DAAS
Desktop-as-a-Service
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INTRODUCTION

The use of cloud-based applications and services has grown exponentially over the last few years, to the point where many enterprises consider them essential to operations. A survey published by cloud automation vendor RightScale revealed that roughly 93 percent of organizations are currently running cloud-based applications, while 82 percent of enterprises have a hybrid cloud strategy.16

Many organizations are finding that what they really need is a single solution to simplify IT for their organization. Roughly 56 percent of organizations say they would prefer a single source for their hosted IT where they can get all of the applications, services and support they need.9

ENTER: DESKTOP-AS-A-WORKSPACE

DaaS is a virtual workspace that brings together the desktop, applications, data and IT services into a single cloud-based solution.18 As a solution, it enables people to access all of their apps and data cloud or local—from a hosted desktop on any device—Windows, Mac, tablet or smartphone—from any location.

DaaS allows for a completely virtualized desktop experience hosted from the cloud. No more installing, updating and servicing the OS across innumerable different hardware configurations. No more purchasing and downloading antivirus software licenses, only to have to renew a year later. In this regard, DaaS appeals to nearly every enterprise, at every level, because it represents the ability to scale economically using existing hardware with a high degree of customization.
WHY IS DAA S GAINING SO MUCH TRACTION?

Already, DaaS is a $2 billion market for cloud service providers and unchecked growth is anticipated by market analysts. In fact, 71 percent of service providers anticipate DaaS revenue growth in the next 12 months, with 52 percent saying growth will be between 16 and 50 percent and 15 percent expecting growth over 50 percent.

Over 50 percent growth within a year’s time is unprecedented, but not at all unreasonable. Nearly 37 percent of enterprises who responded to a 2015 The State of the Desktop Survey said they already were using DaaS and adoption has only increased since then as solutions become more sophisticated and less expensive. The growth of DaaS has been in every industry across the board, with the strongest sectors of adoption being manufacturing, financial services, retail, healthcare, legal and government.

DaaS is growing rapidly and is predicted to increase in popularity.
THE BENEFITS OF DAAS

Whether an enterprise is just starting out or is well established, DaaS like that offered by ColoSpace can help improve productivity and efficiency. Streamlining all operations via the use of a hosted desktop not only increases productivity, but offers significant and measurable gains in the following areas:

COST SAVINGS

One of the most innovative aspects of DaaS is the fact that, unlike traditional desktops, the upfront implementation costs are minimal to nonexistent. This is due to the fact that no new hardware is required. Rather, all the hardware required is maintained on a remote server.

When an enterprise pays for DaaS, they are typically paying for a monthly subscription. This makes DaaS incredibly flexible and adept at keeping prices low for growing companies. Simply pay for what you need, as you need it. Looking for more or less functionality? Scale up or down at will, without being saddled with having paid for a set infrastructure. It also makes budgeting straightforward since desktop costs are fixed month-to-month.

DaaS also reduces costs for an enterprise via reducing IT workload—even allowing for staff consolidation. Rather than spending all day handling mundane, low-value tasks such as desktop support, updates and responding to fire drills, IT staff are free to focus on strategic initiatives that help fuel business growth. This reduction of time spent updating and patching is key: through DaaS, your provider externally handles all updates and service calls, often without users even knowing an update has occurred.

ColoSpace.com 888-583-9200
These cost savings are significant. Desktone, Inc. reports that
DaaS saves 36 percent when compared to traditional desktop PCs
through combined reduction of implementation expenses and
ongoing support costs, consolidated IT and economies of scale.¹⁴

**MOBILITY, FLEXIBILITY AND PRODUCTIVITY**

Employees are increasingly interested and reliant upon mobile
devices in their professional life, signaling a change in the way we
conceptualize workspaces. Sixty-one percent of employees report
working outside the office at least part of the time, making that
access to mission-critical apps and desktop experiences vital,
says Citrix. VMWare reports that in North America, nearly
212.1 million people could be classified as “mobile workers.”²²
This mobility trend especially seems consolidated around
millennial workers and younger.

“We are seeing growing demand from companies wanting their full
suite of applications available to them from any place and from any
device, not just their email and a browser,” says Nick Pegley, VP of
Marketing, All Covered, IT Services at software company Konica
Minolta.²¹ “Clients need a great choice of next generation services
to help their employees be productive and mobile, while
keeping their data secure.”
DaaS leads to significant productivity gains for organizations, with more than 80 percent of companies using cloud services such as DaaS reporting increased productivity within the first six months.\textsuperscript{11} Improved user productivity and less downtime offered by DaaS resulted in enterprise savings of $381 a year per user, as revealed by an IDC study.\textsuperscript{2} Roughly 65 percent of executives cited mobility enablement as the number one benefit of virtual desktops, and more than 50 percent appreciate the time savings and improved efficiency of DaaS.\textsuperscript{12}

Deploying DaaS allows businesses to assert greater control over their overall desktop environments and scale on demand, which eliminates the need to be reconfiguring and revising their user experience.

\textbf{DaaS leads to significant productivity gains for organizations.}

\begin{itemize}
\item \textbf{64.5\%} of executives cited mobility enablement as the number one benefit of virtual desktops. More than 50 percent appreciate the time savings and improved efficiency of DaaS.
\item \textbf{MORE THAN 80\%} of companies using cloud services such as DaaS have increased productivity in the first 6 months.
\end{itemize}
SECURITY AND COMPLIANCE

DaaS offers unparalleled security because the provider manages IT security and updates remotely. DaaS can feed straight into other managed services like Disaster Recovery through the use of redundant systems, automatic backups and 24x7 monitoring. This also prevents any viruses from impacting applications or the overall desktop experience.

For government-regulated industries, the traditional enterprise goals of innovation, scalability and agility all must contend with compliance. Medical service providers in particular have to contend with HIPAA compliance to ensure the security of patient data.

DaaS can be well-suited to handle issues of regulatory compliance, depending on the infrastructure and compliance of the data center that is powering the service. ColoSpace IntraCloudVirtual Workspace is powered by one of its SSAE16 certified data centers, which are also PCI, HIPAA, and Mass CMR 17 compliant. Compliance-oriented customers need not worry about the integrity of their data: So long they remain in compliance with regulatory demands, ColoSpace’s data centers will meet their requirements.

STANDARDIZATION AND CUSTOMIZATION

DaaS offers desktops that can be standardized across a broad variety of devices, platforms, operating systems and locations. It doesn’t matter if a device is 100 percent up to date with the most recent operating system because DaaS cuts down on upgrade costs and time spent updating.
Updating existing hardware represents a significant investment for any enterprise. Between purchasing new PCs, licensing operating systems and purchasing high-end servers dedicated to data-intensive tasks, the costs per user can amount to thousands of dollars.\(^2\)\(^3\) Spread across potentially dozens of users, and your business can be looking at tens—if not hundreds—of thousands of dollars spent to maintain a competitive edge.

This is contrasted with the fact that more and more consumers have a personal computer they prefer to use, even for work functions. So why allocate hundreds of thousands of dollars of your operational budget to update existing hardware—hardware that can support the most up-to-date DaaS, even if the hardware itself is outmoded—when you can take advantage of existing infrastructure?

Customization also means that the mission-critical apps and functionality are designed around the specific needs of groups of workers as well specific job levels or functions. Delegation based on user roles (administrator, manager, technical support, etc.) is a key feature of DaaS. Desktops can be reconfigured based on the applications a user will find operationally useful on a day-to-day basis, reducing clutter and improving productivity. This leads to significant productivity gains and competitive advantages, while meeting the needs of an “always on, always available, always secure” working environment.\(^3\)

Employees in remote locations can be granted narrow access to only the applications required to do their job, limiting security issues for businesses if their device is stolen. If a device is stolen or compromised, the DaaS can be monitored and access denied remotely, closing-off access to the larger organization.
COLOSPACE’S INTRACLOUD VIRTUAL WORKSPACE

The high levels of standardization and customization, as well as low implementation and reduced ongoing support costs, makes DaaS a must for industries looking to take advantage of the economies of scale. As more and more companies move toward this type of infrastructure, it makes sense to invest in a DaaS product that provides superior security, functionality and flexibility.

This is why ColoSpace and IntraSystems partnered to offer the Citrix-based DaaS IntraCloud Virtual Workspace solution. This DaaS solution provides the ideal Citrix environment for the customer, while everything is being powered through a top tier SSAE16 certified ColoSpace data center.

As with all the products offered by ColoSpace, it comes bundled with an industry-leading, 24x7 customer service. Customers of ColoSpace have free access to experts in the field—combined with IntraSystems Citrix knowledge—offering 24x7 monitoring and management of the environment and direct access to the technical account manager at no additional cost.

To find out more about how ColoSpace IntraCloud Virtual Workspace can help your business grow, contact ColoSpace today.
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