Desktop as a Service: *RDS*

This evolution is part of a current and increasing trend of consumer devices and their app usage models driving changes in workplace productivity.

To understand how this trend manifests in the real world, consider the examples in this slide:

- A home health nurse does her work by traveling from client to client and providing services that require medical history intake, which must be recorded in real time in her clinic's CRM system. In past eras, she would have taken these notes by hand or typed them into a laptop. Now she expects to interact directly with the CRM app on a less cumbersome, more portable device: her clinic-provided tablet.

- A small fire occurs at the satellite office of a corporation. To ensure that payroll is not disrupted for the employees at that location, the payroll department expects secure access to all of its day-to-day operations from a remote location, using all of the same data that was intact before the disaster occurred.

- An independent contractor hired for a short-term project expects to use her own laptop to gain access to her client's corporate network and LOB apps needed for her role. Neither she nor the client want the downtime or expense of procuring a temporary laptop for her to use.

- An accountant at a large firm travels frequently between his corporate office, his home office, and his clients in the field. Using the same device at all locations, he expects to have interactive access to all of the same LOB apps and data that he needs to conduct client conversations and perform the analysis work that is critical to his job, no matter where he happens to be at the time.

Building on virtualization technologies from Microsoft and licensing from Megatrade, you can offer a range of hosted desktop solutions that will provide your customers with access to the applications that enable them to remain productive from the device of their choosing. By purchasing SPLA licenses from Megatrade, hosting the customer's applications in your cloud, and centrally managing remote access from all user devices, you and Megatrade work together to:

- Meet the demands for user productivity in an increasingly mobile and dispersed workplace.

- Remove the customer's IT burden of identity management, application patching, security enforcement, and additional infrastructure expenditures needed to run each customer's business.

By reselling hosted desktop offerings to your customers, you address the increasing market demands for user productivity and ease of IT management.

The more you differentiate these service offerings, the stronger connection you will make with your customers and the more you can expand your share of the hosted services market.

As you sell hosted desktop business value, use the following messages to attract your customers:

- The solutions are enterprise-ready, powered by Microsoft virtualization technologies.

- The solutions provide businesses with the benefits their users and IT professionals require:

    - **Rich experience across devices.** Users will have the access and experience they want, wherever they are, from the device of their choice.

    - **Simple and secure IT services.** Hosted desktops do not require patching or updates, and enterprise-level security protects against the loss of sensitive data.

    - **Powerful, scalable platform.** A range of deployment options allows businesses to scale their hosted desktop to meet their budgets and user requirements.

- Understanding the range of deployment options available within the Microsoft hosted desktop technology platform is key to attracting customers who may lack the need—or budget—to implement an expensive, full-featured desktop virtualization solution that is personalized for all users.

- Microsoft VDI technology offers two kinds of virtualized desktop offerings: **session virtualization**, which allocates multiple user connections to a single virtual machine (VM) image; and individual **virtual machine instances** that can be personalized to meet the needs of specific users.

- Using Microsoft technology, customers are free to mix-and-match these offerings to create the right blend of all-purpose and custom-purpose for their needs. For example, an enterprise might only require personalized desktop experiences for executives and IT managers, who make up less than 5 percent of total desktops; for the remaining 95+ percent, the company can provide a common desktop experience via sessions that access a single, standardized VM image, loaded with the LOB apps and other software that those users need day-to-day.