Cisco Powered Desktop as a Service Solutions: At-a-Glance (Cloud Providers)

Overview
Organizations are moving to desktop virtualization to address the challenges and opportunities of the evolving workplace (Figure 1).

Figure 1. IT Needs for the Evolving Workplace
- Global Workforce
- Mobile Work Styles
- Diversity of Devices
- Productivity, Growth, and Agility
- Existing and New Applications
- Collaboration Services
- Meeting Changing Business and User Demands
- Protecting Network, Applications, and Data
- Managing Complexity and Scale
- Supporting Highly Secure Access
- Delivering High-Quality Experience
- Controlling Costs

Desktop as a Service
With virtual desktops and applications in the cloud (delivered as a service), customers get all the benefits of desktop virtualization without the costs and challenges. Desktop as a service (DaaS) is:
- Easier to deploy, provision, and manage
- Less expensive to build and maintain, with no start-up and lower ongoing costs
- High performance with greater security, data protection, and compliance

DaaS benefits all parts of your customers’ organization.
- For businesses: Enhanced agility, as well as reduced and predictable costs
- For IT: Better responsiveness, greater security and data protection, and lower TCO
- For users: Anytime, anywhere, any device access to applications and data

Target Markets
DaaS is relevant to a broad set of customers, including:
- Small, medium, and large organizations wanting to reduce TCO, improve security, support bring your own device (BYOD) or multiple device access, and offload desktop management.
- Vertical markets such as:
  - Healthcare
  - Government
  - Contact centers
  - Education
  - Retail
  - Finance

Cloud Provider Benefits
DaaS is a tremendous opportunity for cloud providers, providing:
- An additional customer offering in a high-growth market
- Further use of existing data center investments, including infrastructure as a service (IaaS)
- Increased network utilization
- Multiple offerings from the same infrastructure, such as IaaS
- Customer stickiness
- Additional services sales and desktop add-ons (Figure 2)

Figure 2. Offering DaaS Provides Additional Sales Opportunities

Cisco DaaS Solutions
Cisco® DaaS solutions are part of the Cisco Desktop Virtualization Solutions portfolio (Figure 3). Cisco provides both premises-based and cloud delivery options. Customers and cloud providers can also choose Cisco DaaS solutions with Citrix or VMware.

Figure 3. Cisco Desktop Virtualization Solutions Portfolio

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Cisco DaaS solutions are based on four pillars:
They provide the scale, high security, performance, and assurance needed by Cisco partner cloud providers and their customers:
1. Cisco Unified Data Center Architecture (the same as Cisco IaaS)
2. Technology Partners—Citrix and VMware
3. Cisco Validated Designs
4. Cisco Powered™ Program

Cisco DaaS solutions provide cloud-based service essentials:
- On-demand consumption
- Multitenant architecture
- Orchestration
- Service assurance
- Capacity at scale
- High security at scale
- Best-in-class technology partners: Citrix, VMware, and more

Cisco DaaS solutions support all DaaS deployment models:
- Hosted shared desktops
- Hosted server virtual desktop infrastructure (VDI) (server OS)
- Hosted VDI (client OS)
- Application virtualization delivery

Cisco DaaS Solution Features and Performance
- 252 VMware Horizon View Windows 7 desktops on a Cisco UCS B200 M3 Server
- 50 percent lower storage cost per Horizon View desktop and 16 times less power consumed per desktop
- 29 percent more responsive Citrix XenApp with 53 percent better CPU utilization
- 5,000 Citrix XenDesktop users booted within 30 minutes
- Virtual desktop prioritization and QoS pools with Cisco UCS with virtual machine fabric extender (VM-FEX)
- Cisco UCS Central Software manages virtual desktops at scale. 10,000 servers X 252 virtual desktops equals 2.5 million virtual desktops managed in a single pane of glass.

Cisco DaaS Professional Services get you up and running
- DaaS Discovery Workshop
- DaaS Assessment Service
- Preproduction Pilot
- Planning, Design, and Implementation Service

Cisco UCS is the ideal DaaS platform for scale, performance, and cost (Figure 4).

Cisco Powered Program
Cisco Powered is the industry standard for cloud and managed services. As a Cisco Powered partner, your customers benefit by knowing their DaaS solution:
- Is built and delivered on proven architectures validated by Cisco
- Provider has met strict qualifications for delivering Cisco Powered services
- Is third-party audited for quality
You benefit through:
- Partner training and sales enablement
- Awareness, demand generation, and marketing resources generated by Cisco
- Cisco sales commission on partner cloud services sales
- Cisco Capital® programs

Cisco DaaS Solution Advantages
- Integrated, tested, validated, and optimized solutions backed by Cisco Validated Designs, Citrix, and VMware for rapid deployment and assured performance
- Flexibility, scale, performance, and security for your DaaS customers with an uncompromised user experience
- Service readiness, operations, and support services, including Cisco Cloud Enablement Services portfolio to help you plan, deploy, and operate the infrastructure
- Commercial terms and go-to-market support to help you implement and drive demand

For More Information visit www.cisco.com/go/daas