



Thin Desktop has but one requirement -an underlying Microsoft Operating System. Thin Desktop leverages the Microsoft OS on a PC, Laptop or Thin Client device. Thin Desktop is an application packaged, managed, distributed and installed within Microsoft environments. Here are things we are asked about and discuss with customers and prospects regularly:

- 1) Existing images – In nearly every organization, the vast majority of existing desktops and client devices are Windows based. Generally, the deployed windows image is relatively stable, managed and complies with existing company policies and standards - The de facto standard is Windows. Management tools and management facilities are many times already in place, making deployment, management and testing of Thin Desktop easy and familiar. Pilot projects and proof of concept projects can be accomplished with relative ease, simplicity, speed and with minimal financial impact. Thin Desktop can be deployed in these environments, on existing images in minutes. WinTPC (or WinFLP for older devices) are discussed as alternate OS under item 11 below)
- 2) New images – If you wish to deploy an alternate or new Windows image, Thin Desktop is easily included and deployed using existing management resources and Microsoft deployment methodologies. Thin Desktop is easily and quickly deployed as part of a new or updated windows image. This is in sharp contrast to the deployment of a Linux image that will most likely require significant configuration, testing and documentation prior to being used as an alternative to existing images. Creation of a new Linux image requires significant testing of driver support (printer, USB Devices, display, keyboard, mouse, Network), hardware compatibility, WAN / LAN infrastructure support, Wireless support, etc. – all for each hardware device type. The creation, testing, certification, documentation and acceptance testing process can be significant, costly and time consuming – delaying implementation, adding costs and foregoing the immediate realization of ROI benefits. In most existing Windows environments, none of these concerns exist and Thin Desktop is immediately compatible - and can be installed and operational in minutes.
- 3) Ongoing support – As hardware and software changes, so does the ongoing support of these changes. Typically, Microsoft support is far ahead of Linux support for desktop / client end point devices. Also, the major virtualization vendors have all stated that initial support of connection brokers, clients, enhancements, etc. will be MS based first and open source / Linux later.
- 4) Operating System Support – Support for Microsoft Operating systems is readily available and usually in place and paid for. Linux /Open Source/Zero Client **does not** mean free. Many organizations have policies discouraging or prohibiting the use of shareware and unsupported products. This most often times mean a support or subscription agreement from a Linux / Open Source vendor. These agreements can become expensive and may require additional internal resources to administer, implement and manage. Customers report these costs far outweigh Microsoft Licensing costs. Zero Client operating systems are proprietary by vendor and always include additional cost.
- 5) Implementation – Most existing tools and utilities fully support Microsoft OS implementations and management. This normally includes imaging, deployment, management and change controls. Thin Desktop takes full advantage of these capabilities, eliminating the need for a Thin Desktop management server or management tools. Sometimes, existing enterprise tools can be

upgraded to perform some level of Linux support, but the entire Linux management methodology is often foreign or significantly different. Most often, additional skill sets must be acquired to manage both environments and to use any additional tools. If some portion of your user community continues to require or use Microsoft products, dual management environments will add costs and complexity. These implementation challenges cause delays and can represent a significant barrier to adoption.

- 6) Deployment – The reimaging process for Linux desktops can be a very labor intensive and present a complex set of deployment challenges. The limited amount of available experienced resources can become a barrier to adoption and almost always add expense and time delays to virtual desktop projects. Hardware driver issues for disparate hardware devices within an organization can significantly impact or delay a project. An image that performs well on one hardware device may not function at all on another hardware device.
- 7) Single log on – Users do not have to log to the local device. Thin Desktop performs an autologon and starts the designated program or connection. Thin Desktop presents the desired application, remote desktop or terminal services session and the user logs in directly to the session. Many customers indicate that this elimination of confusion for the user at the client device is reason enough to use Thin Desktop.
- 8) Repurposing – Thin Desktop facilitates repurposing of not only hardware, but also the OS, drivers, management tools, infrastructure and existing administrator skill sets.
- 9) Device Independence – Thin Desktop operates in the same manner on a PC, Workstation, Thin Client, Net Book or “Ultra-Mini”, assuring an identical user experience regardless of hardware device or manufacturer. When hardware devices are added or replaced, Thin Desktop enables the idea of having a ubiquitous client end point – from virtually any vendor. This approach insures flexibility, vendor independence and reduced costs. The user experience is identical, regardless of client device.
- 10) Licensing Costs – Current Microsoft licensing requirements under VDA / SA specifically favor a device utilizing a Microsoft desktop license. As a result, the use of a non- Microsoft Desktop OS (or “no” OS at all) on the client end point device leads to additional licensing and project costs. These additional costs are a barrier to adoption and decrease the overall ROI.
- 11) Availability of WinTPC to SA customers. WinTPC (Windows Thin PC) is a benefit of SA. WinTPC is a minimal configuration of Windows 7 (Nearly Identical to WES 7) - extremely easy to install and manage. It can be protected with various write filters types to prevent any permanent changes. (Some organizations see this as a way to reduce or eliminate the need for client side updates and virus protection. Thin Desktop is an excellent complement to Win TPC.

Thin Desktop is a very effective and low cost way to reduce VDI costs, complexities and adoption barriers. Thin Desktop accelerates and simplifies implementation of VDI strategies by providing a low cost way to act and implement immediately. By minimizing both immediate OPEX and CAPEX expenditures, Thin Desktop acts as bridge to future software and hardware capabilities that may emerge.

These are some of the key items we hear and discuss regularly. The ease of use, implementation and simplicity of Thin Desktop makes it a very attractive alternative for both short term and long term goals. We have a wide variety of “less significant items” that may have significance in some environments. These topics may be of interest or be applicable in your environment.

For more information, visit our website at [www.thinlaunch.com](http://www.thinlaunch.com)