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shaping tomorrow with you

Virtual Client Computing – Fast, Proven and Without Risk

Gernot Fels
Fujitsu Technology Solutions
Solution Marketing

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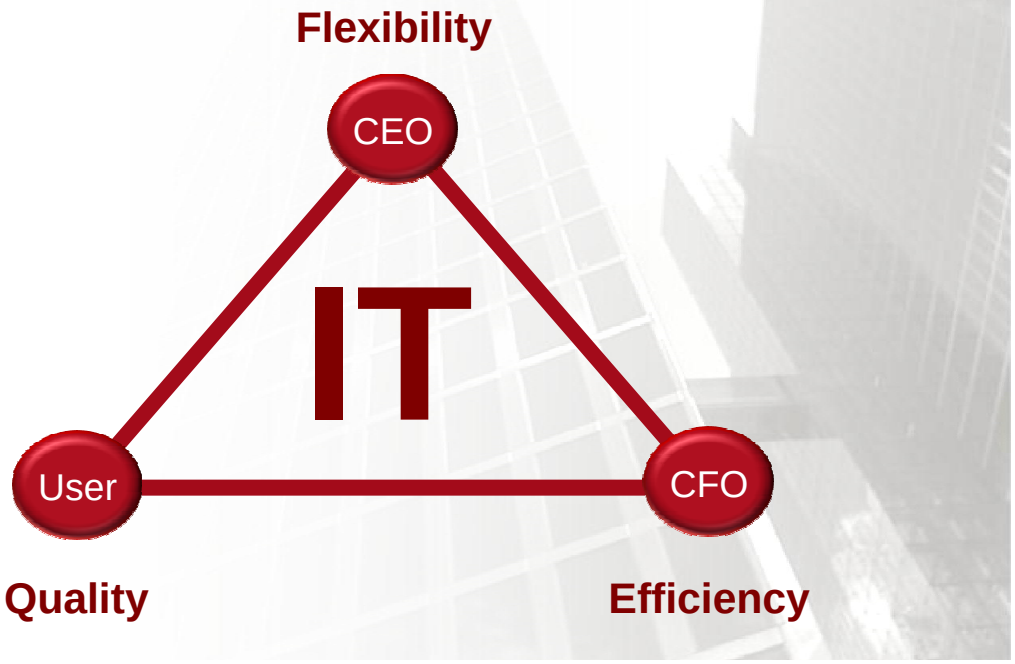
Business requirements IT is faced with

- Flexibility
  - Fast reaction on new business demands
  - Rapidly adapt services
  - Time-to-production of new services
- Efficiency
  - Reduce complexity and cost
  - Transparency
  - Cash flow
  - Minimized risk
  - Compliance
- Quality
  - Improved service levels
  - Productivity
  - End user satisfaction



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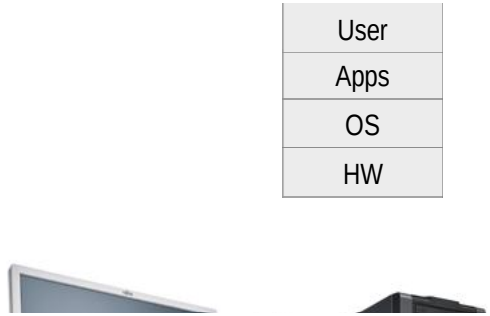
Workplace computing as it used to be

- Challenges
  - Lifecycle management
  - Business continuity
  - Security risks (data loss and theft)
  - Compliance demands
  - Flexible access
  - Resource utilization
  - Energy consumption
  - Costs



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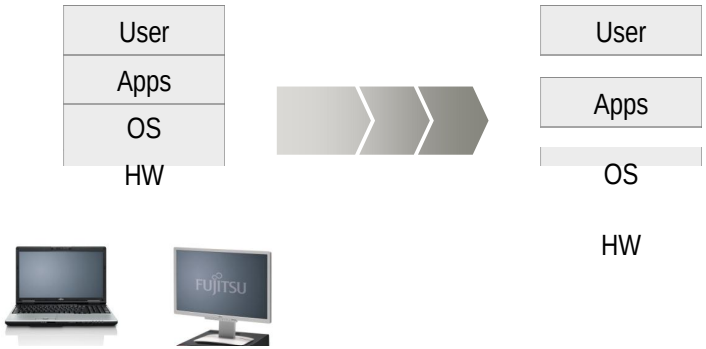
Virtual client computing



- Concept
  - Break tight coupling
  - Independent lifecycles
- Benefits
  - Longer lifetime of components
  - Reduce complexity
  - Simplify management on component level
  - Increase flexibility
  - Fast reaction on changes
  - Improve service quality
  - Reduce costs
- Virtualization can happen on any layer

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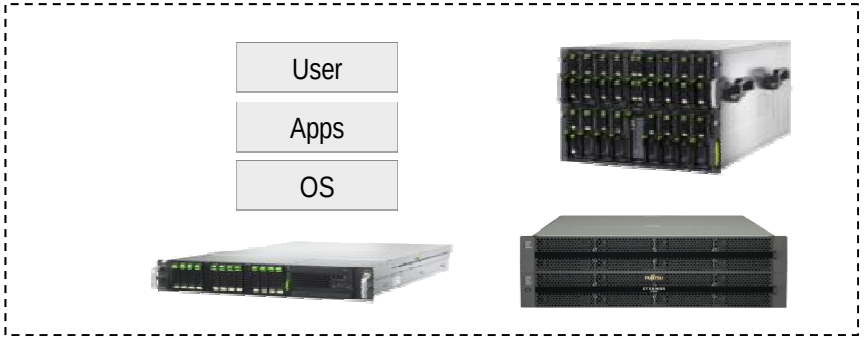
Virtualization enables centralization

- Concept
  - Apps or data or entire workplaces in DC
  - Front-end device for access only
  - Increased importance of network
- Benefits
  - Flexible access from any device
  - Simplified management / maintenance
  - High availability / disaster recovery
  - Minimized security risks
  - Compliance
  - Increased flexibility and speed
  - Reduced energy consumption and noise (depending on access device)
  - Cost reduction



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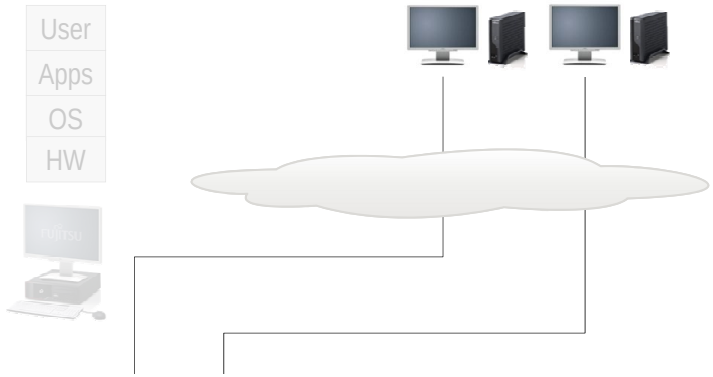
Alternative approach for task workers



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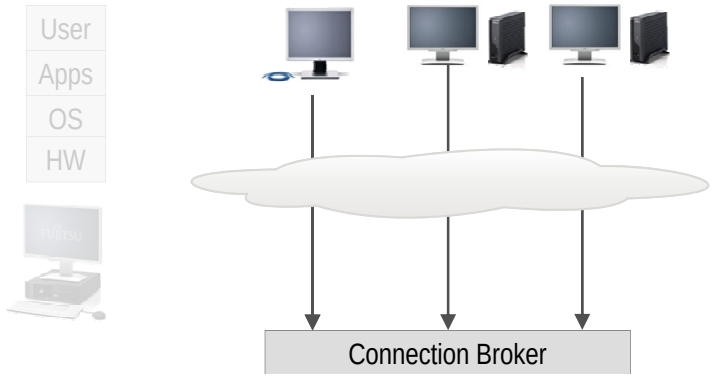
How to involve knowledge workers?



Hosted Virtual Desktop

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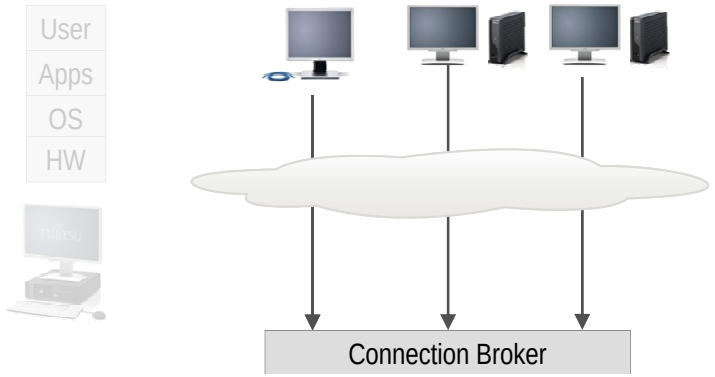
How to involve knowledge workers?



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How to involve power users?

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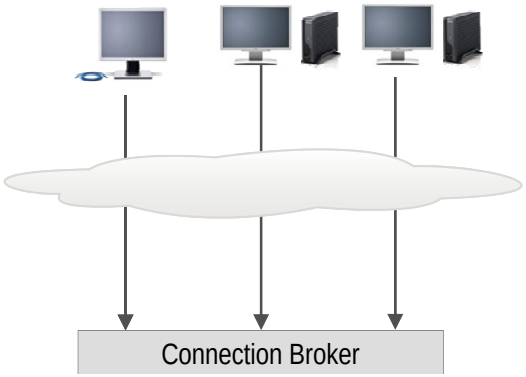
User
Apps
OS
HW



Hosted Virtual Desktop

Hosted Central Desktop

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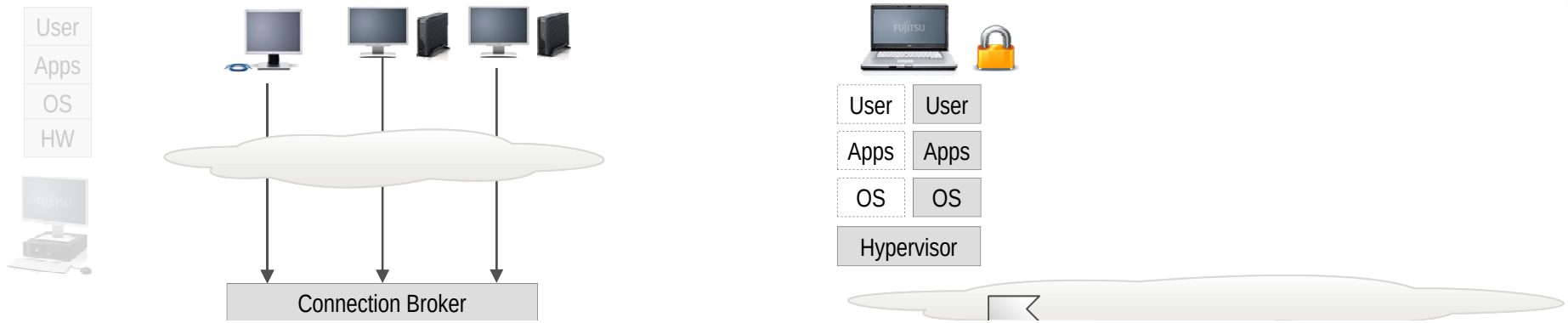
How to involve mobile (offline) users?



Hosted Virtual Desktop | *Hosted Central Desktop* | *Local Virtual Desktop*

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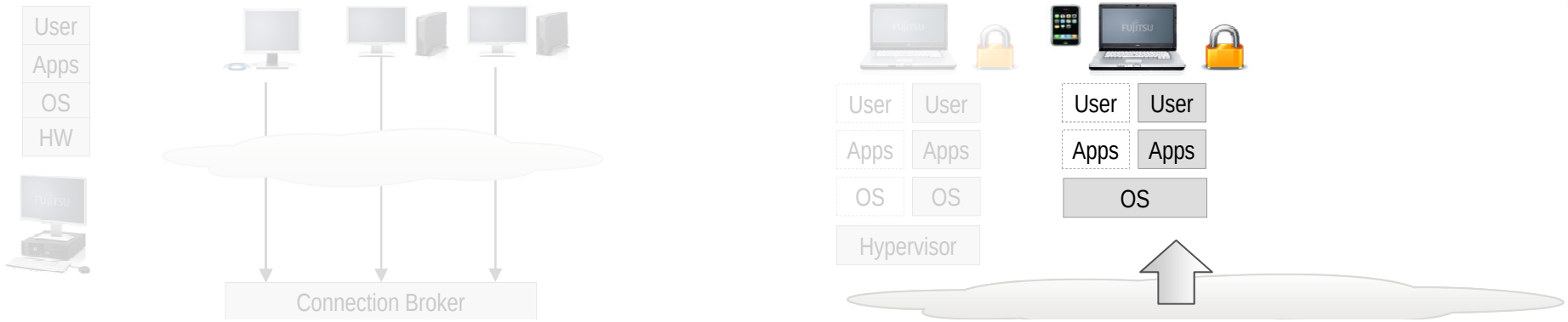
How to involve mobile (offline) users?



Hosted Virtual Desktop	Hosted Central Desktop	Local Virtual Desktop	**Local Streamed Apps**

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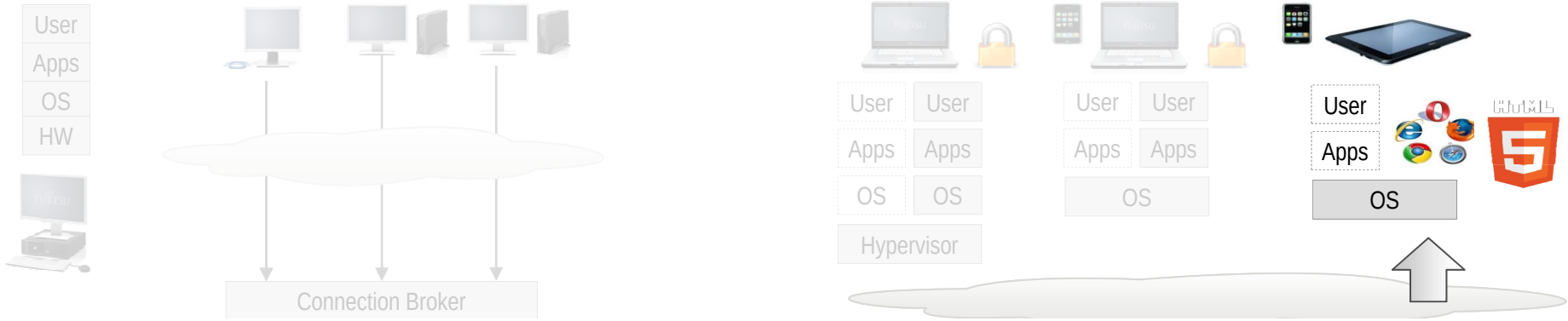
Access to web apps



Hosted Virtual Desktop	Hosted Central Desktop	Local Virtual Desktop	Local Streamed Apps	Web Desktop

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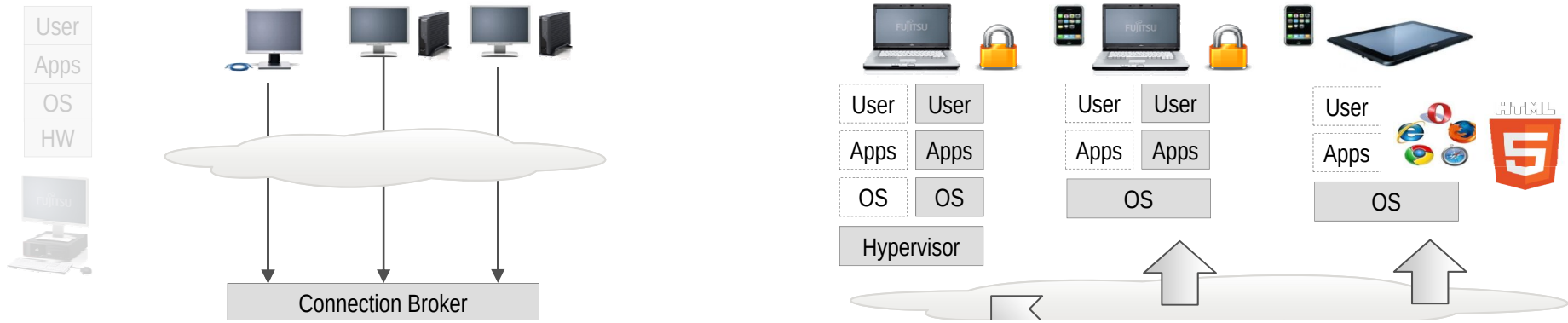
Workplace delivery options at a glance



Hosted Virtual Desktop	Hosted Central Desktop	Local Virtual Desktop	Local Streamed Apps	Web Desktop

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Workplace delivery options and user types

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External User

Task Worker	Knowledge Worker	Power User	Mobile User

Hosted Shared Desktop	Hosted Virtual Desktop	Hosted Central Desktop	Local Virtual Desktop	Local Streamed Apps
Any device: Rich / Thin / Ultra-thin / Zero Clients			Mobile device	

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Workplace delivery options and user types

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External User

Task Worker | Knowledge Worker | Power User | Mobile User

User virtualization

Application virtualization

OS virtualization

Hosted Shared Desktop | Hosted Virtual Desktop | Hosted Central Desktop | Local Virtual Desktop | Local Streamed Apps

Any device: Rich / Thin / Ultra-thin / Zero Clients | Mobile device

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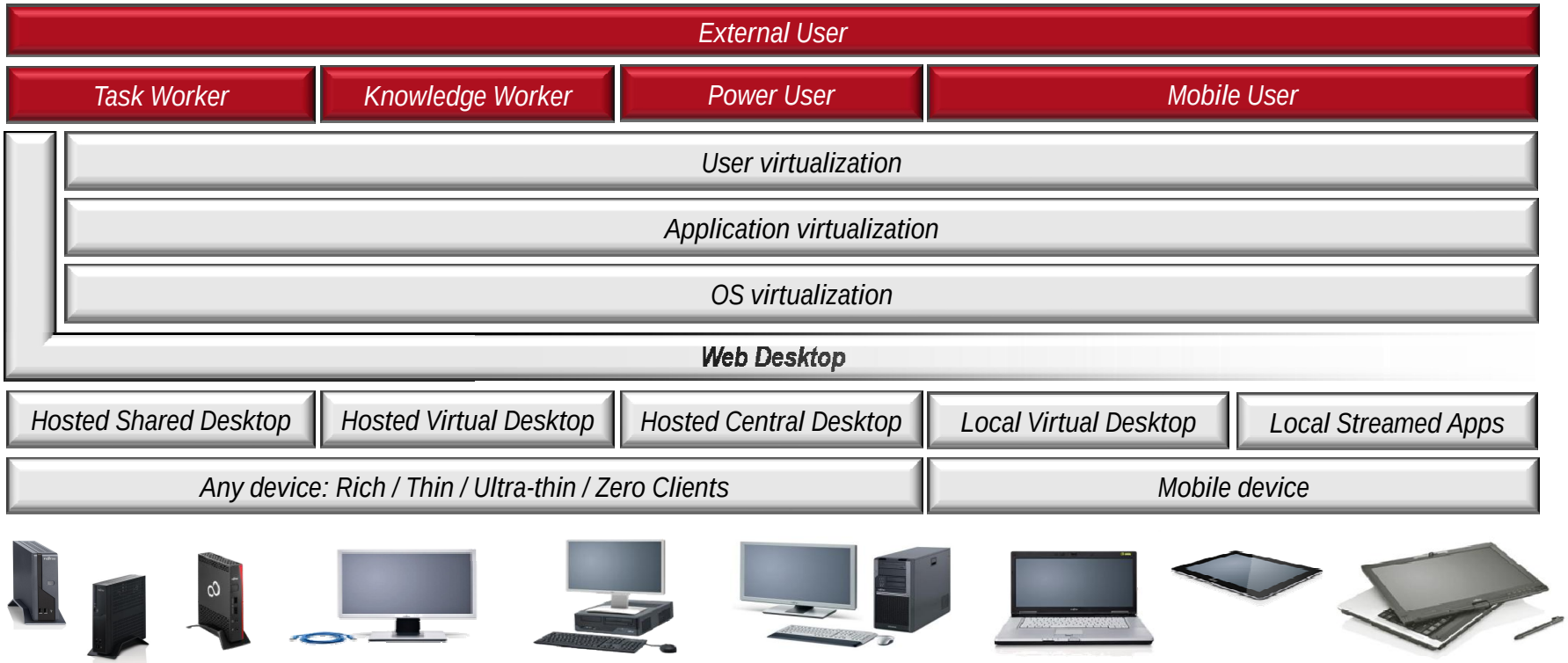
Workplace delivery options and user types



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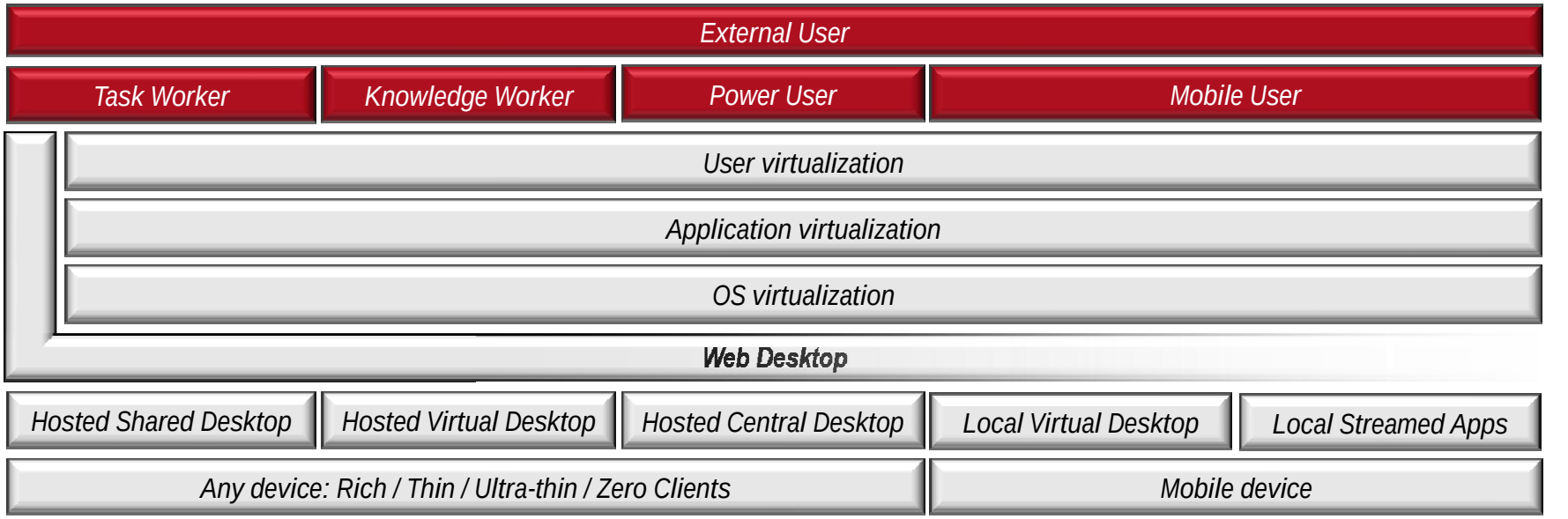
Workplace delivery options and user types



One size does not fit all: Requirements and economies matter

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FUJITSU makes IT simple

- Complete infrastructure solution
  - All aspects of desktop virtualization
  - Best-in class virtualization SW
  - Servers, storage, NW components
  - Access devices (Rich, Thin, Ultra-thin, Zero)
  - Certified for virtualization technologies
  - End-to-end services – based on project experience
  - Infrastructure bundles
  - Attractive financing options
- Alternative sourcing models
  - Infrastructure / Private cloud (self- managed)

- Reduced complexity, time and risk

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Customer example: A Large UK Bank

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- Situation and challenge
  - 55K users
  - Legacy desktop environment
  - End of Windows XP support
  - Office costs (€18,000 per year and seat)
- Objectives
  - OS upgrade without impacting users
  - Change the way employees work
  - Work from home (50% of employees for half a week)
  - 20-40% productivity increase
  - Reduce office cost
  - BYOD
  - Policy-based app access (device, location)
  - Off-shore back-office functions within regulations
  - Highest quality of service
  - Cost reduction
  - Avoid recurring high migration costs

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Customer example: Procedure

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Workplace Assessment	■ Analyze current situation ■ Identify potential of improvement
Strategy workshop	■ Identify business needs and goals
PoC design	■ Align business goals to technology goals ■ Formulate design criteria ■ Design PoC infrastructure ■ Define test scenarios and project plan
PoC	■ Deliver and install test infrastructure ■ Execute test plan ■ Document, analyze and present results ■ Recommendations, agree next steps
Project	■ Implementation, transformation

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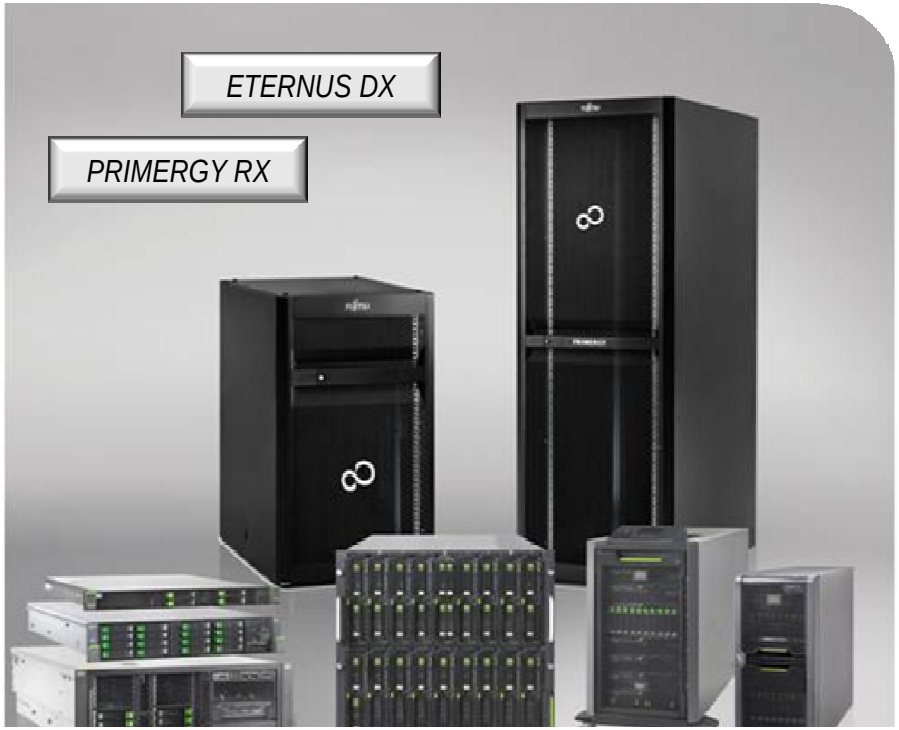
Customer example: Implemented infrastructure



- Solution
  - 95% out of 18K apps virtualized

  - **90% Hosted Shared Desktops**
    Windows Server 2008R2 64-bit RDS
    with Windows 7 experience
  - **10% Hosted Virtual Desktops,**
    for developers / users needing admin rights
  - **Load balancing**
  - **Policy-based access control**

  - **User Environment Management**
    (e.g. app black lists)
  - **Local print**

  - **Infrastructure products**
  - 2 DC for DR
  - Replace rich client when written off or on failure
  - Operation and support at monthly price per seat

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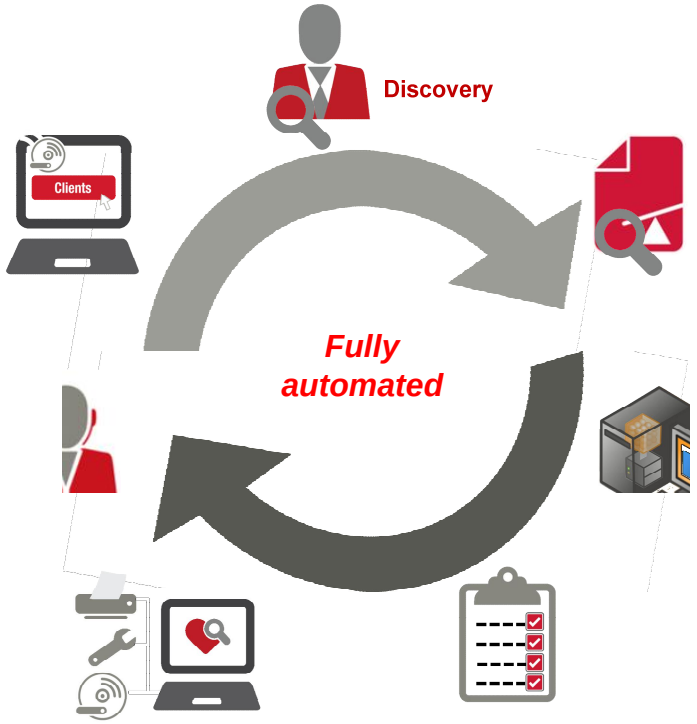
Customer example: Transformation

- Identify and remove unused apps
- Identify app dependencies

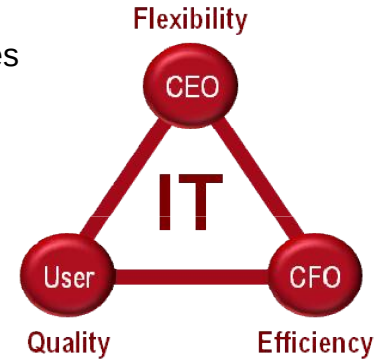
- **Deploy user virtualization tool**
  - Gather data transparently as users operate as normal
- **Deploy user data sync tool**
  - Sync user data transparently to central storage
- **User logs on as normal**
  - User is directed to Virtual Desktop
  - Device securely locked (remote cleaning after 30 days)
  - Switch back to old desktop if s.th. went wrong



- **Re-purpose existing PC as thin client**

Customer example: A Large UK Bank

- Why they chose us
  - Proven technology for any use case
  - Focus on end user experience
  - Understanding internal governance (key for success)
  - Experience in defining desktop strategy for maximized benefits and minimized risks
  - Transformation without impacting users
  - Industrialized service
  - Leader in Managed Workplace services
  - Global (consistent) 24x7 coverage with multi-language service desk
  - Flexible contract, lean processes, predictable cost
  - Continuous improvement *(Sense & Respond)*
  - ...



UK Bank

Bright ideas

Bright technology

Wherewithal to do the implementation

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Summary

- Virtual client computing
  - Improve service quality and flexibility
  - Reduce costs
- One size does not fit all
  - Requirements and economy matter
- One-stop shopping with Fujitsu
  - Complete infrastructure solution
  - All concepts – all (certified) products – all services
  - Attractive financing options
  - All sourcing options
- Proven methodology and processes
- Experience

Fujitsu Virtual Client Computing – Fast, proven, and without risk.

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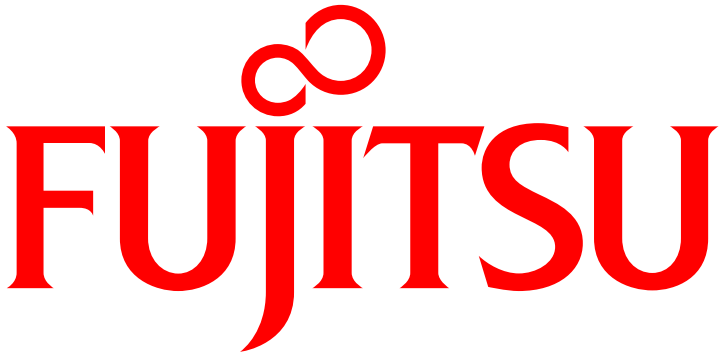

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