

Connected Office **VIRTUAL DESKTOP**



The Virtual Desktop is here...

One of your single largest expenses and headaches as a small- or medium-sized business (SMB) owner is business technology - both the hardware itself and the costs to keep it running smoothly. One particular frustration is your fleet of everyday desktop computers (and growing list of mobile devices such as smartphones, tablet PCs, etc). The constant need for new hardware and software upgrades makes budgeting (both in terms of time and capital expenditures) difficult to moderate. When you factor in increasing corporate concerns for security & data privacy you can see how the desktop market is ripe for change.

This is where a move to cloud computing makes perfect sense for today's SMB. With it, you can stop buying PCs, stop struggling to keep them up-to-date, secure and trouble-free. In keeping with The Utility Company's philosophy of getting more utilization from your existing technology, you can even extend the lifecycle of aging desktops you currently own by converting them to virtual desktops. The move to a virtual desktop means a move towards flexibility, affordability and predictability in your everyday technology.

Connected Office Virtual Desktop shifts all of your major infrastructure, computing, data storage and security to one of our SAS 70 Type II-certified data centers. The desktops and data storage are hosted 'in the Cloud', so there is no possibility of a breach that would compromise your data. Once your company's desktops are hosted in the Cloud, they can be securely accessed from anywhere, anytime, from any device! This means your employees will have remote access to their desktop from any device, anywhere, without having to worry about the security of the device they are using to access it.

Businesses that move to a virtual solution can also be confident that they are automatically getting the most up-to-date and secure versions of business-critical applications and operating systems while freeing themselves of the monotony and difficulty of hardware and software upgrades.

**...it's not just VIRTUALLY BETTER.
Secure. Flexible. Mobile. Cost-Effective.**

Virtual Desktop Features & Benefits

- **Efficiency** - Drives cost out of the delivery of services, eliminating capital expense (Cap Ex) in favor of more easily managed operating expenses.
- **Agility** - Increases speed and agility in deploying services, adapting to seasonal or cyclical computing needs.
- **Speed** - Shortens implementation cycle time.
- **Flexibility** - With application deployment decoupled from server deployment, applications can be deployed and scaled rapidly, without having to procure physical servers.
- **Ubiquity** - Applications can be made available anywhere, any time.
- **Cost Avoidance** - Minimizes the risk of deploying physical infrastructure, lowers the cost of entry and enables Green IT practices (with Virtual Desktops using a fraction of a traditional desktops power consumption)
- **Accelerated Innovation** - Reduces run time and response time, increasing the pace of innovation.

Corporate & IT Benefits

- **Security/Privacy** - With no Hard Disk Drive (HDD) in use, data is not stored on premise, thereby improving data security. All data stays on the server/cloud, thereby enhancing privacy enforcement. Devices can then be virus-proof, removing a security concern for the endpoint component of the environment.
- **Compliance** - Federal, state and industry regulations all require data to be protected & centralized. Moving to the Cloud with built-in online backup & data recovery enforces this requirement, thereby easing compliance.
- **Manageability** - Lowest Total Cost of Ownership (TCO) is accomplished when all endpoints appear similarly to the server. Virtual Desktops and mobile access devices (notebooks, iPad® or tablet PCs) are all centrally managed, and look the same to servers.
- **Reliability** - Virtual desktops can be far simpler in design than traditional PCs, and deliver far greater reliability. Measured in terms of MTBF (Mean Time Between Failure), PCs offer 30–40,000 hours, but if you use a thin client virtual desktop, it delivers far better ratings at 80–375,000K hours.
- **Rapid Deployment** - No imaging requirements make virtual desktops deployable in minutes, not hours as with most PCs. A virtual desktop can go from carton to desktop to productivity in minutes. No software to load, little configuration needed.
- **Power, Noise, Cooling** - Virtual desktops use a fraction (less than 10 percent) of the energy needed by traditional PCs. No fans or moving parts eliminates noise, and reduces AC requirements in the work areas.

End-User Benefits

- **Productivity** - Reliable hardware/software (applications) means no downtime (or frustration).
- **Mobility** - Log in anywhere with any device and see/share all your files and applications.
- **Ease of Use/Simplicity** - Updates, new installations, patches, etc. are all taken care of, behind the scenes. End-users simply log in and work.
- **Speed** - Quicker to log into and less moving parts means significantly less power usage and more processing power is available. Most applications built for “the Cloud” offer the exact same functionality as their software counterparts but with considerably less overhead built in.

Business Case for Virtual Desktop

CO Virtual Desktop gives SMBs the ability to easily upgrade their desktops to state of the art PCs running Windows 7. Windows XP has already reached the end of mainstream support by Microsoft and will be deemed “end-of-life” completely within 3 years. This will present SMBs with the challenge of putting in place an upgrade path that is financially manageable. Already, many new software titles are only supporting Windows 7, so there is a lot of market pressure to upgrade.

Five Reasons to consider CO Virtual Desktop:

1. Modifying or eliminating your **Hardware Lifecycle** (moving to a predictable cost model rather than irregular capital expenditures)
2. Vastly simplifying your **Software Upgrade** cycle; (ease of implementation, standardization, etc.)
3. Increased & automatic **Data Privacy & Security**;
4. **Cost-Savings** (energy usage, management cost, physical cost)
5. **Mobile Computing** - access your desktop anywhere, anytime from any device!

CO VIRTUAL DESKTOP	PROFESSIONAL	ENTERPRISE
O/S Storage Capacity	25 GB	35 GB
RAM	2 GB	3 GB
MS-Office Licences	Available	Available
End-User Data Storage	Blocks of 25 GB	Blocks of 25 GB
Security & Protection	Available	Available
1-866-My-Utility Live Helpdesk	Available	Available
MONTHLY COST	PER USER	PER USER

The Utility Company is one of the only MSPAlliance-Accredited Master MSPs (Managed Service Providers) in North America.

As a Connected Office customer this means your technology & your data are entrusted to Accredited Technology Professionals.

