



# Leveraging DaaS to Thrive in Today's Cloudy Business Environment

WHITEPAPER

Reviewed by **Gartner**® Analyst



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## Estimated reading time:

15 minutes



## What you will learn:

How fully managed DaaS enables hybrid workforce with flexibility, productivity, and security while overcoming staffing shortages and budgetary constraints.

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## 01 Overview

If you manage IT assets, it may feel like bad news lurks everywhere you look today. IMF<sup>1</sup> projects Global economic growth slowdown to 3.2 percent in 2022. Inflationary pressures continue to make it difficult for businesses to acquire critical IT infrastructure. Companies struggle to hire and retain skilled IT personnel<sup>2</sup> within today's tight job market. As technology becomes more pervasive and democratic and more organizations actively accelerate their digital and cloud transformation strategy, maintaining digital and technological sovereignty is a massive priority. Data security and compliance in the face of persistent cyberattacks and strict regulatory laws has become more important than ever.

All the above-mentioned challenges are forcing IT leaders today to navigate “storms of disruption<sup>3</sup>,” as IDC puts it. Executives and IT managers must figure out how to meet ever-increasing operational and security requirements with less budget, reduced staff, and lower levels of certainty about what's coming next.

In this whitepaper, we have tried to showcase how Desktop-as-a-Service (DaaS), a rapidly becoming mainstream technology, can effectively address these challenges. By highlighting what DaaS is and how it functions, this whitepaper explores the unique features that make it the optimal solution to the pressures brought on by inflation, staffing shortages, and digital sovereignty.

But before we delve into how a fully managed DaaS platform helps businesses attain cost-effectiveness, ease the workload of their IT teams, and ensure data security and compliance, let's first understand the technology and how it works.

## 02 Understanding DaaS

DaaS is a desktop computing infrastructure that uses virtual machines to deliver desktop sessions to end users. All virtual desktops and applications are hosted in the cloud, with nothing residing locally. With DaaS, IT organizations can instead spin up virtual desktop environments on demand.

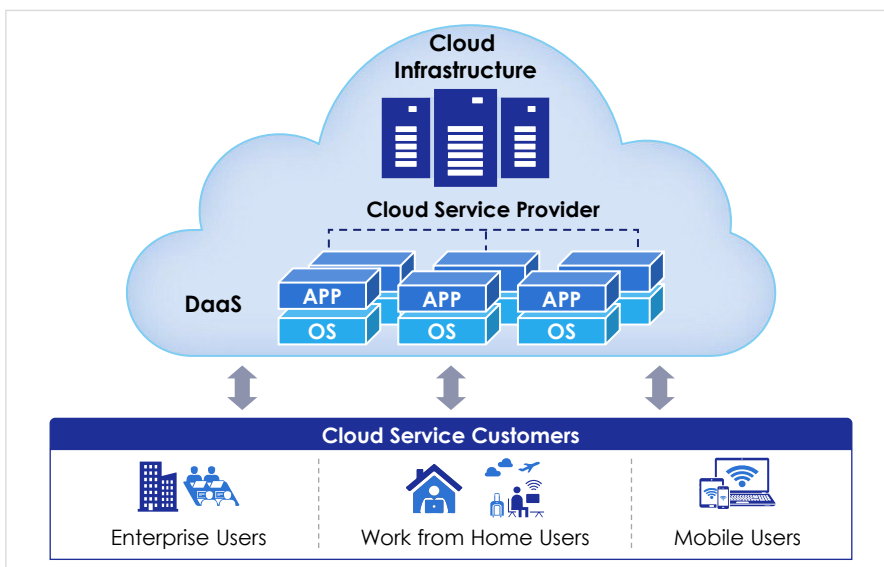


Figure 1. Desktop-as-a-Service (DaaS) architecture

<sup>1</sup> [World Economic Outlook \(imf.org\)](https://www.imf.org/)

<sup>2</sup> [2022 IT Pro Day Survey Examines State of the Tech Job Market Amid Labor Shortages and Hiring Challenges | Business Wire](#)

<sup>3</sup> [Managing the Storms of Disruption in EMEA: IDC's Midyear Tech Market Checkpoint and Recommendations](#)

Businesses can deploy DaaS from their existing cloud infra or choose a fully managed solution in which a provider specializing in DaaS creates and manages the DaaS environment for them.

DaaS makes it possible to deploy virtual desktop sessions quickly, and DaaS infrastructure can scale to support hundreds, thousands, or even tens of thousands of individual users. That's why businesses across a range of industries – such as healthcare, finance, insurance, professional services, and business process management – are turning to DaaS to address use cases like the following:

- The need to support remote or hybrid workers.
- Reducing IT spending and improving cash flow by taking advantage of fixed, pay-as-you-go cost models for desktop infrastructure.
- Enhancing data and application security by moving desktop environments to secure, centralized cloud servers.
- Increasing agility by gaining the ability to add or remove desktop environments on demand.

These use cases are part of why DaaS has recently experienced growth rates approaching triple digits.

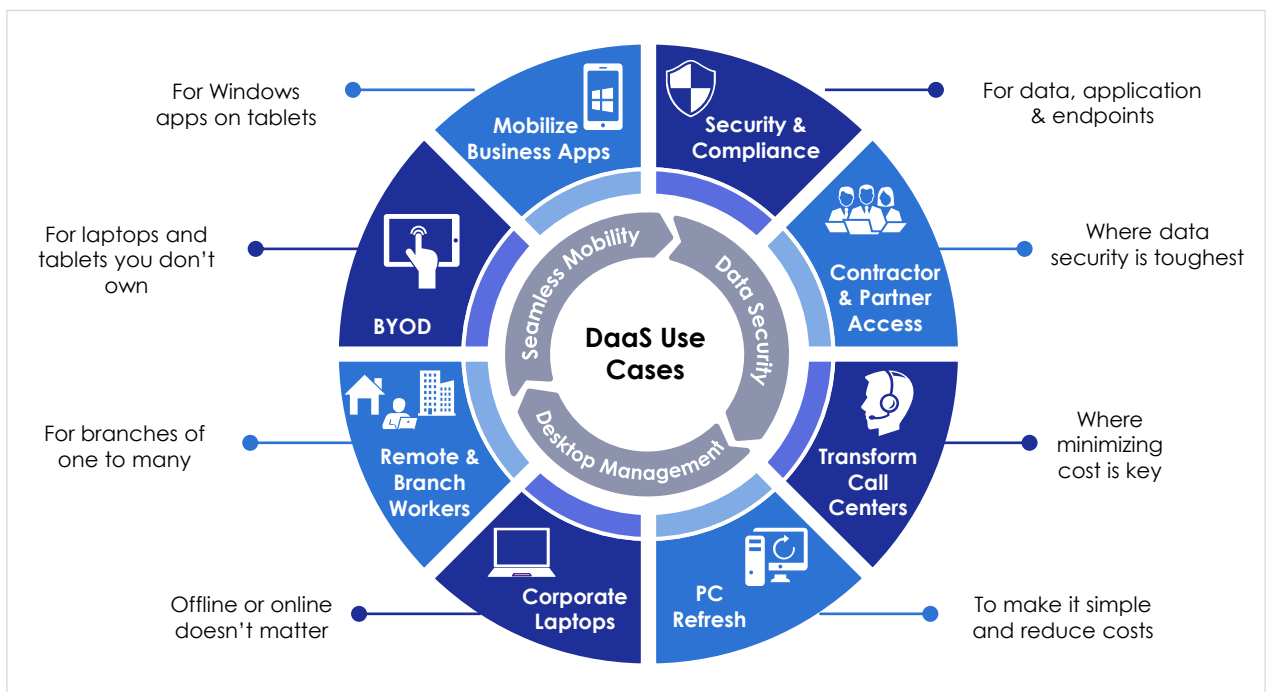


Figure 2. DaaS use cases

## 03 The Storms of Disruption

Today's business environment faces three critical challenges. We'll look at how DaaS addresses these challenges, but let's first detail the challenges themselves and what they mean for IT teams.

### Inflationary Pressures

A slowdown in global economic growth, inflation, and IT product costs have significantly increased companies' financial pressures. Even if your business is not laying off employees or scaling down, it likely has less budget to support IT initiatives or maintenance operations. Analyst firms like Forrester also recommend that businesses reduce tech spending to shore up budgets until the global economic outlook improves<sup>4</sup>.

*Forrester recommends businesses to reduce tech spending to shore up budgets.*

As a result, IT leaders face pressure to do more with less budget. They must find ways to maximize the ROI of existing IT investments while also making changes that reduce overall IT costs.

### Staffing Shortages

The competitive hiring market has made it difficult for many IT organizations to hire and retain skilled engineers. Increasing labor costs in the IT market exacerbate the problem because they force businesses to choose between spending more on IT personnel (which increases financial stress) or reducing IT staff sizes (which may mean cutting corners when it comes to IT management and support operations)<sup>5</sup>.

*IT teams are no longer able to support the same level of in-house operations that they traditionally did.*

For IT leaders, one consequence of IT staffing shortages is that their teams may no longer be able to maintain the same level of in-house operations that they traditionally did. Engineers are stretched thinner, leaving less time to spend on work like patching and updating critical systems. Managing security risks becomes more challenging, too, due to the lack of available staff.

### Technological/Digital Sovereignty

Digital sovereignty is the concept that the data collected and stored in a country is subject to the data laws and governance of that country. Any violation of these regulations will result in legal challenges, which can cause massive damages in cost and brand name for organizations.

*Organizations must rely on technology that helps them navigate the data privacy landscape.*

As such, when it comes to their data, especially sensitive customer data, organizations must have complete control and visibility on where it is stored, how it is used, and who has access to it. Global organizations storing data in the cloud must pay close attention to how it is utilized across borders. Data security (with access control and insulation against cyber threats) and regulatory compliance (varying across the industry) are becoming more challenging daily.

Organizations must rely on the kind of technology that helps them navigate the data privacy landscape easily and cost-effectively.

<sup>4</sup> <https://fortune.com/2022/09/14/forrester-research-2023-planning-and-budget-a-i-should-survive-cuts-eye-on-a-i/>

<sup>5</sup> [Tech Salary Trends 2023: Will Software Engineers Continue to Make the Big Bucks? | \(interviewkickstart.com\)](https://www.interviewkickstart.com/blog/tech-salary-trends-2023-will-software-engineers-continue-to-make-the-big-bucks/)

### 04 Leveraging DaaS to Weather the Storm

In response to these challenges, IT leaders can take advantage of DaaS, which is uniquely positioned to address the challenges of critical budgeting, staffing, and cyber security & data compliance in ways that support operational effectiveness and optimize security. A fully managed DaaS provides end-to-end DaaS design, implementation, and management, reducing cost, freeing up IT teams, and ensuring data security and compliance.

#### Increased Reliability

With DaaS, organizations can launch as many virtual desktops as they need quickly and easily without relying on hardware procurement. DaaS allows workers to connect to high-performance, secure virtual desktop environments from any device and location.

Virtual desktops enable hassle-free de-provisioning as opposed to traditional desktops, resulting in zero wastage in idle hardware.

The pay-as-you-go subscription model also saves cost while ensuring easy scalability, a feature that holds value while organizations gear up to weather the upcoming inflation.

#### Increased Operational Effectiveness

When organizations face severe staffing shortages and a lack of talent, DaaS helps overstretched IT teams do more with fewer personnel. Instead of desktop support, IT teams can focus on new digitization projects, such as cloud, automation, and data analytics, all of which are key areas of I&O investment for IT leaders in 2023, according to a recent Gartner report on Infrastructure and Operations.

With DaaS, IT engineers no longer worry about servicing or updating physical desktops. They can rely on DaaS providers to manage their virtual PC infrastructure.

#### Enhanced Security

Because the data and applications delivered via DaaS architectures never leave central cloud servers, DaaS significantly enhances security and reduces the risk of many cyberattacks and breaches.

With DaaS, businesses never have to worry that the loss or theft of devices will expose sensitive data. They can also centrally monitor all desktop environments to detect signs of security breaches, and they can harden systems against unauthorized access using techniques like multi-factor authentication.

DaaS also helps organizations ensure compliance and avoid legal risks by giving them complete control over their data.

## Cost Savings and Predictability

On the financial front, DaaS delivers two significant advantages in today's uncertain economic environment: consumption-based and more predictable costs. With traditional desktop architecture, businesses have to pay for the following:

- The upfront cost of purchasing hardware.
- New hardware components to replace existing ones when they start to fail.
- IT staff for monitoring, patching and updating PCs.
- Help desk staff manage end-user requests and incidents.

DaaS replaces all of these expenses with simple, fixed, pay-as-you-go pricing. When you choose DaaS from a provider like Anunta, you pay just dollars per employee per month for each virtual desktop environment you operate. Monitoring, patching, change management, help desk services, and access to multi-domain SMEs are built into the platform.

## 05 DaaS Value Proposition from Anunta

While DaaS offers clear and distinct benefits of particular value for IT organizations today, the challenge that IT leaders sometimes encounter is the difficulty of getting started with DaaS.

Building a virtual desktop infrastructure from scratch requires a significant investment of staff time and financial resources, both of which are scarce in the typical business today. And even if companies turn to cloud-based DaaS solutions, they're likely to find that designing a deployment optimized for their business needs, then implementing and managing it on an ongoing basis is beyond the means of their already-overstretched IT teams.

Anunta offers a simpler approach. Our products, like Vendor-Defined DaaS and Managed DaaS, make it easy to start with DaaS. According to Gartner's *2021 Market Guide for Desktop-as-a-Service*, for Vendor-Defined DaaS, the vendor defines most of the solution and manages all infrastructure components, while the client manages the configuration and management of the user's virtual machines. Managed DaaS is fully managed, and the entire service is managed and supported by the vendor while providing full life-cycle user support.

Our fully automated Vendor-Defined DaaS, deploys a new virtual desktop environment in a matter of hours and helps scale up or down easily based on requirements. An enterprise-ready virtual desktop solution, Managed DaaS is not only highly customized and uniquely tailored to enterprise IT requirements, but it also seamlessly integrates existing IT tools and processes, ensuring next to no disruption for the IT staff.

Anunta also has more than a decade of experience in legacy VDI and DaaS, enabling us to deliver cloud desktops across the most complex use cases.

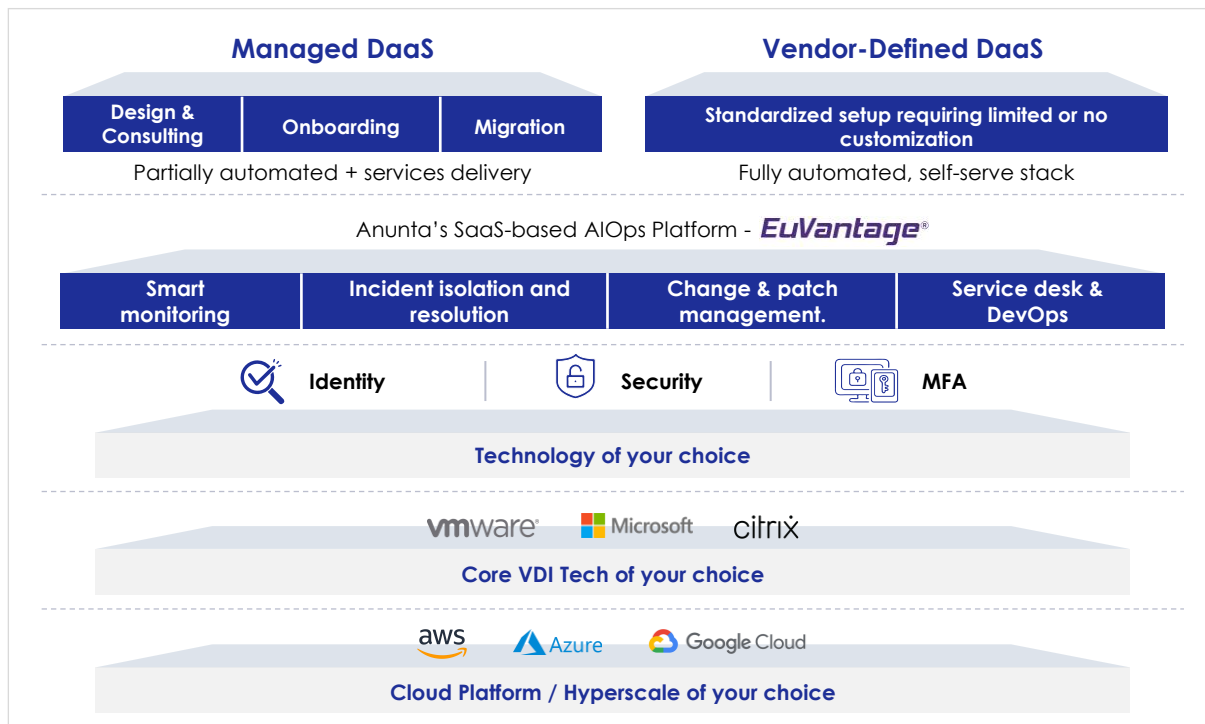


Figure 3. Anunta's Managed DaaS Stack

Anunta's unique approach to DaaS – which draws on more than a decade of experience in deploying and supporting DaaS and virtual desktop infrastructure technologies – allows us to deliver the following key benefits to customers:

**Fixed, user-based pricing simplifies cash flow management and eliminates the need for capital investment.**

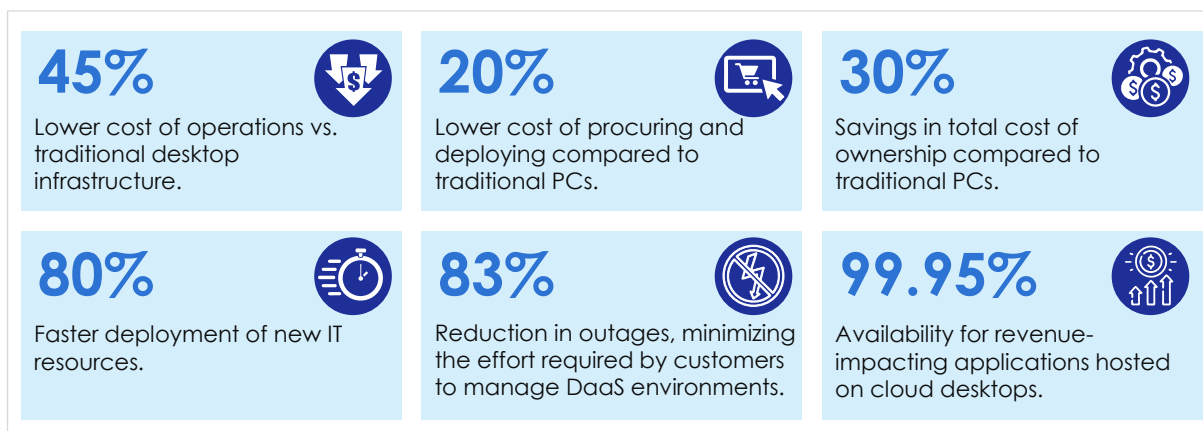


Figure 4. Benefits of Anunta's DaaS



## AIOps-Powered "Day 2" Support

Anunta's commitment to helping customers build more agile, secure, and reliable desktop infrastructures extends beyond setting up DaaS environments. We also deliver end-to-end support to help businesses thrive on "Day 2" of their DaaS journey – meaning the post-implementation period:

- Proactive monitoring using our proprietary patented EuVantage, a SaaS-based AIOps platform that allows us to identify and remediate most end-user issues before customers know they exist.
- Incident and problem management to resolve outages, security issues, and other incidents that impact DaaS infrastructure.
- A 24x7 service desk to respond to user incidents and service requests.
- Comprehensive update and upgrade services to ensure that cloud desktops remain patched and updated with the latest software.
- Change management services for upgrading or reconfiguring cloud desktops.
- Dedicated Customer Experience Manager who works as the single point of contact for the customer for all business and technical requirements, SLA reviews and deliveries, escalation reviews, improving customer experience, identifying growth opportunities, and driving customer value.

Powered by unique AIOps technology, Anunta's day 2 offering ensures that customers can focus on using their virtual desktops to improve workforce agility and productivity.

Overall, with the end-to-end management of the customer's virtual environment, Anunta's DaaS ensures that IT leaders and CXOs can focus more on their digital transformation priorities rather than IT infrastructure and operations, effectively furthering their core business goals.

## What our Customers say about us

5.0 ★★★★★

**Great product, provided a workable work from home solution with speed and agility.**

Scalability during pandemic was really encouraging and overall, it made commercial sense.

**Vice President,  
Technology in the Services Industry**

5.0 ★★★★★

**Very Organized, Skilled Team Providing Exceptional Services to Clients**

Excellent customer support. Well trained support staff and team of implementors.

**Sr. Vice President, Infrastructure and Operations, IT Services**

5.0 ★★★★★

**World Class Support from Anunta**

I have worked in the industry for 26 years. This is, without a doubt, the best company I have partnered with for services.

**Storage and Virtualization Architect,  
Enterprise Architecture and Technology Innovation, State and Local**

5.0 ★★★★★

**Trusted Partner for VDI Implementation and Operation Support**

Seamless and well architected deployment of VMware Horizon VDI and seamless mitigation of users from desktop to VDI with effective change management.

**AVP – IT Operations & SOC, Security and Risk Management, Insurance**

## Begin your DaaS Journey Today with Anunta

DaaS has long delivered benefits like cost savings, stronger security, and the ability to support remote workers, which are valuable in any business climate. But the reasons for making the switch to DaaS have perhaps never been as compelling as they are today. For businesses grappling with economic uncertainty, unending supply chain disruptions and overstretched IT workforces, DaaS offers a solution for ensuring that workforces can access the desktop infrastructure they require to be productive, no matter which challenges exist today or might arise in the future.

[Contact Anunta](#) to learn more about how our DaaS design, implementation and support solutions can help your business not just to weather, but also to thrive, through the storms and beyond. With a Vendor-Defined DaaS option that provides instant access to cloud desktops hosted in the Azure cloud, as well as a Managed DaaS offering that provides custom DaaS architectures based on unique business requirements, Anunta makes it easy to take advantage of DaaS in a way suited to your needs. And our AIOps-powered day 2 support ensures that your DaaS environment remains secure and operationally effective for the long haul.



### About Anunta

Anunta, a leading provider of outsourced digital workspace solutions, enables organizations to succeed in the competitive cloud era. Anunta's expertise seamlessly blends VDI/DaaS deployments across any cloud environment (including Azure, AWS, GCP, VMware, Citrix, and private environments) with robust endpoint management and cloud services.

For more information about Anunta, visit [www.anuntatech.com](http://www.anuntatech.com)

For sales inquiry, reach out to us at: [sales@anuntatech.com](mailto:sales@anuntatech.com)

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