



**If You're Not On The Cloud,
You're Already Behind:**

**Understanding DaaS
and Why You Need to
Switch to the Cloud
Today**

CONNECTION
ANALYSIS
DATA
SEARCHING
VERIFICATION
CODING
SENDING

As a company, you want a few things above all else: to be profitable, to have productive and happy employees, and to have satisfied customers. At the end of the day, these three elements go hand in hand - and they ultimately require the same foundation.

A large part of that foundation today? Having software that works for you and that helps your company run smoothly and efficiently. For most forward-thinking businesses, that means having a Desktop-as-a-Service (DaaS) system.

Here's why it's so important and why you have to switch if you want to stay ahead and reach your goals.

The Technological Landscape Today

Today, there's a vast range of hardware and software technology options out there, including on-premise systems, cloud solutions, and everything in between. They all work, to be sure, and the reality is that many companies continue to rely on systems that they implemented 10, 20, or even 30 years ago. And those systems just can't cut it today.

Why? Even technology that was considered to be "the latest and greatest" three to five years ago isn't competitive or efficient today. On top of that, these legacy on-premise systems come with intrinsic structural and functional limitations. At the forefront, this includes:

- ❗ Their inability to **scale and customize** as your company evolves
- ❗ Their lack of **mobility and accessibility** leads to communication and flexibility issues that decrease your overall efficiency and productivity
- ❗ Their lack of **integration** can lead to inconsistent or incomplete data. This, in turn, can hobble a company's ability to switch to data-driven, analytics-heavy operations - and that's the future of business
- ❗ They require manual patches and security updates that could lead to compromising **security concerns**
- ❗ They often call for complex coding and a massive amount of **technical know-how** to be properly implemented, managed and troubleshot

And these problems are only getting worse as time goes on and cloud technology improves, which means that sticking with these systems will ultimately hurt your revenue and your bottom line.

Now, at this point, most businesses recognize this fact, which is why they know - at least in theory - that they have to take the leap to the cloud. In fact, Gartner predicts that just the public cloud market will grow to be worth \$221 billion in the coming year - a \$40 billion jump in just one year. This does not include the private and hybrid cloud models which have just as much growth.



So the shift is certainly happening, and the limitations of on-premise systems will become that much more of a hindrance. But many businesses still hesitate to make the leap. Maybe they're nervous about an untried solution. Maybe they don't think they have the technological capacity to execute a complete system overhaul. Maybe they don't have the time and training to spare - whatever the case, they're dragging their feet, which is a huge problem in the long-term.

Why? Well, while on-premise systems fall further and further behind, the limitations of cloud-based services have largely resolved as the technology has continued to expand, improve, and refine itself. That includes the majority of the issues that prevented many companies from making the switch to the cloud in the first place, including security concerns, technological complexity, time constraints, cost, and more.

So what do you have instead? **Secure, efficient, scalable, agile, and cost-effective systems that make digital transformation and modernization a breeze.**

On the one hand, this makes the gap between legacy and modern systems all the more troubling. On the other hand, though, this is exciting - and, if you're one of the companies on the edge of making the jump, it should be a reassurance that it's ok to step off the ledge.

Now, there are many options out there in the cloud world - including SaaS, IaaS, private cloud, public cloud, and PaaS - but a huge frontrunner to keep on your radar today is DaaS and hosted workspaces. Let's explain.

Why DaaS is the Most Effective Tech Solution Available

You probably see the most articles and seminars about SaaS (Software-as-a-Service) and why it's a great alternative to cloud systems. And don't get us wrong, it is. But DaaS goes one step above SaaS, allowing you to combine a variety of SaaS solutions into one integrated, automated workspace. In this way, DaaS can manage several different SaaS applications, reducing the complexity of your IT deployment needs and making your systems much more effective.

So what is it exactly?

It's essentially a cloud-enabled workspace and desktop that streamlines your processes, increases your agility, and enables your employees to work from anywhere and at any time. This, in turn, increases employee job satisfaction, improves productivity, and creates a better overall customer experience, which gives your company a distinct competitive advantage.



Keep In Mind: You Have to Commit

That said, before we get more into the specifics and benefits, you have to keep one thing in mind: digital transformation is never easy, and there is no “plug and play” solution that you can implement and walk away from if you want to have a truly successful IT modernization endeavor. This is something that a lot of companies don’t understand, which is why 84% of businesses fail at their digital transformation efforts, according to Forbes research.

If you don’t want to be a part of that statistic, you have to approach becoming a part of the cloud generation with a **comprehensive mindset**. Think about it this way: if your car is completely dead - bad paint, problematic engine, low mileage, etc. - you can’t fix the problem by changing the battery. You have to work on the whole car. It’s the same with your business: you can’t throw in new technology and expect it to fix everything. Instead, you also have to consider **how your people will make the most of it** and how to **change your processes to maximize results**. So keep that in mind.

The Benefits of DaaS

Mobile

With DaaS and hosted virtual desktops, your team members can access their workspace anywhere, anytime - which means at home, on a plane, in the car, and on any phone, tablet, PC, etc. This can massively increase productivity availability over time.

Say, for example, that you live in an area with severe weather conditions, or that an employee moves out of state or has to stay home to care for a sick family member. With traditional, office-bound technologies, you would lose that employee's productivity or - in the case of a move - their skill set altogether. With DaaS, you don't. This move to the virtual data center is especially important today, not just for your business but also to your employees: the pull of a remote environment is more enticing than ever, and having remote capabilities will make you a much more desirable employer now and in the future.



Secure

Today, technological security should be one of your most pressing concerns - cyber threats are a [real and prescient problem](#), and having a dedicated professional on your team addressing those threats can be difficult and costly.

With DaaS, that all changes. Why? While many people think that the cloud is less secure than an on-premise solution and more vulnerable to hacks, vulnerabilities, and security threats, that's not the case with DaaS.

Desktop-as-a-Service is extremely secure because it includes [multiple layers of security](#). This consists of both [physical \(access control, gates, cameras, etc.\)](#) and [virtual security layers \(Firewalls, VPN, IP Filtering.\)](#)

Scalable

In today's ever-changing technological landscape, businesses have to update and evolve consistently - if they don't, they'll fall behind and get lost behind a competitor. While on-premise solutions (and even traditional virtual desktop management solutions) can be very rigid, technologically draining, and costly on this front, DaaS is not.

DaaS allows for flexible scaling both vertically and horizontally, which means that:

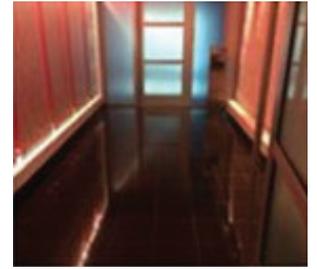
-  You'll never be limited to how many desktops can be running at once, so your employees will always be able to access their applications and documents
-  You won't have to spend a lot of money to scale
-  You won't have to rely on tech experts to scale
-  You won't need to be in-office to scale as necessary
-  You can even scale down if your technological needs decrease and you want to streamline.

This gives your business and staff tremendous flexibility and power, which is incredibly important when it comes to this kind of technology.

Physical Security



Tier 3+ Datacenters with Generators



Guards & Mantraps



Biometric Access

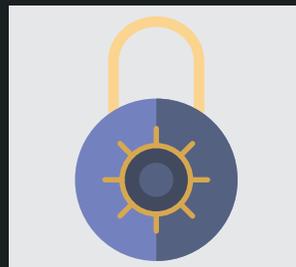


Kinetic Digital Locks



Cameras Through Out Facility

Network Security



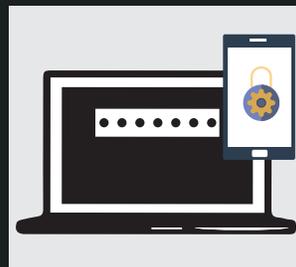
Encryption at Rest and in Transit



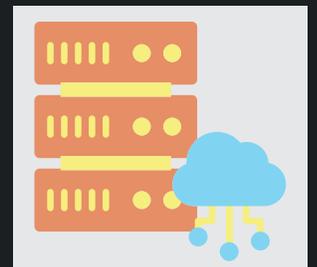
System Snapshots



IP Reputation Filtering



2 Factor Authentication



Data Centers meeting SSAE SOC 1 type 2/ SOC 2 type 2 Standards

SEE ALSO:

[Webinar: Strengthening Security in the Cloud](#)

Plus, many cloud providers procure and maintain dedicated cybersecurity professionals who are charged exclusively with keeping up on the latest cyber trends and how to secure a solution to keep malicious sources out. While this does not entirely release the user from the responsibility of securing their endpoints and data, it can significantly reduce the complexity.

Finally, there are significant improvements with DaaS which it comes to another “security” problem - and that’s the security of your data. With DaaS, there’s **backup and storage** of your data through a network of devices that you can tap into, significantly reducing your costs. Even better, the managed service provider becomes responsible for the maintenance and updates to these systems and all you have to do is send the data to be stored and automatically backed up. Security, checked.

User-friendly

As we mentioned - and as you probably know - undergoing this kind of digital change can be difficult onboarding your team can be a lengthy, complicated process, involving training, downloads, configurations, and more. This can be even worse if there is employee turnover or any issues with the migration - and that’s not even touching on the complexities that can arise post-migration. With Hosted Virtual Desktops, this and other processes can be streamlined and simplified.

Why? The complexity of providing the infrastructure, securing, provisioning all lies in the hands of the service provider. Additionally, many solutions include built-in platforms that enable you to:

- 🔒 Create new, customizable servers or desktops
- 🔒 Track order history and changes to the account
- 🔒 Create admin users
- 🔒 Remotely control your servers or desktops
- 🔒 Add or remove hardware components such as memory, CPU, and disks.

All of this can be managed through a secure web portal that gives you full transparency into your infrastructure, which can improve your IT efficiency and decrease complexity. That means more time, more money, and more people on your team with the skills to pitch in.

Enjoyable

If your employees struggle to work your technology on a day-to-day basis, this:

- 👁️ Decreases productivity
- 👁️ Increases errors
- 👁️ Lowers job satisfaction
- 👁️ Lowers productivity
- 👁️ Increases employee turnover

Having an easy-to-use, understandable DaaS solution can prevent all of these issues and increase the productivity and job satisfaction of your entire team.



Cost-effective

The typical lifecycle of a desktop is approximately three years. Within that cycle, businesses spend countless hours on the physical maintenance of the device. From physical procurement of the device and software to maintenance and end-user costs, it can cost a business anywhere from \$280 to \$480 per desktop in a traditional desktop lifecycle. Hosted Virtual Desktops can provide the same features and functionality but at just 10-20% of the cost. How is this possible?

To start, by utilizing a hosted desktop solution, businesses remove the burden of securing the required infrastructure, physical space to house that infrastructure, and the utility fees to run that infrastructure. Not to mention the time and effort to manage the system that is required of an in-house IT staff. All of these fees and tasks are offloaded when you use a Hosted Virtual Desktop Solution, and the provider of the service takes on the expense of the infrastructure and time of the maintenance, freeing your internal staff up to focus on other mission-critical needs.



Increases productivity and collaboration:

Many businesses and decision-makers think that a remote team member is an unproductive team member - but that's just not the case today. In fact, in-office distractions like water cooler gossip and interruptions from visitors can be much bigger issues to productivity - and these problems can go away altogether in a remote, self-controlled environment. In fact, [86% of individuals](#) surveyed by SurePayroll, a web-based payroll service provider, stated they could achieve maximum productivity by working alone - and [2/3 of the managers](#) surveyed say their employees who worked remotely increased their overall productivity.

DaaS enables this kind of remote strategy, allowing your employees to access any and all of their data from any device - whether it is a desktop, laptop, tablet or mobile phone. This removes the operating systems barrier and, once again, opens the door to a more diverse and skilled team for your business.



424-286-2300



www.dincloud.com

