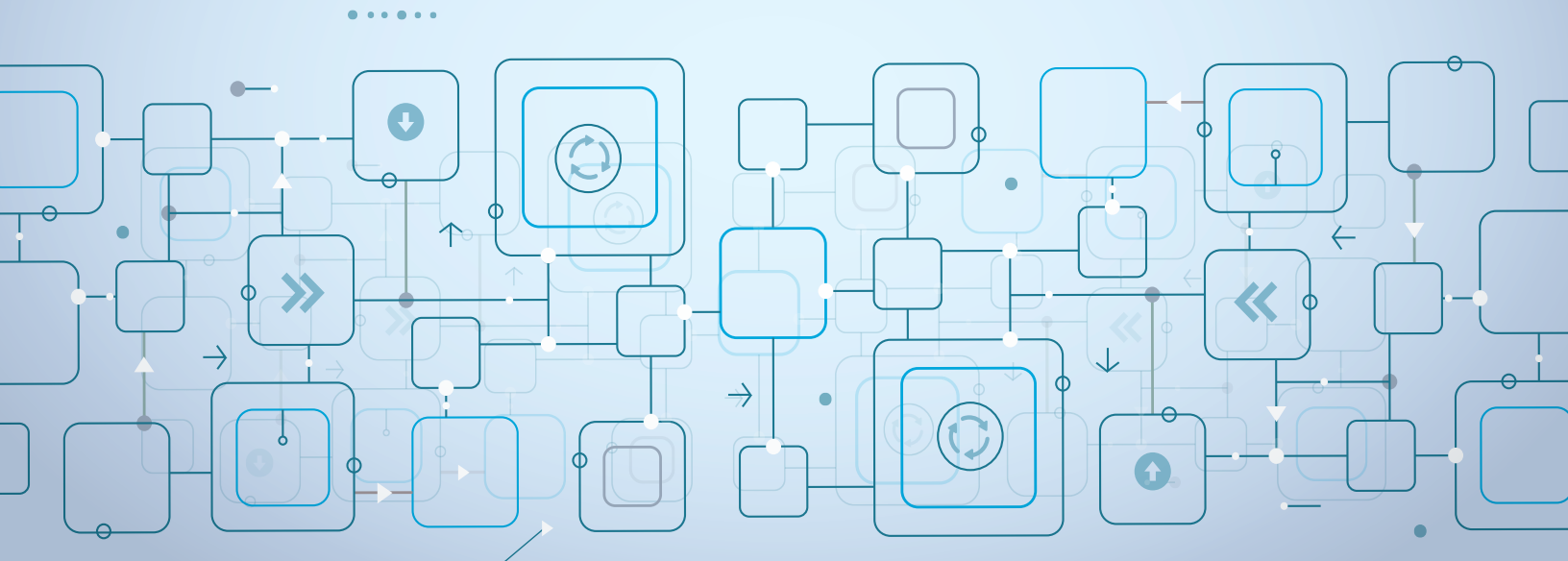


# As Desktop and Application Virtualization Adoption Climbs, Focus Shifts to Overcoming Key Barriers



RESEARCH BRIEF

## CONTENTS

Desktop and Application Adoption

Identifying and Overcoming Challenges

The Bottom Line: Future Adoption Trends

Conclusion

Survey Methodology

It should come as no surprise that adoption of desktop and application virtualization—also commonly referred to as VDI—is on the rise.

A big driver for that growth is the increasing recognition of desktop and application virtualization not only for its economic benefits, but also for its ability to enhance security and prevent data loss.

This ability to appeal to IT and business buyers on multiple levels is borne out in a new research study conducted with members of SearchDesktopVirtualization.com, a highly active community of desktop and application virtualization decision makers.

Results from this survey are based on 244 responses among members of SearchDesktopVirtualization.com. Respondents work in organizations where there has been at least some level of adoption of desktop and application virtualization solutions.

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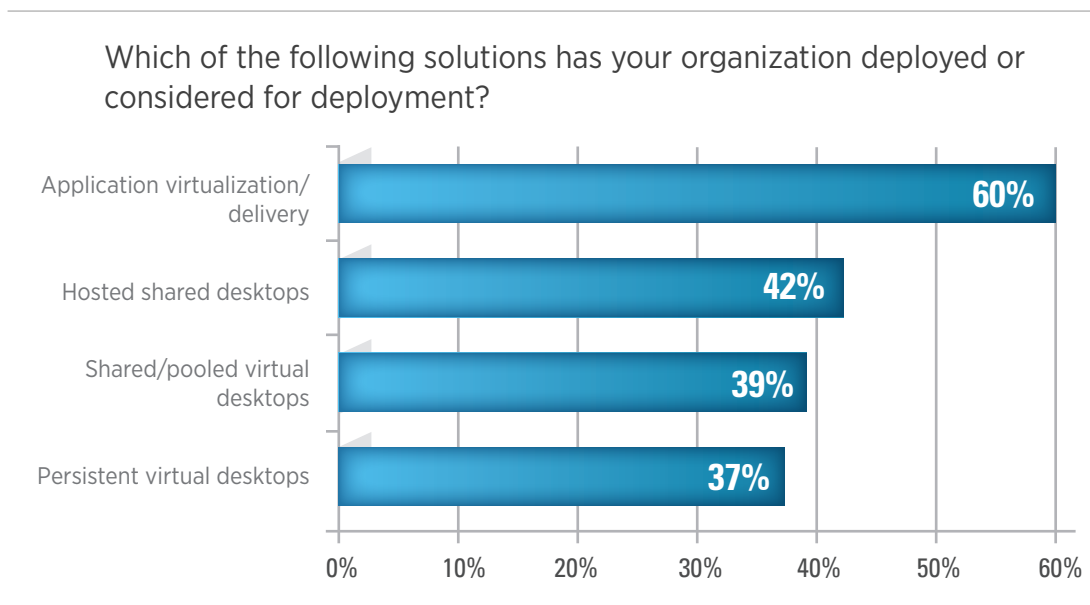
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Highlights of the survey's findings include:

- 35% of respondents indicated wide adoption of VDI within their organizations, while another 45% said the technology was adopted in specific departments or locations.
- Application virtualization has been deployed or is being considered by 60% of respondents, and hosted shared desktops by 42%, even higher adoption than virtualized desktops (39% shared or pooled, and 36% persistent).
- Knowledge workers (66%), task users (55%) and power users (49%) were the most popular user profiles supported by the respondents' organizations.
- Security/compliance and cost were overwhelmingly the top drivers behind consideration of desktop and application virtualization, cited by nearly 8 in 10 of respondents.
- Key challenges reported in deployment of desktop and application solutions within respondents' organizations were: performance issues (45%), meeting end-user expectations (38%), technical skills (34%) and budget (32%).

## Desktop and Application Adoption

Survey respondents indicated they already have deployed or plan to deploy a number of different flavors of desktop and application virtualization solutions within their organizations.

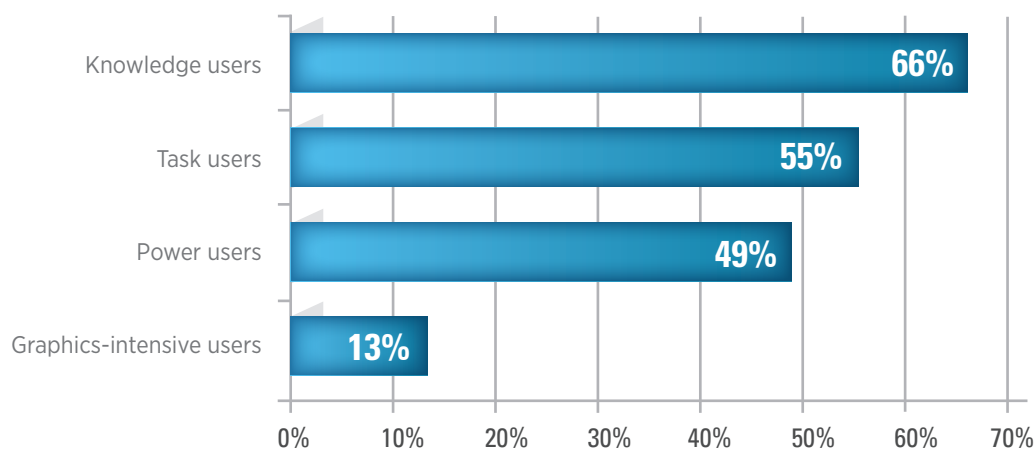


Application virtualization and delivery is the most popular solution for the respondents, with 60% of those surveyed indicating their organization either already has deployed that approach or is considering doing so.

Hosted shared desktops have been deployed or are being considered by 42% of respondents—even higher than desktop virtualization solutions. When it comes to virtual desktops, 39% of respondents have deployed or are considering shared/pooled, and 37% have implemented persistent virtual desktop solutions.

One reason desktop and application virtualization is becoming widely adopted by the respondents' organizations is the technology's ability to address the needs of a wide variety of user profiles.

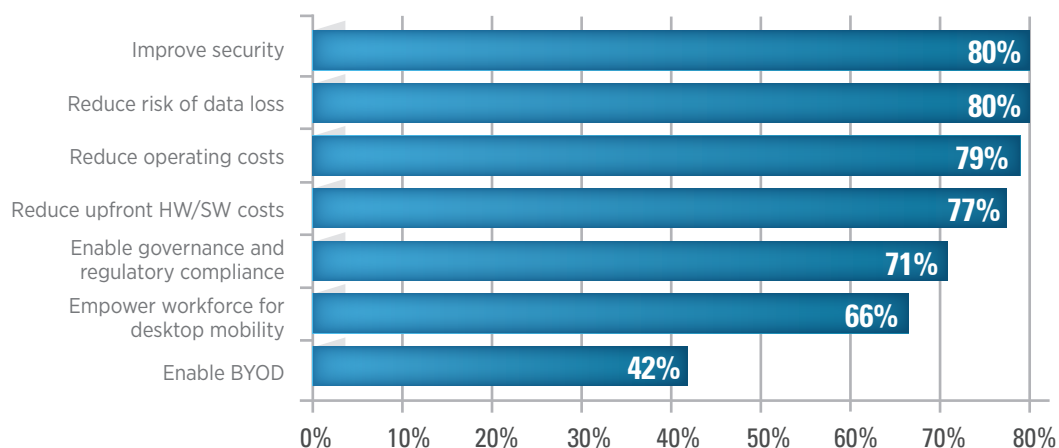
### What types of users are supported by desktop and application virtualization in your organization?



Among survey respondents, nearly two thirds said their organizations are supporting knowledge users leveraging office productivity tools and accessing user files. Task users—such as call center workers or others using customized or Web-based applications for specific functions—are supported by 55% of the respondent organizations. Another 49% said power users—for instance, applications developers or duty-intensive IT administrators—are a key user group supported by the technology.

What's driving the adoption of desktop and application virtualization? Of course, cost is a big factor—but just as important in the minds of the survey respondents is addressing security- and data loss-related concerns for their organizations.

### How important is each of the following in your consideration of desktop and application virtualization? (% answering “very important” or “important”)



Economic factors were critical in driving consideration of desktop and application virtualization. Reducing operating costs was cited by 79% of respondents, and 77% mentioned cutting upfront hardware and software costs. Just as important, 8 in 10 respondents said improving security through centralized policies, monitoring and management was either “very important” or “important” in their consideration of desktop and application virtualization. The same percentage cited the reduced risk of data loss due to lost devices.

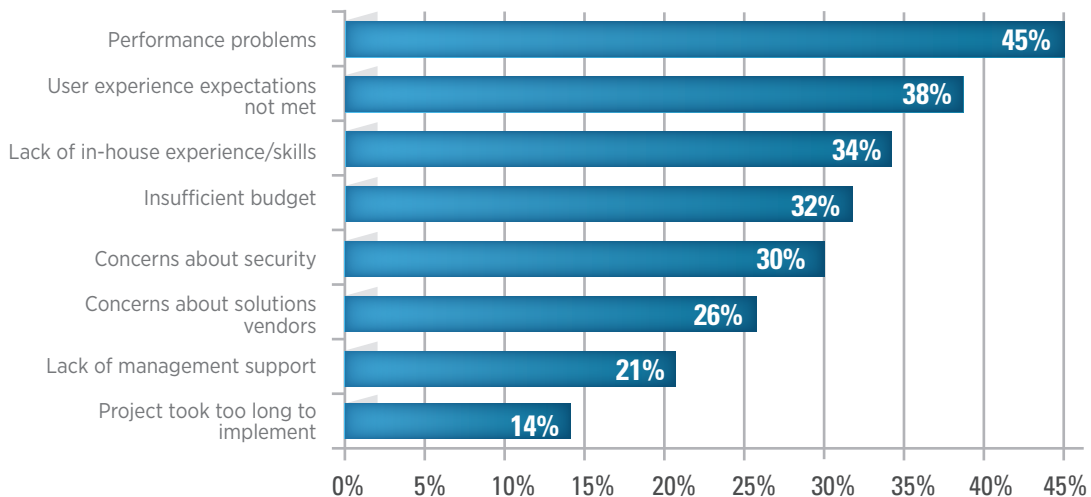
## Identifying and Overcoming Challenges

Respondents also were clear about the biggest hurdles faced when adopting desktop and application virtualization. Application performance was the No. 1 challenge, cited by 45% of respondents. Nearly as many respondents—38%—said they were not able to meet user experience expectations, presenting another top challenge to successful adoption of VDI solutions. Anyone who has seen the phenomenon known as a boot storm undoubtedly has encountered performance and latency issues, and IT professionals have likely looked to address performance issues through a variety of technology upgrades, including hyperconverged infrastructure, lightning-fast solid-state drives or WAN optimization tools.

Additional top challenges identified in the survey included:

- Lack of in-house experience and skills (34%)
- Insufficient budget for proper implementation of solutions (32%)
- Lack of management support (21%)

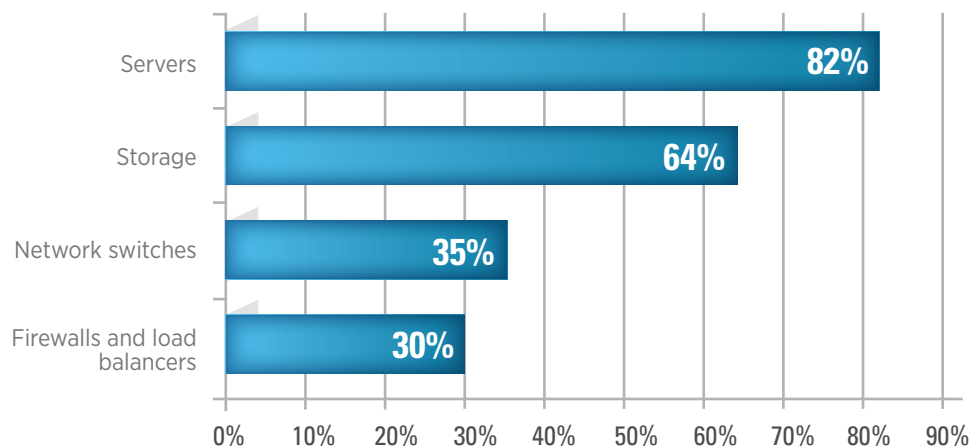
### What challenges did your organization face in proposing, designing and rolling out desktop and application virtualization?



These responses highlight a distinct set of cost, complexity and performance challenges that organizations have faced. On a positive note, no specific issue was cited by a majority of respondents. This indicates that solutions to these challenges are available, and can be understood and utilized successfully by organizations in order to proactively ensure the success of their deployments.

Still, performance is an issue that IT decision makers are specifically concerned about, and as a result, many have invested in infrastructure upgrades in order to ensure optimal performance with desktop and application virtualization. That was true with respondents to this survey, as well.

### What infrastructure components did you have to upgrade as your organization rolled out virtual desktops and applications?



Servers were far and away the top infrastructure product that respondents said they needed to upgrade when implementing desktop and application virtualization, followed by storage. Even networking and firewall/load balancing infrastructure were top of mind for a significant set of the respondents as part of the infrastructure upgrade, in order to accommodate potential performance drains due to desktop and application virtualization.

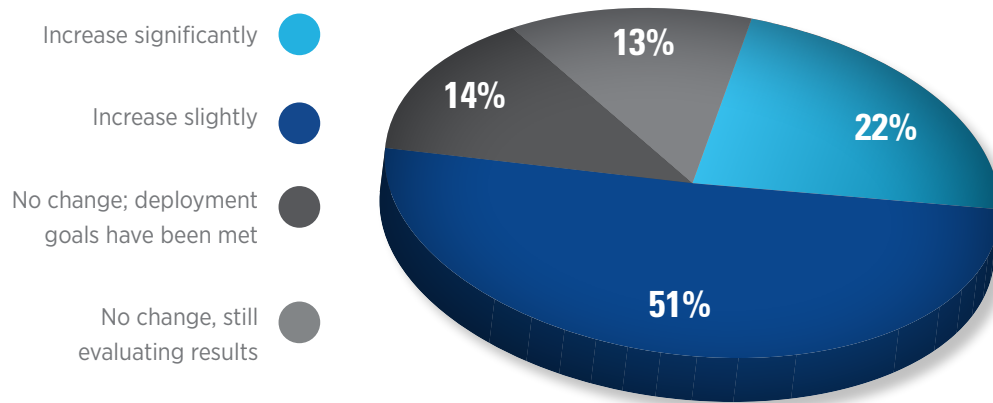
## The Bottom Line: Future Adoption Trends

As we've seen throughout the results presented in this paper, survey respondents generally feel positive about their experiences with desktop and application virtualization, and their ability to confront and overcome potential challenges associated with the technology.

As a result, it makes sense that respondents are optimistic about their organizations' future adoption plans for desktop and application virtualization.

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How do you expect your organization's desktop and application virtualization rollouts to change in the next 12 months?



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Nearly three-fourths of respondents said their organizations intend to increase their deployments of desktop and application virtualization over the next 12 months. In fact, more than one in five respondents said they expect their organizations to significantly increase their rollouts of the technology.

## Conclusion

Desktop and application virtualization is continuing to gain traction within organizations. Challenges such as performance and user experience expectations remain, but these continue to be addressed with technologies such as infrastructure upgrades and enhancements, according to the survey respondents.

The fact that respondents value security and data loss prevention as highly as the cost saving benefits of the technology speaks to the market's increasing maturity and the ability of decision makers to see a wider range of benefits for desktop and application virtualization than may have been initially expected.

## Survey Methodology

The survey was conducted in October 2015 via email solicitation to members of SearchDesktopVirtualization.com. Respondents were represented within organizations with at least 500 employees in the United States, Canada, United Kingdom, Ireland, Australia and New Zealand.