



The Flexible Cloud-Based Workplace

Telekom Deutschland begins a new service, Managed Workplace, for small and medium-sized businesses – based on VMware Horizon DaaS

With 143 million mobile telephone customers, 31 million landline customers and more than 17 million broadband connections, Deutsche Telekom is one of the leading telecommunications companies worldwide. The company has been active in innovative and growth areas for years – especially in the IT sector. Thanks to cooperation with technology partner VMware, the Managed Workplace service was launched at the beginning of the year – with the clear goal of entrenching the subsidiary company, Telekom Deutschland GmbH, as a more powerful IT provider for small and medium-sized businesses.

Landline and mobile telephones for private and business customers – Deutsche Telekom customers benefit from an integrated product portfolio. Comprehensive service and the best network quality in Germany and Europe are big pluses for the company. But the development of digital technologies and the accompanying changes in customer behaviour also create new challenges and chances for an established global player like the Telekom. “For many clients, we are already the reliable, on-site partner for voice communication. This is precisely what we wish to achieve for the IT sector and consequently, for cloud services. Unlike our competitors, we accept end-to-end responsibility for all of our products. We provide the applications, run them in highly secure, ISO-certified data centres in Germany, and handle service and invoicing. Furthermore, we provide our customers with the desired network connection upon request.” explains Dirk Backofen, Director of Business Customer Marketing at Telekom Deutschland GmbH. Telekom Deutschland, a subsidiary company of Deutsche Telekom, is responsible for private customers as well as medium-sized business customers – providing services that are specially tailored towards the needs of medium-sized businesses.

customers’ challenges for years in an increasingly digital and mobile era. The classic workplace is becoming obsolete in an increasing number of companies. Employees want to work and access company data anytime and from any device. In reality, however, data is hitherto precisely and often unavailable where it is needed. At the beginning of the year, Telekom Deutschland began a secure cloud workplace product based on the Horizon DaaS platform by VMware with Managed Workplace. “Managed Workplace directly addresses this problem for many users”, explains Johannes Bronswick, Commercial Manager at Telekom Deutschland GmbH. “Employees today wish to work in a simple and quick manner – while being in a familiar working environment and unencumbered by bothersome IT administration tasks. Our new service makes precisely this possible.” With Managed Workplace, the workplace is located entirely in the cloud, the user will always be able to access his familiar workplace setting at any time, with access to the same data and applications and benefits from the same security levels as the desktop – irrespective of whether he works on a laptop, tablet or smartphone. “Mobility and BYOD bring about entirely new challenges but also opportunities for companies – the right strategy and the appropriate tools are crucial”, describes Ralf Gegg, Director End User Computing CEMEA at VMware. “We are excited to have a long-standing, successful relationship with Telekom

CHALLENGE

- Telecommunication providers face an increasing need to enter new markets in order to remain competitive.
- Position Telekom Deutschland as a cloud and IT service provider for German small and medium-sized businesses

SOLUTION

- VMware Horizon DaaS-based, innovative, cloud workplace solution for medium-sized enterprises

VMWARE USED

- VMware Horizon DaaS

Innovative workplace solution for medium-sized business

With its expanded IT offerings, Telekom Deutschland has been meeting its

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Director of Business Customer Marketing
Telekom Deutschland GmbH

Deutschland and that we were able to build a joint, multi-client capable platform that provides comprehensive benefits to Telekom's medium-sized customers.”

New service with long-standing partner

With Managed Workplace, the entire IT workplace migrates into Deutsche Telekom's cloud. The user accesses it via a secure Internet connection, irrespective of whether he is in the office, on the go, or in his home office. A special advantage: the user benefits from local data protection in Telekom's ISO and TÜV-certified data centres in Germany – a huge advantage when coupled with the cloud. “With VMware, we have had an experienced technology partner at our side for years, with whom we already closely collaborate on matters such as server virtualisation and platform creation”, said Johannes Bronswick. “For us, it was a logical step to go towards a user-oriented direction and to add virtualised desktops for customers to our line-up as well. We did not hesitate in deciding to rely on VMware for this new service as well – our long-standing and successful partnership played a crucial role in this.”

Managed Workplace is based on VMware Horizon DaaS, the only industry-wide desktop virtualisation platform with a secure, multi-client broker. It contains mobile and cloud-optimised Horizon View desktops along with key components by VMware vSphere and vCenter. This is how Horizon DaaS can be implemented both in the on-premise infrastructure on the company's side and in the cloud infrastructure of the respective service provider. Horizon DaaS in Telekom Deutschland allows for a whole new level of flexibility in provisioning virtual desktops. So far, multiple devices often meant having different programs and settings. When using Managed Workplace users benefit from a standardised desktop and from networking – irrespective of which device or which operating system is used. “In addition to a long-standing partnership with numerous joint projects, Telekom and VMware are also implementing a desire to make a special user experience possible for our customers. With Managed Workplace we have managed to realize this common goal,” said Ralf Gegg. “Not least due to Telekom's network

technology that offers the necessary speed and comprehensive availability, users can work quickly and comfortably.” Users can convert an iPad into a full-fledged Windows 7 or 8 desktop and work in a familiar setting with the click of a mouse. “It is truly a whole new experience for users”, said Johannes Bronswick.

Tailor-made service offering

Telekom Deutschland's customers have the opportunity to put together their service according to their own desires and requirements in a modular fashion. This means that the customer chooses devices such as a laptop, tablet, smartphone or PC and combines it with a Windows operating system plus processor, RAM and storage in the cloud. Office, collaboration and security applications along with a telephone system are also available in the cloud. More processing power, online storage or software is available any time if needed; even proprietary company software can be integrated. Significant advantages for medium-sized companies include low costs and convenient billing per user and month. This is due to the fact that, as of now, server-hosted VDI (virtual desktop infrastructure) often brings about higher costs than conventional, location-bound IT environments, whereas costs for using the Managed Workplace remain constant and predictable. “Most companies have recognised that trends such as mobility do not spare small and medium-sized companies either. With our cloud-based workplace concept, we can optimally support medium-sized companies – with low costs and a great amount of flexibility”, describes Bronswick.

An additional advantage for Telekom customers is managing such workplaces. Using an integrated management console, IT administrators are able to efficiently operate virtual workspaces, allocate desktop resources and migrate them from A to B. Even PS figures, performance characteristics for individual desktops, can quickly be re-allocated. Johannes Bronswick explains: “Today the IT administrator must generally manage 2-3 devices per employee. Thanks to Managed Workplace, each user only requires one desktop – a significant simplification of work that saves a great deal of time, and consequently money, as well.”

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Johannes Bronswick
Commercial Manager,
Telekom Deutschland GmbH

Standardised desktops and networked work

The use of Managed Workplace allows companies flexibility in running the IT. Existing infrastructure or company tasks such as those related to security can be easily integrated. Golden Images allow for quick preparation of standardised IT workplaces. And: it is also possible to use it seamlessly on private employee devices as well. “When it comes to our customers, Managed Workplace benefits both end users and IT departments alike, everybody can work efficiently – and in a familiar setting at that. VMware has convinced us with this holistic approach,” reports Bronswick.

The goal for the coming months is to further develop the service and in addition to medium-sized customers also assist smaller-sized ones with their challenges. Accordingly, the product range and packaging will be optimised for this purpose. “With our strong position in telecommunications solutions, our proven IT know-how from wholesale business, the comprehensive service and our local data center, we are well-positioned to assist companies of all sizes and industries in cloud and IT services. Our collaboration with a proven technology leader like VMware is also indispensable, as proven in years past”, summarises Johannes Bronswick. And Ralf Gegg adds: “Telekom has a consistent cloud strategy for business customers and has managed to build high-quality technology. It is great that we have been an inherent part of this development for years. We look forward to additional joint projects.”

