

Cloud Masterclass

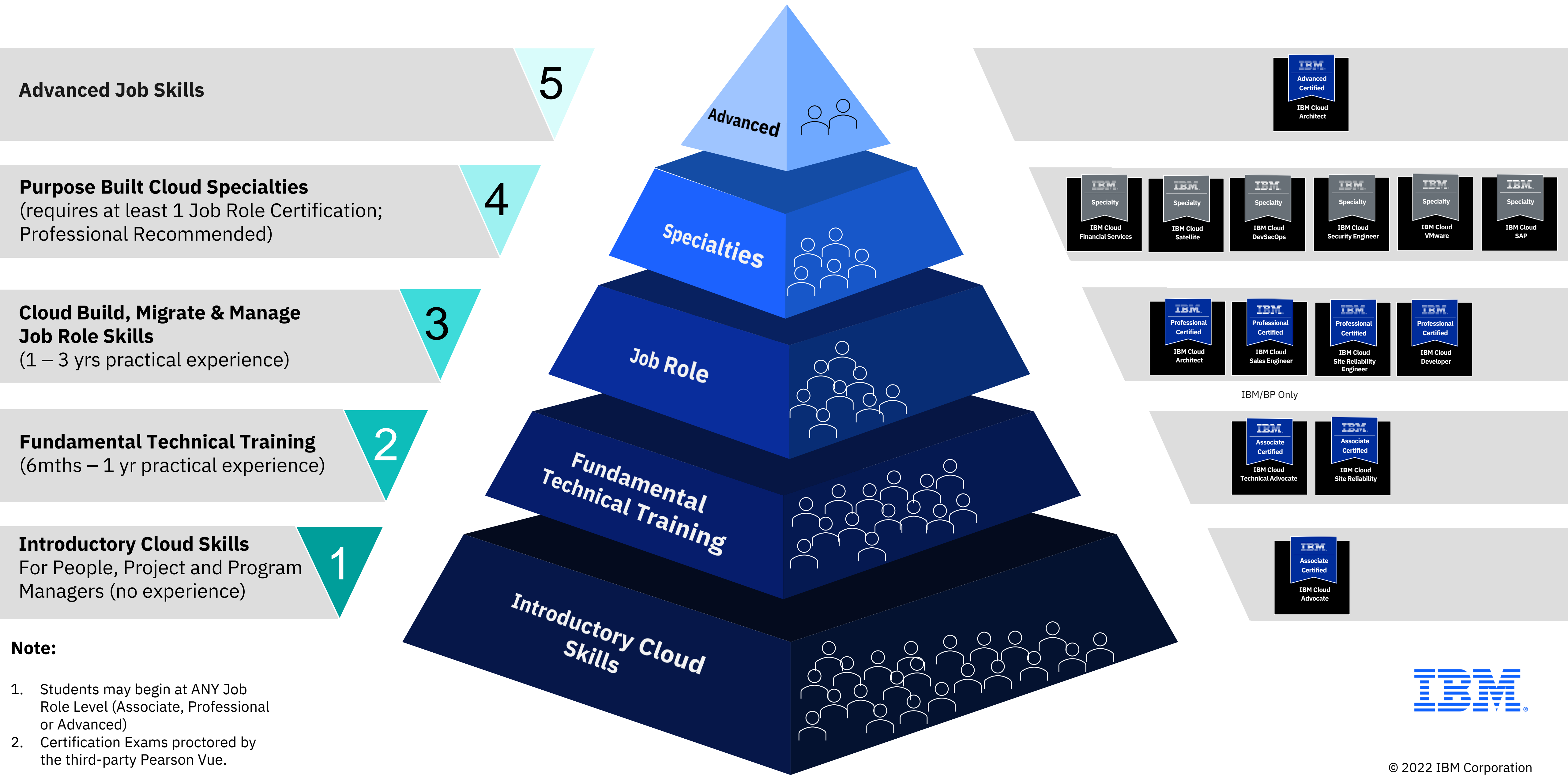
Boost your revenue with IBM Cloud by learning about the offering, key entry points, win patterns, and resources to guide you in striking an impacting client conversation.

Session Calendar

Date & Time	Topics	URL
<i>Available On Demand</i>	New capabilities to modernize Power workload without re-platforming	https://ibm.biz/CloudMasterclass1
<i>Available On Demand</i>	IBM Cloud Satellite: Public cloud services, anywhere you need them	https://ibm.biz/CloudMasterclass2
<i>Available On Demand</i>	IBM Cloud Cyber Recovery with Veeam	https://ibm.biz/Cloudmasterclass3
May 17, 10 AM EST	Empower your clients to faster innovation with Red Hat OpenShift on IBM Cloud	https://ibm.biz/CloudMasterclass4
May 25, 10 AM EST	Growing cloud consumption with Desktop as a Service (DaaS)	https://ibm.biz/CloudMasterclass5
June 1, 10 AM EST	Wazi as a Service: z/OS Development and Test in IBM Cloud	https://ibm.biz/CloudMasterclass6

IBM Center for Cloud Training

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Cloud Masterclass 2023

Growing Cloud Consumption with Desktop as a Service (DaaS)

Date: May 25, 2023



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Advisors,
Dizzion**



**Prem D'Cruz,
Product Manager
IBM Cloud**

Agenda

1. Why the need for Desktop as a Service (DaaS)?
2. What is DaaS?
3. What are the top use cases?
4. How to engage with us

Market Landscape

MARKET OPPORTUNITY

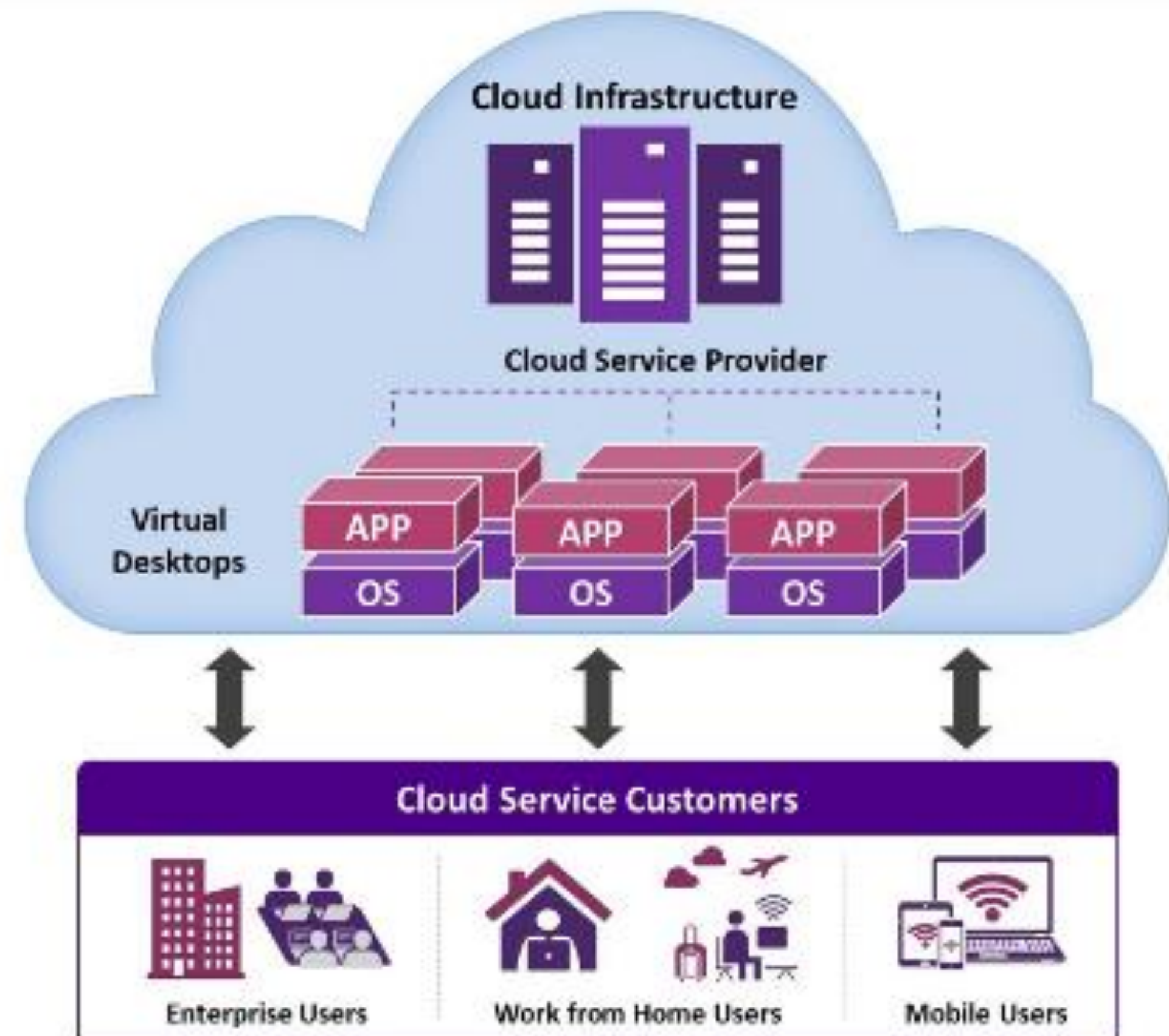
- DaaS projected to reach \$17.8 billion in 2029 with a CAGR of 18.1%*
- By 2024, 80% of virtual desktops served to remote users will be DaaS, up from fewer than 30% today**
- DaaS is being adopted by customers new to desktop virtualization or new users within existing desktop virtualization customers**

Legends:

*Future Market Insights Aug 2022

** Gartner Market Guide for DaaS June 2021

- DaaS solutions provide a virtualized desktop or applications to employees entirely from a remote hosted experience such as a public cloud
- DaaS eliminates the need for businesses to purchase the physical infrastructure, instead functioning through subscription and usage-based payment structures
- DaaS alleviates the on-premises Virtual Desktop Infrastructure (VDI) issues of performance and latency with elastic capacity



Why do customers care?



ROI for DaaS

- Cost savings by centralizing applications and data for risk reduction and compliance controls
- Improved operational efficiency by enabling quick desktop replacement, better desktop performance and business continuity
- Increased revenue with time-to-market gains by enabling device choice, working anywhere and onboarding new users in minutes

According to a recent [Forrester Total Economic Impact™ \(TEI\) Study](#), organizations that move from traditional VDI to desktops-as-a-service (DaaS) can experience benefits of \$6.70M over three years. That's versus costs of \$2.66M, adding up to a net present value of \$4.05 million and an ROI of 153 percent.

DaaS Buyer Personas

Personas	Role	What are they looking for?
Line of business (LOB) executives	<p>Determine strategy to stay ahead of market direction and changing customer requirements, delivering quality products to market faster.</p> <p>Commonly known as:</p> <ul style="list-style-type: none">• Chief Operating Officer• Chief Technology Officer• VP Software Development• VP Sales• VP Contact Center	<p>LOB managers are continuously balancing cost with benefits derived for <u>supporting remote work, BYOD, seasonal/contract and M&A new employees</u>. They are required to reduce costs, but at the same time are challenged with <u>providing service to their geographically dispersed employees faster and with a high quality</u>. Today, technologies such as hybrid cloud and virtualization are commonly used to achieve this. Furthermore, LOB managers require visibility and oversight of their IT infrastructure to assess the overall efficiency of their department.</p>
IT executives	<p>The primary function of IT managers or executives is to oversee data center management, IT management, IT strategy and IT operations.</p> <p>Common titles include:</p> <ul style="list-style-type: none">• Vice President of IT Infrastructure• VP IT Operations• VP Enterprise Infrastructure• VP of IT• VP Development	<p>IT executives set the vision and strategy for the IT in an organization to empower teams for growth and success. To this end, IT executives are constantly exploring and evaluating the latest available technology and tools to enhance the productivity in the organization aligned with the business goals. <u>Key concerns are end-user computing performance, capital expenses, continuity of business without disruptions and regulatory compliance issues</u></p>

What is DaaS?



- DaaS stands for Desktop as a Service.
- It is a cloud computing model that enables the delivery of virtual desktops to end-users over the internet.
- Instead of running applications and storing data on individual physical devices, DaaS allows users to access their desktop environment from any device with an internet connection.

DaaS is a cloud-based solution that provides flexible, cost-efficient, and secure desktop environments accessible from any device with an internet connection. Its benefits include scalability, simplified IT management, enhanced security, remote work enablement, and business continuity.

Why should you care about DaaS?

- **Hot Topic** – Everyone is trying to figure out what they will do for their “great refresh”.
- **Desktop Gravity** – Desktops drag many more cloud services with them.
- **DaaS is a Competitive Differentiator** – Within our ICP, you have the best solution hands down.
- **Fulfill ACV Quotas** – Typically larger than IaaS projects.



Is DaaS for everyone?

Different Industries have different needs. How do you decide who is the perfect fit?



Healthcare



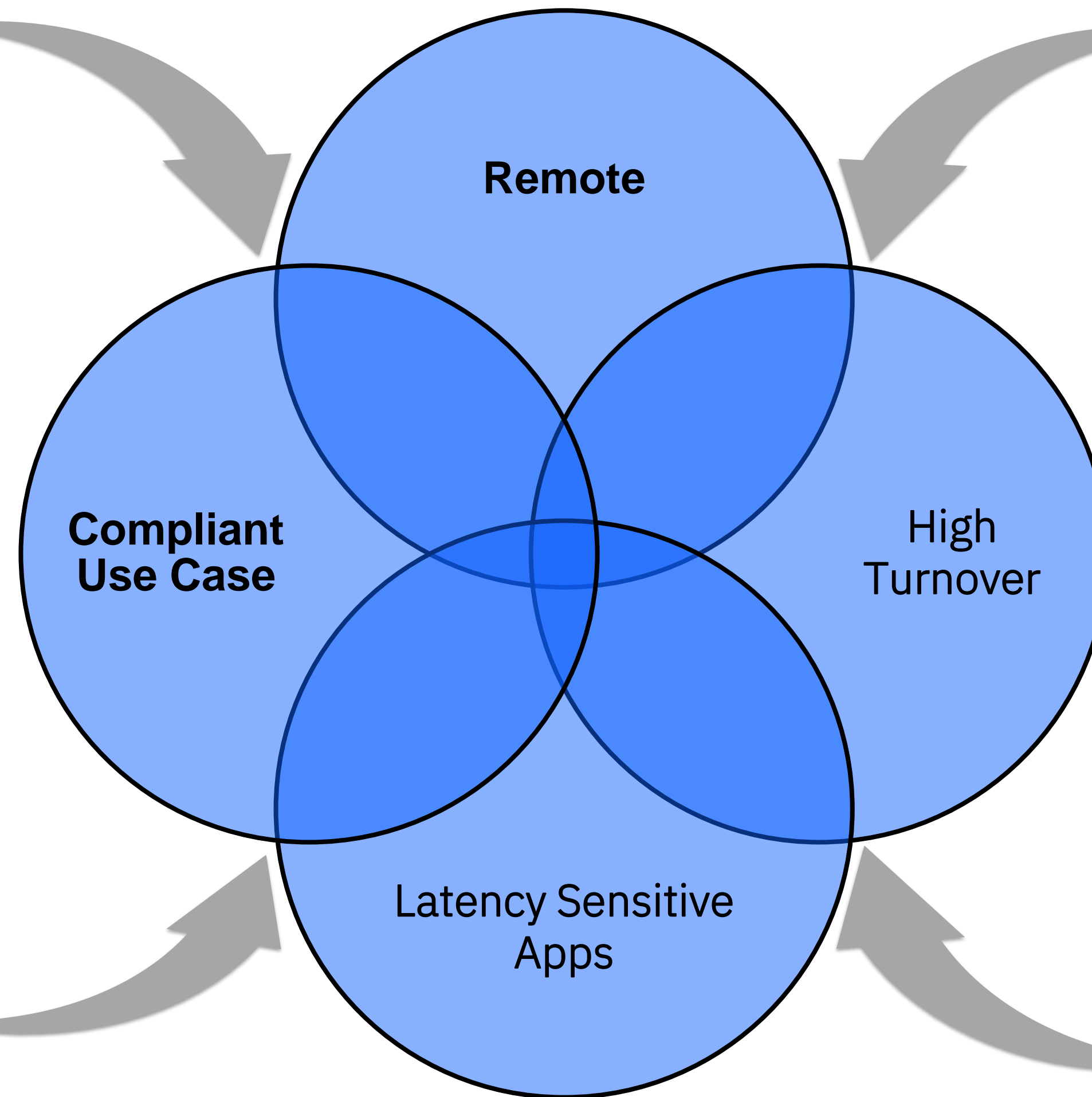
Retail



Finance or Insurance



BPO



Why use DaaS?

Before Covid

Employees within ~30 minutes of the office
No or low latency VPN connections
Employees drive in to get laptops fixed

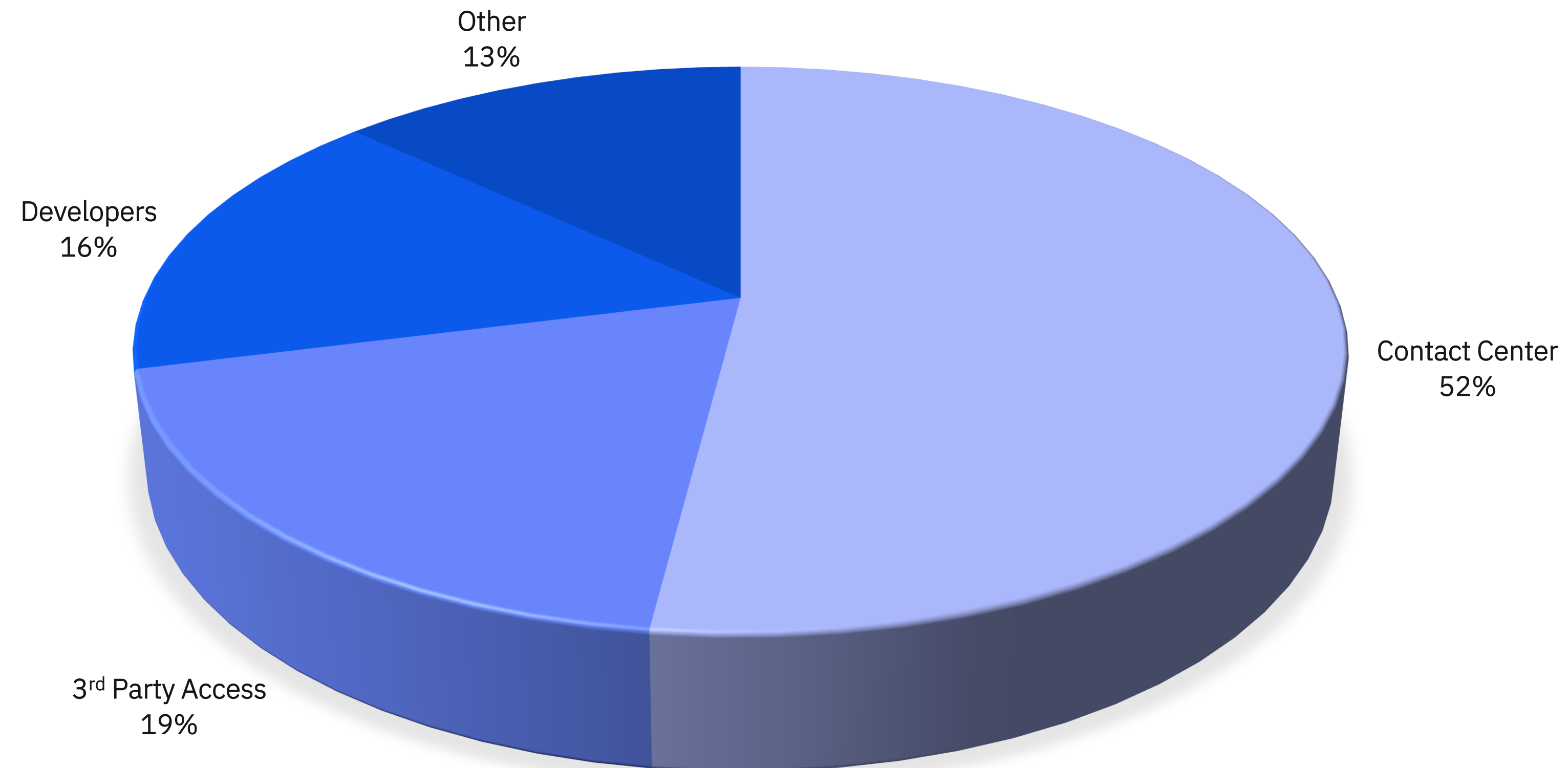
After Covid

Employees all over the place
High latency due to distance
Employees shipping laptops when issues



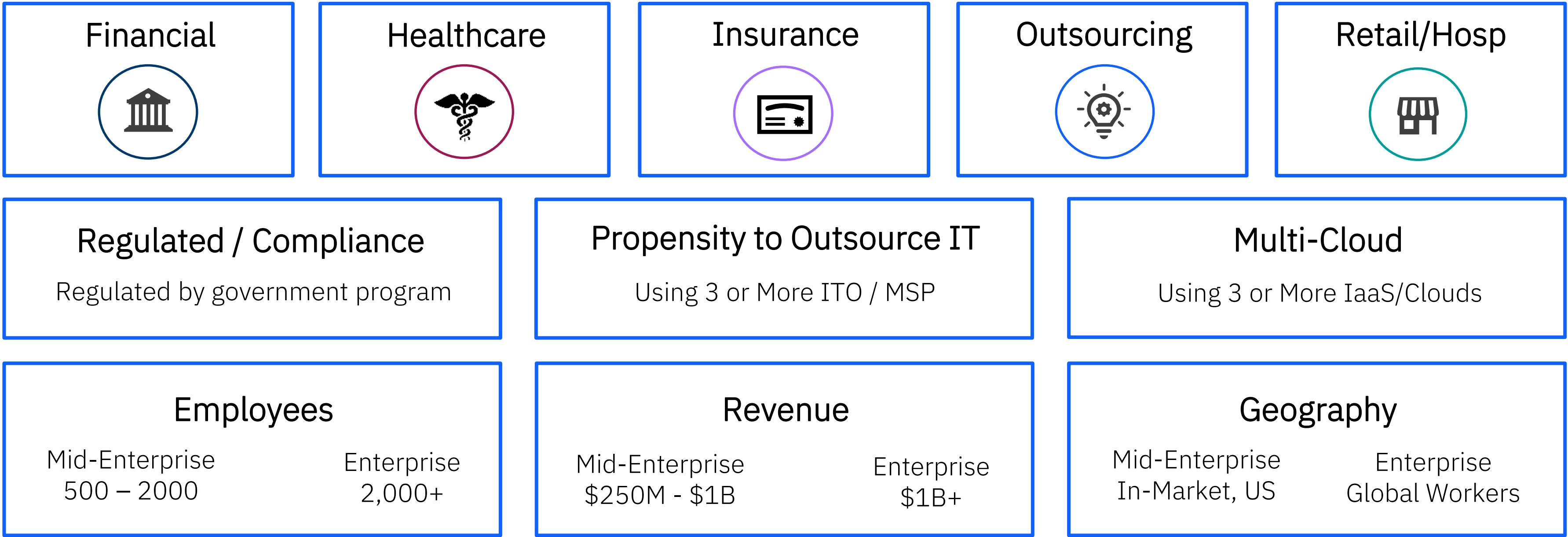
DIZZION'S Success

DaaS is not an all or none, it's best suited for specific use cases within an organization



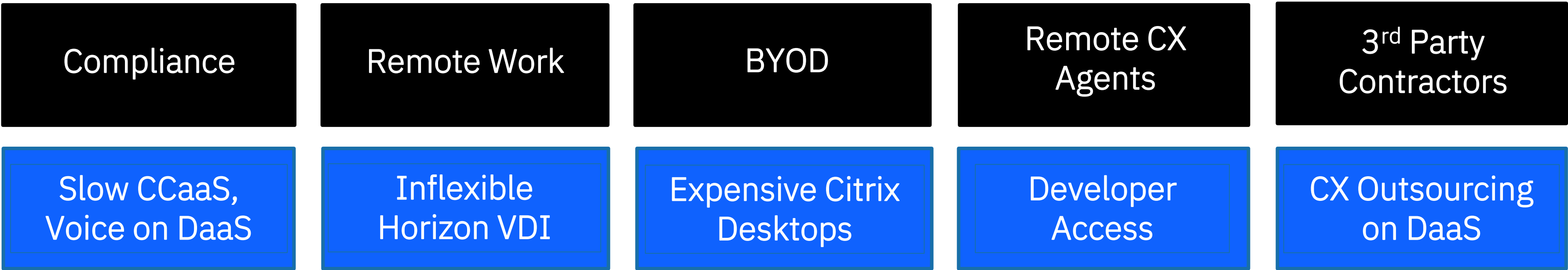
Determining and Targeting the ICP

Who



What

- Use Case
- Pain Points



Business

ARC Excess & Surplus is a wholesale insurance brokerage specializing in Professional Liability products and services, including Directors and Officers Liability (D&O), Errors and Omissions Insurance (E&O), Employment Practices Liability (EPLI), Fiduciary Liability, Crime Insurance, Medical Malpractice (Med Mal), Property & Casualty (P&C), and Miscellaneous Professional Liability (MPL).

Challenge

The client used WorkSpot for several years.

- They grew increasingly dissatisfied with the performance, esp. voice and video performance, reliability and customer overall end user experience
- The Helpdesk Time To Resolution (TTR) increased due to the inefficient troubleshooting process impacting CSAT and customer experience
- The IT team felt that with the manpower they had, and the helpdesk challenges they would struggle to keep up with the anticipated growth

Solution

The reason Dizzion DaaS hosted on IBM Cloud was selected was:

1. **Cloud-based solution with high performance in voice/video for Zoom and Teams**
2. **24x7x365 US-based support offloads some of the mundane tasks**
3. **Dizzion C3 portal shortens the timeframe to resolve user issues**

How to engage with us?

REGISTER YOUR LEADS

Step 1 – Fill out Lead Reg Form

<http://go.dizzion.com/ibm.html>

Step 2 – Data Transfer Call

After you submit your lead, a Dizzion Channel Team Member will reach out to schedule a call to go over the details of your referral to ensure ideal pursuit.

Step3 – Confirmation

Upon completion of the information gathering process, you will receive confirmation that your lead is officially registered and reserved in Dizzion's CRM. This prevents other partners or internal sales from selling to your referral.

[Register a Lead](#)

ENGAGE DIZZION RESOURCES

The Dizzion Channel Email Address:

Channel@dizzion.com

Schedule a Demo

See the solution that will redefine the way your company works. Email the channel address about to schedule with a Dizzion SME.

[Schedule a Demo](#)

Key contacts:

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"Dizzion Managed DaaS is the comprehensive and enterprise-class solution IBM's discerning clients are seeking. We go to market together with confidence, knowing IBM global clients receive proven, high-performing and secure cloud desktops on IBM Cloud."

Steven H. - IBM Cloud Program Director



Resources

Click the below link for more information

<https://ibm.biz/DizzionDaaSIBMCloud>

