT needs of your user base grow. For larger-scale deployments, Dell offers an enterprise-class DVS integrated solution stack (DVS Enterprise) for companywide rollouts in large enterprise environments serving thousands of users.

2. Speeds up provisioning and time to value

"Time to value," which means the time it takes to begin achieving the benefits of a technology deployment or the time it takes to achieve the full benefits, is a phrase IT is hearing more and more often these days. By reducing the complexity in deploying desktop virtualization, today's solutions enable organizations to begin reaping the benefits much more quickly. The Dell DVS Simplified Appliance, for example, can be deployed in as little as four hours. Furthermore, desktop virtualization enables your IT organization to provision users far more quickly than with traditional PCs or laptops. Organizations can improve time to value by enabling users to be more productive, more quickly.

3. Allows organizations to manage mobility and embrace IT consumerization and BYOD with improved control

There's no stopping any of these interrelated trends: mobility, BYOD (bring your own device) and the consumerization of IT. More than half of organizations already allow personal devices to connect to the corporate network², and a majority of IT professionals say the ultimate goal is to accommodate end-user demand to integrate their personal devices into the corporate network.³ The challenge for IT departments is to support these initiatives in a way that brings value to the business while protecting corporate data and networks. If the IT department doesn't take control, employees can jeopardize corporate security by using personal devices that may be unsecured, making corporate data vulnerable to loss, theft, infection or other risks. Desktop virtualization can be a valuable tool for managing these trends, giving IT the ability to control corporate data and access on user devices without limiting the ability of workers to use their preferred devices for both work and personal use.

² "Smartphone, BYOD security risks fuel interest in MDM platforms, survey finds," SearchSecurity, Aug. 8, 2012.

³ "Mobile device influx highlights need for enterprise mobility strategy," SearchConsumerization, Jan. 3, 2013.





4. Has a wide range of successful use cases

Organizations of all sizes and in all industries can point to successful use cases of desktop virtualization to support and potentially guide new initiatives. Just a few examples: call centers that provide the same desktop image to all devices, offering consistency to operations and enabling dramatic improvements in productivity by enabling users to share devices on different shifts; healthcare facilities that provide clinicians and administrators secure access to electronic records from any client device across a campus; companies that can quickly on-board new users who have joined the business through an acquisition or merger, giving them access to the same applications and data as existing workers from Day 1; and educational facilities that provide students with flexible access to devices in lab applications. The list of use cases is fairly endless, and you can learn by example from Dell and Citrix customers.

5. Won't break your budget

Technology advances and optimizations have made deploying desktop virtualization much more cost-effective than it was several years ago. Hardware advances on Dell servers, for example, mean typical configurations can support many more users than before. Thin clients from Dell Wyse make endpoint devices more economical. Citrix includes a wide range of free features in Citrix® XenServer® that are either not available from other vendors or are only available for a fee. And Microsoft™ has helped to vitalize the market by including Hyper-V free with Windows® Server 2008 and Windows Server 2012. Appliances can also make deployments even more cost-efficient: A basic configuration of the Dell DVS Simplified Appliance with a Dell PowerEdge server, Citrix® VDI-in-a-Box® software and Dell ProSupport™ services can cost less than \$500 per user. Right now, Dell is offering a special bundled solution including endpoints that costs \$500 or less per user. There are three bundles available:

- 30-Seat Starter Kit – \$20,000, which is \$667 per seat
- 100-Seat Starter Kit – \$50,000, which is \$500 per seat
- 200-Seat Starter Kit – \$195,000, which is \$475 per seat

The bundles contain:

- The Dell DVS Simplified Appliance, which allows customers to consolidate all of the necessary components for VDI into a single Dell PowerEdge 12G server (www.dell.com/dvssimplified)
- Citrix® VDI-in-a-Box® technology and Citrix licenses - factory installed (www.citrix.com/vdi)
- Dell Wyse T10 thin clients, which offer a fast, secure Citrix VDI experience (www.wyse.com/t10)

6. Simplifies IT support

Think your IT admins will miss making desk-side visits? With desktop virtualization, you will be able to control and manage desktops from a central location, making it simple to do all of the basics of user support - provisioning new devices, rolling out new applications, on-boarding new users, supporting software migrations, sending out security patches and upgrades, enforcing policies, and allowing users to do their own repairs remotely, obviating the need to ever send out a technician to visit the end user. Over time, your IT organization will be far more productive and efficient, and your users will be more productive as well.





7. Delivers a satisfying user experience

One of the challenges with early desktop virtualization initiatives was degradation of the user experience. Users are accustomed to being able to use media-rich applications on their desktops and laptops, and their dissatisfaction with the latency of early deployments scuttled more than one desktop virtualization project. Fortunately, technology vendors responded with innovations and have successfully addressed user-experience issues. Citrix HDX™ 3D Pro Graphics technology, for example, is a feature of the Citrix® XenDesktop® desktop virtualization solution that makes it possible for users to access high-end applications over LAN and WAN connections, delivering a high-definition user experience to any desktop, application, device or network. Dell Wyse offers breakthrough multimedia capabilities integrated in its thin-client portfolio, including a built-in media processor on its T10 thin clients, as well as multimedia acceleration, Flash acceleration, bidirectional audio, USB redirection and virtualization, and other features in the Dell Wyse TCX cloud client computing platform.

8. Enhances security

The increase of mobility and BYOD presents a huge security challenge for IT departments. However, for many organizations, the potential to improve security is one of the main reasons to deploy desktop virtualization. With Dell's DVS portfolio, organizations can help ensure that critical data doesn't leave the secure data center. By using a thin-client approach to desktop virtualization, organizations can eliminate the need for corporate data to be stored locally. The organization can sandbox corporate data from personal data, so users are free to do whatever they want on their devices without putting the organization at risk. With cybercriminals increasingly targeting mobile devices, the peace of mind offered by desktop virtualization can be a powerful incentive.

9. Scales up as needed

Many desktop virtualization initiatives start out as pilot projects. It gives the organization - IT, management and users - an opportunity to experience the benefits of desktop virtualization, fine-tune their infrastructure, and report back to executive management on the benefits in order to secure further funding of larger scale deployments. Many of today's desktop virtualization solutions allow you to scale up seamlessly. For example, a single Dell DVS Simplified Appliance can support up to 129 users, and once you reach that limit, you can simply buy more appliances and grow modularly. Alternatively, Dell DVS Enterprise using Citrix® XenDesktop® is a feature-robust solution that starts with as few as 50 users and can scale seamlessly to more than 50,000 seats.

10. Can be deployed using a variety of models

Based upon your resources and objectives, you can deploy a successful desktop virtualization initiative in a number of ways. Of course, you can install your own solution and manage it, with support from your vendor. Or Dell can deploy an integrated solution stack on premises (at your chosen location) and give you the choice of managing the infrastructure yourself or having Dell manage it for you as part of its managed services. Alternatively, you may purchase a desktop-as-a-service solution from Dell in which your data is stored securely off-site and you have the same options for management. All of these models come with Dell ProSupport™ services to help simplify implementations and drive down costs.



Conclusion

IT professionals have been hearing about the potential benefits of desktop virtualization for a number of years. Despite a large number of successful deployments, there have also been projects that never left the pilot stage. The momentum is starting to shift, however, and the groundswell of demand for desktop virtualization is becoming more and more apparent. Two factors have come together to cause this shift: (1) less-expensive and simpler-to-deploy desktop virtualization solutions, and (2) the demand on IT to manage the proliferation of new devices as part of BYOD initiatives. There are now more reasons than ever to try desktop virtualization. We've just given you 10 of them. Learn how Dell's DVS portfolio can help you get started at <http://content.dell.com/us/en/enterprise/virtual-client.aspx>. And to find out how Citrix and Dell work better together to deliver the best desktop virtualization experience, visit www.dell.com/citrix.



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About Citrix Ready

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About Dell

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