

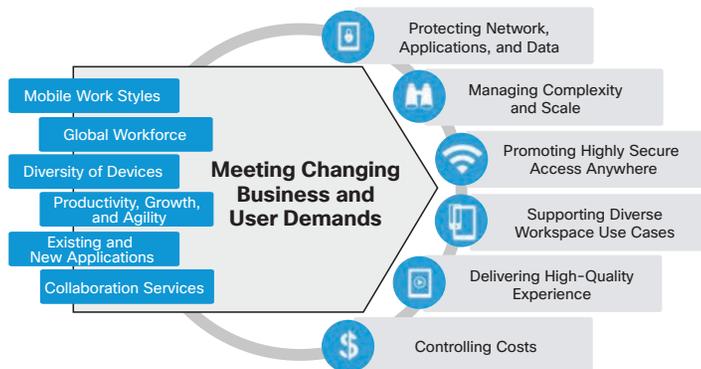


Cisco Powered Desktop as a Service Solutions: At-a-Glance (End Users)

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



Desktop as a Service

Virtual desktops and applications in the cloud (delivered as a service) provide you with 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 provides benefits across your organization:

- **For the business:** 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

DaaS is Right for You

DaaS is relevant to a broad set of organizations, including:

- Small, medium, and large organizations of all types wanting to reduce TCO, improve security, support bring your own device (BYOD), and offload desktop management
- Many customers are already finding DaaS very valuable, including:
 - Healthcare
 - Government
 - Contact centers
 - Education
 - Retail
 - Finance

DaaS Benefits

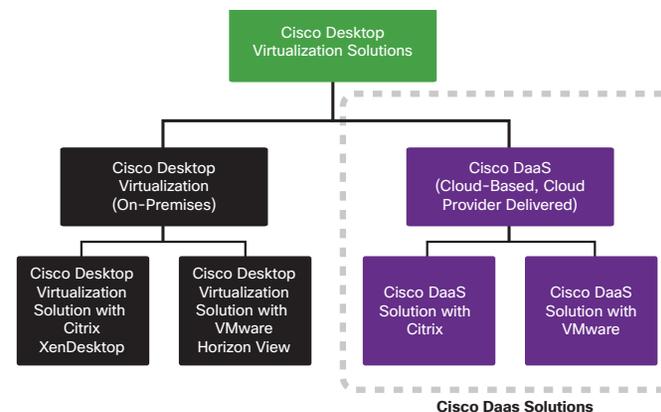
DaaS provides you with a range of benefits that contribute to your organization's agility, performance, and security:

- Anytime, anywhere, any-device secure access
- Stronger security
- Better data protection
- Enhanced business continuity and compliance
- Better data recovery and backup
- Easier deployment
- Desktop access from multiple devices (BYOD)
- Repurposing of PCs and laptops
- Simpler deployment with self-provisioning
- Reduced IT desktop operations costs
- Predictable OpEx model

Cisco DaaS Solutions

Cisco® DaaS solutions are part of the Cisco Desktop Virtualization Solutions portfolio (Figure 2). Cisco provides choice (premises based, cloud delivery, or both). You can choose Cisco DaaS solutions with Citrix or VMware.

Figure 2. Cisco Desktop Virtualization Solutions Portfolio





Four pillars provide the scale, security, performance, and assurance needed by your organization:

1. Cisco Unified Data Center Architecture
2. Technology Partners—Citrix and VMware
3. Cisco Validated Designs
4. Cisco Powered™ Program

Cisco DaaS solutions provide cloud-based service essentials to deliver the performance, scale, and security you need:

- On-demand consumption
- Multitenant architecture
- Orchestration
- Best-in-class technology partners—Citrix, VMware, and more
- Service assurance
- Capacity at scale
- High security at scale

Choose the deployment model(s) that are best for your organization:

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 Powered Program

Cisco Powered is the industry standard for cloud and managed services. As a customer, you benefit by knowing your Cisco Powered 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

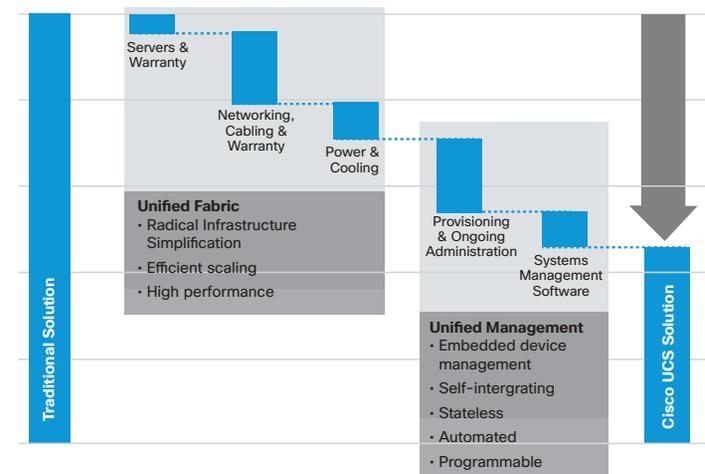


Cisco Unified Computing System

Cisco Unified Computing System™ (Cisco UCS®) is the ideal platform for DaaS scale and performance, meeting your needs today and into the future (Figure 3).

- Over 250 VMware Horizon View Windows 7 desktops on a single Cisco UCS B200 M3 Blade Server
- 29 percent more responsive Citrix XenApp sessions with 53 percent better CPU utilization
- 5,000 Citrix XenDesktop users booted within 30 minutes
- Virtual desktop prioritization and quality of service (QoS) pools
- Cisco UCS Central Software manages virtual desktops at scale. 10,000 servers x 250 virtual desktops equals 2.5 million virtual desktops managed in a single pane of glass.

Figure 3. Benefits of Cisco UCS



For More Information and to see how DaaS can help your organization, please visit www.cisco.com/go/daas