



# SALES ADVISOR

Partner Sales Battlecard

## Microsoft Virtual Desktop Infrastructure

Virtual Desktop Infrastructure (VDI) enables organizations to deploy Windows-based desktops in the datacenter, and enables remote access to these desktops from any authorized device, including thin clients. Not only does this enable anywhere access to connected devices, but it also improves business continuity and centralizes management of desktops. VDI can also help customers improve their compliance to strict industry regulations by securing desktops behind the datacenter. Due to these benefits, VDI is an ideal solution for scenarios that place a premium on security and management, providing managed desktops to third party/contractor PCs or employee-owned PCs, or providing centralized desktops to remote offices/branch offices.

### WHY SHOULD A RESELLER CARE?

- 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.
- Customer incentives make now the time for customers to add a virtualization solution to their enterprise.

### WHY SHOULD A CUSTOMER CARE?

- **Reduce Costs**
  - Extend the lives of aging PCs and enable a new generation of low-cost end point devices while providing the latest Windows 7 experience
- **Increase Security and Compliance**
  - Store desktops and associated data in the datacenter
- **Improve Business Continuity**
  - Enable users to access their desktops from any network connected device
  - Extend datacenter investments to the desktop environment

### THINGS TO KNOW

#### 1 GET SAVINGS AND VALUE

You can get more value and a higher return on investment with Microsoft Virtualization through lower upfront costs, reduced operational expenses, resources expenditures both capital, power and space consumption, and operational, time and effort, and simplified desktop and application management.

#### 2 INCREASE AVAILABILITY AND ACCESS

With Microsoft Virtualization, you can increase availability by improving service levels, minimizing disruption to services, enhancing desktop business continuity, and provide access where and when you need it.

#### 3 MAKE YOUR BUSINESS AGILE

Microsoft Virtualization gives your business the opportunity to become more flexible and adaptable by helping your IT department provide the resources your organization needs when they need them.

#### 4 INTEGRATED MANAGEMENT

The more you virtualize, the more complex your environment can become, and the more essential it is to have a comprehensive integrated management system to enable a cost-effective, dynamic infrastructure. Microsoft System Center provides a suite of tools to manage physical and virtual IT resources from the hardware through the OS to the applications across your entire infrastructure.

### TARGET CUSTOMERS

- Organizations with contractors or third-party devices that provide a managed and secured desktop for the unmanaged PCs.
- Organizations with remote offices that need to centrally manage and deploy desktops to multiple remote uses in branch offices.
- Organizations with a strict security requirement in industries such as financial services, government, and healthcare.
- Organizations that need to provide users with the flexibility to use any device to access a virtual desktop.

### 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?"	Our desktop environment has a large number of applications. Updating and management is complicated and time-consuming.	IT needs to manage their applications and patches better.	"Microsoft Application Virtualization (App-V) allows IT resources to manage applications efficiently and locally."
"Are you interested in getting additional life out of your older hardware?"	We want to migrate to newer operating systems, but use our existing hardware.	IT needs a way to maximize value of hardware.	"Microsoft VDI delivers operating systems through a virtual desktop image in order to reduce memory requirements and footprint size, allowing it to be run on older hardware."
"Does IT want to streamline PC management for different end-user scenarios? Do you have contractors who need the corporate desktop image?"	We want greater control and flexibility over desktop management in order to provide the necessary resources to our different users.	IT needs to standardize desktop images and deployment for better resource allocation and streamlined management.	"System Center Virtual Machine Manager 2008 allows IT to manage physical, virtual, and session-based desktops from a single console as well as non-Microsoft infrastructure components."
"Does your organization want to be able to scale effectively to address growing business needs? Do you want to reduce the workload on your existing servers?"	We struggle with growth and reduction cycles of our IT resources.	IT seeks to deliver the needed desktop capabilities to all employees.	"Windows Server 2008 with Hyper-V provides IT with the controls to quickly and easily provision and distribute applications and desktops. Coupled with Citrix, VDI dynamically distributes desktops as needed."

# MICROSOFT VIRTUAL DESKTOP INFRASTRUCTURE

## 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 VDI Solution is too complex and expensive."	"Microsoft has simplified its VDI Suites and can provide up to 74% cost savings over purchasing individual components separately."
"Microsoft makes VDI licensing not cost effective."	"Microsoft recently updated the way server based desktop virtualization is licensed by including the rights to access Windows Client OS on a server included with Software Assurance benefits."
"Microsoft lacks live migration capabilities."	"Windows Server 2008 R2 Hyper-V and Microsoft Hyper-V Server 2008 R2, which is a free, are stand-alone hypervisor-based server virtualization products and enables you to move running virtual machines from one physical host to another, without any perceptible downtime."

## FEATURE COMPARISON

Key Features		VDI Standard Suite	VDI Premium Suite
Application Delivery	Microsoft Desktop Optimization Pack	■	■
	Microsoft Application Virtualization for Remote Desktop Services		■
Desktop Delivery	Windows Server 2008 Remote Desktop Services - Connection Broker for VM Delivery	■	■
	Windows Server 2008 Remote Desktop Services - Technology for Session Delivery		■
Management	Microsoft System Center - Use Rights for System Center components Restricted to VDI Scenario	■	■
Virtualization Platform	Microsoft Hyper-V Server 2008R2	■	■

## LICENSING

There are two suites on offer from Microsoft for VDI:

- **Microsoft VDI Standard Suite** includes technologies such as:
  - Microsoft Hyper-VTM Server 2008 R2: A reliable, scalable, and high performance hypervisor.
  - Systems Center Virtual Machine Manager (SCVMM), System Center Operations Manager (SCOM), and System Center Configuration Manager (SCCM): Familiar Windows-based tools to streamline management of your VDI infrastructure.
  - Microsoft Desktop Optimization Pack (MDOP): Market-leading application virtualization technology to enable dynamic application delivery, along with other desktop virtualization and management technologies.
  - Windows Server Remote Desktop Services (RDS): Basic infrastructure and connection brokering capabilities to deliver static or pooled virtual desktops to users.
- **Microsoft VDI Premium Suite** includes all the technology within the Standard Suite, and additionally provides:
  - Full Remote Desktop Services functionality to enable both session based and VM-based desktops through the same set of tools, thereby providing additional deployment flexibility.
  - Microsoft Application Virtualization for RDS: To help remove the silos around session-based application delivery.

In addition to our VDI technology, Microsoft has extended its partnerships with ISVs such as Citrix® to enable enterprise grade performance and scalability for Microsoft VDI environments. For example, Citrix XenDesktop adds value to the Microsoft platform by providing single image management, storage optimization, and a rich remote user experience across multiple types of network and device configurations.

## WINDOWS VIRTUAL DESKTOP ACCESS (WINDOWS VDA)

Starting July 1st, 2010, customers that intend to use devices that do not qualify for Windows Client SA (such as thin clients or third party contractor PCs), will require a license called Windows Virtual Desktop Access (Windows VDA). Microsoft designed Windows VDA to enable organizations to license virtual copies of Windows client operating systems in virtual environments. Windows VDA is a device-based subscription license and will be available at \$100/device/year. It will allow organizations to create multiple desktops dynamically, enable user access to multiple virtual machines (VMs) simultaneously, and move desktop VMs across multiple platforms, especially in load-balancing and disaster recovery situations. Windows VDA includes the following benefits:

- Ability to run a copy of Windows in a datacenter, including Enterprise editions of the software.
- Rights for the primary user to access corporate VDI desktops from non-corporate PCs, such as internet cafes and home PCs.
- Access rights for up to four virtual machines concurrently.
- All Windows Client Software Assurance benefits, such as training vouchers, 24\* support, etc.
- Unlimited mobility of virtual machines between servers and storage for increased reliability.
- Unlimited backup of virtual machines.
- Availability to volume licensing keys, such as Key Management Service (KMS) and Multiple Activation Keys (MAK).

Note: It is important to know that Windows VDA is mandatory all devices not qualified for Windows Client SA that want to access a virtual copy of Windows, regardless of the underlying infrastructure provider.