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
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)
Cloud / Mobile Era

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.*

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.

50%

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:

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

* Source: The Ponemon Institute

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Challenges for business

Employees/Contractors bringing own devices regardless of BYOD policy.

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

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.

Critical data replicated between headquarters and branch office.

Congested network connection between headquarters and branch office.

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Challenges for IT

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

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

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

Maintain expensive office real estate.
No flexibility to keep up with increasing business needs.
What benefits has your organization realized as a result of deploying app and desktop virtualization solution?

- Simplified desktop provisioning: 42%
- Simplified patch management: 38%
- Centralized backup of desktops, laptops, and other client access devices: 37%
- Reduced IT operational expenses associated with supporting end-users/endpoint devices: 35%
- Improved support for remote/mobile users: 35%
- Simplified OS deployments/upgrades: 33%

NICHE PRODUCTS = COMPLEXITY
Demands of the Modern Workforce

- Device Flexibility (BYOD)
- Work Anywhere
- Self Service
- Consistent Experience
- Tech Savvy
- Simple Security
- Authentication Simplicity
- Collaboration Tools
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Demo
What’s required?

Workspace Technology Stack

- **Apps and Desktops**
- **SaaS/Web**
- **Content Collaboration**
- **Unified Endpoint Management**
- **Unified app catalog for all apps**
- **Secure Access (Network)**
- **Visibility & Analytics**
- **Consistent User Experience**
The Digital Workspace
Secure Delivery of All Apps

Single point of entry to ALL apps and data
Cloud Windows Apps
On-prem Desktop
Hybrid-cloud, multi-cloud strategy
Policy Controls

- 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

- SaaS Apps
- Mobile Apps
- Virtual Apps
- Devices
- Networks
- Partner Ecosystem

Identify Ransomware Pattern

Risk Meter

- Access
- Content
- Apps
- Network

Verify Against User History

- High
- Medium
- Low

Policy

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# Actionable analytics for closed loop security

User Behavior, Application Security, Data Security

## Top Users

<table>
<thead>
<tr>
<th>Score</th>
<th>Change</th>
<th>Trend</th>
<th>User</th>
</tr>
</thead>
<tbody>
<tr>
<td>96</td>
<td>+24</td>
<td></td>
<td>Georgina Kalou</td>
</tr>
<tr>
<td>94</td>
<td>+69</td>
<td></td>
<td>Sallie Linville</td>
</tr>
<tr>
<td>92</td>
<td>+72</td>
<td></td>
<td>Andrew Jackson</td>
</tr>
</tbody>
</table>

## Users in Watchlist

<table>
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<tr>
<td>41</td>
<td>-22</td>
<td></td>
<td>XM User</td>
</tr>
<tr>
<td>29</td>
<td>-30</td>
<td></td>
<td>Cross Product Heavy User</td>
</tr>
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</table>