The Executive Imperative: Selecting a Robust VDI Solution in Uncertain Times

INTRODUCTION

The rapid surge and subsequent sustenance of the hybrid work model has made adaptability, security, and scalability a business imperative. And virtualization has emerged as the primary mode of transition to this new world order.

By 2030, the virtual desktop infrastructure market is expected to reach a staggering

$16.66 billion

Source: Coherent

Virtual Desktop Infrastructure (VDI) enables employees to work seamlessly from any location while maintaining a consistent user experience. The integration of VDI plays a pivotal role in centralizing data and applications within the data center, thereby enhancing data security and reducing the risk of breaches.

Common reasons for the growth of VDI in the current business context include:

- Ensuring centralized security and privacy of company data and environment
- Ease-of-system management and maintenance
- Enabling user/user group access management

As a result, the virtual desktop infrastructure market is expected to reach a staggering $16.66 billion by 2030 at a CAGR of 14.6%.

However, the VDI market is in a state of flux. A series of mergers and acquisitions have left customers in significant disarray. In this paper, we will explore why businesses need VDI solutions and what the market volatility means for new and existing customers.

The Case for Virtualization

The transition to a work-from-anywhere model and the growing demand for hybrid work has been a major trend across businesses and industries. This, in turn, created a necessity for solutions that allow employees to work seamlessly from various locations using devices of their choice while maintaining the security and privacy of corporate data without overburdening the organization's resources.

VDI offers businesses a secure and seamless way to create and manage desktop applications and environments. This essentially translates to empowering employees to work from anywhere on any device without having to sacrifice on the security or sanctity of enterprise data and environments.

Finding the Right VDI in an Uncertain Market

The benefits of VDI are ubiquitous for businesses in the current context of work. However, recent market shifts have given prospects and customers reasons to reconsider their VDI positioning. While the VDI market is no stranger to M&A (think, the spate of acquisitions in FY 2012-13)[1], this time around the picture is quite different. It is no longer about a race to consolidate a fragmented capabilities ecosystem to create a single-point solution. This wave of acquisitions appears to be an attempt to diversify the acquiring companies' core business.

Two of the biggest acquisitions in this space is Broadcom's acquisition of VMWare and Citrix's takeover by Vista Equity Partners and Evergreen Coast Capital.

For customers, this poses significant uncertainty, shrouded in concerns about licensing costs as well as terms of service. Previously, Broadcom's acquisition of Symantec and CA was followed by dramatic repricing that saw customer costs go up as much as 400%.[2] On the other hand, strategic policy changes also loom as potential threat to smaller ticket customers. As evidenced by recent announcements, acquiring companies often tend to focus on highest revenue customers while cutting back on support for smaller enterprises.[3]

Here are some of the most important benefits of VDIs:

Enhanced scalability: The proliferation of cloud computing has added the prospect of leveraging scalable infrastructure to consume resources on-demand by the VDI. By unifying the entire infrastructure on a host server, businesses can significantly cut back on the hardware requirements.

Centralized management: VDIs enable the centralized management of systems that allow IT admin teams to patch, update, and change configurations across all virtualized desktop in one go. Beside eliminating the need for elaborate planned downtime, this also ensures a robust disaster recovery strategy by virtue of all data being backed up in the data center.

Improved security: By shifting applications away from client device to host servers, VDI helps businesses maintain comprehensive confidentiality of data. Moreover, by enabling user-level access control, VDI ensures that stakeholders only have access to the data they need to perform their job.

Better accessibility: This is perhaps one of the most definitive advantages of VDIs. By moving the desktop to a cloud plane or a centralized data center, it allows end-users to access business applications and data on their own devices, enabling better experience and availability.

Greater cost-savings: By transforming endpoints to dumb terminals, a very simple monitor that relies entirely on a host mainframe server for processing, VDI effectively educes endpoint refresh and management costs, leading to long-term financial savings and lower total cost of ownership (TCO).

Service recall and soaring licensing fees aside, customers face another significant challenge – one that has far more immediate impact on business: security threat.

One of the recently acquired VDI vendors have reported a heighted cyber threat activity.[4] With virtualization playing a crucial role in enterprises' IT infrastructure, the consequences could be far reaching – both from a financial and reputational perspective.

All these concerns put together point to the overall nebulous nature of the existing VDI segment. It raises questions about the ability of existing VDI solutions to evolve in alignment with customers' business needs.

Accops: A Stable, Reliable, and Comprehensive VDI Partner

Given the current lack of certainty in the VDI landscape, businesses need a solution that is capable, stable, and cost effective. This is where Accops steps in as a partner of choice.

For most businesses, the transition from desktop-based computing to a modern digital workspace is a difficult journey. This is primarily due to a fragmented solution ecosystem. The typical enterprise virtualization environment includes VPN from one vendor, VDI from another and authentication solution from another vendor. This, in turn, leads to increased cost, complexities, a prolonged time to deploy the solutions, and higher time to resolve support or security issues.

Accops' unique approach of unifying Zero Trust Network Access (ZTNA), Virtual Applications and Desktops (VDI), Multi-factor authentication (MFA), Single sign-on (SSO) ZTNA, and thin clients into one integrated offering helps reduce infrastructure management complexities and costs. Our enhanced ZTNA-based security enables restricting access to trusted devices and locations, complemented by innovative in-built DLP features. And the flexible licensing models allow customers to choose from perpetual or subscription-based licensing to best suit their organizational needs.

Our enhanced ZTNA-based security enables restricting access to trusted devices and locations, complemented by innovative in-built DLP features.

This unique blend of capabilities and simplified approach to virtualization has helped our customers replace the predominantly complex VDI practices in favor of leaner, more targeted solutions with 10x shorter time to value. Accops also helps customers realize up to 40% lower TCO and 4x reduction in support turnaround time.

A case in point

One such customer, a leading IT and consulting MNC, faced several challenges with their existing VDI vendor, including a complex desktop management framework, data inefficiencies, and lack of secure application access for BYOD users as well as third-party environments.
Accops stepped in as the replacement to the existing VDI vendor and provide the following benefits:

- Delivered fast, effective, and scalable support across the organization.
- Reduced operational complexity and enhanced regulatory compliance.
- Guaranteed high availability and easy management of remote workspaces.
- Enhanced remote performance with minimal IT administration overhead.

As a result, the customer experienced a surge in operational efficiency, with remote workspaces delivering high performance and minimal IT administration. The Accops single-vendor solution simplified compliance management, supporting audits with ease, and centralizing BPO support, which had become more straightforward with the new architecture.

Want to learn more about how Accops can help you step away from uncertainty into a stable virtual work environment? Reach out to us at contact@accops.com.

[1] Pano Logic CEO: M&A Activity in VDI Space 'Makes Sense': https://www.channelfutures.com/channel-business/pano-logic-ceo-m-a-activity-in-vdi-space-makes-sense-

[2] How Will Broadcom's Acquisition of VMware Affect VMware Customers? https://npifinancial.com/blog/how-will-broadcoms-acquisition-of-vmware-affect-vmware-customers/

[3] What Will the Broadcom Acquisition Mean for VMware Users? https://www.altaro.com/vmware/broadcom-acquisition/

[4] VMware's 'target-rich environment' is growing more volatile, CrowdStrike warns: https://www.cybersecuritydive.com/news/vmware-target-rich-environment-ransomware/650388/

Accops enables secure and instant remote access to business applications from any device and network, ensuring compliant enterprise mobility for business users while keeping governance with the organization.

For further details, feel free to reach out to our dedicated team at contact@accops.com.