

Anunta DaaS Partner Program

An Easy Onramp to the DaaS Market

WHITEPAPER



Introduction

Desktop-as-a-Service, or DaaS, presents one of the richest business opportunities available to resellers and managed service providers today. Gartner projects in its latest "*Market Guide for Desktop as a Service (DaaS)*" that the global DaaS market will grow by more than 250 percent between 2021 and 2024. That growth reflects, in part, DaaS's unique ability to deliver anywhere, anytime access to desktop environments for companies that have adopted remote or hybrid work models using a wide variety of technologies and platforms – ranging from VMware Horizon to Azure Virtual Desktop, and beyond.

The surge of DaaS adoption also results from business efforts to reduce the cost of desktop infrastructure, especially in a time of ongoing economic uncertainty. Improving desktop security in order to meet increasingly rigid compliance and privacy requirements is another factor driving massive interest in DaaS. DaaS's ability to simplify desktop management and support services, too – and, by extension, to reduce the burden placed on IT teams – also reinforces the value that DaaS brings to businesses today.



The Anunta DaaS Partner Program

Yet, the fact that there is very strong demand for DaaS across a variety of industries doesn't mean that delivering DaaS is a simple or straightforward task. On the contrary, planning, implementing, and supporting DaaS infrastructure present deep challenges, even for experienced IT resellers and service providers.

That's why Anunta – which boasts of more than a decade of experience in designing and supporting virtual desktop infrastructure and DaaS environments – has developed a unique partner program for MSP businesses that want to deliver DaaS services to their own customers.

The Anunta DaaS Partner Program is purpose-built to provide resellers and managed service providers with an easy means of offering white-labeled DaaS solutions to their clients, in any industry and ensure a monthly recurring revenue stream.

Anunta's "Enterprise DaaS" is a fully managed custom-built DaaS solution for large enterprises, that provides on-demand virtual desktops hosted on any public cloud (Azure, AWS, Google Cloud) or customer's on-premises infrastructure using Virtual Desktop Infrastructure (VDI) technology (Microsoft, VMware, Citrix).

By working with Anunta, the MSP partners gain access to all the resources they need to deliver profitable DaaS products, without having to build, maintain or support them themselves.

To contextualize the value of the Anunta DaaS Partner Program, this whitepaper walks through the six key benefits that the program offers for resellers and service providers. As you'll learn, capitalizing on the enormous opportunity presented by the DaaS market can be quite easy, even if you have limited experience with DaaS, or your customers have unique requirements related to desktop infrastructure.

Benefit 1: Maximize Recurring Revenue Potential



As a service that satisfies a core business requirement – the need for reliable desktop infrastructure that users can access from anywhere, at any time – DaaS is an excellent offering for resellers and service providers who want to build steady recurring revenue streams. When well designed, implemented, and managed, DaaS offerings will yield multi-year customer contracts that ensure ongoing revenue.

But maximizing the recurring revenue you can generate from DaaS requires the ability to master a diverse range of DaaS technologies, then design, deploy, and support DaaS offerings tailored to maximize revenue based on your clients' unique needs. If you're new to the world of DaaS, determining how to customize your DaaS offering in order to maximize revenue can be a real challenge. You may struggle to decide which virtualization infrastructure will yield the highest ROI, for example, or how to design efficient helpdesk services for DaaS users.

Anunta's DaaS Partner Program helps resellers and service providers to solve these challenges. By working with Anunta, you gain access to the expertise you need not just to get started with DaaS, but to create a DaaS offering that maximizes revenue and profitability – no matter which industries you work in, or which types of customers you support.

Benefit 2: Deliver a Complete DaaS Solution Quickly and Easily



Building a DaaS offering from scratch is a tremendous amount of work. It requires resellers and service providers to master a range of technologies, such as VDI-oriented virtualization platforms and cloud desktop platforms. They must also set up unique processes for supporting and updating DaaS environments. And they need to design, implement, and manage the infrastructure that powers their DaaS offering.

With Anunta's DaaS Partner Program, however, businesses can deploy a complete DaaS offering to their customers with minimal investment of time and resources. Anunta provides not just the DaaS platform, but also the proprietary intellectual property and advanced automation tools that resellers and service providers need to make production-ready DaaS services available to their customers.

Benefit 3: Maximize End-user Satisfaction



Customers expect high rates of performance and availability from DaaS services. Without a rock-solid DaaS platform and the specialized expertise necessary to support it, delivering on end-user expectations can be a real challenge.

When you work with Anunta to bring DaaS offerings to your customers, however, you can bank on reliability uptime rates of 99.98 percent or higher. Combined with Anunta's expertise in designing and customizing DaaS infrastructure in order to optimize performance and responsiveness based on varying end-user needs, our uptime guarantees translate to high end-user satisfaction. By extension, they help resellers and service providers to improve customer retention (which increases by up to 95 percent for our clients), avoid SLA violations and generate steady, reliable streams of recurring revenue.

Benefit 4: Access Specialized DaaS Expertise



Each business's requirements regarding DaaS are unique. In some cases, customers may need to meet special compliance requirements, such as operating DaaS environments from servers based in a specific geographic region. They may also face unusual challenges related to securing, backing up or monitoring DaaS environments.

As a business that has specialized in designing, implementing and supporting VDI and DaaS environments for companies around the globe for more than ten years, Anunta has the specialized expertise necessary to address every business's unique requirements. That means that, when you partner with Anunta, you'll have ready access to the guidance and evaluation services you need to tailor your DaaS offerings to each of your customers. You won't have to deny DaaS services to customers because you aren't sure how to meet their unique needs. Nor will you have to worry that customers will abandon your DaaS offering because it's not well suited to their requirements.

Benefit 5: Leverage DaaS Sales and Marketing Resources



Knowing how to market and sell DaaS services can also be a challenge. Unlike many other types of IT services, like storage or backup, DaaS is not a category with which many businesses are already familiar. As a result, resellers and service providers may struggle to communicate the value of DaaS to their clients or prospects. They may also not know where to begin when designing DaaS marketing campaigns, or how to find and qualify leads for DaaS services.

That's why Anunta includes access to DaaS sales and marketing tools as part of its DaaS partner offering. We provide the resources you need to build awareness of your DaaS services, find qualified buyers and close deals. We also offer access to joint go-to-market campaigns, which can expose your brand to customers who may not otherwise know that you offer DaaS.

Benefit 6: Stand Apart in the DaaS Market



As more and more businesses seek DaaS services, more and more resellers and service providers are entering the DaaS market. That makes it increasingly hard to stand apart from the competition, or to convince your customers that you are their best source for DaaS offerings.

The Anunta DaaS Partner Program addresses this challenge by providing resellers and service providers with best-in-class DaaS infrastructure for delivering DaaS to clients. Our infrastructure is distinguished by record-setting levels of reliability, performance, TCO and customer satisfaction score, which you can communicate to customers and prospects in order to demonstrate how your DaaS offering stands out. The ability to customize your DaaS services to meet unique client or industry requirements is another key differentiating factor that our partners enjoy.

DaaS, the Easy Way

To capitalize on the rapidly growing DaaS market, you could learn how different DaaS technologies and platforms work, determine which are the best for your needs and then build your own DaaS offering from the ground up. But that would take many months, if not years. By the time you are finally ready to bring your DaaS offering to market, most of your clients may already have committed to competing DaaS offerings. Plus, starting from scratch, you're likely to struggle to design DaaS services that deliver the best ROI for you, and the greatest value to your customers.

Anunta's DaaS Partner Program offers an alternative approach. By partnering with Anunta, resellers and service providers gain access to DaaS infrastructure that they can deploy immediately. Just as important, they benefit from the unique guidance and expertise that Anunta has garnered by designing, implementing, and managing DaaS migrations for more than 500,000 users across the globe to date.

Anunta lets you add DaaS products and services to your offerings, the easy way. Contact us at partnerconnect@anuntatech.com to learn more or to get started as an Anunta DaaS Partner Program partner.



About Anunta

Anunta is an industry-recognized Managed Desktop as a Service provider focused on Enterprise DaaS, Packaged DaaS, and Digital Workspace technology. We have successfully migrated 500,000+ remote desktop users to the cloud for enhanced workforce productivity and superior end-user experience.

For more information about Anunta, visit www.anuntatech.com

For sales inquiry, reach out to us at: sales@anuntatech.com

Follow us on:



No part of this document should be reproduced, stored or transmitted in any form without prior written permission of Anunta Technology Management Services Ltd.