

For Software Assurance Customers

Microsoft® Desktop Optimization Pack for Software Assurance

- Microsoft Application Virtualization
- Microsoft Asset Inventory Service
- Microsoft Advanced Group Policy Management
- Microsoft Diagnostics and Recovery Toolset
- Microsoft System Center Desktop Error Monitoring
- Microsoft Enterprise Desktop Virtualization

→ 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 (TCO), 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 desktop operating systems and applications.
- Managing corporate images on physical and virtual desktops is tedious and labor-intensive.
- End users lose productivity when you deploy new applications, upgrades, and patches.
- IT invests many resources in reconstituting corporate desktops to drive business continuity, or incorporating different IT environments, such as subsidiaries, branch offices, and offshore operations.
- Group policy changes have an unexpected adverse effect on desktops and ensuring that virtual desktops adhere to corporate policies is difficult.
- End users require administrative rights on their desktops to run select applications, thereby putting systems at risk, and IT staff grapple with the trade-off between control over laptops and user flexibility.
- Maintaining an inventory of software assets is time-consuming and complex.
- PC crashes impact user productivity and lose 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 rollbacks, enhance group policy management, reduce downtime, and provide end users with on demand access to applications for which they have permission.

- **Lock down desktop** permissions and Group Policy Objects (GPOs) while the virtual applications still execute with centralized control of application permissions. Gain control of corporate applications and data by applying strict corporate policies in a locked down corporate

virtual machine, while enabling user flexibility to run personal applications on the laptop itself.

- **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 operating system (OS) and delivered on demand.
- **Easily deploy and manage Virtual PC images on desktops**, including applying corporate policy and usage permissions to Virtual PCs.

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 and OS compatibility conflicts and regression testing are eliminated** by isolating all key components of the application from the operating system, and leveraging virtual PCs to migrate to the latest version of Windows® while supporting legacy applications.
- **IT helpdesk call volume is reduced** by eliminating application and OS conflicts, and making desktop virtualization “invisible” to users. Users have a more reliable desktop experience.
- **Troubleshooting tools** monitor and pinpoint problems, and recover and repair PCs. Post-crash analysis provides intelligence that helps prevent future PC failures.
- **Applications and enterprise desktops are universally available** to users in multiple client environments including desktops, laptops, and terminal

