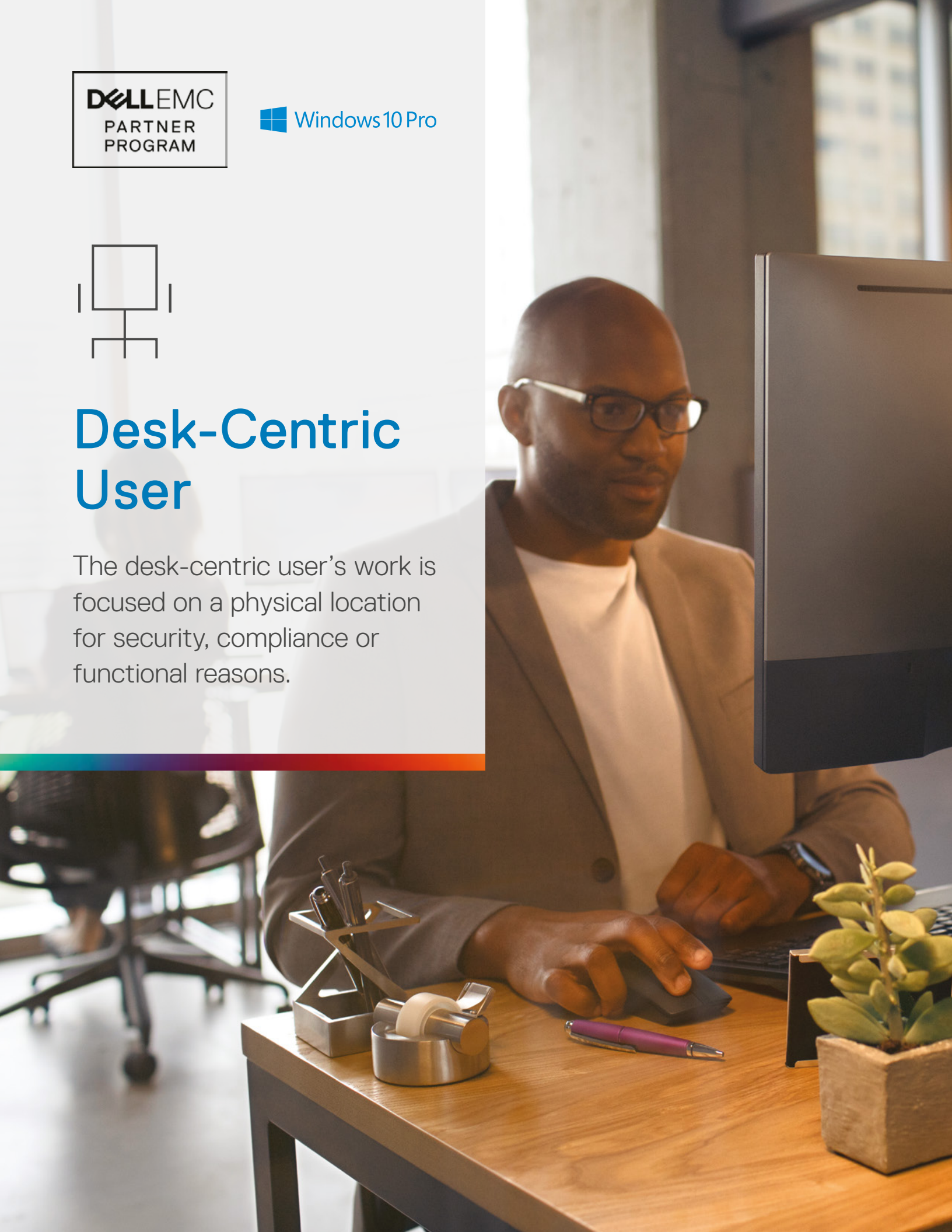


Desk-Centric User

The desk-centric user's work is focused on a physical location for security, compliance or functional reasons.



What a desk-centric user does

A desk-centric user will be performing a specific job at a company, using a desktop environment and suite of software that is tailored to a particular function. You could be the teller or customer service representative at a bank, you could be working in a call center, or you could be in a lab where a unified software environment is a necessity.

Convenient and seamlessly connected

In these situations, the end-user experience needs to be as neat and ergonomic as possible, but deploying a new user should also be streamlined, and the connection to enterprise systems should be seamless, to keep management costs down. As a desk-centric user, you might not be using the same desk every day. But you will want to be able to sit down at the desk that you're using that day and get right on with your work as soon as you're logged in.

Hyper-converged and secure

Providing this kind of experience requires a considerable integration between desktop and back-end systems hosted on a server. A hyper-converged infrastructure with virtual desktops that follow the user to wherever they are logged in provide a desk-centric user the ability to do their job without hindrance, and also ensures the utmost security. But while the user experience is seamless, the computing infrastructure that provides that could be complicated and specialized.

There is still plenty of office work that requires a computing infrastructure focused on systems tied to a desk. For security, compliance and functional reasons, workers in banks, call centers or training labs are best served by fixed client systems that provide complete control over access and function.

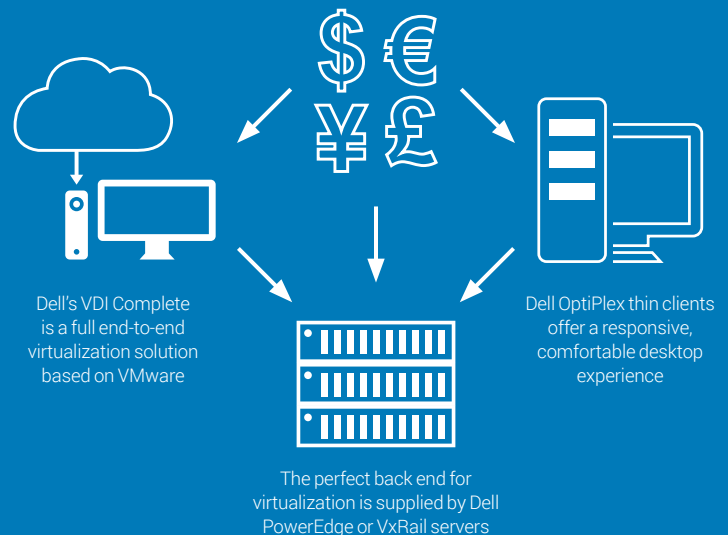


90%

Adopting VDI can provide up to 90 percent saving in energy consumption.

www.businesswire.com/news/home/2016111005754/en/Global-Virtual-Desktop-Infrastructure-VDI-Market-Grow

Dell Financial Services bundle client, server and infrastructure into one monthly fee and rolling 12-month contract





Case study

Meituan-Dianping is a Shanghai-based group-buying website that was valued at \$18 billion in 2016.

The firm has experienced huge growth in the last couple of years, picking up \$3.3 billion of funding in 2016, the largest single funding round of a venture-backed Internet startup ever in China.

The company employs a combination of desk-centric and mobile workers, with the former focused on administration and the latter on sales. The majority (70 percent) of desk-centric workers support the company's call center. A key feature for this type of worker was a less crowded desk and comfortable office environment.

When existing IT provisions at Meituan-Dianping were coming to the end of their useful life, the company wanted to improve infrastructure at the same time as upgrading hardware. "We were pleased to work with Dell because it understood our business and our requirements," explains Guo Rui of the Meituan Open Services Technical Operations and Maintenance Center. For desk-centric employees, Meituan-Dianping implemented Dell OptiPlex 3020 Small Form Factor desktops and Dell 27-inch Ultra HD 4K monitors, for extra screen real estate and pixel clarity, giving a more comfortable work environment. Through

Dell Configuration Services, all clients had Meituan-Dianping's disk image installed prior to shipping from the factory, so minimal configuration was required during installation. On the back end, servers using the Dell FX platform were used to converge compute, storage and networking into a single chassis.

The result was a 31 percent increase in IT productivity, with a 30 percent consolidation of office space. Staff have more room on their desks, and the new client systems are quieter and generate less heat. The company now has 85 percent of its market.

"We were pleased to work with Dell because it understood our business and our requirements."

Guo Rui of the Meituan Open Services Technical Operations and Maintenance Center

Dell Technologies for desk-centric users

Dell provides all the innovative desktop devices, back-end servers, and software integration required for a comprehensive desk-centric user experience

Dell OptiPlex

Desk-centric users need both a great hardware experience at their desk and all the software and back-end hardware to make that a transparent window into the tools of their trade. Dell provides compact and easily managed hardware for the client, such as the OptiPlex 3050 or 5050, with a choice of form factors and mounting options to fully customize any workspace, using Microsoft Windows 10 Pro. Alternatively, Dell Wyse terminals can easily slot into the infrastructure for a complete thin-client solution, running either Windows or ThinOS. The compact clients make the most of office space. The devices can be supplemented with dual Dell monitors where an extended desktop is required.



Dell VDI Complete

Stitching the client and server together is Dell's fully validated virtualization bundle, VDI Complete. This includes industry-standard VMware tools, including VMware Horizon Advanced or Enterprise Editions.

VDI Complete is one-stop shop to implement the infrastructure and endpoints for a hyper-converged architecture for desk-centric workers.

Dell servers provide the perfect platform for running the virtualization environments, via Dell EMC vSAN ReadyNode or VxRail solutions. The former is based on powerful R640 and R740 servers as well as FX2 architecture and XXX blades, while the latter uses VxRail E Series or V Series hardware. Dell also provides networking hardware that's optimized for virtualization in the shape of its S4000 Series switches, which are available as copper or fiber versions. These also have a clear cost advantage over the competition.

Dell Financial Services

Another key aspect of making this configuration as seamless as possible isn't just the hardware or software, but how the solution can be purchased and delivered. A Dell Financial Services 12-month rolling contract shifts the expense from capital cost to monthly overhead, and smooths out the spikes of a large procurement when an upgrade is required.

The hardware endpoint can be supplied as a per-user, per-month fee, and so can the back-end hardware and software. Both can be rolled into one monthly subscription, so Dell's provision can fit into a solid and predictable budget stretching over a number of years, with room to grow as needs arise. The Dell EMC flexible consumption model lets your provision change along with your company's needs.

Talk to your Dell EMC partner about how you can benefit from the full Dell Technologies portfolio.
workforcetransformation.com

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Windows 10 Pro means business.

 Windows 10 Pro

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