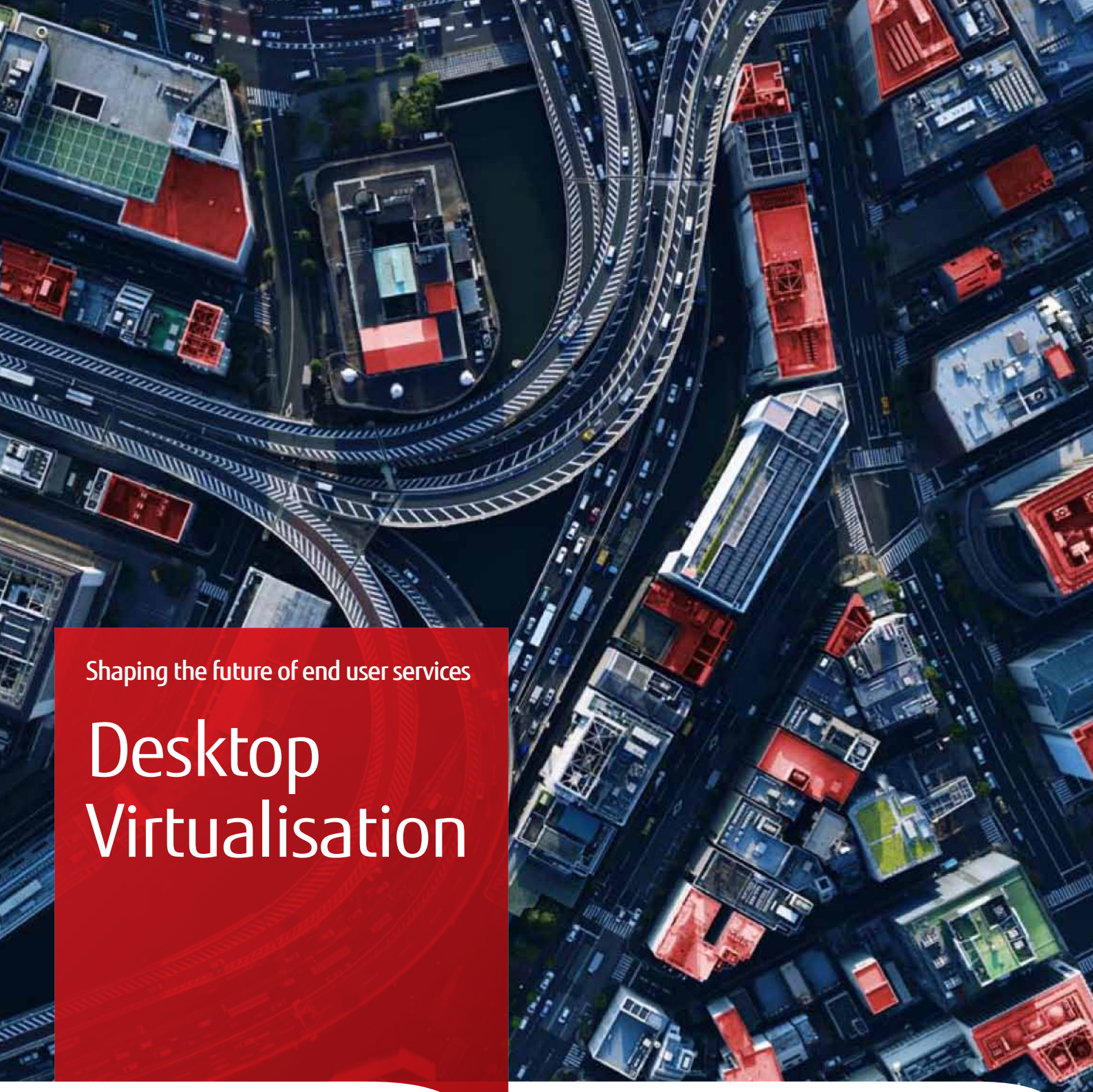

Shaping the future of end user services

Desktop Virtualisation

Seize opportunities before others see them

FUJITSU

Remember the not-too-distant past?

» Traditional thin client systems struggled to gain wide acceptance, mostly because office workers interpreted attempts by the IT department to foist a thin client on them as a personal attack - Who stole my PC?! «

Source: Ovum, Enterprise virtual desktop alternatives, 2009

As new technologies, legislation and economic pressures continue to evolve, organisations are looking to save money while maintaining enough flexibility to make the best out of the economic recovery. At Fujitsu, we believe that adopting desktop virtualisation is one such way that your business can reduce costs and move towards becoming a more agile, flexible organisation.

Today, the game has changed

The need to increase business agility, improve user experience and reduce costs are top of the CIO agenda[2]. There is also the challenge of managing the transformation of the desktop estate to exploit new and emerging technologies and cloud computing services. These challenges are making desktop virtualisation an increasingly compelling proposition. Not only for CIOs, but for their business and end users as well.

From the CIO perspective

End user services need to be more flexible in adapting to expanding and contracting workforces and the changing roles of the workforce. Security risks are increasing, making it more attractive to move data from the desktop to the data centre.
And there is the ever present drive to lower costs through reducing energy consumed – inspiring a drive to reduce the carbon footprint of delivering IT services.

On the user side

The rise of consumer cloud services, such as Facebook, is persuading people that it's natural to rely on the network rather than the PC, accessing the service through a range of devices. The demand for work/life balance makes the idea of 'work anywhere' systems more desirable.

Meanwhile newer desktop virtualisation technologies are already offering a better personalised computing experience – one that is far in advance of the traditional 'thin-client' solutions that users experienced in the past.

From the business view

Underlying everything – there is the long-term requirement to reduce both business and IT costs through finding new efficiencies.

How do we define desktop virtualisation today?

There are numerous ways of exploiting virtualisation technologies within the desktop arena, but there is little consensus about the names for each category. According to the analysts at Ovum[3], there are three main camps:

- **Traditional thin client systems** – where clients share access to single instances of applications running on back-end servers
- **Hosted virtual desktops** – where clients access individual virtual machines (i.e. desktops) running in the Data Centre from either thin clients or existing traditional PCs
- **Application virtualisation** – where applications are run in virtual 'bubbles' on conventional PCs or thin client devices, delivered from back-end systems or streamed to them on demand. Application virtualisation offers benefits for traditional PCs or thin client solutions.

Not sure which model is right for you?
Then you're probably not alone.

Because the needs of every organisation are different and no one size fits all - in our experience a blend of all of the above, along with classic asset based end user services, is what most organisations need now, with an expectation that they will gradually increase the level of virtualisation and cloud services as technology matures.

[2] Gartner Report, Leading in Times of Transition: The 2010 CIO Agenda, 2010
[3] Ovum, Enterprise virtual desktop alternatives, 2009

The benefits
of desktop virtualisation...

At Fujitsu, we know through experience that the capacity for a virtual desktop environment in each organisation can vary significantly. However, we also believe that for most businesses the desktop is the next big opportunity to reduce operating costs, while delivering real business flexibility.

And this is no theory. Because step by step, these are the benefits that our customers are already realising today.

Simplified technology refresh: one of the issues many organisations currently face is how to update aging Microsoft Windows XP and Office environments for their client base – and how to achieve this cost effectively. In the virtual desktop world, problematic legacy applications are hosted remotely in isolated environments, yet still used within modern operating systems and application suites such as Windows 7 and Office 2010. The result? A significant easing of the transition to new technologies.

Operational cost reductions: highly standardised and automated desktop environments deliver substantial lifetime savings for organisations in many ways; for example, through reduced asset costs, extended asset refresh timescales and the delivery benefits of application virtualisation.

Readily available and affordable hosted virtual client services: the provision of hosted desktop services through a dedicated service, or via resources shared with other like-minded organisations, or on a multi-tenanted platform, with options for on-premise or off-premise provision. All these options enable organisations to exploit desktop virtualisation for a cost effective fee without having to make significant investment in new back-end infrastructure, while choosing the levels of secure separation appropriate to their business demands.

Data protection: taking the security of the desktop to a new level, hosted environments enforce the use of centralised data stores for managing business data – reducing the risk of losing data stored on thick clients.

Flexible provisioning: in the virtual world, new desktops can be 'spun-up' and made available to users within seconds, rather than the days (or sometimes even weeks) experienced under traditional provisioning models – helping business to cope with fluctuating staffing requirements.

Flexible working: mobile working programmes are increasing in popularity because they help organisations to rationalise their property estate and cut costs, while at the same time improve productivity and staff retention rates.

A better user experience: One of the key benefits delivered by desktop virtualisation is the ability to create a truly personalised, location-aware, roaming profile for a user across a variety of client devices that the user may be allowed to use, such as their home PC, their Smartphone or an internet cafe . The result is that the user can move securely across any device, in any location – always seeing the same environment and being presented with access to their application portfolio appropriate to where they are working.

...and the barriers

Of course, there are two sides to the argument. No vendor should pretend that a move to desktop virtualisation is the right answer for every user or does not come without risks. However, if adopters take heed of the technical challenges associated with a departure from the well understood traditional model, and carefully assess potential providers of desktop 'cloud' services and their approach to those challenges, there is no reason why they shouldn't reap the benefits.

To make a start with this process, it is important to ask a number of key questions.

Shared Services offer fantastic cost effectiveness. However, with multiple customers using the same equipment or software suite, issues with performance and security can arise.
What level of shared infrastructure is appropriate for your organisation?

Poorly planned and inefficiently implemented thin desktop deployments mean fewer than optimal numbers of desktop sessions can be contained on servers, resulting in server sprawl.
How do you manage the impact of scalability?

Virtualising Applications requires a 'horses for courses' approach if value propositions and promised cost savings are to stack up.
Will you need an early assessment of application estates, balanced with an examination of user needs?

Thin client desktop environments are heavily dependent on network bandwidth, and a lack of proper planning will result in poorly performing environments and the erosion of cost savings, reduced productivity and decreased user satisfaction.
How do you size and monitor network links to ensure a good user experience?
What can you do to optimise network support for your applications?

Licensing is a complex area – because in many cases the licensing regimes of manufacturers have not kept pace with that of the 'cloud' world.
Does your provider understand how to maximise the benefit of a hosted approach while minimising the licensing costs?

To protect data in shared and multi-tenanted platforms, it is not enough to run the infrastructures in separate logical spaces.
Will your provider be able to deliver the necessary levels of security that are fully auditable?

Consideration also needs to be made around the location of services and data, especially for services from data centres in other countries with security rules that are different to your own.
Are you concerned about your data being accessed by personnel based in foreign jurisdictions?

Many organisations are currently struggling to recruit the adequately skilled staff needed to deploy and administer desktop services – this is particularly true for the new world desktop environment, where up-to-date Citrix and VMWare View capabilities and relevant experience are not so readily available.
Will you have access to the right level of expertise to run your business critical applications?

Are you ready
for a brave new world?

While server and storage virtualisation have been successful and widespread in their adoption, the virtualised desktop has yet to be taken up to the same extent.

At Fujitsu, we believe this could be about to change. The benefits of desktops virtualualisation– meeting demands for increased flexibility, security and cost savings – provide a perfect match for the business challenges of today.

Slowly, organisations are starting to embrace this new world – but this will only continue if they are given a clear idea of the cost and performance benefits. More importantly, they need to be provided with a realistic plan for choosing the solution that is right for them – while mitigating the full range of risks involved.

Did you know?

- Fujitsu is responsible for managing over 2,900,000 desktop devices across Europe and our clients include Volvo Cars, Allianz, KLM / Air France and Swedbank.
- Through the UK Public Sector Flex programme developed in partnership with the Cabinet Office, Fujitsu is currently the only provider of shared, multi-tenanted desktop virtualisation services in UK government.

The Fujitsu approach

At Fujitsu, we understand the adoption issues around desktop virtualisation just as well as we do the end-to-end requirements for traditional 'classic' end user services. We have taken a journey to the new world of 'as a service' models, and acknowledge that they could truly transform the way that organisations think about desktop services in the future.

However, we understand that many organisations have evaluated Desktop Virtualisation but have largely found it only applicable to a small proportion of their end users. Our solution has been proven to deliver a much wider and faster adoption – an approach that is able to transform the whole estate in a way that is scalable and really drives business value.

The key is to recognise that 'one size does not fit all' and that exploiting any combination of these approaches should be considered as part of a broader solution to delivering a cost-effective, higher quality and more agile service. A balance must be struck between the business demands for control, and users' demands for flexibility. That's why our approach – based on our extensive experience in delivering tailored desktop services – meets both the needs of individual organisations, and their people.

- **Assessment** – our process begins with a comprehensive and knowledgeable assessment of your organisation's technology, applications and user environments. We also use a comprehensive ROI model – developed through real experiences in client engagements – to identify both long-term and 'quick win' cost savings
- **Profiling** – the assessment data we capture is then used to create a set of user role mappings across the organisation, where application types as well as data and service access needs are mapped. The result is a set of build models which we use to create common, standardised technology roles that reduce operational cost, and provide commonality across many users
- **User engagement** – we recognise the human side of any implementation, and use the profile data to provide a positive user experience through relevant user training and support
- **Planning** – Fujitsu then creates comprehensive, informed delivery plans that enable us to realise cost savings in a short time frame – and at minimal risk to your organisation.

Fujitsu and the desktop

Fujitsu is responsible for managing approximately 5 million desktop devices globally, including 2.9m across Europe – and is the number one desktop service supplier to the UK Government.

We are also a leading global Systems Integrator for desktop virtualisation projects, delivering some of the largest and most complex desktop transformations.

All of these projects are driven by a clear business case for delivering business agility, supported by the requirement to reduce the costs of managing the end user environment. Overall, our services save a typical customer up to 30% of their service costs. With the latest innovations around cloud-based 'as a service', we expect organisations to save up to 40%.

Customers can also rest assured that the Fujitsu portfolio is capable of handling any kind of desktop deployment and includes every aspect of the service lifecycle – from procuring and managing thick and thin clients, to delivering hosted applications and virtual desktops, to providing desk-side support and Service Desk services, and to the responsible disposal or redeployment of technology at end-of-life.

For more information about this offering please contact

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