Broadview
NETWORKS®

Removing the IT Burden
with Desktop Virtualization

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According to a recent study by In-Stat Research, small businesses' IT budgets are forecasted to grow from $2.5 billion to $6.6 billion by 2015 – and for good reason. By leveraging the advancements in cloud-computing technology, small to medium-sized businesses (SMBs) are able to better compete head-to-head with larger enterprises for the first time ever.

Historically, larger, more diversified and focused entities were the only businesses who could afford IT infrastructures that enabled real-time user collaboration, instant mobility and business continuity, and enhanced security and reliability.

By hosting business applications, data and desktops in the cloud, SMBs are leveling the playing field and lessening the IT burden of end-user support. In a highly competitive market, all businesses are looking for something that will give them an edge – some-thing that will differentiate them from their myriad of competitors. There's no need to look to the future anymore; cloud computing is here and poised to change how SMBs utilize next-generation technology to gain substantial competitive advantages.

> *By moving to the cloud, SMBs can lessen their IT burden and gain substantial competitive advantages.*

WHAT IS DESKTOP VIRTUALIZATION?

Desktop Virtualization allows an organization to virtualize employees' desktop environ-ments in order to improve security and availability. With these types of services, all your users' data and applications are stored in the cloud and seamlessly presented to any PC with Internet access.

Users log into their computer and access applications and data just as they normally would; but on a virtual desktop, everything displayed on the user's computer is actually residing on a server in the cloud. When you choose to virtualize your users' desktops, the cloud services provider you select becomes responsible for managing your organiza-tion's data storage, backup, security and upgrades.

With Broadview's virtual desktop solutions, you can host the following applications in our high-performance data centers:

- *Email (Broadview E-Mail, Microsoft® Exchange or Hybrid Exchange)*
- *Microsoft® Productivity Applications (Word, Excel, PowerPoint, Access and SharePoint)*
- *Your Applications (such as Adobe Photoshop, Crystal Reports, Peachtree, Quickbooks, Sage Timberline, etc.) We can even host your custom applications.*

In addition to these hosted applications, our virtual desktop solutions provide secure network and personal file storage. By hosting your company's most important data and applications in the cloud, you enjoy:

- *Increased availability and performance*
- *Improved security and reliability*
- *Enhanced mobility and productivity*

Broadview's virtual desktop solutions are fully managed, subscription-based services that allow for immediate scalability based on usage. Broadview offers several different virtual desktop solutions based on your small- to mid-sized business's needs and budget.

FAST, SECURE ACCESS TO DATA AND APPLICATIONS

Our virtual desktop solutions deliver an unbelievable suite of capabilities. Since your business applications and data are securely hosted in the cloud and managed by professionals, you can focus on growing your business. There are countless benefits of

switching to a virtual desktop solution from Broadview Networks:

Instant Mobility
One of the greatest benefits is instant mobility and flexibility. When your data and applications are stored in the cloud, they can be accessed at any time from any device with an Internet connection. You can achieve higher levels of security and reliability by being able to access your applications safely, without the risk of data leakage.

Years ago, mobilizing your systems required lengthy code re-writes; but achieving instant employee mobility is no longer a daunting task. With Broadview's virtual desktop solutions, no special coding is needed for mobilization – you get one instance of the same application that can be projected to all of your users' devices; simply pick what you need to connect and you're done. Many companies are faced with the challenge of juggling a large number of different devices, including laptops, tablets and smartphones. Desktop Virtualization gives you the ability to leverage that entire spectrum of devices with one installation. Nothing needs to change, and there are no add-ins or plug-ins to manage, since the instance stays the same in the cloud.

Eliminate Maintenance, Improve Performance
When you virtualize your employees' desktops, it eliminates the need for your IT team to manually upgrade, patch and maintain multiple instances on multiple laptops (or other devices.) Broadview becomes responsible for managing the patches, the servers and the performance of your applications; the only thing you are responsible for is the configuration. Want to increase the performance of your business-critical applications? By hosting your data and apps in the cloud, you get the benefit of running those apps on our high-performance servers, which are faster for both processing and Internet bandwidth access.

Avoid Costly Disasters
Along with improved performance comes disaster avoidance. The old-fashioned software distribution model required you to install software directly on each user's PC or laptop. With Desktop Virtualization, you install only one instance of a software application that resides in our secure data centers, and it can be accessed by any device with an Internet connection. So the next time one of your company's laptops crashes or is stolen, you will not lose any of your data or applications. You can achieve business continuity and avoid major revenue loss by accessing your data and apps through any Internet connection.

> **Real-World Example:** Most accounting firms use the business application Quickbooks® in their day-to-day operations. Since every accounting firm is required by law to keep a copy of its books on site, most firms install a local client for Quickbooks® on their main database. Many accountants, however, travel to customer sites, so the firm must also install copies of Quickbooks® on each of its employees' laptops. Instead of going through the expense and hassle of installing multiple instances of software on multiple laptops that will all need patching and configuration, the accounting firm can install one instance of Quickbooks®, host it in the cloud with one of Broadview's virtual desktop solutions and give each accountant a unique credentials. With their credentials, every accountant now has secure, reliable access to QuickBooks® on his or her laptop.

HOW THE CLOUD SAVES YOU MONEY

Tired of dealing with the hassle of multiple vendors? At Broadview Networks, we take a simplified approach to your cloud computing needs by delivering IT resources in a cohesive way – all from one provider. In addition, Desktop Virtualization allows you to pay as you go rather than paying for an IT resource. Another way in which we make cloud computing affordable and accessible for SMBs is by delivering a complete solution. Unlike other cloud providers, Broadview can host virtually all business applications.

Focus on growing your business, not on managing your IT.

The biggest way Broadview's virtual desktop solutions can save you money is by eliminating such costs as capital expenditures for new equipment and IT overhead for hardware maintenance. The cost of new equipment acquisition can be very prohibitive for SMBs who are trying to update their technology. By using Desktop Virtualization, you can avoid such capital expenditures by extending the life of older computers through thin-client technology.

Since applications hosted in the cloud can be securely accessed via a desktop plug-in or over the Internet, an SMB no longer needs to supply its users with laptops that contain the necessary applications and programs. To save money, an SMB can allow staff members to bring their own laptop to work. Also, since applications do not need to be installed on each user's PC, our virtual desktop solutions can defer older equipment's change-out cycles.

IN THE CLOUD, IT HELPS YOUR BUSINESS GROW

Imagine being able to redirect your IT staff away from maintaining clunky, failure-prone, on-premises equipment, and towards revenue-generating initiatives. When you use Desktop Virtualization, you make this realignment of IT's role in your organization a reality. In essence, virtual desktops take away the drudgery of routine maintenance and give your IT team the opportunity to help expand your business.

Desktop Virtualization eliminates the costly IT overhead associated with maintaining on-premise equipment. When your company maintains its own hardware, the hidden costs can add up quickly: maintenance, upgrades, electricity, HVAC, fireproofing, floor space, security and Internet access (for servers) are just some of the costs you will incur.

In addition to hardware costs, there are also software costs. Software requires constant vigilance, including upgrades to the latest versions for all users' PCs or laptops. Keeping your company's software secure is an expensive and tedious process. Software is vulnerable to attacks by people both within and outside of your organization. These threats to security can be intentional or unintentional, but either way they must be guarded against. Software is particularly difficult to secure since it is vulnerable at different times throughout its lifecycle – during its development, deployment, operation and long-term use. Unless your SMB is in the business of securing software, this can be an overwhelming chore. By leaving this task in the trustworthy hands of an experienced cloud partner like Broadview Networks, you can save money while saving your company from potentially lethal attacks.

HOW THE CLOUD KEEPS YOU SECURE

Being able to continue operations in the face of any disaster is invaluable because your customers won't care why they can't get in touch with you, they'll only care that they can. Be it a natural disaster on your premises, a dead or stolen laptop or an office closed due to inclement weather, keeping your business running no matter what is absolutely crucial to your company's ability to survive. Through our virtual desktop solutions, we offer you orders of magnitude greater than you can accomplish with only modestly powered servers.

When you host your data and applications in our data centers, you can rest assured that an independent service auditor has carefully reviewed our data-center operations and control activities, and has issued Broadview Networks an SSAE 16 Type 1 report. The SSAE 16 Type 1 report proves that Broadview delivers reliable and secure operating environments with the proper controls for conducting high-availability data-center operations.

When choosing a cloud vendor, keep in mind that having one data center is not secure enough. Broadview has geographic data-center redundancy over three data centers, so if something happens to one data center, your critical business apps and informa-

In the cloud, you gain security while avoiding hardware and software costs.

tion are safely secured in the others. Data-center redundancy also applies to Internet access; our data centers have multiple carriers providing access to the Internet over dual entrance facilities at each data center. It is also necessary to ensure that all data centers have backup forms of power should the primary source go down. Broadview has dual power-grid access at each site, as well as UPS power on site from diesel generators; we also have battery backup at each data center for truly uninterruptable service.

BROADVIEW IS READY TO UPGRADE YOUR SMB

Small- to mid-sized businesses are involved in a very interesting conundrum. They are competing against larger firms with seemingly infinite IT budgets; but in order to stay competitive, SMBs must update their technology on limited budgets.

Cloud computing helps SMBs gain competitive advantages by delivering cost-effective, intuitive technology solutions. By adopting cloud-computing services, such as virtual desktop solutions, SMBs can achieve higher levels of security, efficiency and productivity. Gone are the days when updating technology meant purchasing expensive on-premises equipment that was a constant drain on already-limited IT budgets. With cloud computing, your SMB can upgrade to a complete head-to-head solution for a fraction of the cost of maintaining an on-premise system. With a lower total cost of ownership (TCO) and the countless benefits of using cloud solutions like virtual desktops, what are you waiting for?

75% of companies will be using cloud-computing solutions within 5 years.

About Broadview Networks
A fundamental shift is underway as organizations migrate away from capital-intensive and rigid information technology infrastructures to more flexible environments that improve availability, productivity, flexibility and security, while reducing the overall cost of ownership. According to analysts, 75% of companies will be using enterprise-class cloud-computing solutions within five years .

Broadview Networks is enabling these organizations to embrace the shift to cloud-based services on their own timetable, with the experience, support and knowledge required to make the transition seamless. Broadview Networks is the premier information technology and communications partner for businesses across the country. Our all-encompassing approach allows companies to concentrate their efforts on running their business, not their IT environment or communications infrastructure.

Every day, tens of thousands of businesses rely on Broadview Networks for their mission critical communications and IT needs. Broadview delivers cloud computing productivity software including hosted versions of Microsoft Office®, SharePoint® and Exchange®, hosting for all of a business's applications, a full suite of cloud-based managed network security applications and desktop and server data backup services. It also provides a patented hosted IP phone solution, data networking applications including VPN- and MPLS-enabled services, high-speed Internet access services, as well as traditional local and long-distance voice communications and other related services. Broadview also provides its customers with new levels of transparency through its award-winning eCare Enterprise customer service portal and can even help organizations make it all work together with IT and professional services.

What's Your Cloud Strategy?
To develop your plan, contact your Broadview Networks representative, or call *1-800-BROADVIEW*.
www/broadveiwnet.com/cloud

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Sources:
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