



# Twelve compelling business arguments for virtualizing the desktop

How desktop virtualization helps you to cut costs, boost productivity, improve security and exploit mobility.

Application and desktop virtualization delivers a wide range of business benefits for the enterprise. By securely providing access to apps and data for employees regardless of their location, virtualization allows IT to accelerate the benefits of outsourcing, geographic expansion, acquisition, reorganization and other growth strategies.

By freeing people to work in different locations, on a wider range of devices, your organization will empower them to do their best work. As a result, your employees will become more productive. This, in turn, will allow you to manage costs more effectively and/or serve customers more effectively.

The underlying technology has developed rapidly. Not long ago, some organizations remained leery of desktop virtualization, concerned about the perceived need to purchase, manage and maintain costly and complex infrastructure – but this view has changed dramatically.

Rapidly evolving technologies have made desktop virtualization much more affordable. The falling cost of infrastructure and increasing competition among vendors have driven down costs. Meanwhile, the performance of leading solutions has advanced to the point where the user experience is every bit as good or better than a physical desktop. This makes desktop virtualization worthy of a direct cost-to-cost comparison – which it wins handily.

The latest solutions also allow greater flexibility in the ways companies can design and enable their virtualized desktop environment. The best solutions will allow your IT organization to create the ideal virtual desktop for each use case scenario in your organization – quickly and efficiently.

**Thousands of organizations and millions of users rely on desktop virtualization solutions every day to:**

- Enable virtual work styles to increase workforce productivity, regardless of location.
- Improve business agility, allowing organizations to adapt quickly in the face of change.
- Increase user choice and flexibility by leveraging the latest mobile devices.
- Make desktop management simpler, cheaper and more secure.

Citrix XenDesktop is a future-proof solution that simplifies management, reduces costs and enhances security by delivering Windows apps and desktops as secure mobile services from a cloud-ready platform.

XenApp & XenDesktop – what they offer	How you benefit
<p><b>Respond to business needs with agility</b></p> <p>Deliver new <del>multiple types of</del> desktops for multiple user types within minutes</p>	<p>Respond rapidly to organizational change (mergers, acquisitions, business unit launches)</p>
<p><b>Improve service levels for end-users</b></p> <p>Deliver apps and desktops from a centralized point as on-demand services</p>	<p>Eliminate the headaches caused by non-standard endpoints. Reduce the cost and drama of OS migrations.</p>
<p><b>Cut the cost of office space</b></p> <p>A secure and efficient platform for mobility and teleworking</p>	<p>Teleworking allows you to reduce the space occupied by on-site workstations</p>
<p><b>Reduce capex</b></p> <p>Scale desktop capacity up and down as needs change.</p>	<p>Adopt a pay-as-you-go approach to workforce productivity. Extend the lifetime of existing endpoints or switch to inexpensive thin clients</p>
<p><b>Rationalize maintenance and support</b></p> <p>Avoid the need to maintain and support software running on individual machines</p>	<p>Provide an up-to-date user experience for employees. Reduce or eliminate the cost of support staff at multiple locations. Leverage the security benefits of centralization</p>
<p><b>Embrace the benefits of telework</b></p> <p>Allow employees to choose the time, location and devices they use for their work</p>	<p>Employees become more productive. Work-life balance improves. Teleworking can also be a highly effective strategy for business continuity</p>
<p><b>Manage laptops and tablets securely</b></p> <p>Secure data on devices outside the office</p>	<p>Policy-based access control allows you to define who gets access to specific types of data. Full encryption on the endpoint means a lost laptop won't compromise security.</p>
<p><b>Reduce connectivity costs</b></p> <p>Eliminate the need for costly leased lines for branch offices</p>	<p>Use XenDesktop and NetScaler to provide branch offices with seamless and secure access to desktops, apps and data</p>
<p><b>Get the best out of contractors and partners</b></p> <p>Make contractors and partners more productive when they work with your organization</p>	<p>Instantly grant and revoke access to third parties. The data they use remains secured in your datacenter</p>
<p><b>Build a foundation for enterprise mobility</b></p> <p>Give employees access to a complete mobile workspace – wherever they're located</p>	<p>Allow employees to work securely at partner and customer sites, branch offices, at cafes, airports and hotels</p>
<p><b>Enable BYOD for laptops and tablets</b></p> <p>Support BYOD without additional complexity, without compromising security</p>	<p>Allow employees to access desktops, apps and data without joining the corporate network. Manage access and limit actions as necessary</p>
<p><b>Mobilize Windows apps on tablets</b></p> <p>Allow users to exploit the full functionality of Windows applications on mobile devices</p>	<p>No need for source code changes: XenDesktop makes Windows applications fully functional on touchscreen tablets</p>

### **1. Respond to business needs with agility**

Virtualizing applications and desktops allows IT to respond to changing business needs with agility. Wherever requirements change within the enterprise, virtualization allows IT to deliver new virtual desktops for a wide variety of specific user types in a matter of minutes.

Depending on their needs, employees can be provided with standardized locked-down virtual desktops that include only the apps their work requires. Alternatively, you can deploy fully personalized and persistent VDI-based desktops or a locally executed desktop with seamless and secure app delivery. In each case, the focus is on delivering the right functionality in the most cost-efficient fashion.

Right across the business, desktop virtualization speeds up time-to-value for strategic initiatives such as mergers & acquisitions and branch expansion. It also expedites the process of getting new business units up and running.

### **2. Improve service levels for end-users**

The centralized architecture underpinning desktop virtualization allows IT to support users efficiently across multiple locations by delivering apps and desktops as secure, on-demand services. Operating system migrations – an essential but often arduous process – become quick and painless with single-image management.

Small and mid-sized businesses can achieve a more professional level of IT service through centralized user management. In addition, they can eliminate the headaches caused by the need to manage the kind of non-standard endpoint environment typical of most small and medium-sized businesses.

### **3. Cut the cost of office space**

Virtualization cuts the cost of office space by enabling mobility and teleworking. When your employees are able to work from any location, you gain the ability to allocate space more efficiently to those who do work onsite on any given day. If a proportion of employees become teleworkers – even for only part of the week – you'll need less space.

### **4. Reduce capex**

Desktop virtualization allows IT to scale desktop capacity up and down as needs change. For example, a retailer or manufacturer can provision additional desktops on a temporary basis for seasonal workers. Virtualization allows business to adopt a pay-as-you-go approach to workforce productivity. Capacity that once required new capital expense now requires only operating expense.

In addition, by using desktop virtualization to shift processing to the data center, you can extend the useful lifetime of existing endpoints, or switch to inexpensive thin clients instead of having to buy new computers every three years or so.

### **5. Rationalize maintenance and support**

Desktop virtualization cuts the cost of providing an up-to-date computing experience for all users. It's no longer necessary to maintain and support software running on individual machines. Running applications in the data center rather than on the desktop also allows you to leverage the security benefits of centralization.

There are benefits associated with geography, too. When you supply virtualized desktops from a central location, you can centralize management and support. This eliminates the need for IT personnel to be deployed to at multiple locations.

### **6. Embrace the benefits of telework**

We've mentioned how teleworking allows you to cut the cost of office space. But the benefits don't end there. When you allow people to choose the time, location and device they use for their work, their work-life balance improves. The hassle and cost of commuting is reduced.

Teleworking also provides a highly effective strategy for business continuity, enabling workers to be productive even when disruptions – for example, a planned office relocation or a natural disaster – prevents them from working in the office.

### **7. Reduce connectivity costs**

By deploying XenDesktop alongside NetScaler, our market-leading Application Delivery Controller, IT can provide mobile employees and those working in branch locations with seamless and secure access to their virtual desktops, apps and data -- without having to join your corporate network. Any network connection can be used, eliminating the need for costly leased lines. IT can easily provision, maintain and support virtual desktops and apps from a single, central point.

### **8. Manage laptops and tablets – securely!**

Desktop virtualization radically simplifies the job of maintaining, supporting and securing devices. You can ensure that data gets backed up and that updates and patches are applied, even as people move on and off the corporate network. IT can deliver images even while users are offline, using centralized management to apply patches and updates in the background.

A failed or lost device can easily be replaced, while full encryption on the endpoint ensures that even a lost laptop won't compromise security. In the event a device is lost or stolen, or a worker departs the organization, you can turn off access to IT instantly to prevent subsequent data breaches. In addition, policy-based access control, activity logging, auditing and reporting assists you to meet strict regulatory compliance standards.

### **9. Get the best out of contractors and partners**

Contractors, partners and other third-party workers need access to your apps and data to be productive. However, the security issues surrounding access can be challenging. With XenDesktop, you can give contingent workers access to virtual desktops and apps using thin clients or their own laptops, without having to allow them into your network. Access can be granted and revoked in moments. And your data never leaves the data center, helping you to maintain security and compliance.

### **10. Build a foundation for enterprise mobility**

By enabling people to access their apps, desktops and data from anywhere, desktop virtualization allows you to build a foundation for enterprise mobility. Wherever they're located, your employees are able to access a complete mobile workspace on any type of device. For the business, mobility means staff can work from a much wider range of locations, including partner and customer sites and branch offices. They can be similarly productive when they're in transit – on a train, in an airport or even at a café grabbing lunch.

### **11. Enable BYOD for laptops and tablets**

Desktop virtualization allows you to support BYOD without adding complexity or compromising security. It allows people to access the apps, desktops and data they rely on in a mobile workspace delivered to any device, including PCs, Macs, tablets and smartphones.

Workers can access their desktops, apps and data on any device they choose without having to join the corporate network. Using a single point of control, IT is able to manage access and limit actions based on both user identity and the endpoint device. The results include better application security, data protection and compliance management.

### **12. Mobilize Windows apps on tablets**

Windows-based apps are typically optimized for a large screen and rely on right-click inputs for full functionality. Both factors limit their utility on tablets. XenDesktop ensures that Windows apps function as they should on mobile devices. It translates multi-touch gestures, finger swipes and inertia into smooth navigation and scrolling commands. Users can work with drop-down boxes, enlarged controls and automatic keyboard pop-up when touching a text field – without the need for source code changes.

## Conclusion

Citrix Systems helps organizations of all kinds realize the full value of application and desktop virtualization. The results benefit users, IT and the business as a whole. Around the world, thousands of organizations and millions of users rely on Citrix desktop virtualization solutions every day to:

- Enable virtual work styles to increase workforce productivity from anywhere
- Leverage the latest mobile devices to drive innovation throughout the business while increasing user choice and flexibility
- Improve business agility to rapidly adapt to change through initiatives such as offshoring, M&A and branch expansion
- Centralize delivery, management and security to make desktop management simpler, more secure and lower cost.

XenDesktop and XenApp are at the heart of a remarkable transformation that gives IT organizations the tools to mobilize the workforce in a way that cuts costs, improves security and boosts agility.

### To learn more about Citrix virtualization solutions, go here:

XenDesktop: [www.citrix.com/products/xendesktop/overview.html](http://www.citrix.com/products/xendesktop/overview.html)

XenApp: [www.citrix.com/products/xenapp/overview.html](http://www.citrix.com/products/xenapp/overview.html)

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#### Latin America Headquarters

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Santa Clara, CA, USA

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#### EMEA Headquarters

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#### About Citrix

Citrix (NASDAQ:CTXS) is leading the transition to software-defining the workplace, uniting virtualization, mobility management, networking and SaaS solutions to enable new ways for businesses and people to work better. Citrix solutions power business mobility through secure, mobile workspaces that provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud. With annual revenue in 2014 of \$3.14 billion, Citrix solutions are in use at more than 330,000 organizations and by over 100 million users globally. Learn more at [www.citrix.com](http://www.citrix.com)

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