



ESG WHITE PAPER

Evaluating the Economic Benefits of a Modern Client Strategy

Delivering a Consistent User Experience While Solving Technical and Operational Challenges with Dell Hybrid Client

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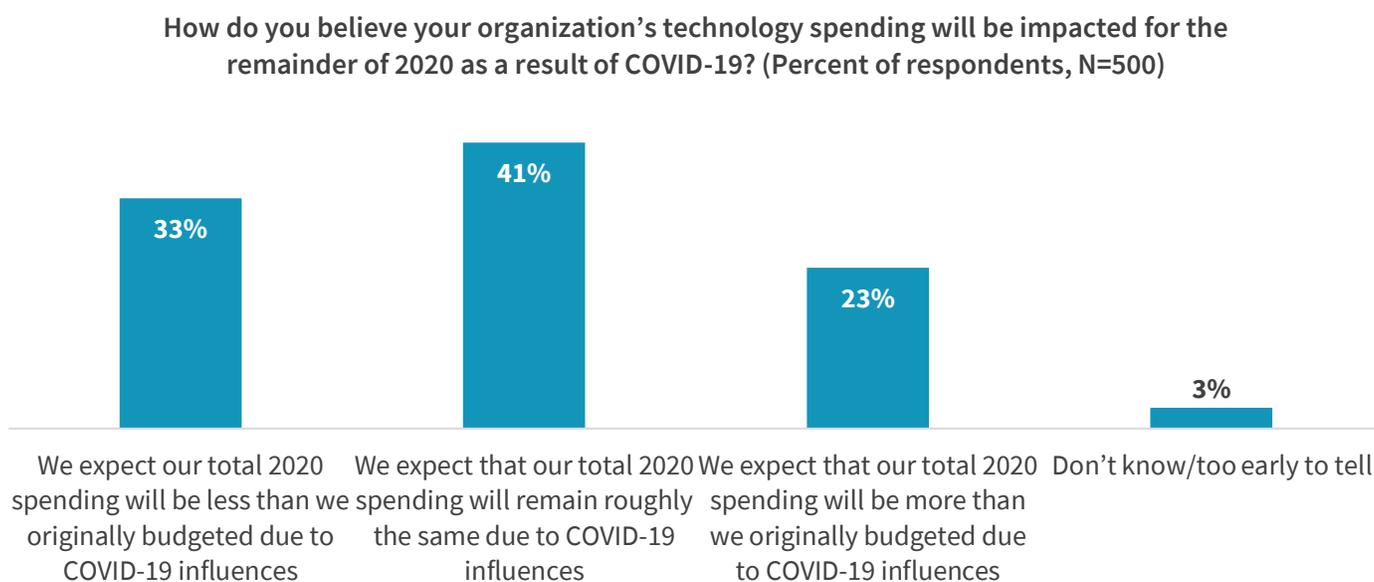
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Technical Investments Are Shifting Due to COVID-19 and Remote Workers

Since working from home became the new normal, work has become something one does rather than someplace one goes. Business leaders realize that employees require secure access to applications and data to perform their jobs regardless of device, location, or time of day. Businesses also have to prepare for back-to-work scenarios where employees can have a seamless experience inside and outside the office. The traditional desktop delivery methods used prior to COVID-19 were predictable and familiar, if not always easy to deploy, manage, and maintain. Back-to-office and remote work initiatives are changing how businesses are investing—and prompting organizations to consider and invest in a modern client approach to optimize user experience.

As decision makers consider new investment strategies, including virtualized computing, for back-to-office planning and the future of work, they are focused on spending that produces favorable economic benefits. As shown in Figure 1, while 33% of organizations expect to reduce their original CY20 technical spending, 23% expect that they will spend more than originally planned.¹ In both of these situations, it is essential to understand the CapEx and OpEx impact, and maximize return on investment (ROI).

Figure 1. 1 in 3 Organizations Will Reduce their Original CY20 Tech Spending



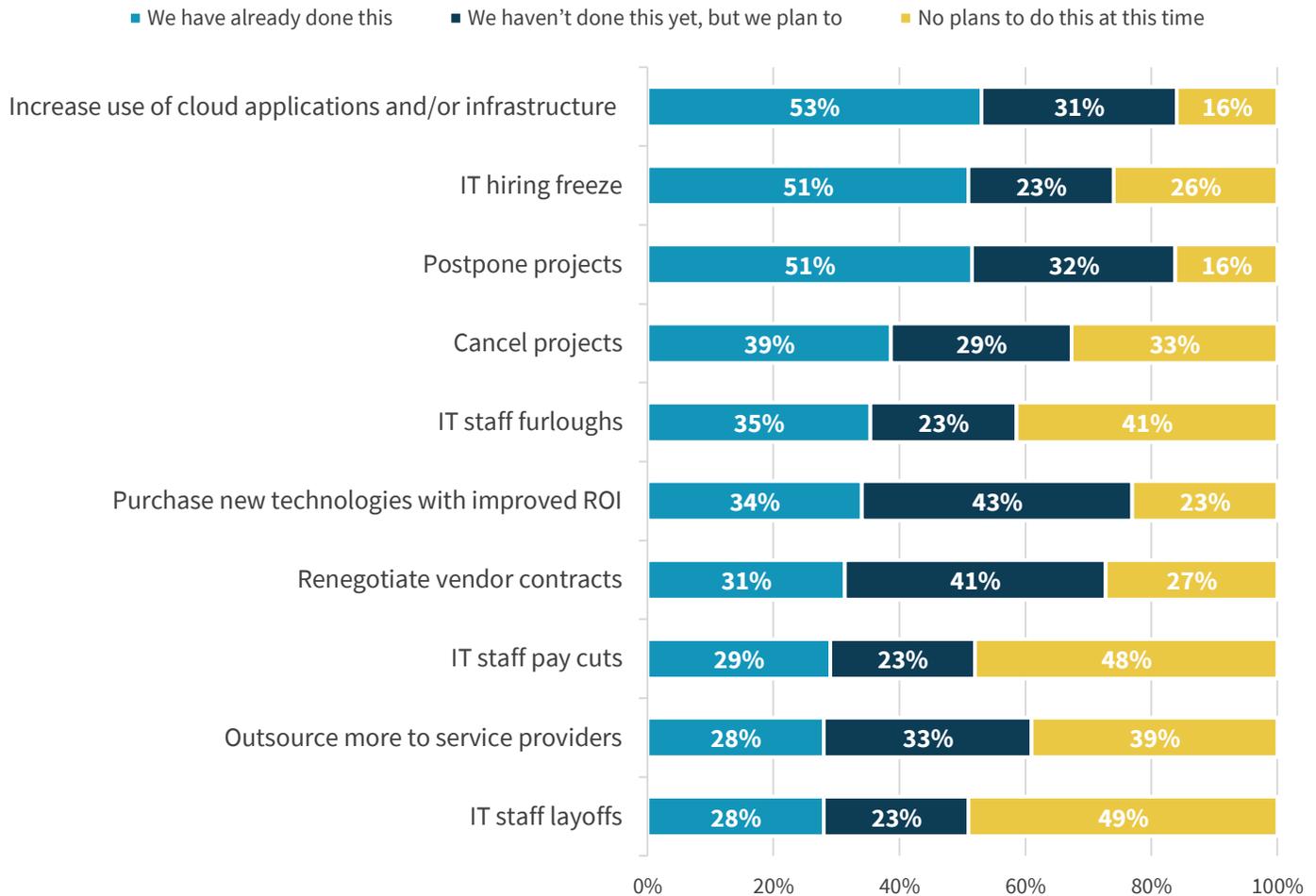
Source: Enterprise Strategy Group

As shown in Figure 2, spending priorities are impacting IT investment strategies. Companies that want to reduce IT costs or have cost containment strategies expect to increase the use of cloud applications and infrastructure and purchase new technologies with improved ROI.

¹ Source: ESG Research Report: [The Impact of the COVID-19 Pandemic on Remote Work, 2020 IT Spending, and Future Tech Strategies](#), June 2020. All ESG research references and charts in this white paper have been taken from this research report, unless otherwise noted.

Figure 2. Projects Are Postponed or Canceled and Staff Impacted, but Spending on New and Different Tech Is Also Part of the Cost Reduction Plan

Which of the following measures have been – or do you expect will be – part of your organization’s IT cost reduction or cost containment strategies for the remainder of 2020? (Percent of respondents, N=500)



Source: Enterprise Strategy Group

Reasons for Increased Spending

The survey respondents that expected to increase spending over their budgeted CY20 spending provided insights into why they plan to increase spending:

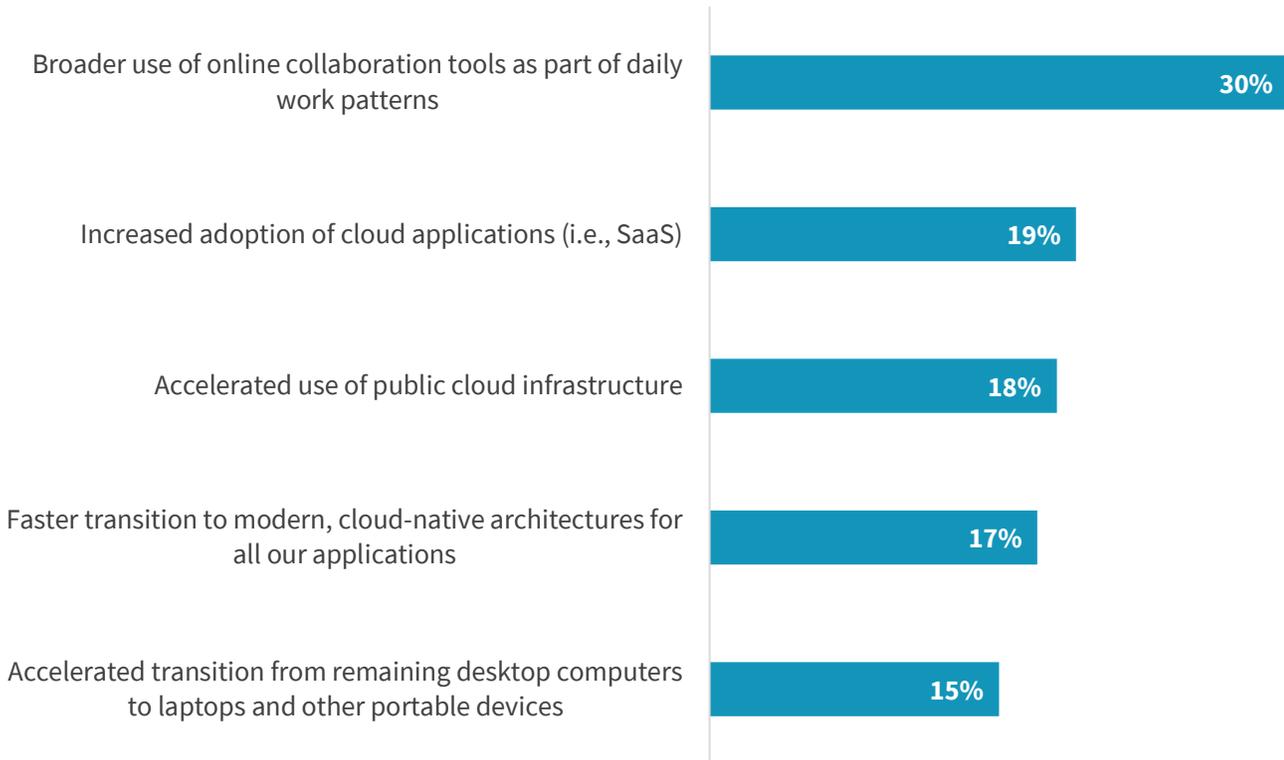
- Implement long-term technology strategies that will give us a more flexible and resilient IT infrastructure in the event of future major business disruptions.
- Enable our employees to effectively work from home.
- Support a COVID-19-related increase in the demand for our products/services (our business is growing).

other portable devices.

Beyond the importance of accelerating digital collaboration, businesses are clearly focusing their efforts on cloud applications, accelerating the use of public cloud infrastructure; transitioning quickly to a modern, cloud-native architecture of applications; and moving rapidly from remaining desktop computers to laptops and

Figure 3. The Acceleration of Digital Collaboration Mastery Is Expected to Be the Most Significant Lasting Tech Legacy of COVID-19

What do you believe will be the most significant lasting impact of the current COVID-19 business disruption on your organization’s longer-term IT strategy? (Percent of respondents, N=500, percent ranked #1 displayed)



Source: Enterprise Strategy Group

Device and form factor choice also feature into changing workforce enablement methods. The future of work mandates creates a new demand for device and delivery models. ESG discovered that more than one in four workers (26%) are now using a new device while working at home.² As back-to-office plans formalize and companies balance user productivity, IT management, and cost reduction, ESG expects to see further change in device and IT delivery strategies.

The evidence is clear. Businesses are exploring alternative ways to deliver a consistent computing experience for users while gaining economic advantages. Dell Hybrid Client, a modern client approach, delivers a computing solution that can help organizations achieve their objectives.

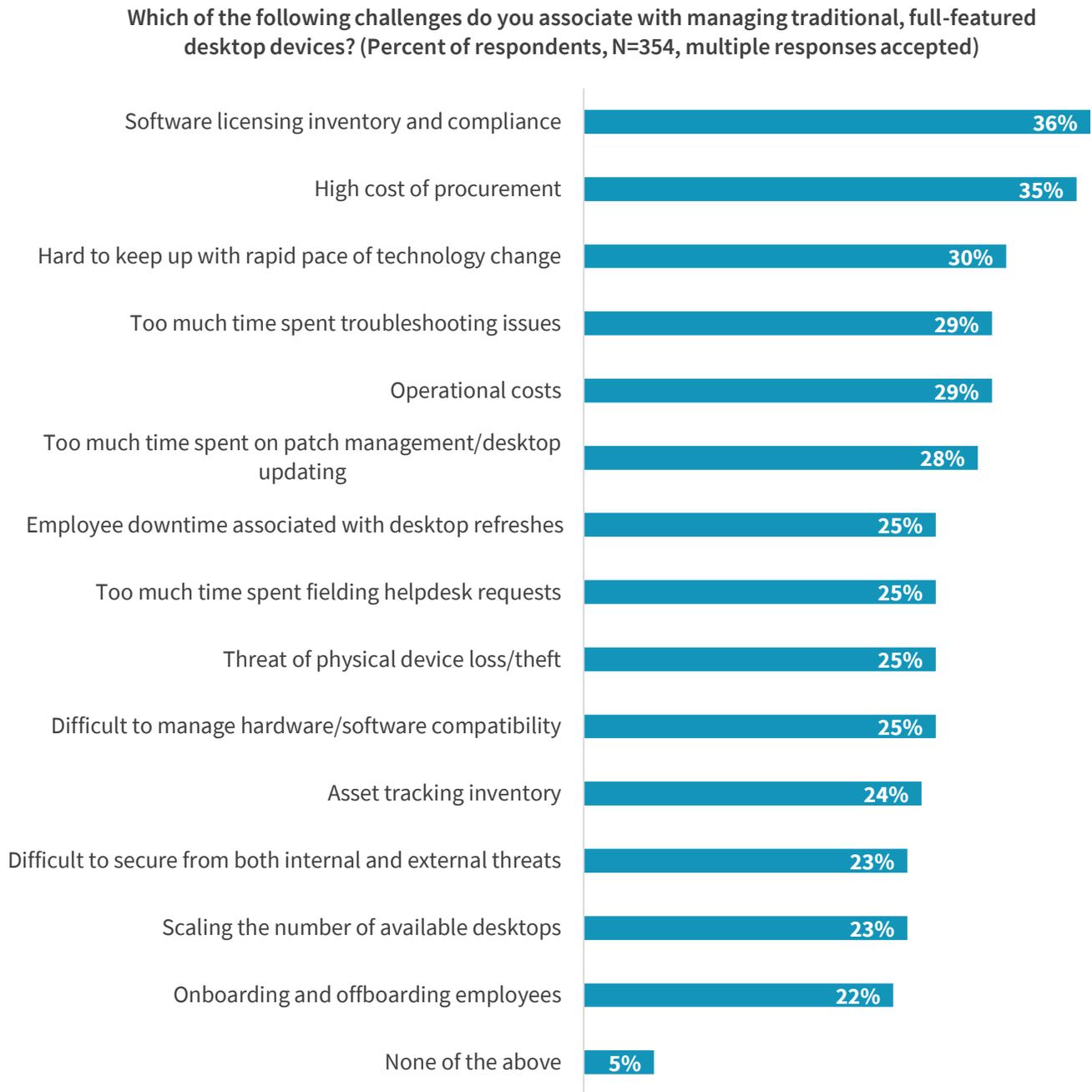
Considering a Modern Client Strategy? Think About These Economic Benefits

Given the traditional and operational challenges that IT has been challenged to break through, now is an ideal time to consider a modern desktop delivery client strategy to address a shift in cost models and improve IT operational efficiency. Solving the challenges shown in Figure 4 allows businesses to impact operational and capital expenditures and improve economics.³

² Source: ESG Master Survey Results, [COVID-19 Technology Implications for Knowledge Workers](#), May 2020.

³ Source: ESG Master Survey Results, [Enabling Digital Workspace Strategies with VDI and DaaS](#), August 2020.

Figure 4. Software Licensing and High Procurement Costs Are the Most Common Traditional Desktop Challenges



Source: Enterprise Strategy Group

As business leaders consider ways to address traditional desktop management challenges, they should assess economic benefits for the following modern client outcomes:

- **Speeding deployment.** Automated setup and out-of-the-box provisioning enable configuration, updates, and other tasks to be completed without IT staff involvement. Employees can complete the onboarding process smoothly and access applications and data without relying on the helpdesk to assist them through hours of setup. IT gains confidence in a deployment process that is consistent for all users without the need for hands-on intervention.

- **Optimizing endpoint investment.** Endpoint spending can be optimized with a client strategy that is designed for the cloud and matches cloud initiatives across the business. Users can quickly access data and storage resources. Centralized data simplifies management, maintenance, protection, and security program changes. User experience improves because there are fewer devices per employee to manage—and this also complements sustainability strategies and goals.
- **Reducing licensing cost.** A modern client strategy permits more granular views of operating system license usage and enables organizations to have a more efficient license management strategy. Higher visibility and tracking of usage, versions, and device/user assignments enable better cost control. The same holds true for application licensing, with the opportunity to assign and track application usage and licensing availability, reclaim unused or underutilized licenses, and redistribute and/or reduce licensing costs.
- **Enabling a cloud-first strategy.** The choice of cloud economics, and the option to shift from a CapEx to an OpEx model, are economically sound because organizations pay for usage and consume only what they need. A cloud-first strategy eases adoption of new cloud consumption models and helps a business operate with the speed and agility to keep up with business changes and demands without capital investment.
- **Streamlining IT operations.** Using a central console, IT teams can quickly orchestrate across cloud, virtual, and local applications while also configuring systems and BIOS, completing updates, pushing application updates and operating system images, and scheduling tasks to be completed in real time. Helpdesks can troubleshoot issues and resolve tickets efficiently from anywhere at any time via a web browser or mobile application. Automation simplifies and speeds reconfiguration requests, or configuration changes based on user roles, or systems and applications updates. At-scale operations can be managed with common policies and predictability across devices and users.
- **Enhancing Security.** IT can maintain and enhance an organization's security posture, for example, by combining information about users, endpoints, applications, data, and the network before granting access. Fewer unknown devices on the network lowers risk and expedites incident remediation.
- **Increasing infrastructure efficiency.** By allowing applications to take full advantage of endpoint devices, organizations can optimize any remaining VDI or virtual app environment. Moving application processing to the endpoint helps shift capacity off the data center infrastructure and optimizes the virtual desktop infrastructure (VDI) to support more users per server.
- **Improving user experience.** Users are decoupled from specific devices. This eliminates issues that arise from manually, improperly configured devices; minimizes user downtime; and improves productivity through device and location flexibility. And users recover faster from hardware failures, also boosting productivity. For users that require a more intense local workload, devices and form factor can be matched to the user's requirements. Applications delivered from the cloud are executed locally, improving the user experience while taking advantage of hardware performance on the device.

Maximizing User Experience and ROI with Dell Hybrid Client

Dell Hybrid Client is a centrally managed, modern software platform that enables Dell hardware users to access applications and data hosted in private, public, or hybrid clouds easily and securely. IT has the flexibility to enable local application execution and file aggregation to simplify access and enhance performance for employees. This flexibility enables IT to deliver an optimal workspace for users with favorable economics across the board.

The ultimate goal of IT is to simplify how applications and data are delivered and accessed, strengthen the endpoint security posture, and enable a productive user experience. IT can reach this goal sooner with:

- **Deployment-ready devices.** Out-of-the box experience enables employees to start working sooner without IT intervention.
- **Applications all in one place.** This assures easy access for users to what they need and when they need it while maintaining flexibility for IT organizations to deploy SaaS, Windows, and local applications based on the users' requirements.
- **Cloud-based / Centralized management.** Simplified management enables IT organizations to scale to very large, geographically dispersed deployments without adding additional overhead for IT professionals.
- **Simplified login.** Users log in once to access all applications and data, avoiding cumbersome password management and lowering security risks associated with poor password management and weak passwords. Fewer login issues reduce user frustration and downtime while minimizing helpdesk intervention.
- **Streamlined IT operations.** Simplified patching and updating process enables IT organizations to reduce security exposure with consistent and predictable policy and configuration across the entire install base.
- **Consistent user experience.** Regardless of location or device type, users can be productive anywhere they choose to work. They receive a reliable, predictable experience that lowers IT burden.

Dell Hybrid Client builds on this approach with capabilities such as:

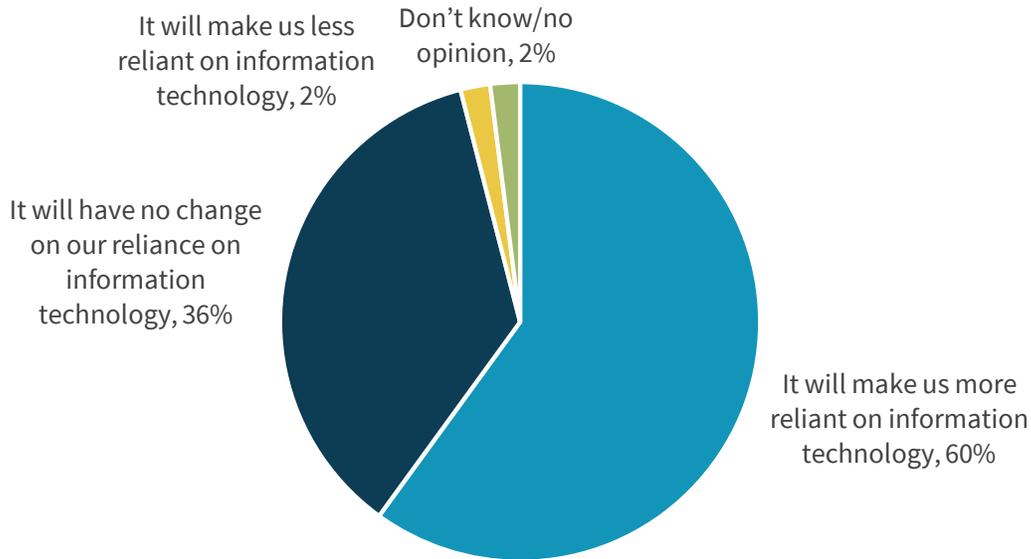
- Simplified onboarding process.
- Single-sign-on to enable one-step login and authentication.
- One-click access to applications and data.
- IT operational efficiency powered by cloud management.
- Follow-me user personas across devices.
- Improved application performance that leverages local hardware resources.
- File aggregation across local, network, and cloud environments.
- Aggregation of cloud, local, and network drives in a single pane, with global file search across locations.

The Bigger Truth

These unprecedented times reinforce the value of technology and innovation from companies like Dell. In fact, as shown in Figure 5, 60% of organizations indicate that they will be more reliant on technology moving forward. Thorough evaluation of technology choices is more important than ever to clarify and confirm investment decisions.

Figure 5. Unprecedented Times Have Reinforced the Value of Tech

How do you believe the COVID-19 situation will impact your organization’s overall reliance on information technology? (Percent of respondents, N=500)



Source: Enterprise Strategy Group

The user environment is in a constant state of change as businesses onboard new applications from a variety of locations while IT is tasked to manage and maintain a dynamic employee workspace. Having an endpoint strategy that allows flexibility and agility and does not lock IT into any preferred model while driving operational efficiencies will be key to being able to navigate the next several years. Now is an ideal time to think through client computing strategies and how they match the way employees work now and how they will work in the future. Consider strategies that support economic and operational advantages for the business as new investments are made in devices, applications, and cloud services.

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