**NetApp®**

*Cloud Service Brief*

# dinCloud Hosted Virtual Desktop

Improve productivity and mobility while reducing desktop costs and complexity

## The Challenge

Today's CFOs and CIOs face a daunting challenge: achieving ambitious growth initiatives without adding headcount. Simplified desktop migrations and management, accelerated desktop OS migrations (Windows® 7 and Windows 8), and the ability to deliver business-enhancing applications more cost effectively are all requirements for keeping today's businesses competitive. The challenge is doing it all using the same resources and budget required just to maintain the existing environment.

## The Cloud Service

You are probably familiar with services that let you share your personal photos and music in the cloud. Now, you can put your entire business in the cloud. Like watching your favorite shows and movies on any platform from anywhere, dinCloud™ Hosted Virtual Desktop (dinHVD) lets you access your business workspace from any device, anywhere.

Built on NetApp® storage, dinHVD allows organizations to improve user productivity and mobility while dramatically lowering support, management, and desktop operating costs. Customers can lower desktop operating costs by 20% to 50%[1] with no upfront capital expenditures. dinHVD is a co-managed, subscription-based service that is delivered as a turnkey enterprise-class solution. With support for up to thousands of users, dinCloud can easily meet your SLAs—even in the poorest bandwidth conditions.

Through dinStack, a cloud coalition of more than 20 industry-leading partners, dinCloud is able to offer the highest levels of performance and security in a hosted virtual desktop environment. Whether connecting to a local data center or to one half-way around the world, dinCloud provides the tolerance and reliability to make sure your users get the performance they need to maximize productivity and keep your business running.

## Reduce Costs

With dinHVD, you pay per month for only the resources you use, including licensing for Microsoft® applications and software from other publishers. Support and maintenance are handled by dinCloud and built into your monthly service cost.

1. Source: Gartner, Research Note # G00208726, "Desktop Total Cost of Ownership: 2011 Update."

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Because dinHVD enables you to access virtual desktops through the Internet, you no longer need to purchase expensive, high-powered PCs. And because you don't have to replace your hardware at the end of typical refresh cycles, dinHVD enables you to extend the life of your existing PCs. Combined, these savings can help you improve cash flow and slash up to 50% off your desktop operating costs.

## Simplify Management

dinCloud's unique co-management approach helps ease the pain of desktop management. dinCloud handles day-to-day firefighting and routine tasks, including support, reporting, patch management, backups, software distribution, software usage monitoring, and service desk. With the reduced burden of managing your PC environment, your IT staff will be free to focus on more business-centric and strategic initiatives.

Unlike other service provider offerings, dinHVD lets you maintain complete control over your desktop environment—including desktops, servers, storage, and network security resources—by using an online application to configure virtual data centers securely in the cloud. This automated provisioning system lets you add virtual desktops and virtual servers to your infrastructure in just minutes, truly enabling IT as a service. Reporting and analytics capabilities give CIOs and IT managers a view of their infrastructure and their users, so they can better understand system performance, software license usage (compliance), and user productivity. You get the tools you need to improve your business, add to the bottom line, and become more competitive. dinCloud's online application supports public, private, and hybrid clouds (via APIs).

## Reduce Licensing Complexities

Managing software license compliance in the physical world is challenging for many companies. In the virtual world, licensing complexity grows exponentially. With dinCloud, you no longer need to worry about software licensing issues. dinCloud's license desk staff are experts at licensing compliance, so you don't have to be. The dinCloud Cloud Licensing Desk can help save you money and make sure that your company meets its licensing requirements. As part of the cloud licensing desk service, dinCloud can help you navigate software licensing programs (including Microsoft's 12 licensing programs), evaluate the cloud readiness of your current licensing agreements, and determine the most cost-effective license type for your workload.

## Enable Greater Business Agility

dinCloud understands that to stay competitive today, your organization must respond quickly to constantly evolving business requirements. dinHVD allows you to scale your desktop environment up or down on demand, giving you the agility you need to respond to competitive pressures and get products to market faster. And because dinCloud always maintains the most current and efficient technologies available, you get optimal performance at a cost that meets your budget.

## Improve User Productivity and Mobility

In the quickly changing landscape of mobile devices and tablets, dinCloud delivers a true desktop experience from any laptop or mobile device, including PCs, Macs, iPads, and Android devices. Users can log in to use applications, create and access files, save documents, send e-mail, or use the Internet—from anywhere, anytime.

## Protect Your Data

Typical public clouds lack security, making them unusable for most businesses to host their mission-critical workloads. That's why dinCloud is attentive to security, making it easy for you to meet even the strictest security,

compliance, business continuity, and disaster recovery requirements. From physical security to network, server, desktop, and storage security, businesses of all sizes can rely on dinCloud to keep their data safe.

Multiple layers of physical security, including 24/7/365 security guards , biometric hand scanning, and separation of access to servers, storage, and networking, are in place at all dinCloud data centers. Once inside the data center, each cabinet has a special digital lock with its own code. All access has audit logs and complies with SSAE 16 (formerly SAS 70 Type II) auditing standards.

AES 256-bit encryption is used for all remote access. Virtual dedicated appliances help eliminate interconnection between customers. dinCloud provides antivirus, spam, malware, and IPS controls to further protect your data. Upon request, dinCloud offers dedicated individual servers and dedicated network connectivity for storage.

### Related Services
**Hosted Virtual Servers**

dinServer™ from dinCloud provides you with an agnostic control panel from which to spin up Windows and Linux® servers as well as virtual appliances such as firewalls, load balancers, and more.

### Application Hosting

With dinCloud Application Hosting, users have access to the applications they need from anywhere, anytime, using nearly any device, including mobile devices. And dinCloud Application Hosting lets you run multiple versions of the same software, eliminating application and OS incompatibilities. From Microsoft offerings to line-of-business applications, dinCloud has you covered.

### Cloud D/R

Cloud D/R (disaster recovery) from dinCloud helps keep your business up and running in the event of an outage or disaster. Using NetApp SnapMirror® replication technology, dinCloud replicates your data over p2p, VPN, or private encrypted circuits. You choose from private (onsite), public (offsite), or hybrid (both) platforms. Either way, your data and applications are protected and easily accessible whenever and wherever you need them.

### About dinCloud

dinCloud is a cloud services provider for the next generation data center. The core offering, dinHVD, is a hosted virtual desktop that provides a turnkey suite of services for complete PC fleet management. Organizations can transfer capital expenditure and headaches into operational expenses that are fully managed. dinCloud is headquartered in Los Angeles. Visit *www.dinCloud.com*. dinCloud is a member of the NetApp Partner Program for Service Providers.

### About NetApp

NetApp creates innovative storage and data management solutions that deliver outstanding cost efficiency and accelerate business breakthroughs. Discover our passion for helping companies around the world go further, faster at *www.netapp.com*.

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