

The Simplicity of V3 Enables VDI to Fulfill Its Promise

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The iPro IT Storage V3 VDI server platform is a turn-key, purpose built and custom tuned appliance that delivers on the industry's original promise of high performance virtual desktop infrastructure.

Each V3 appliance ships ready to drop into an existing VMware environment and begin serving up workloads in an hour or less. iPro IT Storage offers a range of appliances with densities ranging from 100 to 200 virtual Windows desktops per appliance. Employees will love working on virtual desktops guaranteed to run two to eight times faster than physical desktops. System Administrators will love how easy it is to scale capacity, reduce management costs, and eliminate performance bottlenecks.

A V3 deployment empowers IT professionals to offer end users the flexible work-styles they demand while at the same time managing the wide range of devices and cloud technologies required to support today's on-demand world. It's all part of the no compromise, next generation VDI solution from iPro IT Storage.

The Advantage of V3 Versus Traditional VDI

Virtual desktops as a secondary system have been an IT staple for many years. However, few organizations have utilized virtual desktops as a primary system due to their current drawbacks, especially latency that results in slow performance and ultimately a poor user experience. Overall, VDI has not delivered on all the promised benefits to organizations, let alone allowed them to completely replace their physical desktops with virtual desktops.

For desktop replacement virtualization to be successful, the first critical item to be addressed is simplicity in deployment, along with high efficiencies in management, power, and cooling. The second critical item is performance -- users need to have an optimal experience. Figure 1 depicts how the V3 appliance delivers a superior approach, which makes deployment far simpler, more effective and less costly. A V3-powered VDI deployment actually motivates organizations to pursue widespread deployment.

Guaranteed Deployment & Scalability, Simplifies Traditional Approach

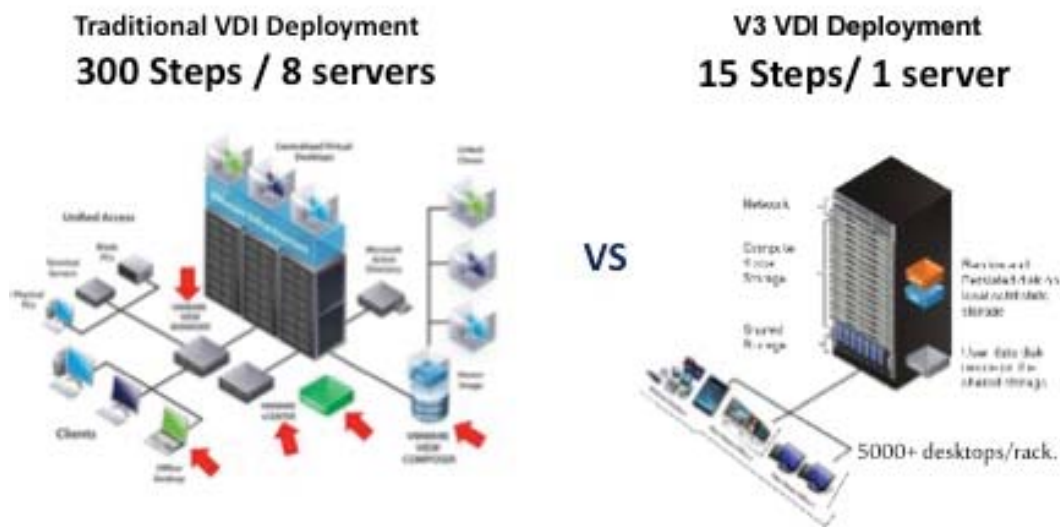


Figure 1

Comparing Traditional VDI Versus VDI

Traditional VDI	V3 Appliance-based VDI
Lengthy, complex, costly, disruptive, unpredictable install	Appliances arrive pre-provisioned enabling installation in hours, not days.
Poor user experience	V3 appliances eliminate latency
Complex storage infrastructure requirements	No SAN required.
Burdensome administration, management, and training requirements	V3's DCO management software simplifies administration and training.
Vulnerability to outages	Local pools/storage and replication maximize uptime and business continuity
Unpredictable cost of scalability	Integrated storage eliminate costly and unpredictable compute and SAN upgrades

The V3 Performance Advantage

The second factor that must be addressed is to enhance the end user's compute experience. This is where the simplified yet elegant approach of the V3 appliance creates much better price/performance and more satisfied end users. Figure 2 demonstrates the advantage of the V3 appliance for improving the compute experience of end users.

V3 Enhances End User Experience

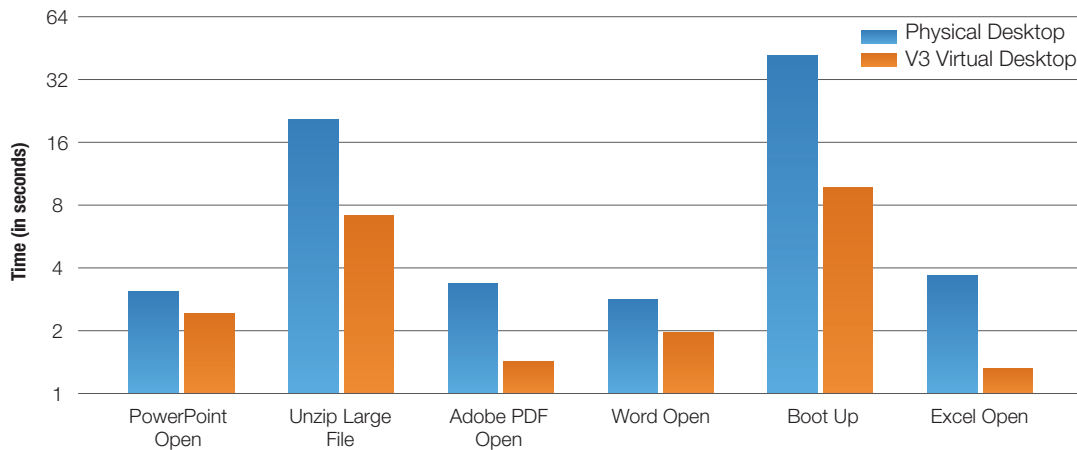
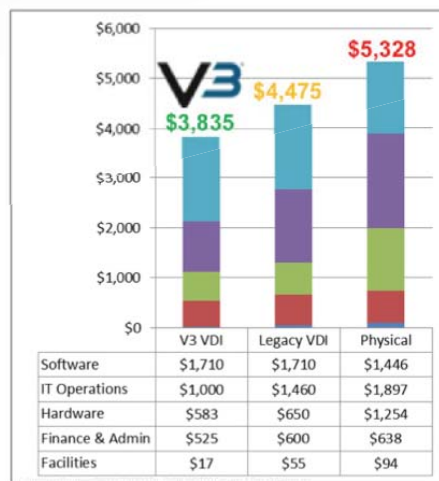


Figure 2

The Economic Advantage of V3

The combination of greatly reduced deployment cost and complexity along with a much improved experience for administrators is how a very compelling story for the total cost of ownership of a V3-based VDI infrastructure. Figure 3 shows that a V3 appliance has an annual operating cost of under \$4,000. In contrast, legacy VDI annual costs exceed \$4,500 and physical desktop annual costs exceed \$5,000.

5 Year TCO Comparison: Substantial Savings with V3



V3 Features and Benefits

Key V3 Feature	Function	Benefit
Architected for maximum performance	Significantly more responsive desktops	Superior user experience
Accommodates all users	Support persistent and non-persistent desktops	Migrate workforce to low-cost, high-performance VDI
Purpose-built appliance	Designed for the workload	Simplify deployment, management, scaling
Appliances are pre-provisioned onsite	Shorten time to deployment	Minimize deployment cost, and disruption
Integrated management console	Simplify and easily scale management	Effectiveness with no special training to manage VDI
Built-in fault tolerance	Local replication and failover	Maximum uptime and business continuity
Effortless, predictable, and massive scalability	Stack and scale to provide up to 10,000 virtual desktops	IT accurately forecast needs, costs, and results without surprises
Simplified data storage	Built-in high performance storage with NAS for additional needs	Complete control over security
Highly secure desktop computing	No data is transferred or stored on users' desktop	Complete control over security
Family of VDI appliances are available	V3 appliances accommodate 50, 100, or 200 desktops each	Buy what you need when you need it.
Dramatically superior TCO and flexibility versus physical desktops	Less HW, training, overhead,. Better user experience. More reliable. Less power and cooling.	Better performance at a lower cost and better ROI

Conclusion – Why V3 for a Better, Turn-key VDI Experience

V3-based VDI offers a significant number of advantages over traditional VDI and physical desktop devices. These include administrative simplicity, fast deployment, a single user-friendly management console that eases administration and predictable scalability. The result from deploying V3 is a much improved virtual desktop infrastructure (VDI) that enable scaling thousands of desktops, the flexibility to access desktops from a variety of endpoints anywhere, anytime and scalability by being able to add appliances without adding storage. V3-based appliances from iPro IT Storage also offer a compelling ROI and TCO from Day One.