



Virtualizing the Desktop

The IT department is constantly asked to do more with the same or fewer resources. Virtualization is a proven technology for increasing automation, and automation leads to scalable efficiencies. The best IT departments are flexible and agile, making IT more and more strategic to the company's goals.

Total Cost of Ownership. When companies investigate new technologies, the associated return on investment, savings and efficiencies have to be real to support the effort. The benefits of virtualizing the desktop include enhanced security, shared resources, and a common hardware platform. On the other side of the equation- when all the costs are considered, many companies cannot clearly show hard \$ savings over traditional desktop PC deployments. Sometimes the TCO doesn't make sense.

What we do. Thinlaunch develops and markets software which lowers CapEx and OpEx costs for desktop virtualization. By turning a Windows based PC into a secure client access device, administrators have a low cost and easy way to simplify the client side of desktop virtualization. Microsoft SA customers save \$300.00 over a 3-year span when using a new or existing PC versus a Thin Client as the access device.

What really matters?

- Happy end users who don't know (or care) they are using a virtual desktop or virtual applications

What does the administrator want?

- A solution that is easy to deploy, easy to maintain and works with existing tools

What does the IT Manager want?

- Fast deployment, low cost, a fallback plan

What does the CIO want?

- Immediate ROI and all the benefits of VDI

How can we lower capex of the project?

- Re-purpose existing PC at a capital outlay of 90% less than the cost of a PC or Thin Client

A well-known university wanted to move to desktop virtualization - except the ROI did not meet expectations or project budgets. The cost effective way they chose to address this was to use Thin Desktop to re-purpose existing PC assets – hardware, operating systems, networks, management tools and utilities – quickly and easily. After proving the ROI with Thin Desktop, desktop virtualization has been deployed and cost positive.

A large manufacturing Co. wanted to move their successful desktop virtualization POC to a full pilot project. Thin Desktop was easily deployed on existing hardware to quickly move the project forward. After proving the pilot project, thin clients and ultra mini hardware devices were added to the mix. Thin Desktop is installed on every device, providing an identical user experience on every device – regardless the hardware type, manufacturer or form factor.

An organization spent months investigating zero client and Linux options – significantly delaying the project and severely impacting project ROI. Issues surrounding driver support, compatibility with existing management and deployment tools, hardware component issues, ongoing support and the lack of local device capabilities eventually turned the organization back to what they already owned. Thin Desktop was installed on PC's, deployed and the project was back on track the same day.