

The Benefits of Cisco VXi Desktop Virtualization. The Tools You Need.



Overview

Target Contacts: LOB decision makers, Agency Directors, CIO, CTO and Agency CFO's

If primary contact is unavailable: I'm trying to locate the person who makes the business decisions for your agency's desktop infrastructure.

Reduce Costs and Increase Control of Data and Security

Government agencies are continuously challenged to develop and maintain vital technologies that support mission-critical government requirements and deliver services for constituents. Most government agencies and organizations are also challenged by limited budgets and resources.

The need for workspace virtualization within government departments and agencies:

- Government organizations at all levels are continuously challenged to reduce costs and increase operational efficiency to deliver citizen services and support mission-critical services (emergency response)
- Improve operational efficiency and security for centralized desktops and mobile multimedia devices (tablets, smartphones, and so on).
- Local government, delivering cost effective services for citizens
- More flexible and scalable shared services to city employees as well as citizens
- Government agencies are transitioning from working in traditional government buildings and workplaces to mobile and telework but must adhere to security policies
- Support for bring your own device (BYOD): Cisco VXi helps IT organizations provide highly secure access to workers who bring their own devices into the workplace, without requiring IT to control or remotely wipe these devices.
- Reduced operational costs: By managing desktops centrally for a large number of users, agencies can reduce help desk calls and enhance the provisioning of new desktops, while supporting a larger user base, with fewer IT support resources.
- Cisco VXi enables home-based telework for secure access to voice, video, and data resources

Cisco Virtual Experience Infrastructure (VXI):

- a. The Cisco Virtualization Experience Infrastructure (VXI) combines the power of the virtualized collaborative workspace with a virtualization-aware network and a virtualized data center for unified virtual desktop, voice and video
- b. Benefits include:
 - i. Easier-to-manage desktop environments: Centralized management and control of desktops save time and resources while increasing access to applications and productivity.

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- ii. Increased security and data protection: Each virtual desktop can be configured with a standard image that is compliant with the agency's security and protection guidelines.
- iii. Untethered access: Field workers can have secure, persistent access to applications and data on the device of their choice, without being tethered to a government facility
- iv. Enhanced regulatory compliance: The ability to monitor every virtual machine makes it easier to comply with regulations.
- v. Improved backup and disaster recovery: Virtual desktops are backed up regularly without expensive local backup software on individual PCs and laptops. Cisco VXi also allows backup of the full desktop image so it can be redeployed in a matter of minutes, rather than the longer time it can take to reimage a physical desktop. In the event of a disaster, users gain secure access to their data and applications from any location.
- vi. Reduced operational costs: By managing desktops centrally for a large number of users, agencies can reduce help desk calls and enhance the provisioning of new desktops.
- vii. Reduced ongoing capital expenditures: Consolidating IT infrastructure into the data center helps delay hardware refreshes and reduces storage requirements for endpoint devices.

A complete solution:

The Cisco Virtualization Experience Infrastructure (VXI) accelerates the successful adoption of the virtual workspace by offering an open and validated virtual desktop, voice and video solution. VXI increases business efficiency, productivity and agility by delivering an exceptionally flexible and secure workspace solution with uncompromised user experience, anywhere and on any device.

VXI builds on Cisco's data center, network and collaboration technologies, combined with services and support to deliver a comprehensive solution that simplifies deployment and minimizes implementation risk.

With Cisco VXi, you can take advantage of an architectural

approach that delivers new virtual workspace services, while lowering operational costs.

It also includes newly introduced endpoints that enable a fully virtualized collaborative workspace that goes beyond traditional desktop virtualization for an uncompromised user experience. The complete VXi solution uses Cisco's relationships with other leaders in the desktop virtualization space such as EMC, NetApp, VMware, Citrix, MacAfee, and Wyse to meet comprehensive customer requirements.

Script (Use as a guideline for your conversation)

Hello, _____, this is _____ calling on behalf
Partner Name, a Cisco [\[insert type of\]](#) partner.

I'd like to briefly discuss the Cisco Virtualization Experience Infrastructure (VXI) Smart Solution for Government. After that, if you're interested, I'll have one of our representatives follow up with you for a face-to-face meeting to show you how implementing Cisco VXi for your agency gives you a more flexible desktop workspace solution that allows agencies to maintain the vital technologies needed to support mission-critical services.

Today, government organizations at all levels are continuously challenged to develop and maintain the vital technologies that support mission-critical services.

The Cisco Virtual Experience Infrastructure (VXI) addresses a broad set of requirements. Workspace virtualization changes the way government agencies deploy desktops by providing highly secure access to centrally-managed compute resources from any device on any network.

Do you have a few minutes to discuss how this virtual workspace solution can make your employees more productive and untether employees from the need to stay at a government facility and help your agency become more efficient?

Questions:

Cisco VXi is a compelling solution that delivers desktop virtualization with collaboration, providing a superior end user experience to each of the various user types with different demands of the network.

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An agency's end users may include government workers working from home or out in the field, elected officials, and knowledge workers who use a specific set of desktop applications, such as MS Office, and may have fixed locations or a high degree of mobility. The user base may also include power workers who utilize special software programs and frequently need extensive CPU as they load software on their devices and exchange extensive amounts of content onto or off of the network.

Although the network, application, and mobility demands of these users vary, there is an underlying common need for rich collaboration applications such as video, voice, and Cisco Unified Personal Communicator in a VDI environment.

- Are you evaluating desktop virtualization?
- Is reducing desktop and deployment and management costs complexity important?
- How do you manage compliance and security for your desktop, remote, and mobile workforces?
- Would you like better performance and more virtual desktops per server?
- Would you like to reduce desktop storage costs?
- How are your users accessing real-time voice and video for collaboration, and what would be the effects to desktop virtualization?
- Would you like to provide a robust, rich media experience to your end users anytime, anywhere, on any device, while reducing costs and complexity and delivering better control, compliance, and data security?
- Are you currently planning a hardware refresh or OS upgrade for your desktops or laptops?
- Are you supporting or considering a BYOD program? If so, how do you scale to securely support multiple devices per user?
- Who will be accessing the network?
- How many users access their desktops?
- From what locations?
- How many of each user type require support?
- Do employees need to access information outside of their department?
- Do they need to collaborate with other agencies or groups outside of your organization to get their job done?
- What devices do they use?

Once these answers are known, the right VXi solution can be designed, with the appropriate components in the network/data center, branch and/or agency, and end user locations. Primary capabilities should also be integrated into the network, to make sure of availability, resiliency, growth/scalability, and security.

Incentive Offer

Listen to the latest webinar with Zeus Kerravala, Principal Analyst at ZK Research, as he discusses the next phase of VDI including the business benefits of a Virtual Workspace. Visit www.brighttalk.com/channel/7345 for more information.

Set the Appointment (Please Set the Appointment at Least 5 Days Out)

What I'd like to do is set up a follow-up phone appointment with a representative to review more in-depth information about the Cisco VXi solution for government and how this could benefit you. Are you still over at [\[listed address\]](#)? Great. We are going to be visiting with a few other school districts in your area the week of [\[date\]](#). How does your calendar look on [\[date and time for the appointment\]](#)?

Okay, I'll book that time. If you could mark that down in your calendar, that would be good.

In the meantime, if you would like more information on the Cisco VXi solution, you can look online at www.cisco.com/go/government.

Thanks for your time.

