

For Software Assurance Customers

# Microsoft® Desktop Optimization Pack for Software Assurance

## → Dynamic Desktop Solutions



Enterprise IT infrastructures are increasingly complex to manage. The Microsoft Desktop Optimization Pack for Software Assurance addresses the need to increase manageability and reduce complexity. It is a dynamic desktop solution, available to Software Assurance customers, that employs innovative technologies to **increase desktop manageability, reduce the total cost of ownership, and improve overall infrastructure satisfaction.**

### PC Manageability Challenges

Managing desktops across an enterprise is often time-consuming, complex, and costly. IT organizations face difficult PC manageability tasks on a daily basis. **How many of these issues plague your organization?**

- IT staff spends too much time and resources deploying, upgrading, supporting, and terminating applications
- Managing corporate images is tedious and labor-intensive
- End-users lose productivity when you deploy new applications, upgrades, and patches
- Group policy changes have an unexpected adverse affect on desktops

- End-users require administrative rights on their desktops to run select applications, thereby putting systems at risk
- Maintaining an inventory of software assets is time consuming and complex
- PC crashes impacting user productivity and losing valuable data

**The Microsoft Desktop Optimization Pack for Software Assurance** can transform the way you manage these challenges. It will enable you to better control the desktop, accelerate and simplify desktop deployments and management, and enable IT to provide highly responsive service.

### Extending the Benefits of Software Assurance

#### Take control of the desktop

Ease change management and roll backs, enhance group policy management, reduce downtime, and provide end users with on demand access to applications for which they are assigned.

- **Lock down desktop** permissions and Group Policy Objects (GPOs) while the virtual applications still execute with centralized control of application permissions.
- **Applications are delivered on demand** to clients, improving the time it takes to recover users from desktop failures.
- **Centralized, policy-based management**—including deployment, patching, updating, and application termination—is intelligently managed for all types of users via policies and administered through a single console.
- **Real-time application usage tracking** makes it easy to determine how applications are or are not being used so customers can better manage license compliance.
- **Software inventory management** enables IT to better manage and control the software environment and reduce TCO.
- **OS images are consolidated and stabilized** because applications are decoupled from the OS and delivered on demand.

#### Accelerate desktop deployment, management, and responsiveness

Accelerate and simplify desktop deployments and migrations with application virtualization and streaming—reducing end-user downtime, decreasing IT management costs, and increasing IT agility.

- **Virtualization enables applications to run as network services—without ever being installed—on demand.** Applications run reliably without conflicts, increasing user uptime, and accelerating deployments and OS migrations.
- **Application compatibility conflicts and regression testing** are eliminated by isolating all key components of the application from the desktop.
- **IT help desk call volume is dramatically reduced** by eliminating application conflicts. Users have a more reliable desktop experience.
- **Troubleshooting tools** pinpoint problems, and recover and repair PCs. Post-crash analysis provides intelligence that helps prevent future PC failures.
- **Applications are universally available** to users in multiple client environments including desktops, laptops, and terminal servers, with a centrally managed infrastructure.
- **Application management lifecycle is simplified and accelerated;** IT responsiveness and end-user uptime are significantly improved.

## Transform software into centrally managed services

Build the foundation for a dynamic infrastructure.

- **Dynamic enterprise is created through a virtual IT environment** where applications can be delivered and managed as on demand virtual services.
- **End-users can get their applications from any licensed Windows desktop**, like a web page.
- **IT can easily assign new computers** since they can offer a generic image to all users.
- **IT can easily replace hardware** since applications and users are not bound to specific computers.
- **Facilitates business continuity planning** by allowing users go to any computer on the network and instantly get to their own applications.<sup>1</sup>

## Technologies Included in Microsoft Desktop Optimization Pack for Software Assurance

### Microsoft SoftGrid® Application Virtualization

Deploy software applications that are never installed and never require regression testing, yet follow users anywhere, on demand. Turn Windows applications into centrally managed virtual services that are delivered to any desktop or laptop client worldwide. Integrate and manage within Microsoft SMS.

*"Using this technology, Alamance Regional Medical Center eliminated over 200 hours spent annually on regression testing and anticipates saving more than \$1.5 million in application management costs over a three-year period."*

**ANDY GERRINGER**  
SENIOR NETWORK ADMINISTRATOR,  
ALAMANCE REGIONAL  
MEDICAL CENTER

### Microsoft Asset Inventory Service

Reduce application management lifecycle TCO through advanced software inventory scanning and by translating inventory data for more than 430,000 titles into useful, admin-friendly information available on demand. Delivered as an easily administered, hosted service.

*"The rapid set up time, ease of use and effectiveness positioned us to recover our investment eight times within 90 days of initiating the deployment. The capabilities of the service are a good compliment to our on-premise management platform by providing further reach for discovery and efficient Software Asset Analysis tools"*

**TERRY BLAKE**  
DIRECTOR IT PROCUREMENT,  
EXPEDIA, INC.

### Microsoft Advanced Group Policy Management

Help IT take control of the desktop through effective change management, versioning, and roll-backs via GPOs, and a robust role-based administration and delegation model.

*"Microsoft did administrators a huge favor by introducing the Group Policy Management Console (GPMC). With Advanced Group Policy Management, they enhanced the console, integrating change control, role-based delegation, difference reporting, offline editing, workflow, templates, and more, right into the existing GPMC. Because Group Policy setting changes have the ability to immediately impact every computer on a network, these features are essential to a managed Group Policy environment."*

**DAN TWING**  
VICE PRESIDENT,  
ENTERPRISE MANAGEMENT  
ASSOCIATES

### Microsoft Diagnostics and Recovery Toolset

Quickly repair unbootable or locked-out systems, restore lost data, remove malware from infected systems while the system is safely offline using existing antivirus software, and diagnose system and network issues.

*"This toolset enabled UMC Health System to restore client devices instantly without rebuilding them—saving up to six hours per instance. This helps the hospital keep its critical systems running, so they can effectively track where patients are going, process lab information, and make data available to clinicians."*

**DAVID SMITH**  
TECHNICAL SUPPORT MANAGER,  
UMC HEALTH SYSTEM

Rely on Microsoft Desktop Optimization Pack for Software Assurance to control your desktops, accelerate software deployment and management, and improve IT responsiveness and end-user uptime. The Microsoft Desktop Optimization Pack can help you reduce the TCO of your entire enterprise-wide application management lifecycle and create the foundation for an agile, services-oriented infrastructure that supports long-term organization growth.

Learn more about Microsoft Desktop Optimization Pack for Software Assurance at <http://www.windowsvista.com/optimizeddesktop>.

Microsoft  
**Desktop Optimization Pack**  
for Software Assurance

<sup>1</sup> Using Microsoft Desktop Optimization Pack for Software Assurance does not change licensing requirements for applications delivered and managed through this solution. Refer to your application license terms.