



# hosted desktop computing

Hosted desktop technology is an innovative new method for delivering desktops to end users. Part of the 'cloud computing' concept, a hosted desktop looks and acts exactly like a traditional PC but, instead of residing locally, all software and data are housed in Cloudserve's state-of-the-art data centres. Hosted desktops offer numerous advantages in terms of cost savings, security, resilience, flexibility and reduced management.



Hosted desktops are beginning to replace the traditional idea that all office staff must have a full PC sitting beneath their desks. Of course, in today's world businesses need their employees to have access to computers to communicate and to perform all manner of tasks. However, the way in which this can be facilitated is evolving. Buying, setting up and maintaining PCs is an expensive exercise, especially when you factor in the associated management time and costs. Cloudserve removes this headache by providing you with a hosted desktop environment, which you can connect to from anywhere via the internet – at home, abroad or in the office.

## Key benefits

All you need is a PC, laptop, thin client or mobile device and an internet connection. Cloudserve does the rest. Because we provide you with a full Windows environment with all the functionality you'd expect, you'd never know you weren't using a PC. Additional applications can be installed on demand, whilst we backup, manage and support the hosted desktops for you, ensuring they're available 24/7.

### Economical

Rather than investing in depreciating assets, which require high CapEx initially and then continue to be a drain on your resources, choosing hosted desktops means you no longer have to splash out on PC infrastructure or office applications. Instead, a transparent subscription-per-user model ensures predictable costs and great value for money.

### Cut your carbon footprint

Rising energy costs, combined with government-imposed financial penalties on carbon production, make cutting your power consumption a vital consideration. However, as all of your data and applications are stored in our energy-efficient data centres, hosted desktops allow you to make significant savings - using only 10% of the power a normal PC does.

### Add resources and software on demand

Scale resources up and down as you need them. Need more RAM or CPU? No problem - just click a button. Our cloud computing infrastructure can deliver resources to you instantly. Likewise, if you want the latest copy of Word or need to use Sage, just click a button and the application will be immediately deployed to as many desktops as you like. You can also install your own applications at any time.

## Free yourself from desktop management

Hosted desktops remove the burden of managing individual desktop environments in-house, leaving you to concentrate on growing your business and maximising turnover. Information is stored in our highly secure data centre and delivered to you via any internet browser, so your own, fully customisable desktop can be accessed wherever you are, whenever you want. It is exactly the same as using a PC - simply plug into your broadband connection and you're ready to go.

Work with Cloudserve to drive your off-premise strategy and efficiently reduce costs without giving up control.

# Cut costs by over 50% per user

### Features

- XP environment
- Full virtual machine desktop
- Graphics acceleration
- Customise themes/experience
- Microsoft Office 2007
- Install your own business apps
- Scale from 1-1000 users

### Benefits

- Accessible anytime, anywhere
- Less expensive than traditional PCs
- Hassle-free, with no administration
- Safe, secure and resilient
- Supported 24/7
- Available on demand

### More cost-effective

Reduce operational and capital costs by moving to hosted desktops. Expand resources to meet your needs instantly via our Grid, so if your requirements or users change, you can change with them. You only pay for what you need and, not only will you save money, but you will also have access to enterprise-class features including high availability, backup and restore, instant application deployment and many more.

### Disaster recovery / backup

If your office is condemned, for instance, and you cannot go back inside it, hosted desktops allow you immediate access from another location - so you can go to any other office and get working again, or work from home, a coffee shop etc.



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[www.cloudserve.co.uk](http://www.cloudserve.co.uk)

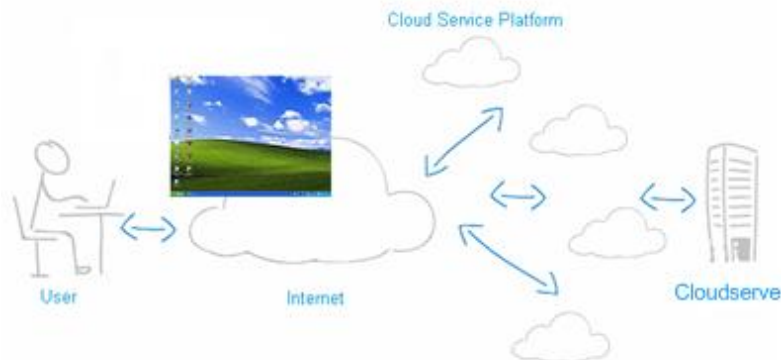
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## Simplicity and utility

It's a simple idea. Instead of your business dealing with the costs and risks of installing and maintaining the hardware and software that is needed, Cloudserve provides round the clock access to desktops and applications. Hosted desktops give you all the benefits of a sophisticated and responsive IT infrastructure, but at a fraction of the cost of the traditional model. From day one of your relationship with us you will benefit from ready-to-use solutions and a reduction in expense, especially as your business grows and changes.

## How does it work?

A hosted desktop is a fully-functioning remote workstation. Instead of being held on local hardware, all software and data is housed in our state-of-the-art data centres. This data is then sent via the internet, to an end-user's workstation (such as a PC or thin client), whilst industry-standard encryption (as used by the likes of Amazon and HSBC) ensures that no information can be accessed by external parties. Keystrokes and mouse movements are then relayed from the workstation to our data centres. This is an entirely seamless process and the end user's Windows experience is identical to that offered by a traditional desktop PC, allowing interaction with the exact same applications in the exact same way. You 'd never notice the difference!



As a hosted desktop is no longer tied to specific hardware, it can be accessed 24 hours a day, 7 days a week, from anywhere with an internet connection and end-device – at the office, at home, an internet cafe, on the move or even abroad. Moreover, since neither data nor processing reside locally, traditional PC hardware can be replaced by 'thin clients' – a device that itself does almost no work. As a result, thin clients are small, inexpensive, consume a fraction of the power of a PC, need little or no maintenance and rarely go wrong.

In addition, hosted desktops marry perfectly with Cloudserve's other services, such as hosted VOIP, hosted Exchange and hosted BlackBerry, to bring you a comprehensive 'anywhere, anytime' business infrastructure.

## No management or IT experience necessary

Hosted desktops are easy to use and easy to deploy. We take care of things so you don't have to. With this type of infrastructure, there's no longer any need to worry about patching or administering your desktops, application compatibility or upgrades, or about which vendor's technology is most suited to your needs – we do all of that for you. We can even provide you with a pre-configured 'thin client', which just plugs in, connects and away you go. These simple hardware devices are extremely cost-effective and reliable as they have no moving parts.

## For enterprise organisations

Our hosted desktop solution is perfect for companies who want the freedoms and cost efficiencies of a hosted desktop, but may also want to scale up and/or maintain more control of the system as they grow, especially those with 250+ users.

Utilise Cloudserve as a private cloud, allowing you tactical desktop deployments or proof of concept deployments without any investment that can be used in minutes. Integrate our cloud with your network or domain with ease.

Cloud computing offers a non-disruptive alternative to traditional IT, and is very easily introduced into your business, with immediate benefits.

## Never upgrade

Technology is advancing at such speed that PCs and software are typically becoming obsolete as quickly as 12 months after purchase as they struggle to cope with the growing demands placed on them. Being part of Cloudserve's infrastructure means you can access the most powerful systems and latest software available.

## Reliability and uptime

Our systems are built for 99.99% uptime with redundancy, multi-site failover and more. You need never be without your hosted desktop, nor do you need to worry about losing your data - our systems guarantee round the clock protection.

## Solutions for resellers

Cloudserve Channel Partners are able to offer an extensive set of world class hosted business services, allowing them to both maximise revenue from existing customers and identify new and exciting opportunities.

If you're an IT reseller, IT management company or systems integrator, or are a non-IT business but regularly deal with SMBs, our partner programmes will allow you to white label and resell our on demand business services - presenting your customers with services of unparalleled quality and you with great margin opportunities with no investment.

**No visible  
difference  
from a  
regular PC**

## It's almost the same, really!

Users sometimes create the biggest challenge for IT organisations when looking to deploy a new technology or idea. Fortunately, hosted desktops work in almost exactly the same way as traditional PCs. If things on the surface do not change, then this means less user push back, less training and preparation and a quick roll out process. Cloudserve has worked hard to ensure the usability is as good as a normal desktop in every sense - the look, the speed and the customisation capabilities.

## Simple, easy migration

Moving over to cloud computing sounds difficult but is in fact quite a simple process. The idea behind cloud computing and certainly hosted desktops is that they provide the same features, tools and ways of working, but with a different method of accessing them. Familiarity between environments means your partner or IT team will easily be able to help you move using a phased approach, service by service.

## Greater security

Cyber crime is on the rise – but hosted desktops let you keep on top of the latest security developments without having to shell out for expensive new programmes.



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