

BUILDING THE BUSINESS CASE ON VDI FOR PROFESSIONAL GRAPHICS

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THIS SESSION

1. VDI Challenges
2. Building the Business Case
3. Customer Cases
4. Sponsorship
5. Challenges Revisited



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Virtual Infrastructure Solutions for
Professional Graphics

MSc Business Administration
Citrix Certified Expert



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Business case

Sponsorship

Computing
Infrastructure

End user
behavior

Application
compatibility

Data security

Software
licensing

Project
method

Networking
prerequisites

Rack space &
power supply

Maintenance
plan

Disaster
recovery plan

Business case

Centralize IT
management

Global talent
base

Secure IP

Support M&A
initiatives

Support new
market entries

Improve time-
to-market

Work from
home

Mobile device
access

Longer
infrastructure
life cycles

Scalable
computing
infrastructure

Temporary
access to
consultants

Costs
(fixed / variable)

Revenue
(price x transaction volume)



External forces, Regulation & Competition

- Market prices
- Suppliers
- Trade zones

- Entry barriers
- Organization
- Location

- Complements
- Substitutes
- USPs

- Channels
- Warehouse
- Timing

- Demography
- Trends
- Economy

ISV DISTRIBUTOR

+300 EMPLOYEES

+20 OFFICES IN EUROPE

CHALLENGE

FLEXIBLE ACCESS

DRIVER

REVENUE

SPONSORS

IT & SALES

MANUFACTURING

+5 000 EMPLOYEES

+10 SITES GLOBALLY

CHALLENGE

M&A / NEW SITES

DRIVER

PRODUCTION STATE

SPONSORS

IT & OPERATIONS

CONSTRUCTION

+10 000 EMPLOYEES

+50 OFFICES IN NORDICS

CHALLENGE

DATABASE ACCESS

DRIVER

LEAN PROJECTS

SPONSORS

IT & HR, MANAGEMENT

TCO factors

Capital Expense

- (A) Equipment cost
- (B) Software cost
- (C) Installation cost

Operating Expense

- (D) Support cost
- (E) Maintenance cost
- (F) Power cost
- (G) Rack cost
- (n) Length of the analysis period
- (r) Cost of capital (WACC)

$$TCO = \sum_{i=0}^n \frac{A + B_i + C_i + D_i + E_i + F_i + G_i}{(1 + r)^n}$$

Return factors:

- Lower costs
- Increased revenue
- Improved capital

RECOMMENDED PERFORMANCE MONITORING TOOLS

- CPU performance: CPU-Z
- GPU performance: GPU Caps Viewer
- Disk performance: PerfMon
- Benchmark: PassMark PerformanceTest v.8.0
- Benchmark: SPECviewperf 12.0.2 (updated 10/3-'15 for virtual environments)
- Frames per second: HDX Monitor
- **User Experience – Interviews and shared sessions!**

USER EXPERIENCE MEASUREMENTS

- User session initialization
- Application startup
- User interface responsiveness
- Image quality and compression artefacts
- "Lip-sync", multiple media streams
- Peak load impact

GAIN SPONSORSHIP ALSO OUTSIDE IT DEPARTMENT

NARROW DOWN THE CASE, LESS IS MORE

DO NOT FORGET RETURN FACTORS

Please complete the Presenter Evaluation sent to you by email or through the GTC Mobile App.
Your feedback is important!

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