

Making a case for DaaS (Desktop-as-a-Service)

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MAKING A CASE FOR DAAS (DESKTOP-AS-A-SERVICE)

The business landscape is changing. Technology continues to permeate more areas of both business and personal lives and the newest generation of workers grew up with easy access to a variety of technology. It's no surprise that this generation is helping to drive corporate culture and innovation.

One way millennials are influencing corporate culture is the increasing trend towards flexible work. Nearly half of Americans state they work from home, according to [The New York Times](#), and the trend is only going to go up from there. Even with businesses like Yahoo and Aetna pulling remote workers back in, a [Gallup poll](#) found that “flexible scheduling and work-from-home opportunities play a major role in an employee’s decision to take or leave a job.” And in an environment when top talent is scarce, employers need to have every option at their fingertips to get the right people in place.

Another trend that businesses need to consider is BYOD or Bring-Your-Own-Device. [Tech Pro Research](#) has found that 59% of organizations allow employees to use their own devices for work purposes. And according to [Syntonic](#), 87% of companies rely on employees to access business applications from their personal devices.



In this article on [Insight](#), the firm states that “...a BYOD workplace is the new standard,” and that studies show that a BYOD strategy results in Hosted virtual desktop solutions (DaaS) are the “default workspace of choice.” This rather bold statement is not made without justification. Gartner themselves coined the statement and as recently as 2016 has stated that the firm “sees the cloud as becoming increasingly important.” For years, businesses have been lured by the attractive benefits of cloud solutions. Things like reducing complexity and cost while increasing efficiency, productivity, and security. The reasons a business decides to embark on a cloud strategy depends on a variety of things, but the one thing you can be sure of is that eventually, all will have a cloud solution of some sort. Let’s take a look at 5 of the most compelling reasons a business will choose to migrate to a cloud solution.

“ Productivity, employee morale, and accountability improve in tandem with reduced hardware and networking costs.”

REDUCE COMPLEXITY

Traditionally in the IT space, the team is tasked with procuring IT hardware assets such as desktops and laptops and the needed accessories then they need to purchase licenses and software for anti-virus, malware, encryption, and document storage. All of this increases the load on the hardware as well as the server. If the employee happens to be located outside of the central office, the complexity of just this situation increases as now IT not only has to procure the hardware and point solutions but now they also have to ship the items to the employee and potentially ship it back in the case of a system failure.

Desktop-as-a-Service (DaaS) is a robust solution for businesses looking to reduce the amount of complexity in their IT processes. With DaaS, Additionally, install, move, add and changes are all easily handled through an online portal, reducing the amount of time needed to spin up new employees or even help employees remain productive in the event of a system failure.



INCREASED EFFICIENCY

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- Reduction in the time it takes to spin up new employees - the process can be streamlined with the HR process. Once a new employee has been approved, IT can take the new hire paperwork and provision a virtual desktop immediately based on the form. In minutes instead of days or even weeks.
- Reduce desk-side visits - thanks to DaaS, the majority of troubleshooting a failing system can be done with a remote login.
- Reduce regular maintenance needs - instead of having your staff managing server and hardware needs, the DaaS provider takes on the task, freeing your IT staff to focus on technology that can enable your business to grow.

"Companies can streamline and automate ancillary services such as imaging, configuration, asset tagging, onsite installation and data migration."

INCREASE EMPLOYEE PRODUCTIVITY

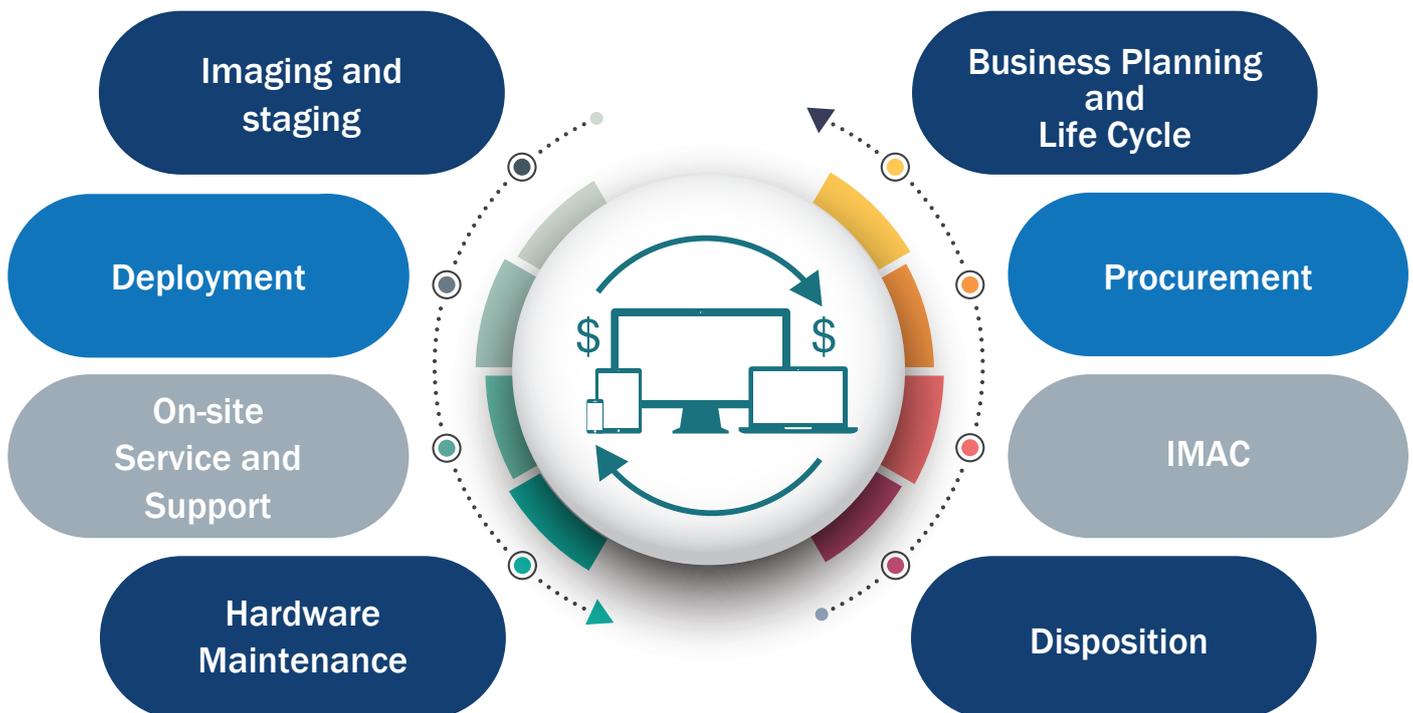
There is no shortage of unexpected events that can occur to keep your staff from being productive. In a traditional workplace set up, employees can only be productive if they are physically at their workstation. Illness (both the employees or families), significant weather events (blizzards, hurricanes, tornadoes, etc), technology failures (such as workstation hardware failures or utility failures), and even commuting issues (closed highways or rail systems, vehicle breakdowns) can all affect an employees ability to physically be present in the office.

All of these challenges can be solved with Desktop-as-a-Service. Since all of the data resides with the DaaS provider, employees can access their work files at any time and from anywhere they can get access to an internet connection.

DaaS can solve another regular challenge on employee productivity - system maintenance and failures. Instead of waiting idly by watching IT staff troubleshoot and repair their regular workstation, the employee just needs access to another available workstation.

REDUCTION OF COSTS

When thinking about how you are currently managing your IT procurement and management of users desktops, what is the one word that comes to mind? Most likely it is something like complex, circuitous, or elaborate. And just when you think you have completed the modernization and updating of your systems, it's time to start over. The typical lifecycle of a computer is about three years before the technology is considered obsolete. And what about the total cost of ownership when talking about your current desktop and workstation strategy?



“By the time you account for the hardware and maintenance, software and maintenance, administration, IT operations, facilities and end-users costs the TCO ranges from \$275.82 to \$482.91 depending on how well the process is managed. With DaaS, you can do the same functions for 10-20% of the traditional desktop lifecycle.”



Not only does the use of a DaaS strategy for workstation management reduce your TCO, but it is also a predictable and repeatable cost. Since the cost to provide workspaces to an employee is a standard monthly fee, the price can easily be forecasted. X number of employees times X subscription fees equals total monthly costs. Additionally, since the burden of processing power lies on the DaaS server, your business can increase the lifespan of your hardware. Older, slower systems can remain in production since the speed of the processor is no longer a hindrance. And last, but not least, is the advantage of being able to pay-as-you-go. New desktops, software licenses, and other point solutions are all maintained by the DaaS provider. Because of this, IT is no longer burdened with keeping licenses for software that is not currently in use to account for the ebb and flow of staffing needs. With DaaS, you only pay for the number of desktops presently in use.

INCREASED SECURITY AND BC/DR

You can't avoid it. The unthinkable will happen. Floods. Fires. Ransomware. According to an article on Solutions Review.com,

“45% of unplanned downtime is due to hardware failure, that 48% of IT providers indicate phishing emails were the cause of ransomware, and 36% say lack of employee training was to blame for cybersecurity mishaps.”



Disasters, both natural and unnatural, are unavoidable, but there are things you can do to reduce your risk - and ensure your business remains intact through the recovery period.

To start, DaaS providers utilize the best in cybersecurity tactics, keeping on top of the trends and helping to secure your data and business. For example, Hosted Desktop-as-a-Service from ATSG Cloud provides multiple layers of protection, including 24/7 security guards at their data centers and encrypted access to the desktop.

73% of companies are failing at disaster readiness. Yes, 73%. And disaster's are not just limited to those of a natural kind. Human-made disasters, such as those caused by malware or hacking can paralyze a businesses operations just as quickly. It's not enough to back-up data to multiple locations, although having a redundant solution is vital. A true BC/DR solution encompasses three parts:

- Apps and Servers
- Database and Directories
- User desktops and files are accessible regardless of the device.

What's Next?

The drive to digital transformation is foremost on the minds of C-level executives. Entire industries have been disrupted by companies that never existed just a few years ago. If you don't take the path toward digital transformation now, you are leaving yourself vulnerable to getting disrupted and worse, disenfranchised. Digital transformation is a massive undertaking. Becoming digital means creating digital processes and a digital infrastructure. Enable your workforce to be digital overnight with DaaS, and enable them to be more agile. With DaaS you accomplish the agility for remote workers and also simplify It infrastructure management. This creates more time for IT to go after other impactful digital transformation initiatives. And meanwhile you are protecting data and becoming more resilient with a cloud based approach.

About Us

ATSG Cloud is a Cloud Services Provider (CSP) that helps organizations rapidly migrate to the cloud through a strong network of Value Added Resellers (VARs) and Managed Service Providers (MSPs). Each customer's hosted private cloud offers hosted workspaces and cloud infrastructure that the customer controls through direct and open access. ATSG Cloud's subscription-based services are tailored to fit a range of business models resulting in reduced cost, enhanced security, control, and productivity.

CEO Perspective Callouts:

Why should the C-Suite care about Desktop-as-a-Service?

CEOs and CIO have a lot of responsibilities on their plate. Help them easily see the case for DaaS with these points:

“Desktop as a service can enable corporations to create and deliver new products and services in ways previously unimaginable.”

“DaaS maximizes the ability of the IT department to deploy IT solutions and services rapidly.”

“DaaS helps reduce the expense of maintenance and upgrades by shifting this burden to the service partner, enabling the IT staff to focus on growth strategies.”

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