



# Opening Remarks

## Application & Desktop Virtualization Forum

# Rising IT Pain Points & Derivative Trends

## Key Challenges \*

- Data security
- Disaster recovery
- Client manageability
- License management
- Reducing energy consumption
- Mobile & distributed workforce
- Data center consolidation
- Cost Control

## Key Trends

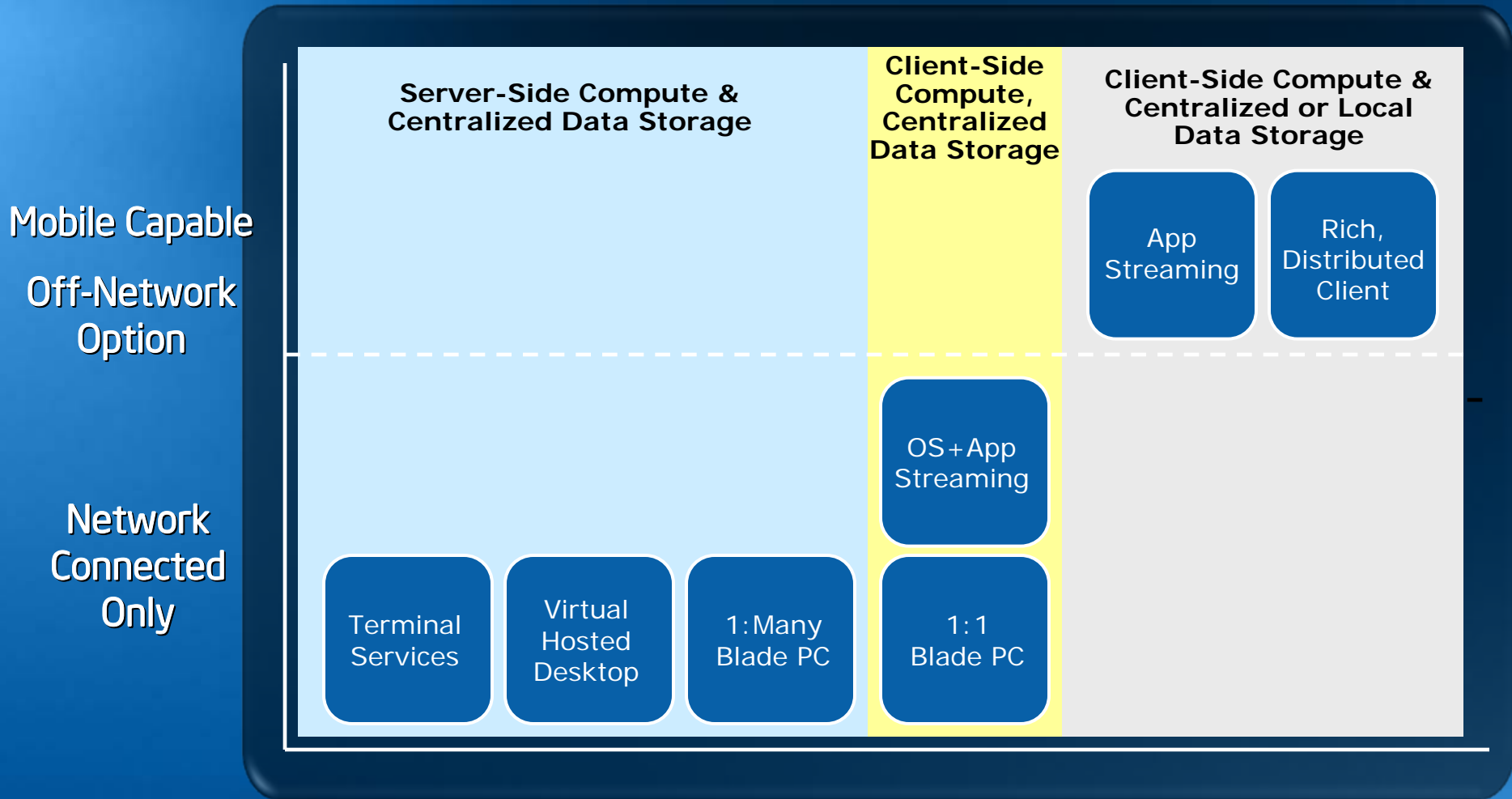
Investment in better client management, security and capability

Centralize one or more of the following:

Data, Applications, OS, compute HW

\* source: Intel CMR and Lieberman Research

# Spectrum of Compute Models



# What Makes Sense to Centralize?

Administration

Data Security

Compute & Graphics ?



## Distributed Compute

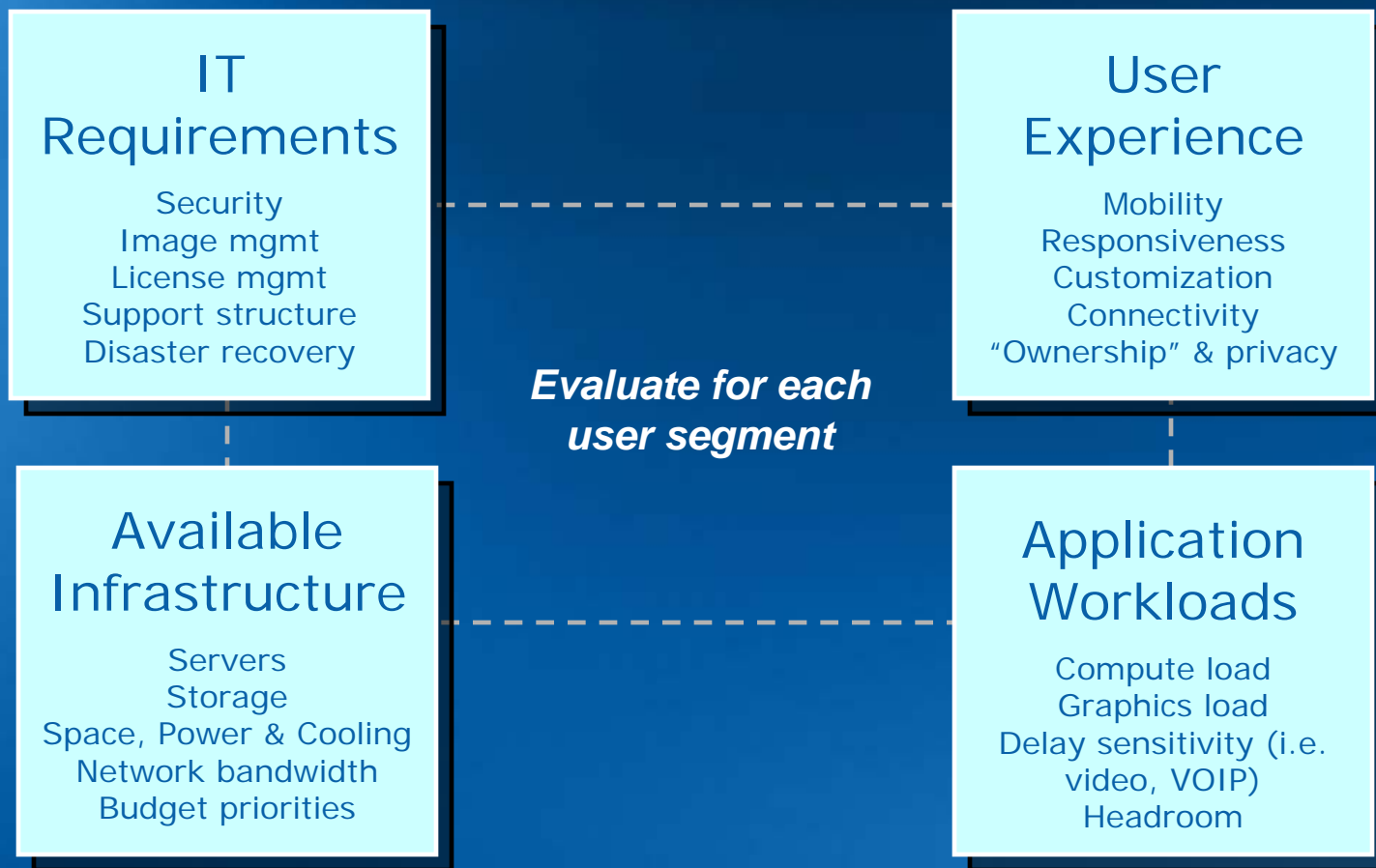
- Mobility
- Application responsiveness
- Overcome limited or unreliable network connections
- Datacenter constrained by space, power, cooling, budget...

## Centralized Compute

- Absolute smallest client attack profile required
- Users always on-network
- Workloads are compute & graphics lite
- Unconstrained datacenter



# Appropriate Solution is a Balance of Many Inter-Related Factors



# Mixed Delivery Models Often Required to Meet All User and IT Requirements



PC is most flexible client for varying needs

# Success is a Function of Delivery Model, Hardware and Process

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*TCO Reduction, Security,  
Productivity Programs*

**Delivery &  
Compute Model**  
AppStream, Citrix,  
Microsoft,  
Symantec...

**Hardware  
Performance,  
Mgmt &  
Security**



**Best Practices**  
vPro-enabled mgmt  
consoles

# Balanced Computing Vision

All models fit in the enterprise portfolio

No "one size fits all" solution

Generally, Application Virtualization or OS Streaming provide a "win-win" solution for users & IT

- Centralized management & security
- Low datacenter build-out
- Responsiveness of local execution
- Off-network mobility

A balance between IT and user needs



