

## Introducing “Hosted Desktop Computing”



### How does it work?

A hosted desktop is a fully-functioning remote workstation. Instead of being held on local hardware, all software and data is housed in our state-of-the-art data centres. This data is then sent via the internet, to an end-user's workstation (such as a PC or thin client), whilst industry-standard encryption (as used by the likes of Amazon and HSBC) ensures that no information can be accessed by external parties. Keystrokes and mouse movements are then relayed from the workstation to our data centres. This is an entirely seamless process and the end user's Windows experience is identical to that offered by a traditional desktop PC, allowing interaction with the exact same applications in the exact same way. You'd never notice the difference! As a hosted desktop is no longer tied to specific hardware, it can be accessed 24 hours a day, 7 days a week, from anywhere with an internet connection and end-device –at the office, at home, an internet cafe, on the move or even abroad. Moreover, since neither data nor processing reside locally; traditional PC hardware can be replaced by 'thin clients' –a device that itself does almost no work. As a result, thin clients are small, inexpensive, consume a fraction of the power of a PC, need little or no maintenance and rarely go wrong. In addition, hosted desktops marry perfectly with SimplyClick's other services, such as hosted Extranets, VOIP, hosted Exchange and hosted BlackBerry, to bring you a comprehensive “anywhere, anytime” business infrastructure.

## Benefits:

### Cut costs by over 50% per user

Hosted desktops are beginning to replace the traditional idea that all office staff must have a full PC sitting beneath their desks. Of course, in today's world businesses need their employees to have access to computers to communicate and to perform all manner of tasks. However, the way in which this can be facilitated is evolving. Buying, setting up and maintaining PCs is an expensive exercise, especially when you factor in the associated management time and costs. simplyclick removes this headache by providing you with a hosted desktop environment, which you can connect to from anywhere via the internet –at home, abroad or in the office.

### Economical

Rather than investing in depreciating assets, which require high CapEx initially and then continue to be a drain on your resources, choosing hosted desktops means you no longer have to splash out on PC infrastructure or office applications? Instead, a transparent subscription-per-user model ensures predictable costs and great value for money.

### Cut your carbon footprint

Rising energy costs, combined with government-imposed financial penalties on carbon production, make cutting your power consumption a vital consideration. However, as all of your data and applications are stored in our energy-efficient data centres, hosted desktops allow you to make significant savings -using only 10% of the power a normal PC does.

### Add resources and software on demand

Scale resources up and down as you need them. Need more RAM or CPU? No problem -just click a button. Our “Cloud Computing” infrastructure can deliver resources to you instantly. Likewise, if you want the latest copy of Word or need to use Sage, just click a button and the application will be immediately deployed to as many desktops as you like. You can also install your own applications at any time.

### Anywhere access

Wherever you are you can connect to YOUR hosted desktop. Our networks allow you secure access from any location you wish, which means that you can join colleagues as if you were in the office. Flexibility is a quality that can pay dividends internally too. Many businesses are now increasing productivity and gaining valuable loyalty by providing flexible working arrangements, including working from home. Home workers can gain access to their working environment, network and applications instantly, without the need for expensive VPNs or providing everyone with laptops. Instead, hosted desktops make the ‘anywhere’ office a reality.

### Free yourself from desktop management

Hosted desktops remove the burden of managing individual desktop environments in-house, leaving you to concentrate on growing your business

and maximising turnover. Information is stored in our highly secure data centre and delivered to you via any internet browser, so your own, fully customisable desktop can be accessed wherever you are, whenever you want. It is exactly the same as using a PC -simply plug into your broadband connection and you're ready to go.

### More cost-effective

Reduce operational and capital costs by moving to hosted desktops. Expand resources to meet your needs instantly via our Grid, so if your requirements or users change, you can change with them. You only pay for what you need and, not only will you save money, but you will also have access to enterprise-class features including high availability, backup and restore, instant application deployment and many more.

### Disaster recovery / backup

If your office is condemned, for instance, and you cannot go back inside it, hosted desktops allow you immediate access from another location -so you can go to any other office and get working again, or work from home, a coffee shop etc.

Hosted desktop technology is an innovative new method for delivering desktops to end users. Part of the 'Simply Cloud Computing' concept, a hosted desktop looks and acts exactly like a traditional PC but, instead of residing locally, all software and data are housed in state-of-the-art data centres. Hosted desktops offer numerous advantages in terms of cost savings, security, resilience, flexibility and reduced management.

### Never upgrade

Technology is advancing at such speed that PCs and software are typically becoming obsolete as quickly as 12 months after purchase as they struggle to cope with the growing demands placed on them. Being part of simplyclick's infrastructure means you can access the most powerful systems and latest software available.

### Reliability and uptime

Our systems are built for 99.99% uptime with redundancy, multi-site failover and more. You need never be without your hosted desktop, nor do you need to worry about losing your data -our systems guarantee round the clock protection.

### No IT management experience necessary

Hosted desktops are easy to use and easy to deploy. We take care of things so you don't have to. With this type of infrastructure, there's no longer any need to worry about patching or administering your desktops, application compatibility or upgrades, or about which vendor's technology is most suited to your needs -we do all of that for you. We can even provide you with a pre-configured 'thin client', which just plugs in, connects and away you go. These simple hardware devices are extremely cost-effective and reliable as they have no moving parts.

## For enterprise organisations

Our hosted desktop solution is perfect for companies who want the freedoms and cost efficiencies of a hosted desktop, but may also want to scale up and/or maintain more control of the system as they grow, especially those with 250+ users. Utilise simplyclick as a private cloud, allowing you tactical desktop deployments or proof of concept deployments without any investment that can be used in minutes. simplyclick offers a non-disruptive alternative to traditional IT, and is very easily introduced into your business, with immediate benefits.

## It's almost the same, really!

Users sometimes create the biggest challenge for IT organisations when looking to deploy a new technology or idea. Fortunately, hosted desktops work in almost exactly the same way as traditional PCs. If things on the surface do not change, then this means less user push back, less training and preparation and a quick roll out process. Simplyclick has worked hard to ensure the usability is as good as a normal desktop in every sense -the look, the speed and the customisation capabilities.

## Simple, easy migration

Moving over to cloud computing sounds difficult but is in fact quite a simple process. The idea behind "Simply Cloud Computing" and certainly hosted desktops is that they provide the same features, tools and ways of working, but with a different method of accessing them. Familiarity between environments means your partner or IT team will easily be able to help you move using a phased approach, service by service.

## Greater security

Cyber crime is on the rise –but hosted desktops let you keep on top of the latest security developments without having to shell out for expensive new programmes.