

Transform desktop delivery to help optimize costs and flexibility

IBM Virtual Desktop for Smart Business with VERDE technology from Virtual Bridges



Highlights

- Helps reduce desktop acquisition and management costs
 - Helps simplify installation and management by reducing complexity
 - Helps strengthen data security while facilitating compliance enforcement
 - Gives users online, offline and remote branch access to workspaces from desktops or mobile devices
 - Enhances flexibility with an open architecture
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Business leaders in midsize companies are looking for ways to capitalize on change to help optimize business sustainability and growth. Desktop management is an area with significant opportunities to reduce costs and increase flexibility. To increase business flexibility along with IT efficiencies and staff productivity, many companies have explored virtual desktop infrastructure (VDI) solutions. However, both traditional desktop solutions and legacy VDI solutions have fallen short for three key reasons:

- **Complexity**—For the IT team, managing traditional desktops is time intensive, given maintenance and security requirements. At the same time, many virtual desktop solutions present new challenges related to network management and application performance.
- **Coverage**—To keep productivity humming and employees happy, businesses need to deliver high-quality user experiences regardless of where employees are or what type of device they're using.
- **Cost**—Businesses now generally pay significantly more to manage hardware than to purchase it. Moreover, legacy virtual desktop solutions have not necessarily reduced costs but rather created a new set of challenges.

Ultimately, what's needed is a way to rein in costs without compromising security.

Introducing IBM Virtual Desktop for Smart Business

IBM Virtual Desktop for Smart Business, part of the Solutions for Smart Business family, is a comprehensive desktop management solution that helps lower the barriers of adoption as well as cost, complexity and coverage challenges traditionally associated with VDI technology. You can use the offering to host employees' Microsoft® Windows® and Linux® technology-based desktops in a central location. The desktop looks the



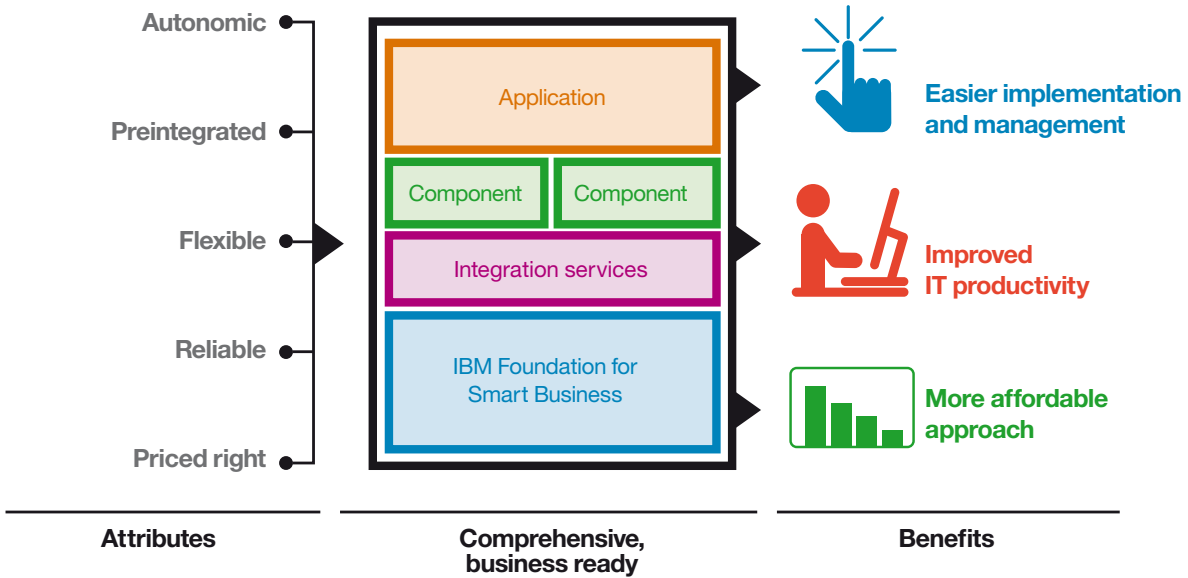


Figure 1: The Solutions for Smart Business family uses this IBM Foundation for Smart Business framework.

same to users; however, people are no longer limited to a single physical computer. Instead they can access their desktop from almost anywhere at any time—through more devices—with similar response time to standard setups. And the offering is built on powerful IBM Foundation for Smart Business technology.

Using leading desktop virtualization technology to help reduce TCO

To lower the total cost of ownership (TCO) of your employees’ and contractors’ desktops, IBM Virtual Desktop for Smart Business incorporates the VERDE product—a leading, purpose-built desktop management and provisioning solution from Virtual Bridges—integrated with the IBM Foundation for Smart Business. This offering can significantly streamline administrative tasks and dramatically lower the TCO in a number of ways:

- Reducing desktop management costs (including user administration, hardware configuration and deployment, operating system and software deployment, operating system and application management, backup archive and recovery, service desk, security management, and IT administration)

- Lowering server expenses by supporting more virtual desktops per server
- Lowering storage expenses by using direct-attached storage and network-attached storage rather than more expensive storage-attached networks, by caching input/output (I/O), and by providing stateless and personalized dynamic sessions through gold master image provisioning
- Avoiding network upgrade costs with integrated offline and remote branch capabilities
- Simplifying administration using an integrated console, automatic fix updates, self-managing autonomies, and automatic backup and recovery
- Reducing capital expenditures with the help of straightforward per-concurrent-user per-year fixed term subscription license pricing
- Lowering Microsoft software license costs by providing the ability to provision virtual Linux desktops

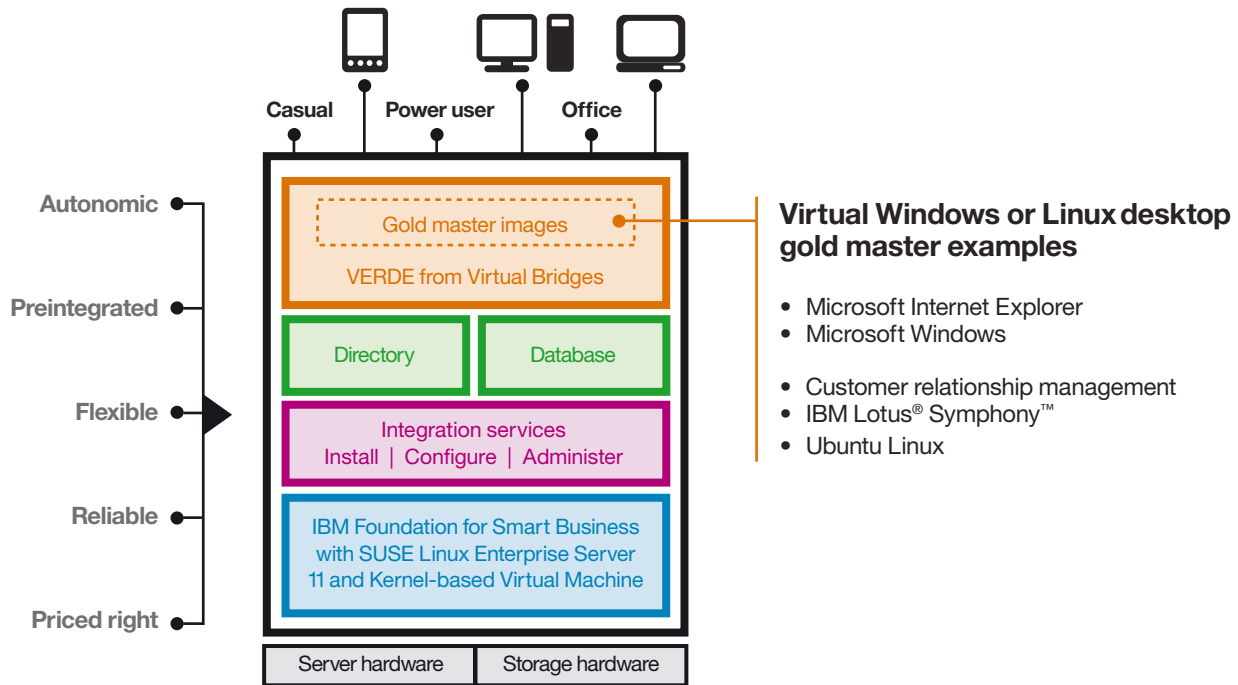


Figure 2: Virtual Desktop for Smart Business includes the comprehensive capabilities you need to support users with virtual desktops. You can create gold masters to customize desktops for different user types.

Extending coverage and choice with multiple client support

Instead of stifling innovation by locking the virtual desktops in the data center, you can use Virtual Desktop for Smart Business to provide employees their key applications practically wherever they work from a variety of user devices, including tablet PCs, thin clients, existing desktops, netbooks and laptops.

Virtual Desktop for Smart Business combines traditional online VDI technology with integrated offline (for disconnected and mobile use) and remote branch desktop virtualization capabilities as well as stateless and personalized dynamic sessions. Its open architecture provides flexibility and choice by supporting virtual Windows desktops (Microsoft Windows XP and Microsoft Windows 7 platforms); Linux desktops (including Ubuntu, Red Hat and Novell platforms); and a variety of storage, directories, peripherals and remote display protocols.

What makes it smarter?

- Achieve simple and quick installation and deployment with preintegrated and preconfigured components that make it easy and fast to install and deploy
- Synchronize user data and desktop image updates when using integrated offline or remote branch option
- Leverage advanced autonomic capabilities
- Back up and recover virtual desktops more easily

Reducing complexity and addressing risk with a centralized approach

From the IT department's view, the difference between virtual and physical desktops is significant. With the Virtual Desktop for Smart Business offering, desktop image management is done on consolidated virtual machines in the data center through deployment of standard gold master images.

From a data security standpoint, the loss or theft of a laptop or other device resulting in a security breach is also much less likely because critical data lives only on your virtual desktop. Overall, IT staff can be freed to focus on ramping up capacity and services as the business demands.

Solutions for Smart Business: empowering organizations with limited IT staff

- **Easier**—Gain comprehensive functionality in an easier-to-implement form.
- **More productive**—Dramatically reduce the tasks that require the most IT time and skill.
- **More affordable**—Extend existing IT investments with pay-as-you-go, flexible pricing.

Why IBM?

IBM has listened closely to the needs of midsize companies in the development of the Solutions for Smart Business family. We heard your technology-related challenges loud and clear, and we have used our expertise and deep technology resources to create ready-to-use solutions designed to begin delivering value nearly from day one.

For more information

To learn more about IBM Virtual Desktop for Smart Business, contact your IBM sales representative or IBM Business Partner, or visit: ibm.com/smartbusiness/virtualdesktop

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