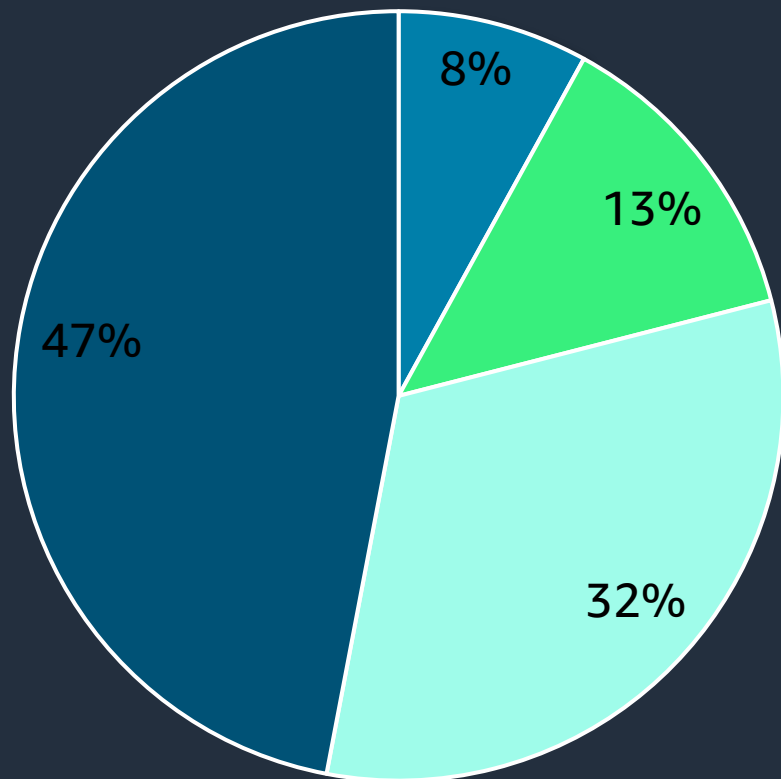# Agenda

- Factors contributing to cloud value

- Leveraging Desktop as a Service (DaaS) to enable a modern workforce

- Building a VDI migration and new device strategy with DaaS

- TCO and value-based examples

Where does cloud business value come from?
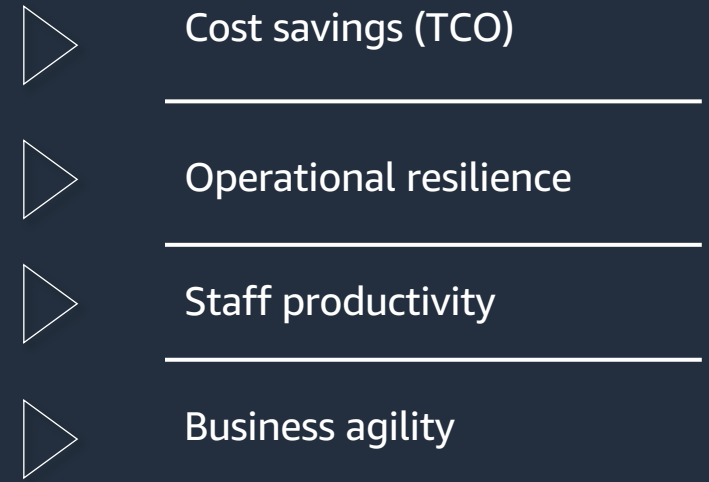## Non-TCO Drivers Constitute Over 90% of Business Value

Benefits of moving to AWS

IDC Value Areas

- ☐ IT infrastructure cost reductions
- ☐ Risk mitigation - user productivity
- ☐ IT staff productivity
- ☐ Business productivity

AWS Cloud Value Framework

Cost savings (TCO)

Operational resilience

Staff productivity

Business agility

Source: *"Fostering Business and Organizational Transformation to Generate Business Value with Amazon Web Services"*, IDC, Feb 2018.

AWS Cloud Value Framework

Cost savings (TCO)

Staff productivity

Operational resilience

Business agility

What is it?
- Infrastructure cost savings/ avoidance from moving to the cloud

What is it?
- Efficiency improvement by function on a task-by-task basis

What is it?
- Benefit of improving SLAs and reducing unplanned outage

What is it?
- Deploying new desktops and apps to users faster

Example
- Infrastructure cost savings/ avoidance from moving to the cloud

Example
- Reduce server, storage, network admin time

Example
- Reduce annual downtime/improve security posture
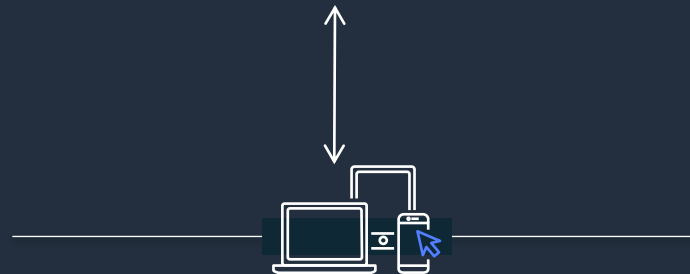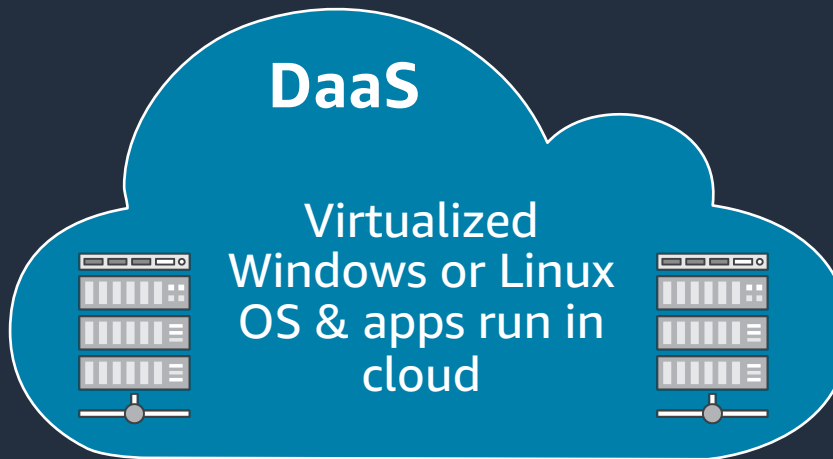
Example
- Accelerate user time to productivity to meet business demand

Cost impact

Value impact

What is Desktop as a Service (DaaS)?

Traditional Desktop Delivery

Client OS & apps run locally on device

DaaS

Virtualized Windows or Linux OS & apps run in cloud

Remoting protocol sends only encrypted display, keyboard, & mouse data – no application data

Why migrate to DaaS from AWS

Achieve greater
business agility

Reduce VDI
hardware/softwar
e costs

End User Computing
(EUC)

Capture increased IT
productivity

Lower business
risk

aws

DaaS migration scenarios

On-prem VDI migration

DaaS

New device strategy

Drivers for modernizing VDI

Aged infrastructure | Security & compliance challenges | IT operations burden growing | Over/Under capacity issues

On-prem VDI costs

50-57%	29-32%	7-11%	7-11%
Hardware	**Software**	**Storage**	**Networking**
Servers Server maintenance Data center Facilities	VDI software Microsoft software VMware vSphere	Storage hardware Storage software Storage maintenance	Network hardware Network software Network maintenance

TCO case study
On-prem VDI migration to AWS EUC

Organization

- Regional financial services firm
- 5,000 employees

On-prem VDI user groups

- 500 hybrid / remote employees
- 250 contact center employees
- Standard 8 x 5 work week

Current environment

- Aging on-prem VDI in Ohio data center
- Hardware refresh every 4 years

TCO case study
On-prem VDI migration to AWS EUC

Before Migration

Annual VDI costs *(w/o HW refresh)*

- $335K

3 Year VDI cost *(with HW refresh)*

- $1.3M

On-prem VDI environment input costs

- Compute* $758K
- Software $379K
- Storage $87K
- Networking $99K

After Migration

3 year TCO savings

- 29%

AWS EUC 3 Year cost

- $942K ($314K annually)

AWS EUC 3 Year costs

- AppStream - $836K
- S3 for user storage- $22.7K
- Enterprise Support - $83.6K

* Includes server operations and data center facilities

Creating a business case for Amazon Web Services End-User Computing

Forrester created a composite organization to convey the aggregate financial analysis

- $500 million in annual revenue

- 5,000 employees, of which 50% are AWS EUC users

- 1,000 new contractors hired per year

- 15 IT staff members managing end-user computing, consisting of laptops, desktops, and VDI

Quantified benefits from Amazon Web Services End-User Computing

Based on interviews with current customer organizations, as applied to the composite

Increased gross profit from being more agile — $11.5M

Faster time to productivity due to faster onboarding — $5.7M

TCO savings from introducing BYOD — $1.3M

Increased IT staff productivity from automation and using a fully managed service — $881.3K

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DaaS migration scenarios

On-prem VDI migration

DaaS

New device strategy

Drivers for new device strategy

Support employee & contractor owned devices

Extend life of existing devices

Avoid device procurement & shipping

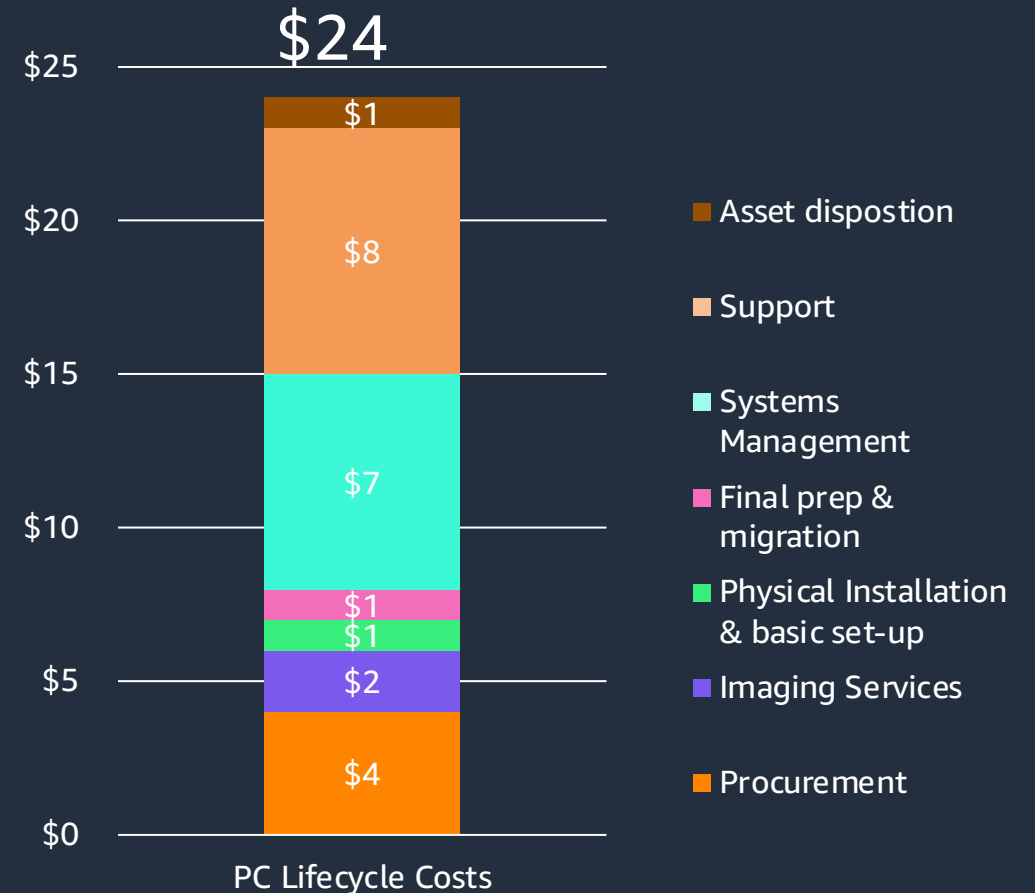Quickly respond to supply chain disruptions

Traditional PC device costs

HW / SW costs per device

➕

PC lifecycle costs monthly per device*

- Hardware

- OS license

- Endpoint security license

- Endpoint management license

- Identity provider license

- VPN client license

* Dell, https://tools.totaleconomicimpact.com/go/dell/pcaas/index.html

$24

$1	Asset dispostion
$8	Support
$7	Systems Management
$1	Final prep & migration
$1	Physical Installation & basic set-up
$2	Imaging Services
$4	Procurement

PC Lifecycle Costs

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New device strategies costs

BYOD   Repurpose PC   Chromebook
Thin Client   New PC

Lower cost ⟵━━━━━━━━━━━━━━━━━━━━━━━━━━━⟶ Higher cost

Eliminate most costs:
- hardware
- Windows OS
- security/VPN
- lifecycle

Eliminate some costs:
- hardware
- Windows OS
- security/VPN
- Lower lifecycle costs

Eliminate fewer costs:
- Windows OS
- security/VPN

No change in costs:
- hardware
- software
- lifecycle
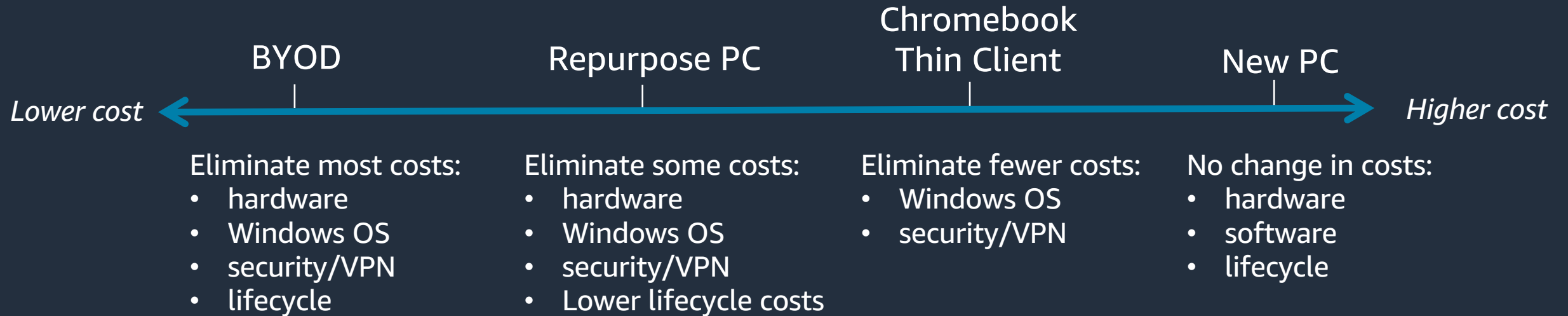
TCO Case Study
BYOD + AWS EUC

Organization

- Regional retail firm
- 150 stores
- 5,000 employees

BYOD user group targets

- 519 users – 8 x 5 work week
- 10 architects
- 451 remote employees
- 58 back office contractors

Current Device Details

- Device refresh every 4 years
- Combination low & midrange laptops
- Windows 10 OS
- MFA client
- VPN & endpoint security clients
- Endpoint management client

TCO case study
BYOD + AWS EUC

Before AWS

Existing Device Strategy Cost
- $1.0M - 3 Year for 519 users

Existing Device costs
- Lifecycle Management - $448K
- Laptops - $363K
- Windows 10 Licenses - $93K
- Endpoint Management Licenses - $28K
- Endpoint Security Licenses - $42K
- MFA licenses - $42K
- VPN license - $6K

After AWS

3 Year TCO savings
- 26%

AWS EUC + BYOD
- $744K – 3 years for 519 users

AWS EUC + BYOD costs
- AppStream - $563K
- S3 for user storage- $4.6K
- Enterprise Support - $56K
- Microsoft RDS Cals - $78K
- MFA licenses - $42K

Key take aways

AWS Cloud is about more than just cost savings | DaaS is key enabling technology for workforce transformation | AWS has templates to help you build a DaaS business case

Learn More

- Read the [Forrester Total Economic Impact of AWS End User Computing whitepaper](#)

- Register to watch the upcoming webinar: [VDI Migration to AWS End User Computing](#)

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Thank you!

Yvonne Dresser

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Give us your feedback
Take the survey

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Breakout with Yvonne Dresser: https://eventbox.dev/survey/6IYANMO