

Smart players adapt everywhere

Remote workforces are the new reality and virtualization is meant to be the solution to some of the customer workplace requirements and challenges.

If you are wondering how to forget about the complexity around VDI projects and want to discover how to stay mobile and secure, Fujitsu, jointly with Cutter Group, has released a new VDI offering with an Assessment Service to help customers in their technological transformation process.

Leigh Schwartz - Head of Consultative Sales, European Platform Business, Fujitsu

VDI takes you a long way toward your competitiveness, agility and resilience agendas, writes Leigh Schwartz, Head of Consultative Sales, Fujitsu Europe Platform Business. So, how will you ensure it works in your specific circumstances?

Virtual Desktop Infrastructure (VDI) is huge. Global demand is surging, expected to reach \$30 billion by 2025, up from \$11 billion as recently as 2020.¹

What's behind this wave of investment? As organizations increasingly adopt remote and hybrid work models, VDI has become the crucial technology providing employees with secure access to apps, data, and desktops from anywhere. VDI allows users to access and run desktop applications from a centralized server rather than their own devices. It offers many advantages for organizations, such as reducing hardware costs, improving performance, enhancing security, and simplifying management.

What's in it for business?

VDI is today's smart way to adapt to continuous change. It's an essential underpinning of competitiveness, agility and resilience – three non-negotiables for today's organizations.

- It boosts competitiveness by reducing hardware, software, maintenance, and security overheads. Centralizing and virtualizing the desktop environment on a server saves money on buying, upgrading, and supporting physical devices for each user and on licensing fees for operating systems and applications.
- In terms of agility, it helps to tackle ever-shifting business conditions by creating the flexibility to vary access to applications and resources as needed. The ultimate expression of this adaptability came during the pandemic when organizations gave thousands of users remote access overnight, ensuring an exceptional application and desktop experience. Only VDI could have made that possible.
- Addressing competitiveness and agility, VDI opens up greater financial flexibility. Classical architectures soon hit their limits when organizations seek to benefit from pay-as-you-go service models, optimize their licenses and deliver users a cloud-like experience wherever they are. VDI allows organizations to scale up or down the number of virtual desktops according to their needs and pay only for what they use.
- And, if that wasn't enough, VDI is also highly secure, reinforcing security for internal and third-party data. For example, an insurance company probably wants to avoid giving external brokers accounts on its internal systems, as that would be a clear security risk. With VDI, they only gain access via a virtual machine (VM). A VM is inherently more secure as a way of providing login because it isolates the user's session from the host system and other VMs. This means that any malware or malicious activity within the VM does not affect the host or other VMs. Encryption and data loss prevention policies can be enforced uniformly, while regular patching and hardening further fortify VDI security.

¹ Source: Facts and Factors 2022, Virtual Desktop Infrastructure Market Report, Perspective, Comprehensive Analysis, and Forecast, 2021 – 2026

Getting it right

However, implementing VDI can also pose some challenges. For instance, in determining the optimal configuration, sizing, and deployment of VMs for different user groups and workloads.

When discussing cost savings, better security or digital transformation, you first need to understand the current stack and how it is used. The smart way around that is to use a VDI Assessment Service. This can analyze the current state of the IT environment and make recommendations for designing and implementing a VDI solution that works.

- It can help identify the best candidates for VDI based on user profiles, application requirements, network bandwidth, storage capacity, and security policies. By analyzing existing data and workloads, an assessment provides insights into the potential benefits and risks of moving to VDI and the expected return on investment (ROI).
- Second, it can help plan and optimize the VDI deployment by providing guidance on choosing the right hypervisor, VM type, operating system, storage, networking, and application delivery method. It can also help determine the optimal number and size of VMs and right-sizing resource allocation and distribution across the server infrastructure for better performance and lower costs. Identifying the right management tools and processes reduces IT overhead. Assessment can also provide a cloud migration strategy to shift some VDI workloads to the cloud in a phased manner. This enables the scalability and disaster recovery (DR) benefits of the cloud.
- Third, a VDI Assessment Service — when it includes a proof of concept (PoC) component — can help monitor and troubleshoot the VDI performance, by providing metrics and reports on key indicators such as availability, latency, throughput, utilization, and user satisfaction. After the PoC, precisely what is needed for rollout across the organization is clear. For example, it can help turn off unnecessary functionality inside VMs, remove unnecessary hardware from VMs, minimize the use of the VM console, and use templates and scripted management. The result is an enhanced user experience that has identified and resolved any issues or bottlenecks that may affect the quality of service and user experience.

An assessment with a PoC just gives you better information to make a business decision.

VDI in action

One of the main technical benefits of VDI is single sign-on (SSO). This authentication method improves user convenience, productivity, and satisfaction by reducing the need to remember and enter multiple passwords for different systems. SSO can also enhance security by minimizing the risk of password compromise or misuse.

This is a big win in many workplace environments — physical, remote and hybrid. We recently worked with a hospital in Belgium to eradicate the multi-system login headaches experienced by healthcare practitioners working on-site and remotely many times every day.

Pay as you go

Where does Fujitsu fit in here? We offer secure, reliable VDI based on industry-leading VMware technologies and backend technologies in a single, scalable service at a monthly rate per seat. Monthly consumption-based billing is based on actual usage, and there is no major upfront capital investment. That means all the benefits you have come to expect from the as-a-service model: better cash flow, 100% alignment with the demands of the business, instant business agility, and headroom to invest in strategic projects.

Working with industry-leading solution partners, we offer a fixed-price VDI Assessment Service to configure and validate a solution tailored to customers' infrastructure and business needs.

VDI is not just a cost-effective investment but a strategic imperative for businesses looking to thrive in the digital age. As organizations adapt to the evolving landscape of remote work, VDI Assessment Service will play a pivotal role in enabling smart players to adapt to anything, everywhere.

To find out more about Fujitsu's VDI Assessment Service, join us at VMware Explore Barcelona (6-9 November, 2023, Booth #311 in Hall 7), where you can connect with the Fujitsu team and learn more about our latest developments and innovations.

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Leigh is part of Fujitsu's European Platform Business leadership team and responsible building and growing the highly strategic consumption & as-a-Service business (Fujitsu uSCALE), the customer experience and consulting capability across Fujitsu's four key go-to-market themes (Data-Driven Transformation, Hybrid Cloud, SAP & Workplace) as well as Strategic Bid Consulting and data-driven services business within Fujitsu's Platform Business in Europe.

