



FASTWEB

Fastweb taps into new market opportunities, achieving 100% ROI within the first year while reducing the Total Cost of Ownership of Virtual Desktops with VMware Horizon DaaS

INDUSTRY

Telecommunications

THE CHALLENGE

- Fastweb wanted to find a solution that could help provision virtual desktops more efficiently for small businesses
- Fastweb wanted to offer a more flexible solution allowing customers to pay only for what they use, and lowering desktop Total Cost of Ownership (TCO), a key business driver.

THE SOLUTION

- VMware's Accelerate Advisory Services team (AAS) helped Fastweb find the right solution to best serve its business needs
- Fastweb trailed Citrix software which wasn't sophisticated enough
- VMware Horizon DaaS Desktops was the best fit meeting its scalability requirements and was simple to deploy with embedded multi-tenant architecture

THE BENEFITS

- 100% ROI within a year
- Lower TCO for small businesses
- Enables Fastweb to be increasingly reactive and scalable to customer needs, without needing to build multiple environments

With revenues in excess of €1.5m and nearly two million customers, Fastweb is the largest alternative operator of fixed-line telecommunications and ICT solutions in Italy.

Fastweb delivers business value added services such as cloud computing, security and converging communications to residential and business customers.

Fastweb prides itself on its customer service and wanted to find a solution that could help provision desktops more efficiently. Needing to build new physical infrastructures to host virtual desktops from scratch often priced out smaller organisations. To maintain revenue in this sector, Fastweb needed to deliver virtual desktops in a more flexible way, allowing customers to pay only for what they use, and lowering desktop Total Cost of Ownership (TCO) was a key consideration for them in a bid to compete against the prices offered by Telecom Italia.

Business challenges

Fastweb offers VDI solutions to businesses across a range of sectors from banking to leisure and retail. Previously, when a customer asked for virtual desktops, they would need to set up their own physical infrastructure each and every time to host the solution, which was an expensive and frustrating process, requiring extensive technician time and stretching the department's resources, as well as increasing the cost of VDI deployment. It was not always feasible to spin up new servers and provision new software for smaller businesses and start ups which led to many choosing to stay with traditional physical desktops.

The organisation therefore needed to transition away from the rigidity of that proposal, and offer customers of all sizes a way of deploying cloud-hosted virtual desktops without the extra expense and delay, allowing customers to pay only for what they use, and lowering desktop TCO, a central business goal at that time.

The solution and benefits

Fastweb therefore decided it needed to deploy a more flexible desktop-as-a-

service model, allowing customers of all sizes to just pay for what they use, with the software residing in Fastweb's two existing data centers.

The IT team conducted extensive research into which solution would address the needs of the organisation and best serve customers and end users. Fastweb initially trialled Citrix, before deciding to deploy VMware Horizon DaaS, preferring it's a superior yet simpler, multi-tenant architecture. After a seven month sales process it eventually procured 1,000 user licences through the VMware Accelerate Advisory Services team, which works collaboratively with businesses to define enterprise strategy, KPIs and strategic analysis to deliver integrated business-centric IT plans.

Matteo comments: "The small enterprise market in Italy is thriving but we needed to work alongside them to offer more appealing and mores cost-effective services. VMware Horizon DaaS Desktops was the clear choice for us in that respect, simplifying the delivery of cloud-hosted desktops and apps, to any device, anywhere enabling our customers to save time and money, without sacrificing enterprise requirements for security and

VMWARE CASE STUDY

“Previously, when a customer asked for virtual desktops, we would need to set up their own physical infrastructure and configure the necessary software, which was very costly and time intensive; so much so that many SMBs could not see the financial advantage of virtual desktops. However by delivering through VMware Horizon DaaS we can provide desktops ‘on-demand’ with businesses only paying for what they need and when they need it. Multi-tenancy is a must for successful cloud delivery and partnering with VMware therefore became essential to achieve this.”

Matteo Frare Barutti, ICT Solutions Architect, Fastweb

VMWARE FOOTPRINT

- VMware Horizon DaaS Desktops

control. VMware Horizon DaaS Desktops delivers unbeatable end-user experience and was particularly attractive to our smaller customer, as it reduces upfront costs with a more predictable billing structure.”

VMware Horizon DaaS was unlike other virtual desktop platforms built to run on enterprise infrastructure. The platform architecture uniquely offers multi-tenancy; multi-location management; and the lowest cost model in the industry through the use of open source infrastructure. Matteo comments: “Multi-tenancy is a must for cloud delivery and since deploying the solution, we haven’t looked back. With VMware Horizon DaaS, when we provision a tenant, we provision a secure environment for tenant entitlements. The tenant is getting their dedicated VLAN, dedicated vFiler, dedicated compute, dedicated access portal, and dedicated access gateway in one fell swoop. It’s completely changed what we can offer and we’re delighted to be on track to achieve 100% ROI within a year.”

Next steps

The next step for Fastweb is to further leverage its new infrastructure and deliver desktop-as-a-service for internal customers and employees, lowering the spending on physical hardware whilst increasing security and control surrounding for its infrastructure and in-house data.

