EMC END-USER COMPUTING SERVICES

Upgrade and Transform Your End-Users' Experience

ESSENTIALS

- Empower users with choice of device and fast, flexible access to all their applications and data
- Simplify IT management of end point devices and apps
- Reduce risk by transitioning from device management to access management
- Reduce TCO while eliminating manual, time-consuming processes
- Maximize user productivity with highly automated self-service systems

BUSINESS CHALLENGE

As IT organizations transform themselves to become a broker of services to the business, they are finding new challenges in their end-user services. They are being faced with a proliferation of constantly-evolving end-user apps, new operating systems, mobile and desktop devices, and a myriad of ways that employees are trying to communicate—whether it's from the office, home, hotels, or planes. They are saddled with costly, complicated, and labor-intensive management processes for end point devices that often require expensive hardware refreshes and software upgrade cycles while the business is demanding immediate, frictionless access to apps and data using any device from anywhere. The deployment, support, and security required to manage and provide these services to the business has resulted in inefficient, costly IT processes.

SERVICE DESCRIPTION

EMC® can help you upgrade your end-user experience and maximize user productivity with highly automated, self-service systems that securely deliver data and applications across all devices. Our End-User Computing Services are customizable and tailored to meet the needs and vision of your organization. A transformed environment empowers users with choice of device and flexible, constant, and fast access to their applications and data.

The key to enabling this transformation is the abstraction of the user experience and applications from the operating system and the device with the packaging of apps for dynamic delivery and self-service consumption. EMC's user-centered approach involves first understanding the users, their mobility and security needs, as well as the apps and data they require to perform their roles. We then design and build an end-user environment to provide the appropriate services.

- **Characterize users**. We use a combination of automated platforms and interviews to gather detailed information about end-users, including the devices they use, the applications they access, the bandwidth they require, their performance characteristics, and other key data points that are critical to understanding real end-user productivity. With this data, we can then define the right services for them.

- **Create an end-user app catalog**. In addition to characterizing your users, transforming to a dynamic desktop environment also requires gaining control of your apps. We capture knowledge about your application usage, dependencies,

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and compatibility. We identify what needs to be rationalized, create proposed standards, and develop a normalized list of apps. We then correlate applications by usage type, align them to user classes, and map usage to specific users and devices within the organization. These standards make up your application catalog and form the basis for what can be made available in an app store.

- **Design and build a well-managed architecture**. Once the users and apps are understood, we identify the level of resources required. We'll determine if any applications or workloads would not work well in a virtualized environment. We'll perform endpoint, infrastructure capability, and capacity analysis in order to design the end-user services, automation, and foundational services such as security, print, and systems management. We'll install and configure the virtualization, automation, and management software, migrate the enterprise users, and communicate the results to you.

SUMMARY OF BENEFITS

A transformed end-user computing environment empowers users with fast, flexible self-service access to their applications and data on whatever device they choose, whenever they want. It ensures that IT management processes are automated and running efficiently. It reduces risk and protects data and intellectual property.

ABOUT EMC GLOBAL SERVICES

EMC Global Services accelerates the software-defined enterprise through world-class technical expertise and service capabilities that deliver well-run hybrid clouds, empower ITaaS providers, and enable new digital-era applications. Our 16,000+ services experts worldwide, plus global network of partners, have the skills, knowledge, and experience organizations need to get the maximum value from their EMC technology investments—with an unending commitment to an exceptional total customer experience through service excellence.

CONTACT US

To learn more about how EMC products, services, and solutions can help solve your business and IT challenges, contact your local representative or authorized reseller— or visit us at www.emc.com.

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