

DESKTOP STRATEGY

AN OVUM MASTER CLASS

COMMENTS FROM PREVIOUS ATTENDEES:
"A good format with good content and very well informed speakers. Excellent Organisation."
Principal Consultant, Netstore Plc

Maximising the Business Value of Desktop Infrastructure

Overview

The corporate PC, in its many guises, continues to be something of a bug-bear to the corporate IT manager, as while it undoubtedly provides a platform of unparalleled flexibility it also serves as a significant drain on scarce IT resources. The challenge, therefore, is for IT managers to maximise the business value of these corporate assets by ensuring that they are provisioned, deployed, managed, and maintained as efficiently and effectively as possible.

Over the last decade or so, corporate developers and enterprise software vendors have swung from a technology paradigm focussed on building and delivering client-server applications to that of building on the Internet, and in particular the Web. Now, as we move into the era of software-as-a-service, cloud-computing, and desktop virtualisation, the role of the PC looks set to change yet again, as the concept of "the network is the computer" gains momentum.

Despite the change in application delivery architectures, software runtime environments, and end user computing devices, organisations continue to stick with what they know best: the Windows-based PC. Fear, uncertainty, and doubt may well inhibit many organisations from deploying alternatives to the traditional 'Wintel' desktop, but IT managers are duty-bound to consider the options before them. The challenge, therefore, is to identify which of these options is viable given the technical, operational, and budgetary constraints of the organisation.

Starting at the hardware level, a great deal of time and effort can be saved by deploying the right 'piece of kit' to the end user. This could be anything from a traditional 'hot device', such as a desktop PC or a laptop, to a 'cool' terminal or display-only device. Indeed, with smart phones and netbooks gaining in popularity, the concept of a 'corporate computing device' is being stretched considerably.

At the operating system level, businesses and institutions now have a real choice of operating systems, with Linux and Apple's OS X being seriously considered by a small but growing community of IT managers. And so, with Windows XP no longer in mainstream support and Windows 7 replacing Vista as Microsoft's 'current' operating system, IT departments have a range of options to consider.

With hardware and operating systems identified, IT managers must also consider deployment options, especially in light of new developments in the world of virtualisation. The market for Virtual Desktop Infrastructure (VDI) solutions is growing at a significant rate, but with so many different models and options to choose from, IT managers are struggling to 'see the wood for the trees'. Ovum believes that VDI has the potential to radically change the cost-base of corporate desktop estates, and so getting this right is of great importance to IT and business managers alike.

Organisations continue to deploy mobile devices, such as laptops, netbooks and smart phones, at an increasing rate; driven by the need for employees to remain productive while away from the office and their desire to have access to business critical information regardless of location. And so, with around 50% of the workforce either mobile or deskless, organisations must now provide a suitable range of remote desktop and information access solutions to cater for this category of user or risk losing competitive advantage. Here again the options appear endless, and so IT vendors must be able to clearly articulate the business value of their offerings to an audience that is looking for answers and not technology per se.



Richard Edwards
Principal Analyst
Ovum

Event Format

Formal Presentations

Ovum's Senior Analysts present the latest research and analysis on Desktop Strategy. This enables you to gain a perspective on how the topic under discussion will impact your organisation.

Questions & Answers

You have opportunity to comment on and ask questions about the material covered at the end of each presentation, often leading to lively debate.

Case Studies

We invite carefully selected senior executives from end-user organisations, or independent domain experts, to share with you their practical experiences in developing the strategy or technology under discussion.

Networking

An important part of the Master Class is the opportunity for you to network with your peers, and to exchange thoughts and experiences on the topic under discussion. This takes place both during group discussions and on a one-to-one or one-to-few basis during breaks.

Reasons for Attending

- With over 75% of salaries now spent on so-called 'information work', the need to access corporate information management systems and enterprise applications from any location, at any time, is stretching the capabilities of the traditional desktop PC computing model. As a result, IT managers are seeking out alternative device types to service the needs of their businesses users, and this in turn is presenting the IT industry with a new set of challenges and opportunities.
- Organisations could reduce their IT spend significantly by modifying their corporate desktop strategies to accommodate new technologies such as desktop and application virtualisation. Moreover, by replacing traditional PCs with alternative device types, the IT department could reduce calls to the Help Desk, improve business continuity, and address compliance issues without alienating the workforce.

What You Will Learn

- Delegates will gain an insight into the main trends affecting desktop and device management.
- Ovum analysts will present the case for a consolidated approach to application delivery across distributed locations and diverse client types.
- Delegates will receive guidance on how to maximise the business value of desktop investments and explore the business benefits of Windows 7.
- Ovum analysts will explain the various desktop deployment options, and will consider the pros and cons that each has to offer.
- Delegates will learn how to address the negative aspects of Web 2.0 technology through the application of an information security management system.
- Delegates will hear how other organisations are tackling issues related to desktop strategy.

09.30 – 09.40	Welcome
09.40 – 10.30	Management of End User Computing Devices Effective management of desktop assets has long been high on the list of enterprise IT managers. Today, both the composition and the role of the enterprise desktop estate is changing as organisations introduce flexible working patterns and alternatives to the traditional PC. This session will provide the delegate with insight into the main trends affecting desktop and device management.
10.30 – 10.50	Morning Coffee
10.50 – 11.40	PC Operating System Selection, Migration, and Management Strategies As support for Windows XP draws to an end, IT managers must once again consider the future relevance and business value of the Windows PC operating system. Is Windows 7 the way to go? This session will address this question by exploring potential alternatives to Microsoft's latest offering, as well as providing guidance on how to maximise the business value of desktop investments.
11.40 – 12.30	Application Access and Delivery Mechanisms Information work now stretches beyond the confines of the corporate firewall, as businesses and institutions collaborate with their customers, partners, and communities. As a result, IT departments are being asked to extend the reach and range of line-of-business systems, enterprise applications, and core IT services. This session will examine the need for a consolidated approach to application delivery across distributed locations and diverse client types.
12.30 – 13.30	Lunch
13.30 – 14.20	Desktop Infrastructure Deployment Options and Models Research shows that total cost of ownership of desktop infrastructure varies considerably among large enterprises, and a significant proportion of this is related to the way in which PCs and laptops are deployed. This session will examine various desktop deployment options, and will consider the pros and cons of each that each has to offer.
14.20 – 15.10	Managing Data at the Edge of the Enterprise Managing the needs of a mobile workforce, sharing business and customer information between business partners, collaborative business projects, and the use of Web and Web 2.0 communications all present significant risks to businesses and institutions from information security and compliance perspectives.
15.10 – 15.30	Afternoon Tea
15.30 – 16.15	Desktop Strategy Case Study Case studies are an important part of any learning experience, highlighting things to avoid as well as best practice. This session will enable the delegate to glean insight and awareness from recent desktop deployment projects and initiatives.
16.15 – 16.30	Q&A Discussion
16.30	Close

Benefits of Attending

- 100% independent content (industry sponsorship of these events is not permitted).
- Provides access to Ovum's many years of cross-industry expertise in many major technology and strategy areas.
- Information sharing between groups is key and our smaller audiences facilitate greater networking opportunities.

This Ovum Master Class will examine the key elements of desktop management and strategy from both a business and technology perspective. It will explore the issues and challenges that organisations must address in order to achieve an efficient, effective, and low risk desktop estate, while also exploiting new computing form factors.

Four easy ways to register for these events:



By e-mail to:
conferences@ovum.com

Call us on:
+44 (0)1482 608390*

*Written confirmation is required for telephone registrations



To book on-line, please visit:
www.butlergroup.com/events.asp

Fax this booking form to:
+44 (0)1482 586180



Booking Details

Ovum subscribers are entitled to a discount. Detailed below. Discounts are also available for universities and registered charities. Please contact Andrew Wright for further details on: +44 (0)1482 608390 or e-mail: andrew.wright@ovum.com

I would like to attend the Desktop Strategy Master Class to be held on 14 September 2010 in Edinburgh. (Please complete the table below.)

Option	Cost	Total
1 Delegate (Non-subscriber)	*£1195	
2 Delegates (Non-subscriber)	*£1795	
1 Delegate (Subscriber)	*£995	
2 Delegates (Subscriber)	*£1595	
Sub Total:		
VAT @ 17.5%: <small>(applies to UK events only)</small>		
Total:		

*All above prices are exclusive of VAT at 17.5%

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Position:
E-mail:

3rd Delegate Details

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Position:
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Cancellation and Substitutions

- Should you be unable to attend the event, a substitute is welcome at no extra charge. Notification of any substitutions must be communicated to Butler Direct Ltd. prior to the event.
- Cancellation within 21 days of the event will require payment of 100% of the attendance fee. Notification of cancellation must be made in writing to Butler Direct Ltd.

Terms and Conditions

Where applicable, completed registration forms will be invoiced immediately and payment must be received on or before the due date. The due date is deemed to be 30 days from the date of invoice, or in the case of the event being earlier, no later than the date of the event. All fees are payable in full prior to the event unless otherwise agreed in writing with Butler Direct Ltd., an unpaid invoice may result in your registration being cancelled and refusal of admission to the event.

To book your place, e-mail: conferences@ovum.com or call: +44 (0) 1482 608 390