



## Virtual Desktops Seven Dirty Secrets

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*CTO*

# Virtual Desktops are Hot!

- Major vendor announcements
  - Just about everyone
    - Microsoft
    - Oracle
    - Citrix
    - VMware
    - Novell
    - Red Hat
    - Cisco
    - Dell
    - HP
    - IBM
    - NetApp
    - EMC
- But what the heck are they?
  - Many forms
  - SBC (XenApp, RDS/TS), blades, full virtual



# Virtual Desktop Definition

- Centrally hosted
  - Presentation space/SBC
    - XenApp/RDS/Terminal Services
  - Virtual
  - Blades
- Remotely accessed
- Separate user from compute resource



# Secret #1 – CapEx Reduction

- The ROI calculators were Wrong
- More expensive than desktops
  - Storage
- OpEx savings can be large
- Agility is hard to quantify



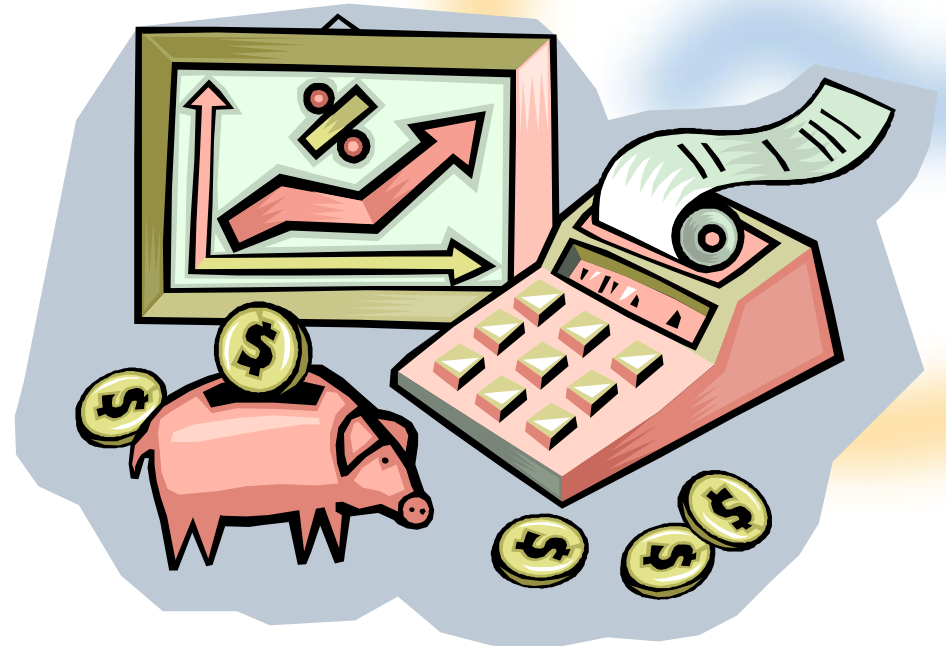
# Hidden Costs



- **Storage**
  - And it's different than server storage
    - I/O capacity considerations
- **Servers**
  - What you have won't do for full virtual
- **Clients**
  - Repurposed PC's are tempting...
- **Network**
  - Storage bandwidth
  - Bandwidth to end users
- **Licensing**

# Hidden Savings

- Desk-side support
  - Cut road/hall time
- Power and cooling
  - What are your office power costs?
- User lifecycle
  - Create/destroy
- Agility
  - Effort to try new stuff



## Secret #2 – One Size Fits All

- Major vendors want you to fit them
  - Not a new idea...
- User requirements vary widely
  - Consider current PC buying
  - Use cases often hidden
    - Who needs extra capacity?
    - Is it the application?
- What you have is working on some level
  - Investment in processes and procedures
  - Start from there



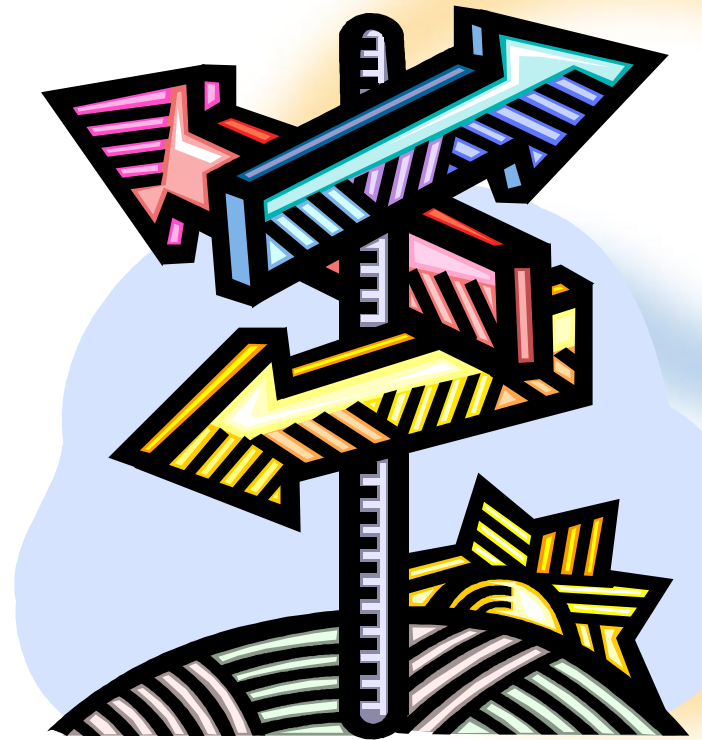
# Differing User Communities

- Break down the use cases
  - Applications
  - Locations
  - Clients
  - “Personalization”
- Define the minimum set of options
- Budget
  - Think like a service provider
  - Offer choices
  - Can you bill back?



# Multiple Offerings are Unavoidable

- Plan how you'll manage them
  - Common management
  - Configuration
- Expect migration
  - Life cycle for offerings



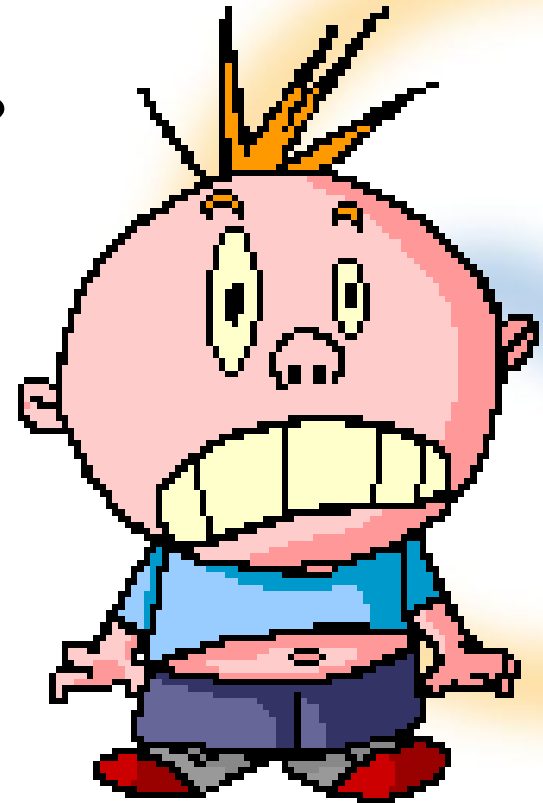
# Secret #3 – Simplifies Management

- All desktops in one place
- All users are now remote
  - Identity management
- Desktop and server teams collide
  - Good and bad
  - Can use server operational tools
  - Must sort out duties
- May need new tools



# Nobody Likes Change

- Transitions are important
  - Where are you today?
  - Why do you want to be somewhere else?
  - Who will go with you?
- Users must be motivated to change
  - What's in it for them?
  - Define the benefit



# Secret #4 – Suitable for Everyone

- **Awesome for some**
  - Fixed locations
  - Consistent network performance
- **Consider use cases**
  - Budget
  - Capabilities
  - The C level test
    - Only works for C level



# Secret #5 – Personalization is Critical/Secondary

- It all depends...
  - How personal is personalization?
    - Wallpaper/browser links
    - Applications
- Critical for some user communities
  - Traditional knowledge workers
- Secondary for others
  - Mobile users



# User Experience is Critical

- Make sure users get what they expect
  - Have to set expectations
- Desktop delivery is key
  - Viewing protocols matter
    - Still no one size fits all
  - Some situations need local execution
- Performance management is critical
  - Storage performance
  - Compute performance
  - Have to have a plan
    - And tools

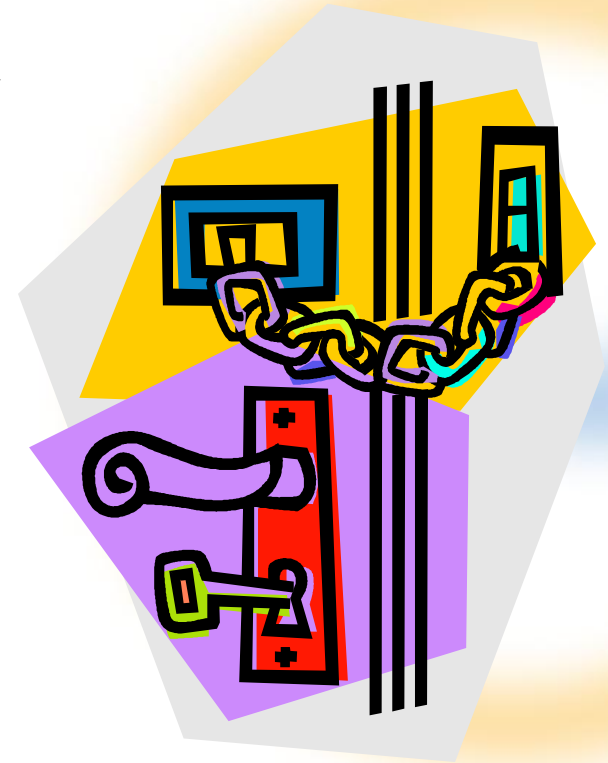


# Delivery is Critical for Experience

- How do you get users what they need?
  - Application virtualization
  - Thin provisioning
  - Storage optimizations
- Cloud Delivered Desktops
  - Ready today?
  - Doesn't SaaS fix this?
  - Which cloud?
    - Hey, you! Get off of my cloud!

# Secret #6 – Fixes Security Issues

- It's all in how you do it
- Yes, the desktops are in the datacenter
  - Yikes!
  - Which perimeter?
  - They're still endpoints
- Great for certain risks
  - Data exfiltration
  - Device loss
  - Data loss
  - Most GRC
- Demands good identity management





# Secret #7 – Client Virtualization Fixes Everything

- Not today, but...
  - Some promising starts
- What are you fixing?
  - BYOPC
  - Configuration management
  - Mobile access
  - Security
- Are there simpler ways?



# Bonus Secret – You Shouldn't Wait

- Good reasons to start
- Start carefully
  - Pick your battles
- Manage transitions



*You'll have to, eventually*

# Leostream Overview

- Premier connection management for hosted virtual desktops (HVD)
  - Easy to deploy
    - Diversity without complexity
  - Ensures strategic flexibility at the virtualization layer
    - Avoid committing to “forever”
- Virtualization pioneers
  - Early P2V and V2V technology
- Since 2002



## Technical Alliance Partnerships



# Thank You!

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