



SALES ADVISOR

Partner Sales Battlecard

Microsoft Desktop Virtualization Overview

Desktop Virtualization offers new and powerful opportunities for IT to deliver and manage corporate desktops and to respond to various user needs in a flexible way. Virtualized desktops can be either client-hosted or centralized on servers in the data center—often referred to as a virtual desktop infrastructure (VDI).

Client-hosted desktop virtualization enables enterprise deployment and management of virtual PCs primarily to resolve application compatibility issues with new versions of Windows by providing access to legacy applications and offering deployment capabilities.

VDI is an architectural model where a client operating system runs in a server-based virtual machine environment and interacts with the user via a network connection.

WHY SHOULD A RESELLER CARE?

- Helps your customers drive down their TCO and increase their business flexibility.
- Desktop Virtualization will bring additional revenue opportunities to the reseller—service and hardware opportunities as customers look to virtualize.
- Virtualization is confusing to most customers—become their trusted advisor by recommending the right solution based on their needs. Leads to improved customer satisfaction.

WHY SHOULD A CUSTOMER CARE?

- Drives down costs
 - Lowers hardware procurement costs 50-90%
 - Saves on power/utilities and space expenditures
 - Maximizes hardware utilization
- Enhances IT efficiency
 - Reduce IT administration loads with comprehensive management
 - Reducing maintenance and support for client systems with desktop virtualization
 - Reduces TCO by making it easier for IT to manage virtual operating systems across the organization
- Enables business agility
 - Enhances business agility and improves business continuity through accelerated provisioning and recovery
 - And Microsoft virtualization is the only one that brings the “total package” (platform integration, desktop to datacenter solutions, end-to-end management, and best TCO)
 - Helps enterprises upgrade to Windows® 7, without having to worry about application compatibility

THINGS TO KNOW

1 REDUCE DESKTOP TCO

Virtualization of layers has immediate TCO benefits which are proven and quantifiable. Total costs savings depend on what virtualization solution the customer decides to deploy.

2 STREAMLINE IT MANAGEMENT

Ease migration to a new operating system with integrated management of physical, virtual, and session-based desktop infrastructure.

3 INCREASE BUSINESS FLEXIBILITY

Secured corporate resource access from unmanaged desktops for rich remote experience and improved business continuity.

TARGET CUSTOMERS

- Organizations that want to use software to consolidate physical servers and reduce workload
- Organizations whose IT staff spends too much time and resources deploying, upgrading, and supporting apps
- Organizations that are concerned that application compatibility with new versions of Windows is delaying upgrade projects
- Organizations that want greater flexibility and access to their desktop from unmanaged desktops and remote devices
- Organizations that want to provide better support offline and roaming users

TRIGGERS, REALITIES, AND RESPONSES

Conversation Starters	What You Hear	The Business Challenge	Your Response
“Does IT staff spend a lot of time and resources deploying, upgrading, supporting and terminating applications or operating systems on the desktop? Are you under any pressure to reduce the costs of managing desktops?”	“We have some legacy applications that are preventing us from updating our desktop environment.”	We are struggling with the management and modernization of our applications to improve compatibility.	MDOP: “Were you aware that Microsoft Enterprise Desktop Virtualization provides you with a managed desktop virtualization solution to improve application compatibility?” Virtual PC: “Did you know that Microsoft Virtual PC, which includes Windows XP mode, provides a managed virtualization solution to improve compatibility?”
“How are you reducing desktop management costs, specifically the management of applications across your organizations?”	“Our desktop and application environment is complicated because of the sheer number of applications we support.”	There are no real compatibility issues. We simply need to manage all of our applications more effectively.	MDOP: “You should know that Microsoft Application Virtualization (App-V) provides you with a locally managed application-management solution.” Server Technologies: “One solution you may be interested in is Remote Desktop Services. This solution allows you to remotely manage applications within the desktop environment more effectively.”
“Have you attempted to reduce the application resource costs across your organization? Does your organization want to be able to scale effectively to address growing business needs?”	“I don’t feel like I have a good handle on some of my applications as they demand so much support.”	We have several resource-intensive applications.	Server Technologies: “Were you aware that if you are running a shared-host operating system, Remote Desktop Services provides an efficient way to manage those intensive applications?” VDI: “A good solution for an independent operating system environment is Virtual Desktop Infrastructure, which allows you to separate applications on the operating systems.”

MICROSOFT DESKTOP VIRTUALIZATION OVERVIEW

COMMON OBJECTIONS

What You Hear	Your Response
"My organization is using other virtualization tools that we are already familiar with."	Microsoft Virtualization technologies offer complete integration across the enterprise. Using tools your IT staff already knows, you can seamlessly manage both multiple virtualized operating systems and multiple hypervisors, including Microsoft Hyper-V and VMware ESX.
"Microsoft is known for software and not proven in the virtualization space."	Microsoft.com, TechNet, and MSDN are all running on Hyper-V in production, along with many of our customers.
"Microsoft Virtualization Solutions are going to be too expensive."	With Hyper-V in Windows Server & system center, virtualizing your enterprise with Microsoft can cost less than competitive products and help you maximize the return on your virtualization investment.

FEATURE COMPARISON

Key Features	Description	Licensing
Microsoft Application Virtualization (App-V)	Turns applications into centrally managed services that are never installed and are streamed on demand to end users.	Microsoft Desktop Optimization Pack (MDOP)
Microsoft Enterprise Desktop Virtualization (MED-V)	Enables deployment and management of Microsoft Virtual PC to resolve application compatibility with a new Operating System (OS).	Microsoft Desktop Optimization Pack (MDOP)
Virtual Desktop Infrastructure (VDI)	VDI from Microsoft is a carefully-matched combination of Virtualization Technology and Licensing. Together, they make possible a host of benefits to your company, including the centralization of data, enhanced security, and increased business continuity.	<ul style="list-style-type: none">• Windows Virtual Desktop Access (VDA)• Microsoft System Center Virtual Machine Manager• Microsoft Hyper-V Server 2008

LICENSING

Microsoft Desktop Optimization Pack (MDOP) is only available to customers with Windows Client Software Assurance (SA) coverage. Customers must have active SA coverage to subscribe to MDOP.

Virtual desktop access rights will become a Windows Client Software Assurance benefit starting July 1, 2010. Customers who intend on using PCs covered under SA will now be able to access their Virtual Desktop Infrastructure (VDI) desktops at no additional charge.

Customers who want to use devices such as thin clients that do not qualify for Windows Client SA would need to license those devices with a new license called Windows Virtual Desktop Access (Windows VDA) to be able to access a Windows VDI desktop. Windows VDA is also applicable to third party devices, such as contractor or employee-owned PCs.

Starting July 1, 2010; Windows VDA is a device-based subscription that has been designed to help organizations license devices that do not qualify for Windows Client SA (such as thin clients, contractor PCs, etc) to be able to access a virtual desktop. Windows VDA is available for \$100/ year/device through EA, Select, Open Value, and Campus programs. Customers will need either Windows Client SA coverage or a VDA license regardless of the VDI software vendor they choose.

The Microsoft VDI Standard Suite includes:

- Microsoft Hyper-V™ Server 2008 R2: A scalable and high performance hypervisor
- Systems Center Virtual Machine Manager, System Center Operations Manager (SCOM), and System Center Configuration Manager (SCCM): Management functionality is limited to VDI only
- Microsoft Desktop Optimization Pack: Allows customers to implement technologies such as Application Virtualization
- Windows Server Remote Desktop Services: Functionality limited to Connection Broker being able to deliver VDI desktops only

The Microsoft VDI Premium Suite includes all the technologies of the Standard Suite, but provides organizations with additional flexibility options:

- Full Remote Desktop Services functionality: Delivers sessions as well as VDI desktops
- Microsoft Application Virtualization for Remote Desktop Services