

# CONNECTIONS

→ SUMMIT ←

Virtual End-User Computing

Business Resiliency & Mobility with the  
Secure Digital Workspace

**Presented By:**

Keith Qualter

XenTegra

VP | Sales & Business Development

# Agenda

- Introduction & Background
- Modern Challenges with Traditional End-User Computing Models
- Live Demo - Virtual Computing
- The Secure Digital Workspace – A New Way to Work
- Resiliency: Cloud, Multi Cloud, Hybrid
- Access Control & Security
- Q&A – Time Permitting

# Background



COURTESY: MOTOROLA ARCHIVES

# Background







- 20+ Year IT Career
- Telephony, Networking, TCPIP/FC Etc. Test, Server Virtualization, ECU
- 8 Years with Citrix
- 3 Years with XenTegra as VP of Sales
- Worked with the NCLGISA Community for many years
- Live in Wake Forest
- 7 Kids
- Love being an End User (Virtual)

# XenTegra



WW Partner of the Year  
2019 Winner



-  On-Site Data
-  On-Premise + ERP Apps
-  Company-Issued  
Desktops/Laptops
-  Office Workers
-  App + Network Traffic  
Within Datacenter
-  Datacenter On-Premise

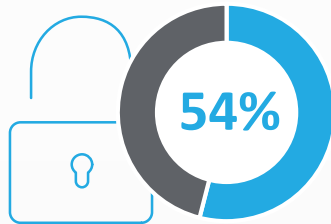


- Multiple Cloud Storage Zones 
- SaaS and Mobile Apps 
- PC's, Laptops, Tablets, Smartphones,  
Connected Things 
- Work Anywhere, Contractors,  
Multi-Generational Workforce 
- Branch Operations, and  
Hybrid-Multi Cloud 

# Forces of change

## Security Risks

The total cost of a successful cyber attack is over \$5 million, or \$301 per employee.\*



54% of companies experienced one or more successful attacks that compromised data or IT infrastructure\*

## Remote Access

From mergers and acquisitions to global expansion to disaster recovery, your users need access to their apps and data from anywhere at any time:



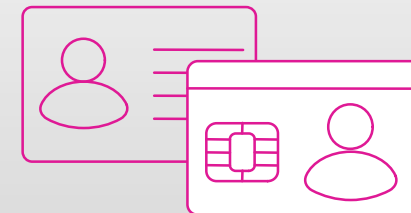
## Cloud Adoption

Forrester predicts that more than 50% of global enterprises will rely on at least one public cloud platform to drive digital transformation and delight customers



## Identity

The need for entitlements to provide specific authorizations for identity-based computing.



\* Source: [The Ponemon Institute](#)

# Challenges for business

Employees/Contractors bringing own devices regardless of BYOD policy.

Organization exposed to risks from security, compliance gaps and IT complexity.



**BYOD**



**Mobile Apps**

Rewriting apps to support mobile OS which is costly and time consuming.

No mobile apps.

Designers & Engineers stuck to workstations.  
Can't access/share designs remotely in real time.



**Designers & Engineers**



**Remote & Branch Workers**

Critical data replicated between headquarters and branch office.

Congested network connection between headquarters and branch office.



# Challenges for IT

Operating system upgrades, updates & patches on individual distributed PCs.  
Can't redirect funds towards more innovative IT initiatives.



**PC Refresh**



**Corporate Laptops**

Maintain large set of desktop images to deal with complex mix of laptop hardware.  
Problems supporting users offline or on intermittent connections.

Access and modify files locally on external devices that don't adhere to corporate standards.  
No data security.



**Contractor & Partner Access**

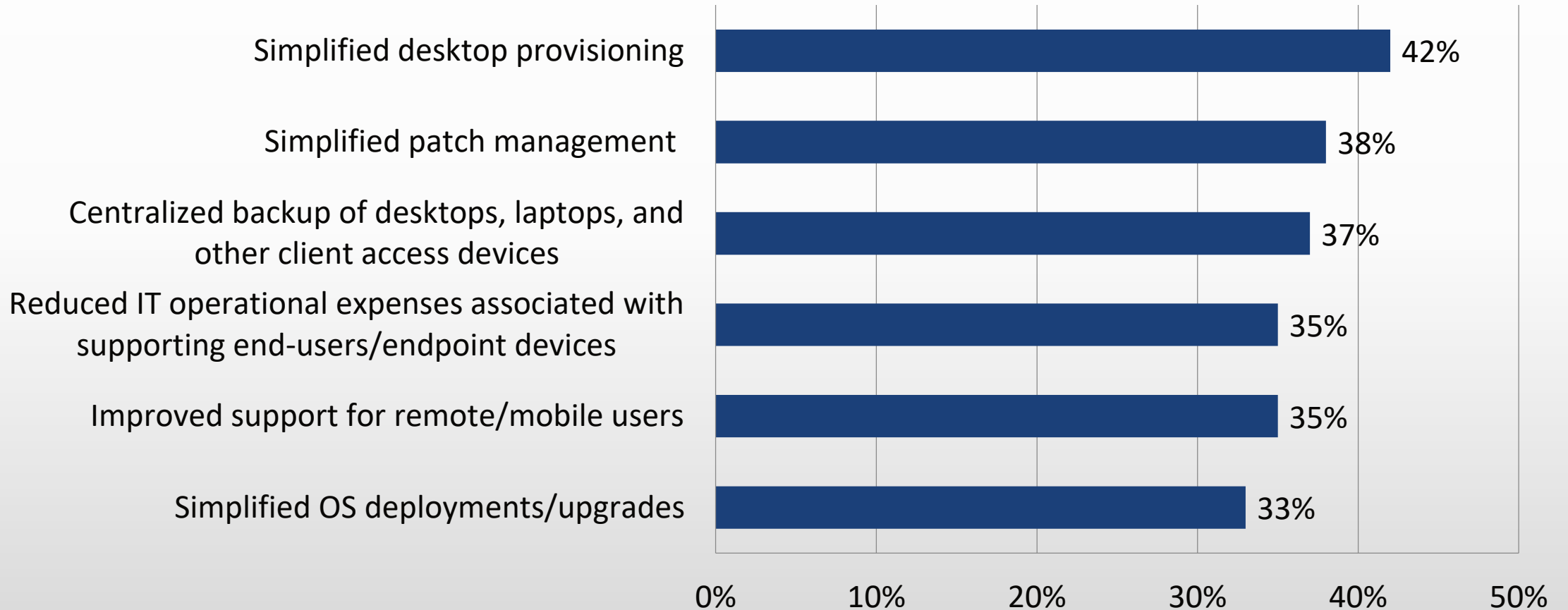


**Call Centers**

Maintain expensive office real estate.  
No flexibility to keep up with increasing business needs.

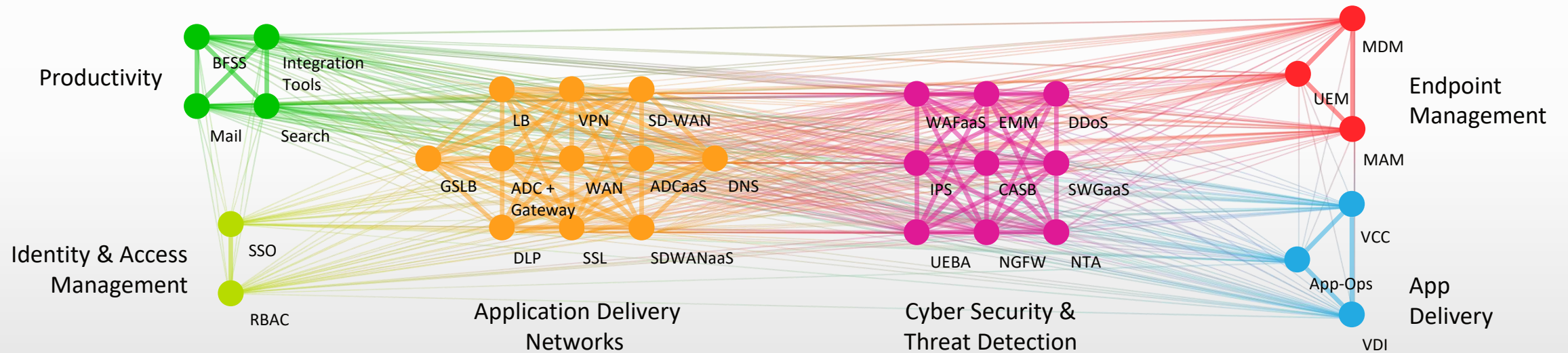
# What is driving IT demand for app and desktop virtualization?

What benefits has your organization realized as a result of deploying app and desktop virtualization solution?



Percent of respondents, N=136, multiple responses accepted) Source: Enterprise Strategy Group, 2014.

# NICHE PRODUCTS = COMPLEXITY



# Demands of the Modern Workforce

Device Flexibility (BYOD)



Work Anywhere

Self Service



Consistent Experience

Tech Savvy



Simple Security

Collaboration Tools



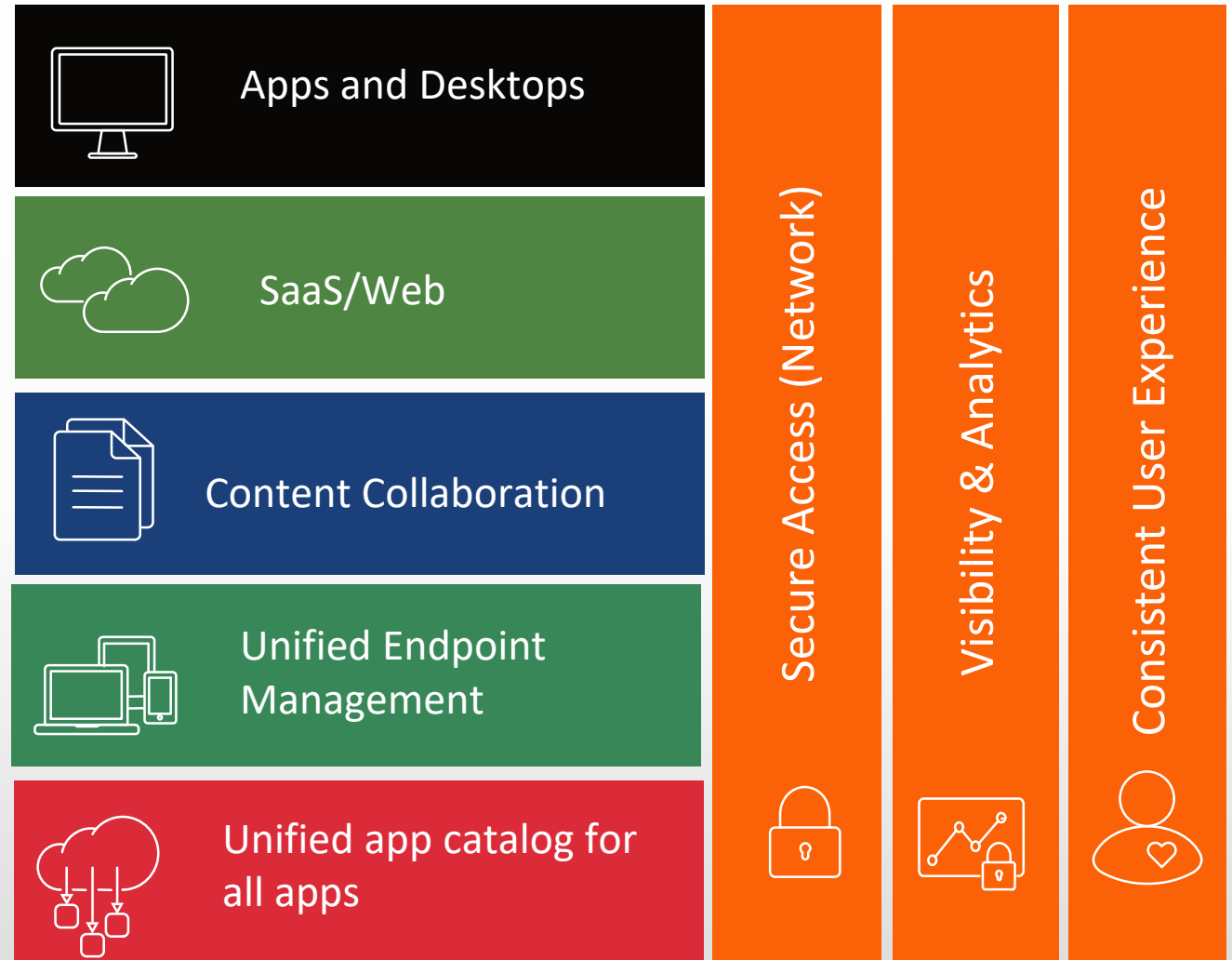
Authentication Simplicity



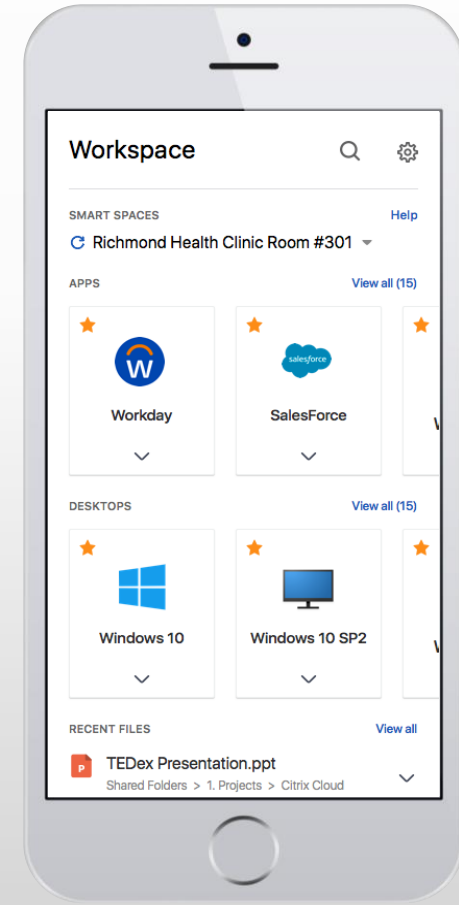
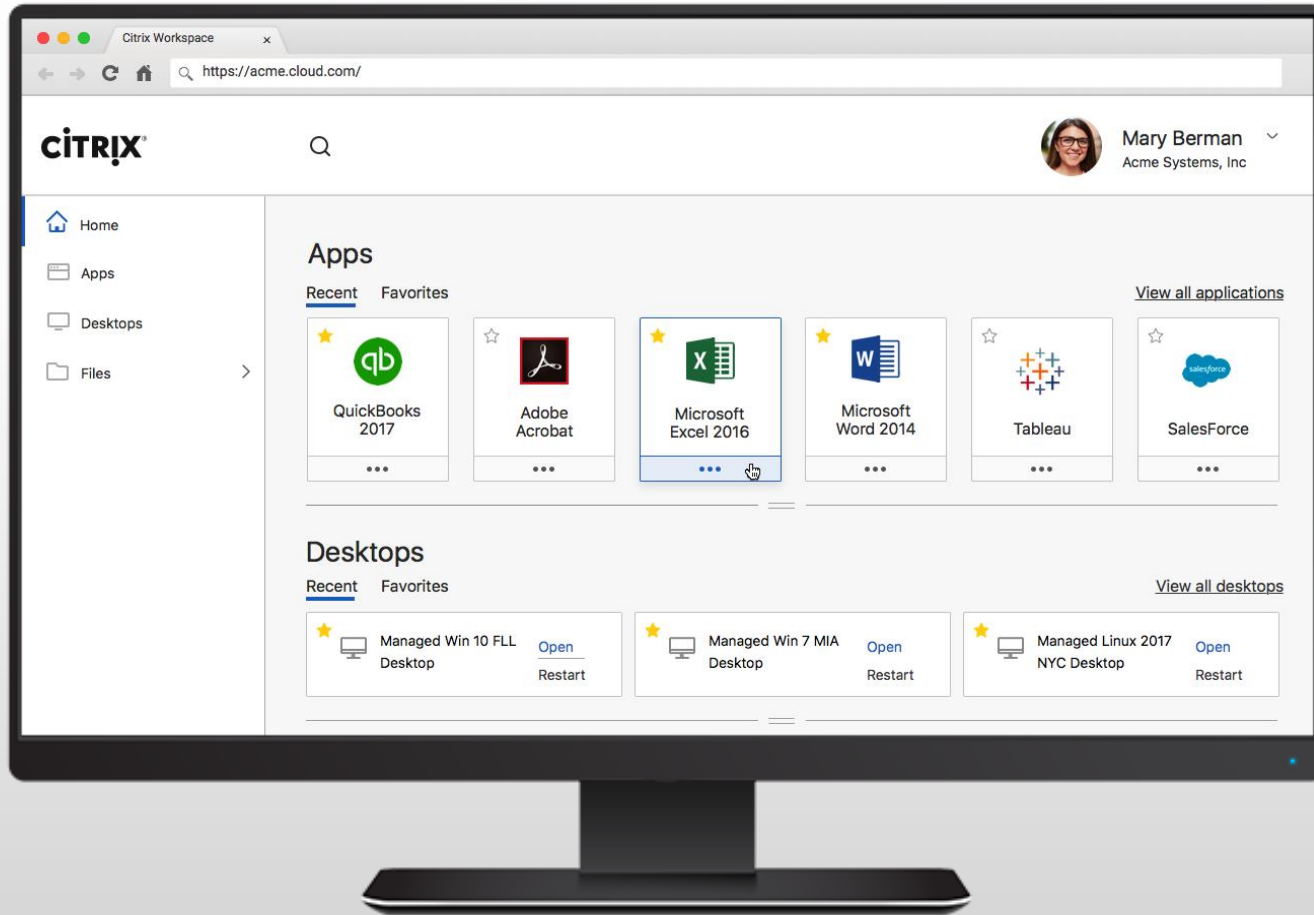
# Demo

# What's required?

## Workspace Technology Stack

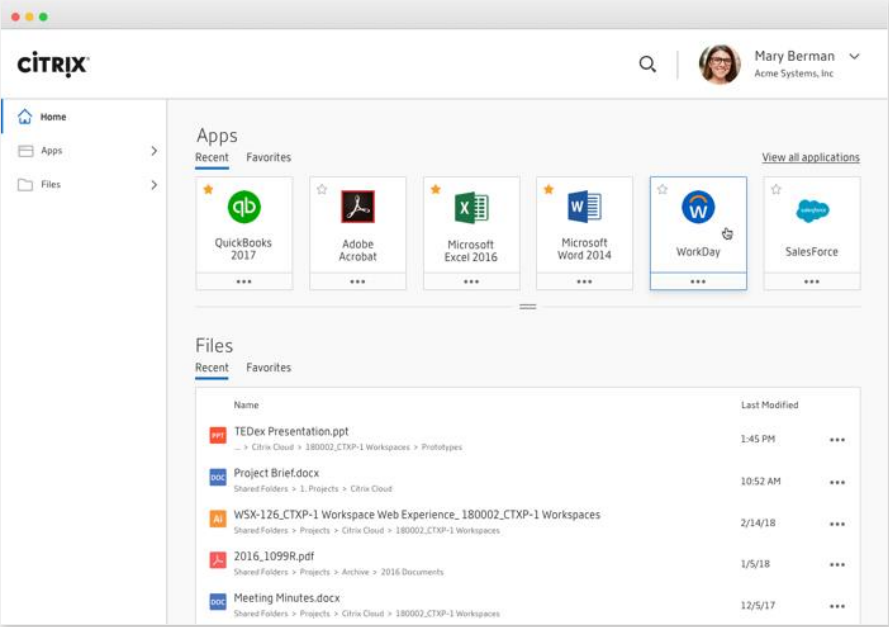


# The Digital Workspace

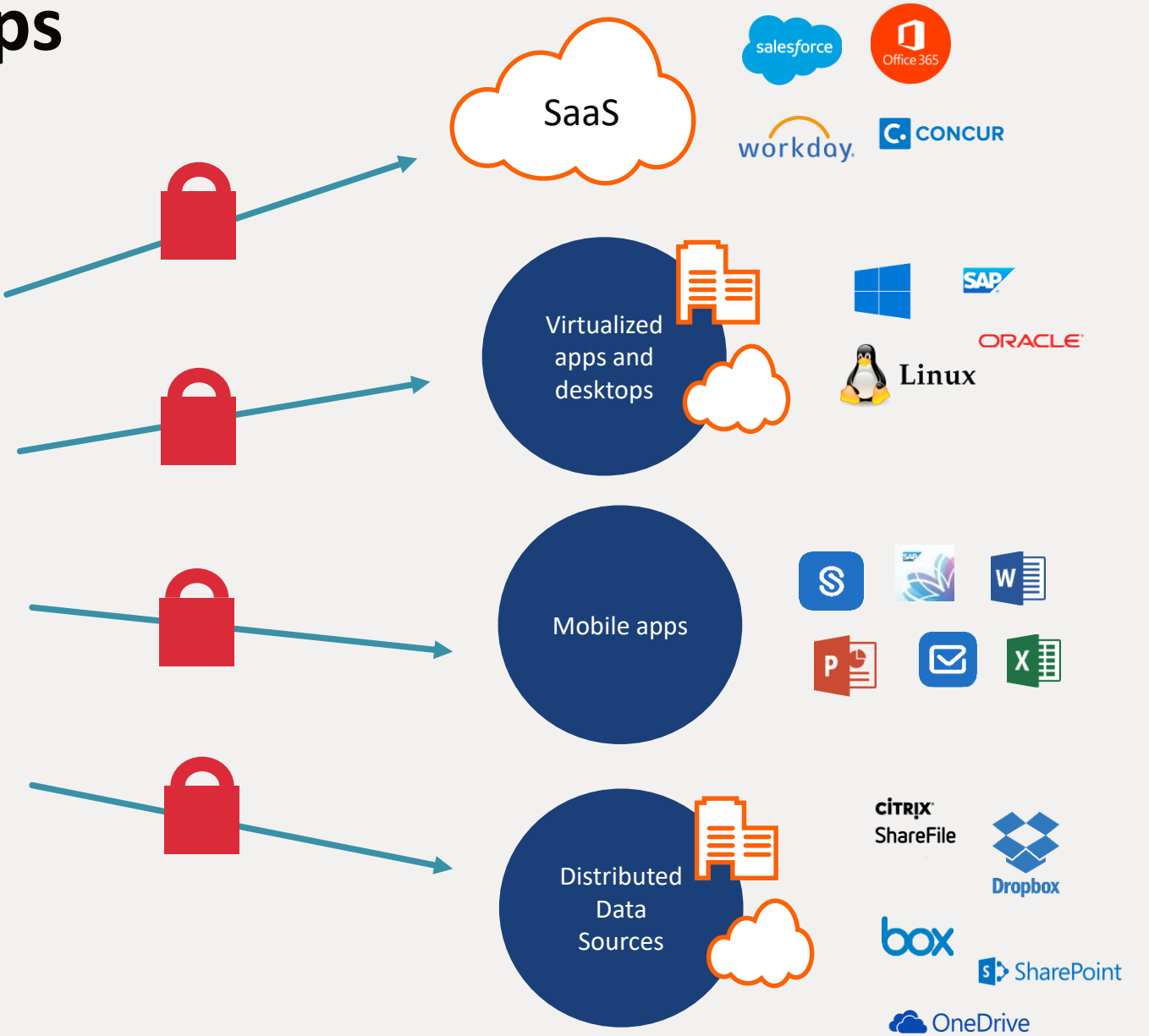




# Secure Delivery of All Apps



Single point of entry to ALL apps and data



- Home
- Apps
- Desktops
- Files

## Apps

Recents Favorites

[View all applications](#)

FaceWorks On-Prem	Google Drive	SAP 3D Viewer On-Prem	Skype Cloud	Excel 2016 Cloud	Gmail	Office 365	Salesforce
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## Desktops

Recents Favorites

[View all desktops](#)

On-Prem Desktop	Cloud Desktop
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## Files

Recents Favorites

Welcome to your Workspace!.pptx Personal Folders	...
Workspace SaaS SSO to Workday.docx Shared Folders > Workspace SaaS SSO	...
Simulated Customer Demo Conversation_4 take_v5.mp4 Shared Folders > Getting Started	...
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**On-prem Windows Apps**

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**Cloud Windows Apps**

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**Secured SaaS Apps**

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On-prem Desktop

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**Cloud Desktop**

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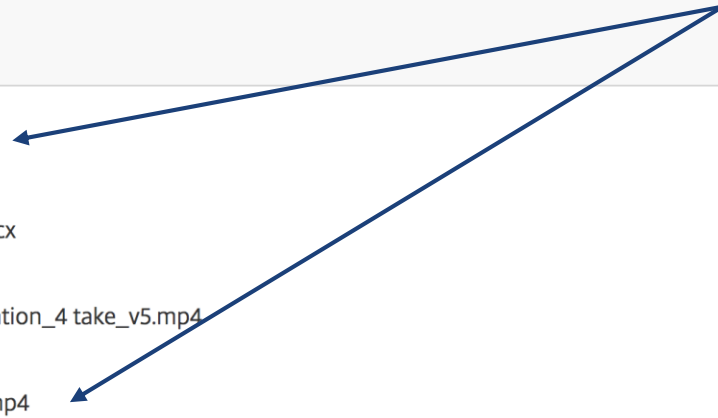
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**On-Prem Docs**





- Home
- Apps
- Desktops
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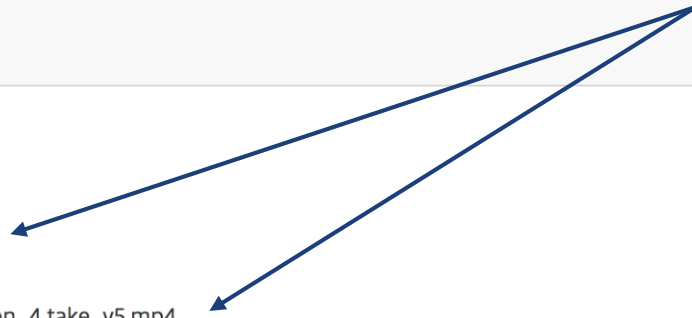
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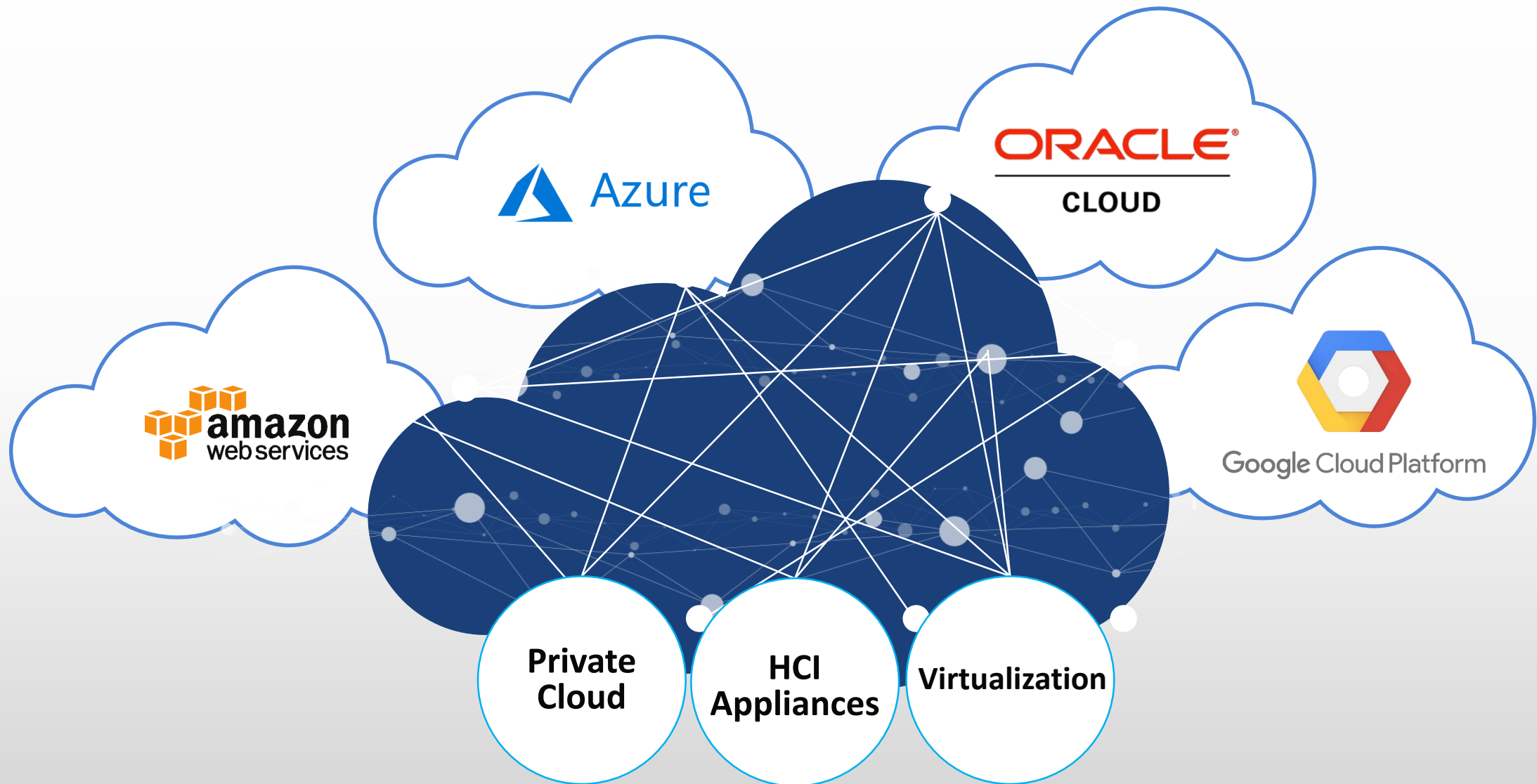
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**Cloud Docs**



# Hybrid-cloud, multi-cloud strategy





# Policy Controls

**HDX**

Session Recording

ON

Map client drives

OFF

Allow USB devices

OFF

Turn off clipboard

ON

Connect client printers

ON

# Text-based session watermarking

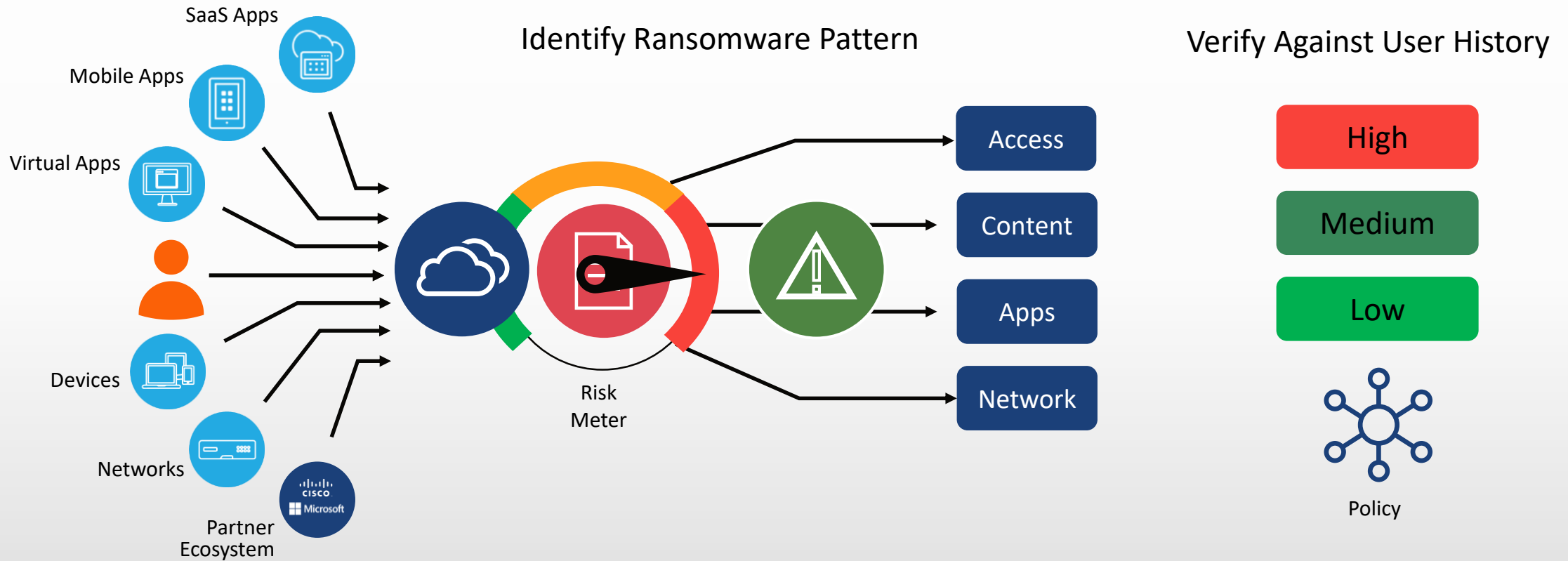


## Tamper-proof identification

- Username
- Protocol
- Hostname
- Timestamp
- Client IP address

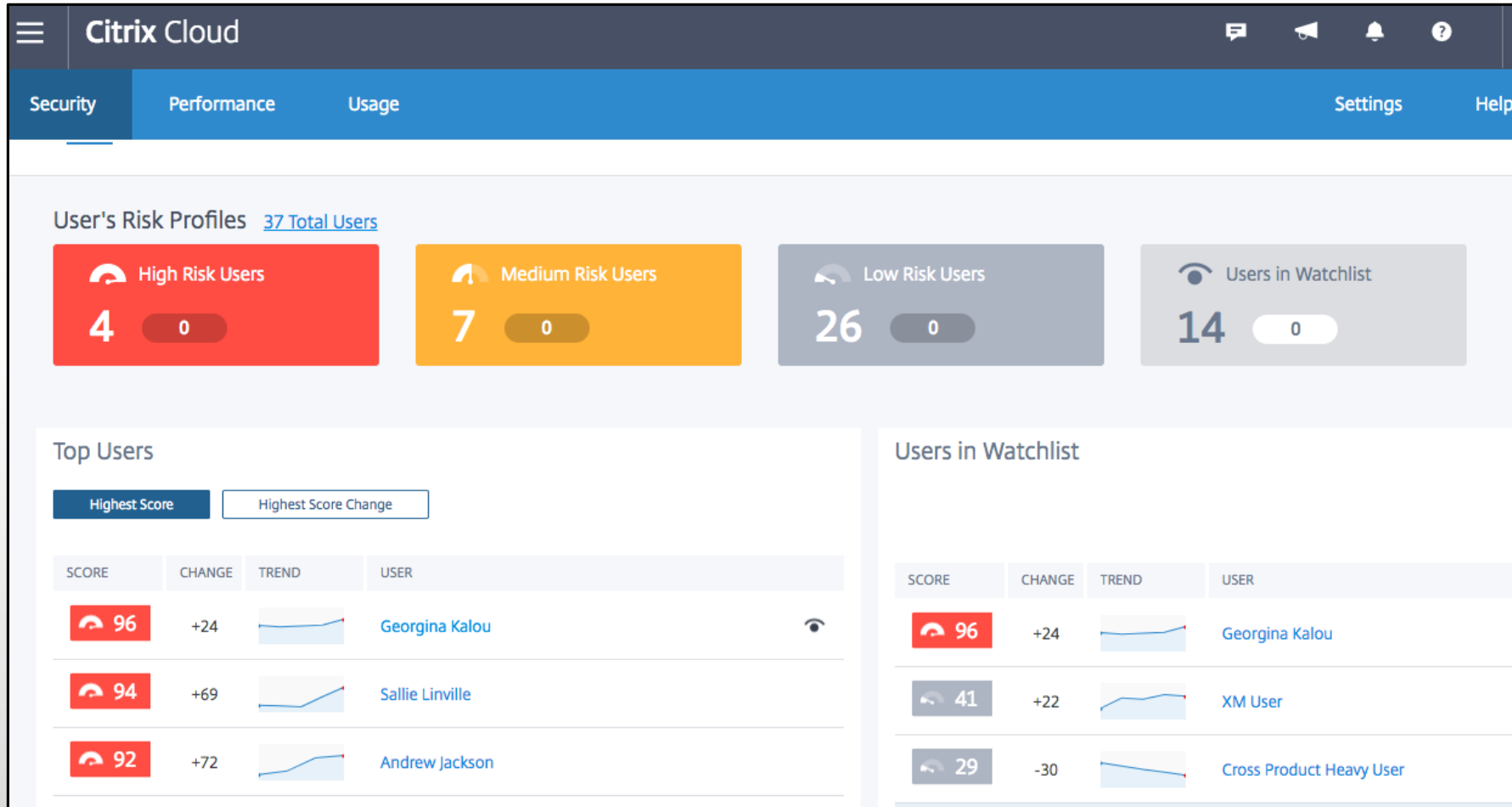


# New Risk Indicators & Actions



# Actionable analytics for closed loop security

User Behavior, Application Security, Data Security





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