

Nominee: Dell Cloud Client Computing

Nomination title: Dell Precision Appliance for Wyse

What are your product's / solution's key distinguishing features and/or USP?

The Dell Precision Appliance for Wyse, the industry's first ISV-certified virtual workstation appliance solution. The appliance is designed from the ground up to deliver workstation class user workspaces and it eliminates much of the complexity and need for in-house expertise traditionally required to implement and manage virtualization solutions – something that, historically, has held some organisations back and prevented them from realising the full benefits of virtualization. Using the Dell Precision Appliance for Wyse straight out of the box, staff with limited experience can deploy a powerful virtual workstation environment not in days or weeks but in a few hours.

The Dell Precision Appliance for Wyse enables organisations in a variety of industries – from media and entertainment to engineering to exploration and energy – reap the benefits of ultra-powerful, workstation-class computing without compromising on user experience or performance. Dell has worked closely with the ISV community to validate and certify their software on the Dell Precision Appliance for Wyse so that organisations can deploy and run workstation class applications, such as Autodesk AutoCAD, Dassault SolidWorks, Siemens PLM & PTC Creo, with confidence.

What tangible impact has your product/solution had on the market and your customers?

As a simplified and cost effective solution, the Dell Precision Appliance for Wyse makes high-performance virtual workstation computing accessible for SMEs and a wider audience of industries and organisations than ever before.

Across the plethora of industries that benefit from Dell virtualized workstation solutions, retaining secure control over intellectual property is of paramount importance. With a virtualized workstation environment powered by the Precision Appliance for Wyse, critical proprietary data does not reside in the endpoint and never leaves the datacenter. Therefore, even if the endpoint is in some way compromised or stolen, valuable data stays secure. Data centralisation also allows organisations to provide need-based access to data as defined by its governance policy, and efficiently enforce security policies.

Virtual workstations can enable collaboration just about anywhere, without compromising security, from a variety of endpoint devices, including multicore thin clients and mobile devices. Since data is centralised securely and delivered seamlessly from the Precision Appliance for Wyse, users can simply access what's needed from their endpoint device instead of having to download huge data files onto their device, and then ship them back once done. Increasingly dispersed and mobile workforces cannot function and collaborate unless collaborative data is synchronised across the business.

As businesses and their needs change and expand, IT systems and infrastructure must adapt accordingly. Virtualized workstation environments based on the Precision Appliance for Wyse allow for unrivalled scalability, with the option to add additional appliances to rapidly expand hardware at the datacenter side or integrate new clients into the environment almost instantly. With centralised management, IT departments can efficiently manage user workspaces, provision or de-provision users, and scale up or scale down infrastructure resources as needed.

With the Dell Precision Appliance for Wyse, all of these benefits can be delivered whilst still retaining the rich, powerful workspaces and critical applications that users expect, alongside the simplified and rapid deployment of the environment.

What are the major differentiators between your product/solution and those of your primary competitors?

The primary competition for Dell's virtual workstation infrastructure offerings continues to come in the form of the status quo – specifically physical tower and mobile workstations with dedicated compute, graphics and storage that locally host apps and data. This approach cannot match the security, manageability and accessibility of centralised applications and data in a virtualized environment.

Whilst competitors are able to offer solutions for businesses to implement their own virtualized workstations, Dell's Precision Appliance for Wyse offers greater functionality all in one scalable ISV-certified solution that is unique in its ability to facilitate a rapid and intuitive deployment. Additionally, Dell's expansive portfolio across hardware and software ensures that customers can choose either the standalone appliance or a full end-to-end environment that leverages Dell's secure thin clients and is backed up by Dell's renowned support.

Please supply any supportive quotes and/or case study materials to demonstrate the value of this product/solution to your customers/partners.

Burns Engineering, Inc., a leading engineering and construction management firm based in Philadelphia, employs 200 employees including CAD/ CAM designers, architects, structural engineers and project managers, with many working out of the company's 10-plus branch sites or remotely from home. With the employees' requirements for tackling high-intensity computing workloads and the geographically dispersed nature of the business, IT Manager Bill Coffield came up against a number of IT challenges in ensuring productivity and collaboration. Deploying the end-to-end Dell Precision Appliance for Wyse solution with Wyse 5030 zero clients, the new virtual workstations environment allows users to overcome previous issues file corruptions and unsustainable data replication across branches, whilst enjoying the benefits of seamless user experience that is indistinguishable from a physical environment.

"Now my work is a lot more seamless, especially working with others, by using the Dell Precision Appliance for Wyse and Wyse 5030 zero client," says CAD Operator Alex Krause. "It's like sitting side-by-side with them and working off the same machine."

"Our other options were expensive and required on-site servers along with all their ongoing maintenance.... Compared to our available alternatives, the Dell Precision Appliance for Wyse solution saved us \$50,000 or more in deployment costs per branch site, and it is, by far, much simpler to deploy and manage." Bill Coffield, IT Manager, Burns Engineering, Inc.

Why nominee should win

- The industry's first ISV-certified virtual workstation appliance solution makes high-performance virtual workstation computing accessible for SMEs and a wider audience of industries and organisations than ever before.
- Using the Dell Precision Appliance for Wyse straight out of the box, staff with limited experience can deploy a powerful virtual workstation environment not in days or weeks but in a few hours.
- Enable collaboration just about anywhere, without compromising security, from a variety of endpoint devices. Data is centralised securely and delivered seamlessly from the Precision Appliance for Wyse, enabling a user experience that is indistinguishable from a physical environment.