

THE CLOUD JOURNEY SERIES

5 big reasons growing businesses love desktop virtualization

And why XenDesktop is
the smartest way to do it



INTRODUCTION

Physical desktops tie your business down

Work doesn't just happen at work anymore. It happens on the road. It happens where remote workers live.

And it happens after business hours – especially when your clients and colleagues are in different time zones.

It happens wherever and whenever your team needs it to happen. It's why they need all of their files and applications easily accessible across all of their devices.

The thing is, the more devices that your team uses to get work done, the more complex your IT becomes.

And if you allow your staff to use their own devices at work – also known as a bring-your-own-device-policy (BYOD) – that complexity is compounded.

- **You have a harder time updating and managing all of those devices.**
- **Your team has a harder time switching between devices.**
- **And all the data and apps on those devices end up being less secure.**

Those are big problems. The good news is that we have a solution.



INTRODUCTION

Physical desktops tie your business down

It's called **desktop virtualization** (aka **Desktop-as-a-Service**).

And it makes your desktops more flexible, easier to use, easier to manage and easier to secure. It also lowers your IT costs.

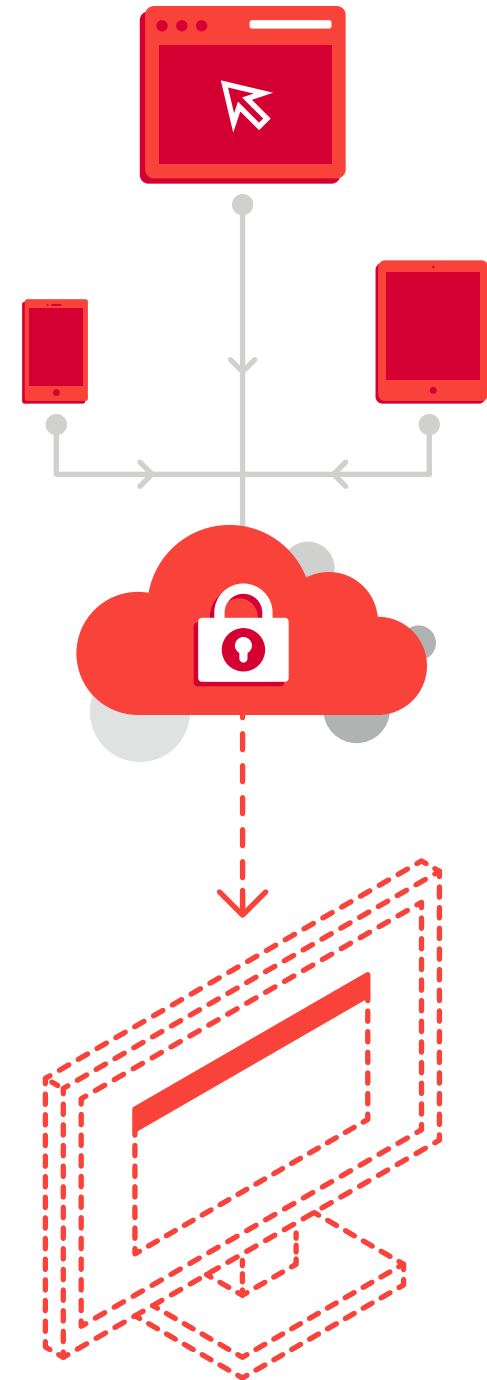
Desktop virtualization technology separates your desktop from the physical hardware, which enables your users to access their virtual desktop from anywhere, on any device.

In practice, that leads to a lot of great things.

- **People get to use *their* desktop on *any* device.**
- **You get to manage everything centrally, instead of manually updating devices individually.**
- **All of your apps and data are secured on your virtual desktop hosted in the cloud and ready for action, at any time.**

If you're on a journey to the cloud, desktop virtualization is a big win. It brings all of the benefits of the cloud to your users.

This eBook is about XenDesktop – the best desktop virtualization solution for growing businesses.



SECTION 01

XenDesktop: a quick introduction

XenDesktop from Citrix is the industry-leading standard for desktop virtualization.

It lets you access and run your users' Windows desktops from any device.

It can do that because it puts those desktops (the operating system, apps and data) in a centralized location in the cloud – separating the environment from the hardware (smartphones, tablets, laptops, computers) being used to access them.

The result is that you get all of the centralized control, bank-grade security and ease-of-use that come with the cloud. Only you get to apply them to your desktops.

As a Citrix Service Provider, we can help with every step.

Not only will we show you the ropes and answer your questions, we'll also take a great deal of work off of your plate. By hosting all of your desktops, we will take away your IT overhead, continuously improve security, and greatly simplify transitions and updates.

Let's look at the five big benefits that you get from XenDesktop.

Part of your cloud journey

Moving your desktops to the cloud is one step in a journey that millions of businesses all over the world are taking today.

The journey includes moving your files to the cloud, then your applications, then your users' desktops – so that eventually your entire IT experience is delivered and supported from the cloud.

We can help you take the right steps on your own cloud journey – starting with a Cloud Readiness Assessment that looks at your entire IT set-up, reviews your needs and makes sensible recommendations.

Let's talk.

The 5 big benefits your business gets from XenDesktop



SECTION 02

The 5 big benefits your business gets from XenDesktop



01. You make security more scalable

Updates are an essential part of the best security strategies. One of the big benefits of the cloud is that as soon as a new vulnerability gets detected, you get the latest patches and fixes delivered to you.

With XenDesktop, you'd get rapid updates to protect your desktops from new threats (like the WannaCry attack). Except, you wouldn't need to run from one desktop to another to install them. You could do it all centrally.

The other really big way that XenDesktop simplifies security is through back-ups. With XenDesktop, if someone loses their laptop, you can get that user back up and running with exactly the same desktop set-up, on a new device.

The apps and data become easier to rescue. And the security issue causes a lot less damage.



02. You lower your costs in a big way

Maintaining distributed desktops is very expensive. There's also a massive opportunity cost when your staff are stuck on outdated PCs but you can't afford to get them an upgrade.

Then there's the cost (and headache) of migrating to a new operating system (OS). The average cost of a migration from Windows XP to Windows 7 was \$835. The move to Windows 10 is going to cost even more.¹

XenDesktop drastically reduces the time and cost of migrations because it lets you roll out the new OS centrally. You get more control. And your users get the new OS faster than they would have the old way.

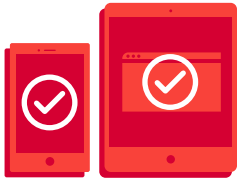
How much would you save? It depends on your business. But some businesses have reported savings as high as 70 percent by switching to desktop virtualization.²

1. [Solve real-world problems with app and desktop virtualization](#), Citrix

2. [Solve real-world problems with app and desktop virtualization](#), Citrix

SECTION 02

The 5 big benefits your business gets from XenDesktop



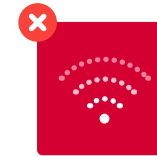
03. You make remote access and mobility a lot easier

Remote working isn't going away any time soon. In fact, more people need more mobile ways to work. Even if they aren't full-time road warriors, they need access to their desktops wherever they are, whenever they need it.

XenDesktop lets you give them access to their own desktops – with all of their settings, preferences, files – on any device.

You can even deliver real-time access to 3D professional graphics apps used by designers and engineers. Again, on any device.

That's a big win for remote work. Especially if people are bringing their own devices to work.



What happens when we're offline?

If you've got users who need to spend time without an internet connection, you might be wondering whether virtualization makes sense. The good news is that your users can host their virtual desktops locally if they need to. And once they're connected again, all their information and updates are reinstated.

SECTION 02

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04. It makes your life easier

XenDesktop makes your business more secure and your users more mobile. But it also makes your life a lot easier.

For starters, you don't have to manage migrations one desktop at a time. Even bigger, you don't have to worry about migrations at all – your IT service provider can make them happen without interrupting your users.

In terms of security, you can apply updates and patch security issues centrally, again without the hassle of going one user at a time.

And in terms of compliance, your desktops will all be hosted in environments in strict compliance with the highest regulatory standards.



05. You'll get all the support you need

When you choose XenDesktop, you get two kinds of support:

- **Aside from making your life easier, XenDesktop is also really easy to use and understand. That being said, you won't have to go it alone.**
- **You'll get all the support you need from us, your local IT service provider. We'll help you get started and be there when you need us to tackle issues.**



What about performance?

With desktop virtualization, you're no longer counting on the processing power of your users' computers. Instead, you're counting on the processing power of the server hosting them – giving you a desktop experience that can outperform many PCs.

XenDesktop outperforms the speed of other solutions by 3X on printing, 4X on launching apps and 5X on saving files.³

³ Solve real-world problems with app and desktop virtualization, Citrix



SECTION 03

Sound bites



From independent
reviews collected by
[G2 Crowd](#).

SECTION 03

“When our business experienced a disaster, our clients said that had we not told them, they would not have known. Citrix enabled us to access resources and applications on our network with such ease.”

Lauren F

“...allows me to work from home and access the same desktop that I would get at work. I can connect securely and relatively simply.”

Mary Kylee R

“It is so easy to download the app to any device, connect to my desktop and get my work done from anywhere.”

Education management user

“It’s great to be able to securely launch various enterprise applications and utilities on my phone.”

TechRadar

Let's do this

Your team needs the freedom to get work done wherever they are. To make that happen, they need to be able to access their files, apps and desktops wherever they are. XenDesktop gives them that freedom.

And crucially, it gives you an easier way to manage complexity and continuously improve the security of your business. All for a lower, more predictable cost.

If you're already on your journey to the cloud, this is a huge opportunity to free yourself from unnecessary IT administration and free your users from their desks.

We're here to help you seize that opportunity.

Let's talk.