

Next-Generation Desktop Strategy

Windows Optimized Desktop

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Dagskrá (Agenda)

- Breyttar forsendur á vinnustöðum
- Ný hugmyndafræði (e. New World of Work and Consumerization)
- Hagrædd útstöð (e. Optimized Desktop) sem rekstrarstefna
- CORE IO og vegferð til hagræddar útstöðvar
- Nálgun Microsoft, tæki og tól (og restin verður á ensku)

THEN

NOW

AT THE OFFICE

ANYWHERE

DURING WORK HOURS

ANYTIME

ASSIGNED PC

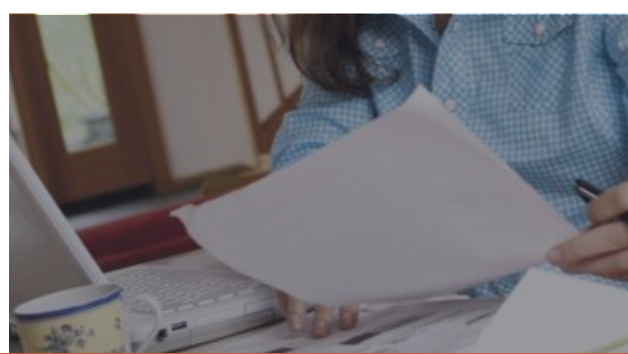
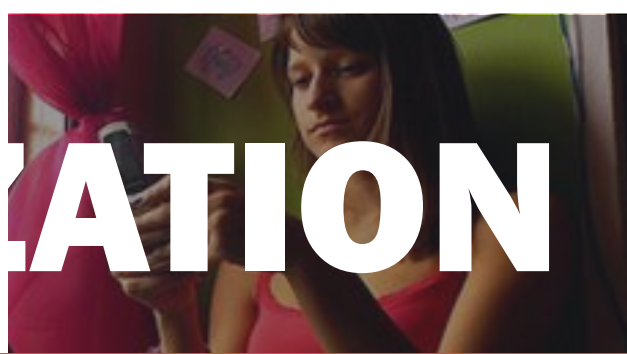
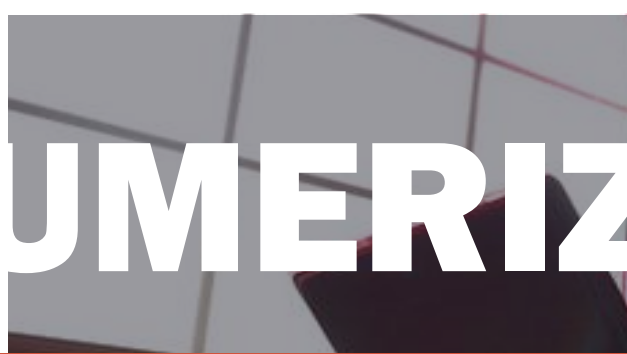
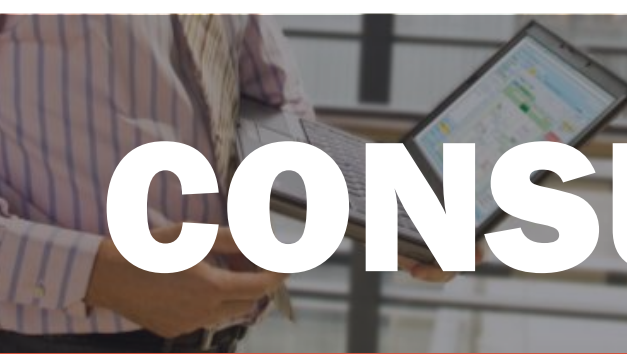
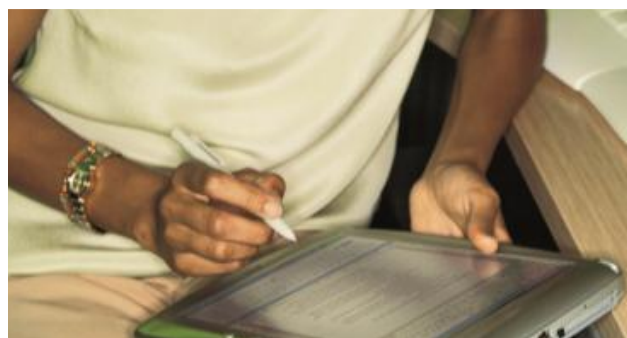
MY PC & DEVICES

LIMITED CHOICE

LIMITLESS CHOICE



A DIFFERENT WORKPLACE



CONSUMERIZATION

The Need for a Complete Desktop Strategy

The desktop is more than just the Operating System



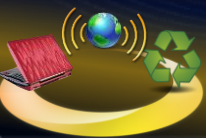
Data & Settings



Applications



OS



Hardware

Data & User Settings Considerations



How will you provide data security on all devices?
How will you manage the application lifecycle?
How will you provide migration?



Is data searchable across PCs, local networks & the cloud?
How will you provide access from anywhere?
What do you need to maintain?



How will users access data from different PCs?
Do you know how many the applications you have?
How will you manage their environment from other PCs?

Windows Optimized Desktop

Windows 7
Enterprise

Microsoft
Desktop Optimization Pack
for Software Assurance



Make People Productive Anywhere

- At their desk
- In a branch
- On the road

Manage Risks Through Enhanced Security and Control

- Protect data and PCs
- Built on Windows Vista foundation

Reduce Costs Through Streamlining PC Management

- Easy migration
- Keep PCs running
- Virtualization

Users Should be Part of Your Desktop Strategy

Choose the right solution for your end users



Mobile Worker

- » Highly mobile
- » Great deal of autonomy



Mainstream Office Worker

- » Deskbound Contributor
- » Great deal of autonomy



Office Worker with Special Compliance Requirements

- » Extreme compliance requirements
- » Always connected to corporate network



Task Worker

- » Always connected to corporate network
- » Works on a limited number of specific tasks



Deskless Worker

- » Does not have a personal workspace
- » Uses non-PC devices

Flexible Modern PC (Virtualization for PC with local apps and data)

End users can easily get their applications, customized settings, and personal data locally as they move from PC to PC



App-V Application Virtualization

Centrally manage applications & provision on demand



Folder Redirection & Offline Files



Roaming User Profiles

Data & personal settings follow end users



System Center Configuration Manager

Integrated & unified configuration management

Top Use Cases



Mobile/Remote Worker

- Highly mobile
- Great deal of autonomy



Office Worker

- Deskbound contributor
- Great deal of autonomy

Anywhere Productivity

Provide end users a productive PC experience to help them do their best work wherever they are



Windows 7

High performing, responsive and reliable PC



Windows 7 UI; Office 2010 UI
Federated Search

Everyday tasks are faster and easier



Win7 Enterprise/Win Server 2008 R2
DirectAccess & Branch Cache

Access to critical information from the road or branch office

Top Use Cases

Mobile & Remote



Mainstream Office



Always-connected workers can also use VDI or RDS for access to critical information

System Center Configuration Manager provides user-centric capabilities to enable seamless work experience

Enhanced Security & Protection

PCs are better protected and sensitive data is safely encrypted



Forefront Endpoint Protection
with System Center Configuration Manager
Internet Explorer 8

Protect and manage
against threats



Windows BitLocker & BitLocker To Go
Office Information Rights Management

Protect sensitive data



Windows DirectAccess
Unified Access Gateway (UAG)

Provide secure access

Top Use Cases

Mobile/Remote Worker



*Mainstream
Office Worker*



Task Worker



*Office Worker with
Special Compliance Requirements*



Applies to all use cases

Centralized Data Control & Compliance

Centralized desktop management for PC and Virtual Desktop Infrastructure (VDI) ensures compliance by securing sensitive data and applications



Microsoft VDI Suites
MDOP, Office IRM

Enhanced security and
compliance



System Center
Configuration Manager

Unified security & management
across physical, virtual & thin clients



Microsoft VDI Suites
MDOP

Improved business
continuity

Top Use Cases



Office Worker with Special
Compliance Requirements

- » Elevated security levels
- » Always connected to corporate network



Task Worker

- » Always connected to corporate network
- » Works on a limited number of specific tasks

Streamlined Application Delivery

Reduce the time to test new applications, centrally manage updates and make self-service provisioning available to users based on identity and role



App-V Application Virtualization

Centrally manage and provision local apps on demand



System Center Configuration Manager

User-centric application provisioning with unified management



RemoteApp/RDS

Provide easy user access to centralized applications

Top Use Cases

Mobile/Remote Worker



Mainstream Office Worker



Task Worker



Office Worker with Special Compliance Requirements



Applies to all use cases

Unified Lifecycle Management

Centralize and standardize the management of physical PCs, virtual PCs and thin clients from a single, unified tool



Windows 7 Group Policy; Windows PowerShell; AGPM (MDOP)

Maintain PC health



System Center Configuration Manager
Forefront Endpoint Protection

Integrated & unified;
physical to virtual



System Center Service Manager
Windows 7 Troubleshooters & DaRT

Efficient &
responsive support

Top Use Cases

Mobile/Remote Worker



Mainstream Office Worker



Task Worker

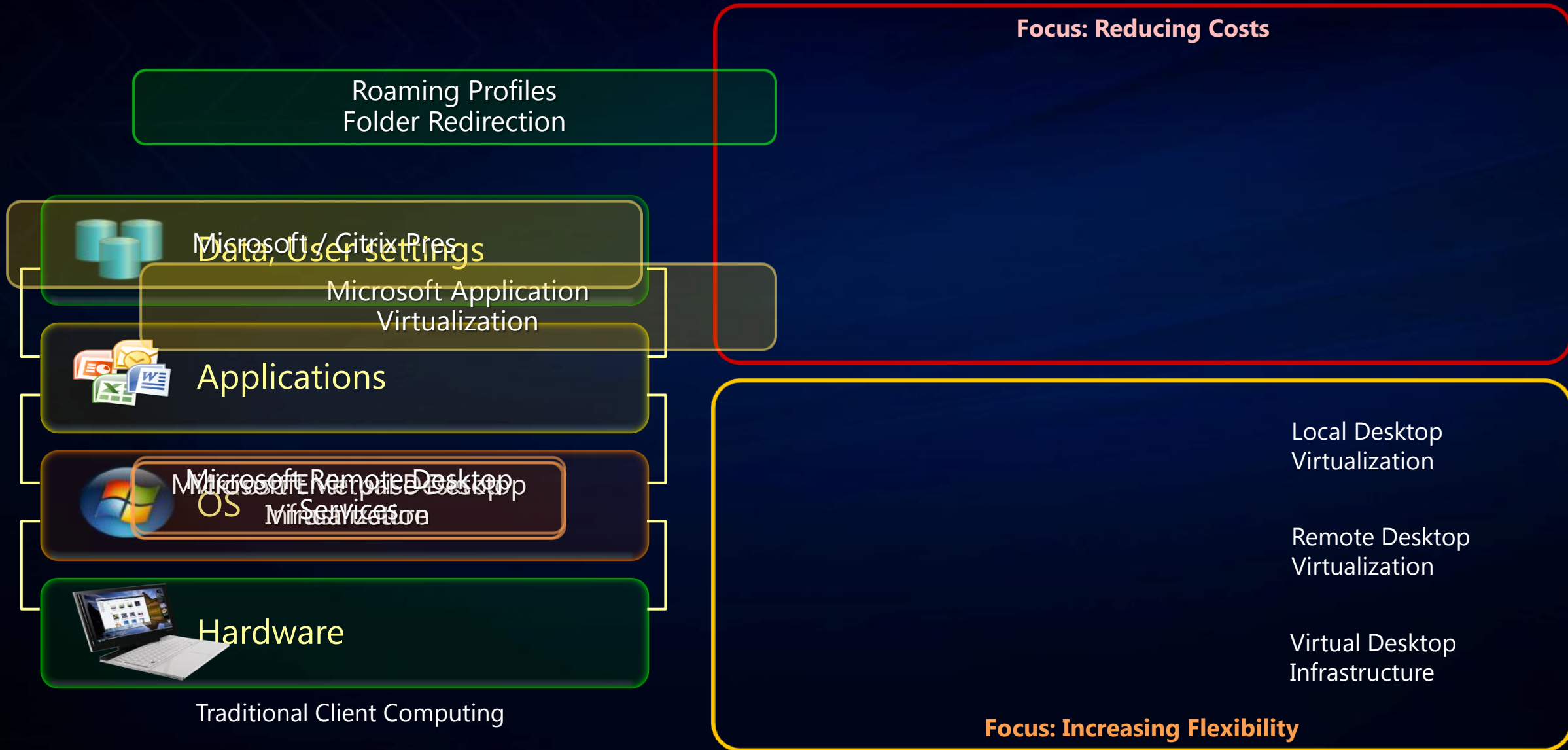


Office Worker with Special Compliance Requirements



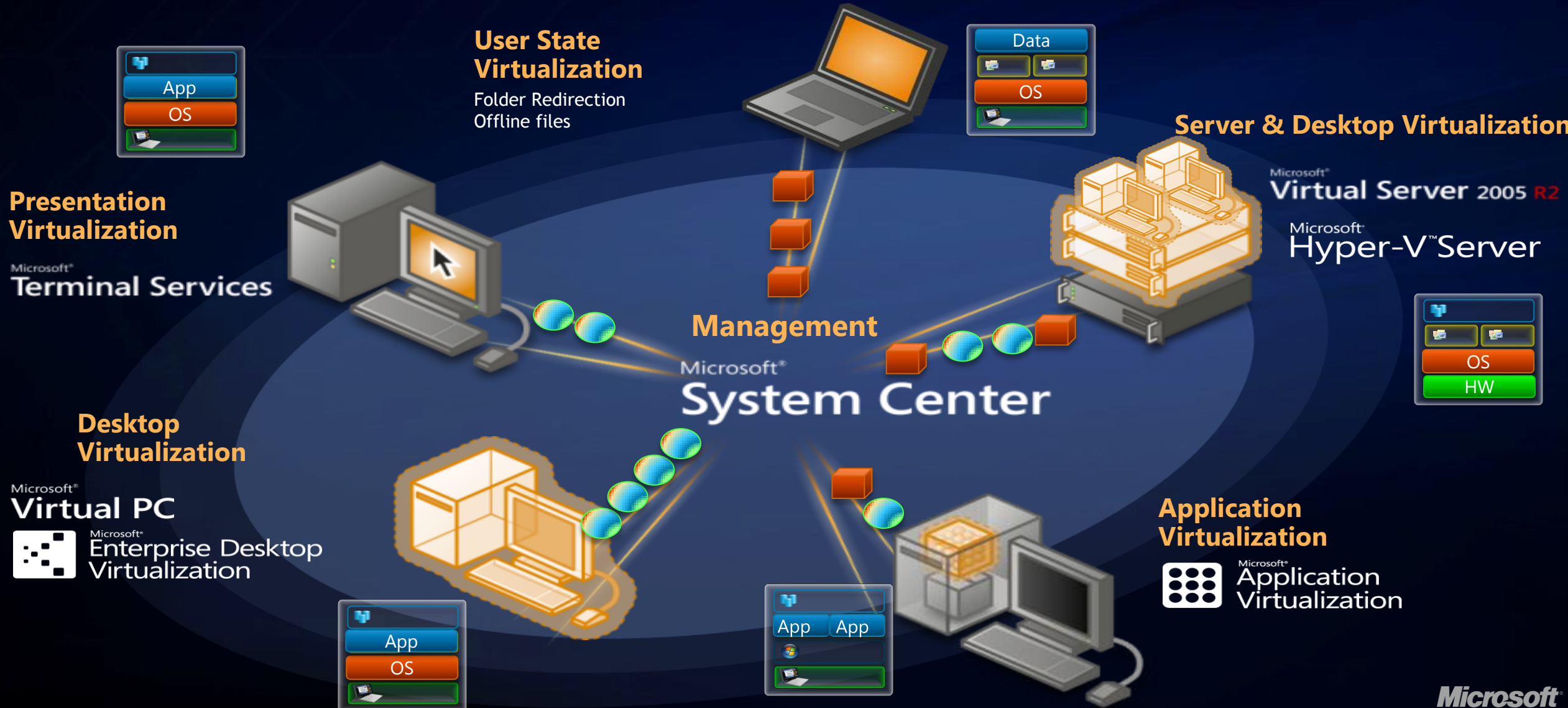
Applies to all use cases

Virtualization – a key enabler



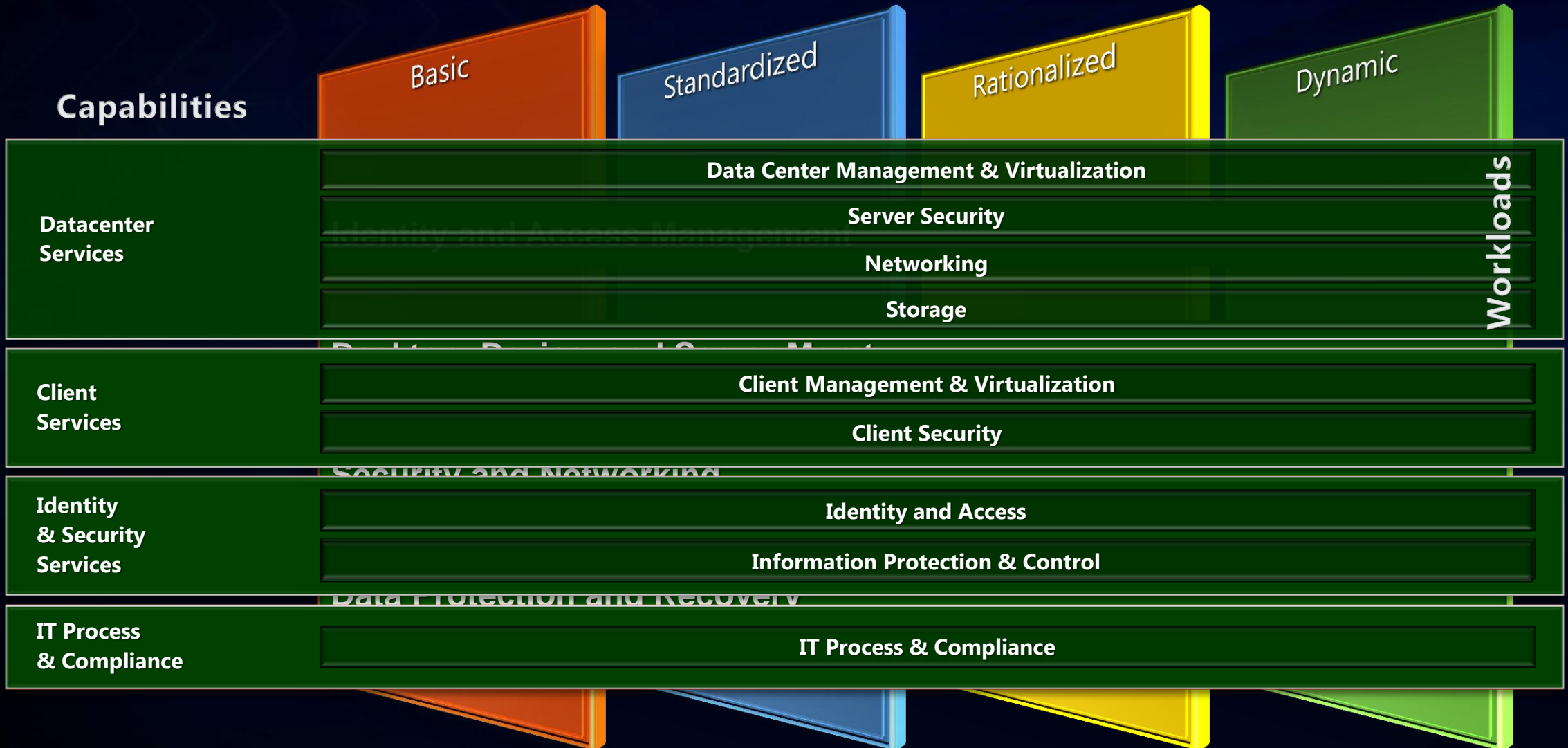
Microsoft Virtualization Products

A comprehensive set of virtualization products, from the data center to the desktop. Assets - both virtual and physical - are managed from a single platform.

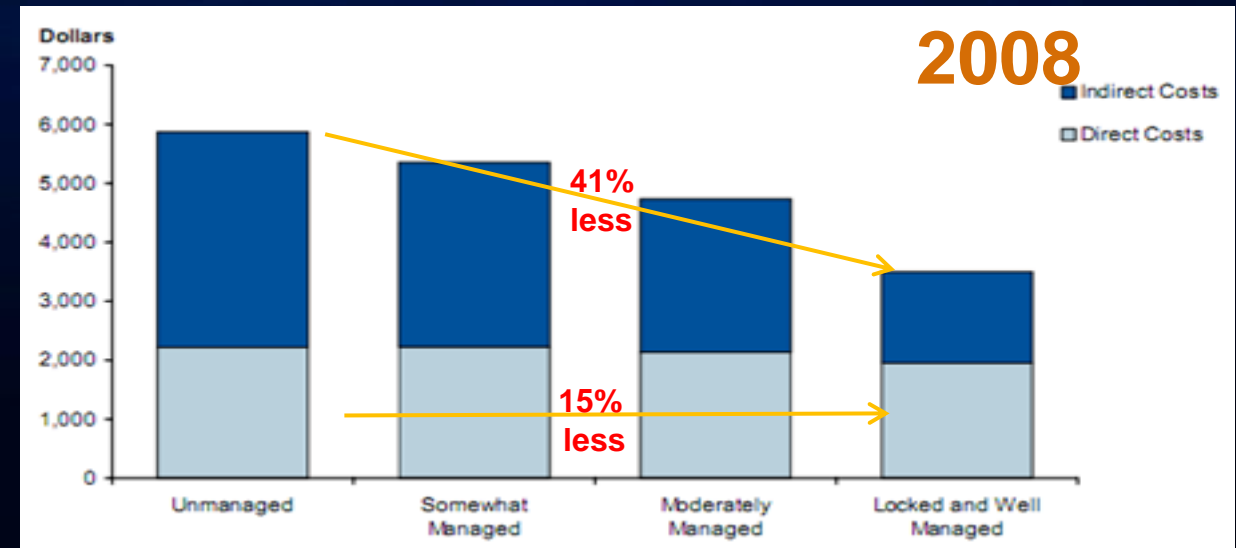
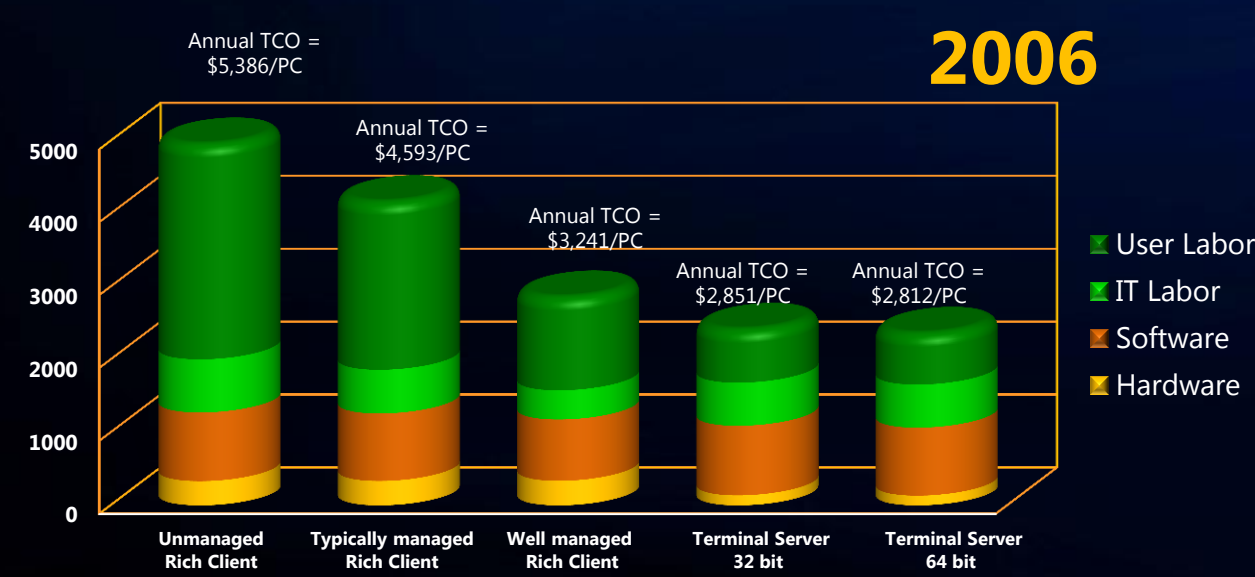
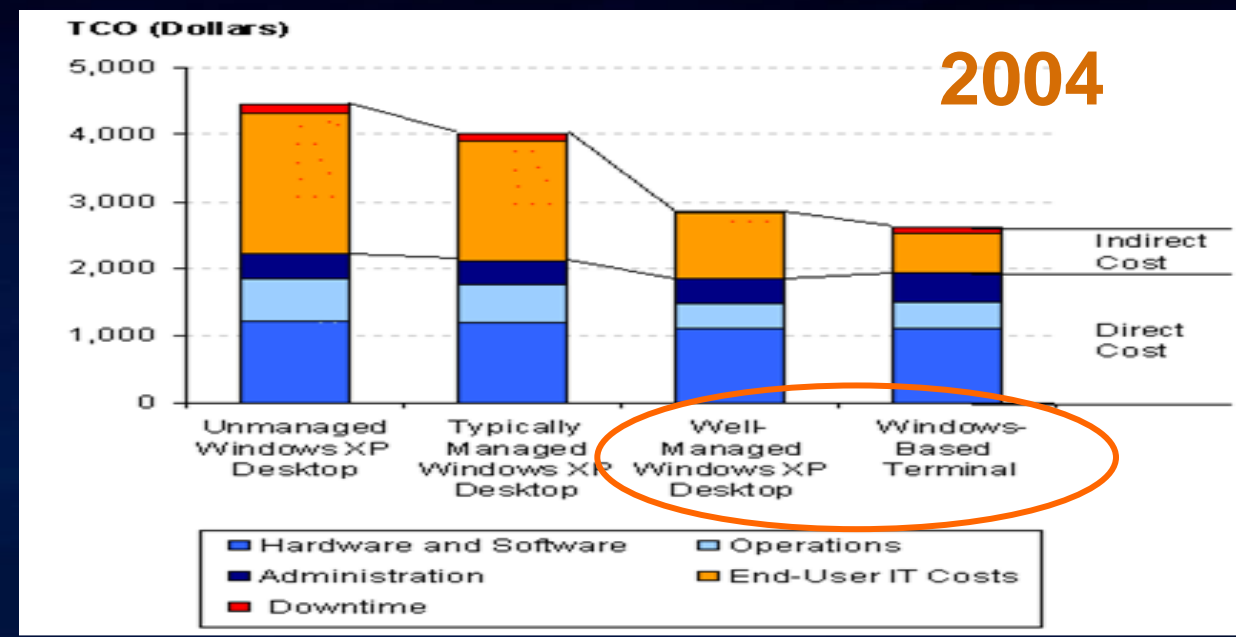
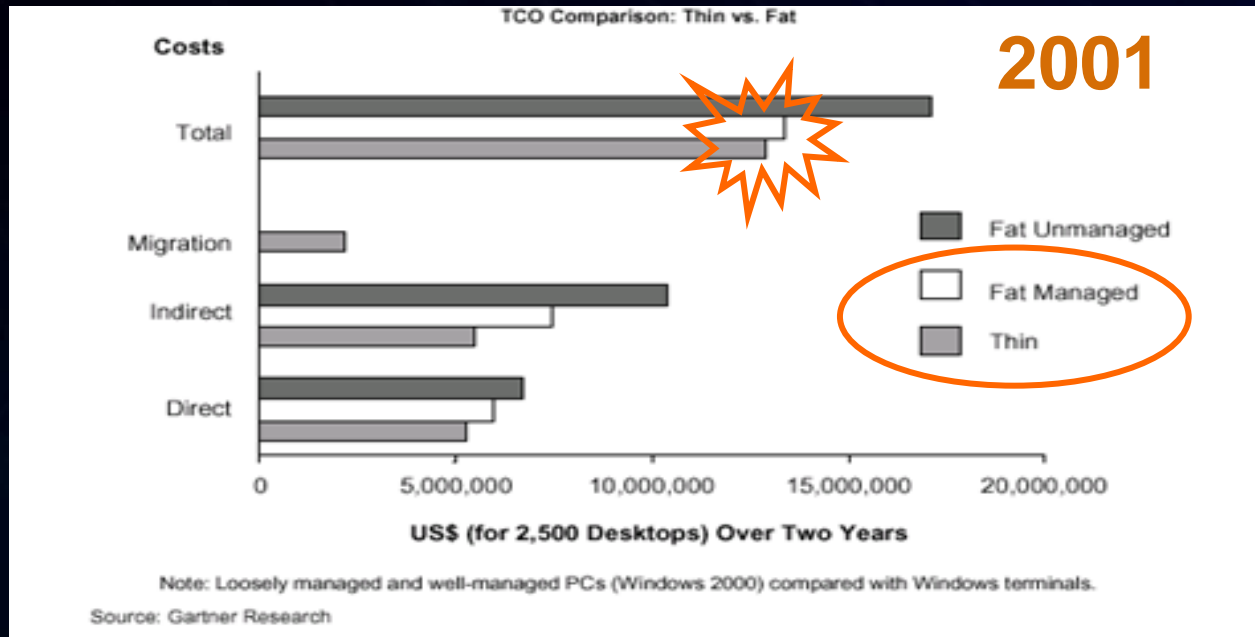


2011 Core Infrastructure Model

2005 Core Infrastructure Model

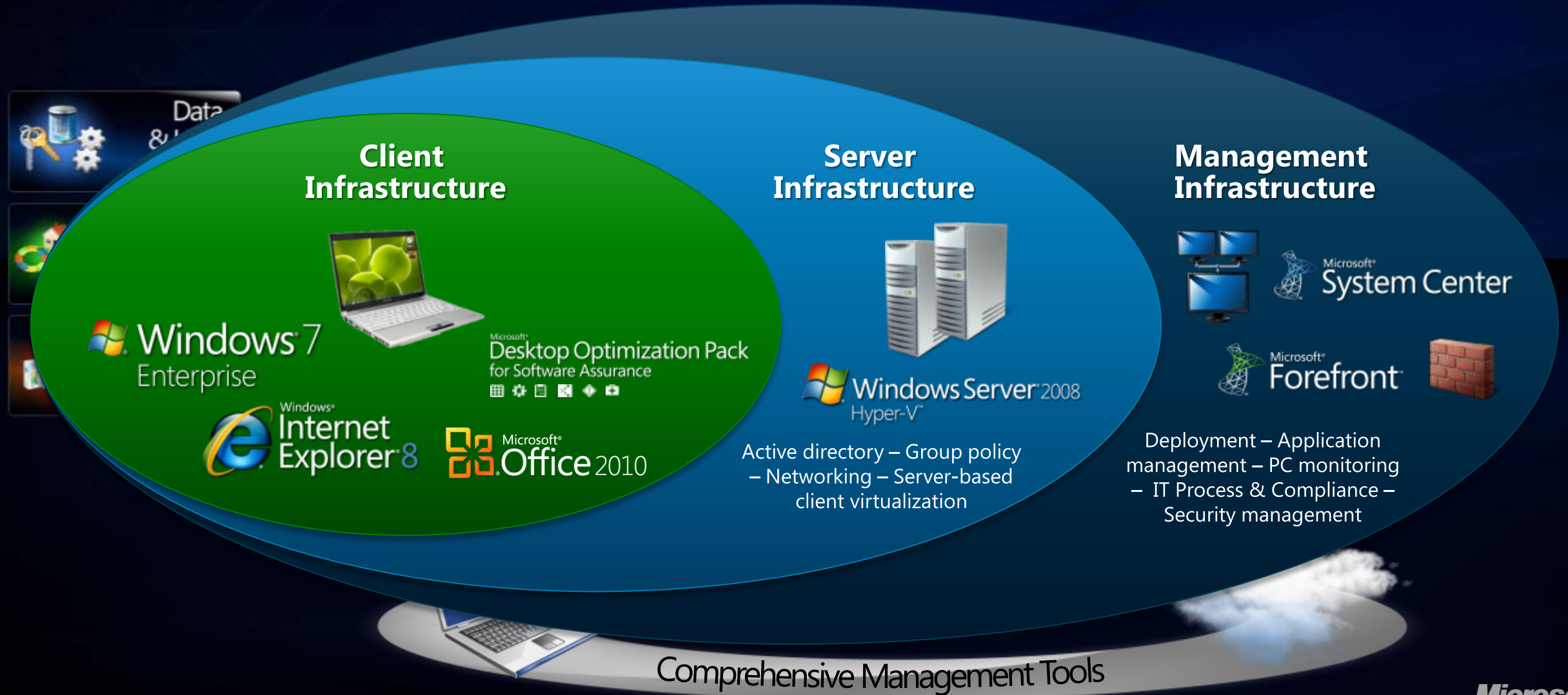


10 Years of Analyst's TCO Data



Windows Optimized Desktop

Client, server, security, and management flexibility



Microsoft[®]

Your potential. Our passion.[™]

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