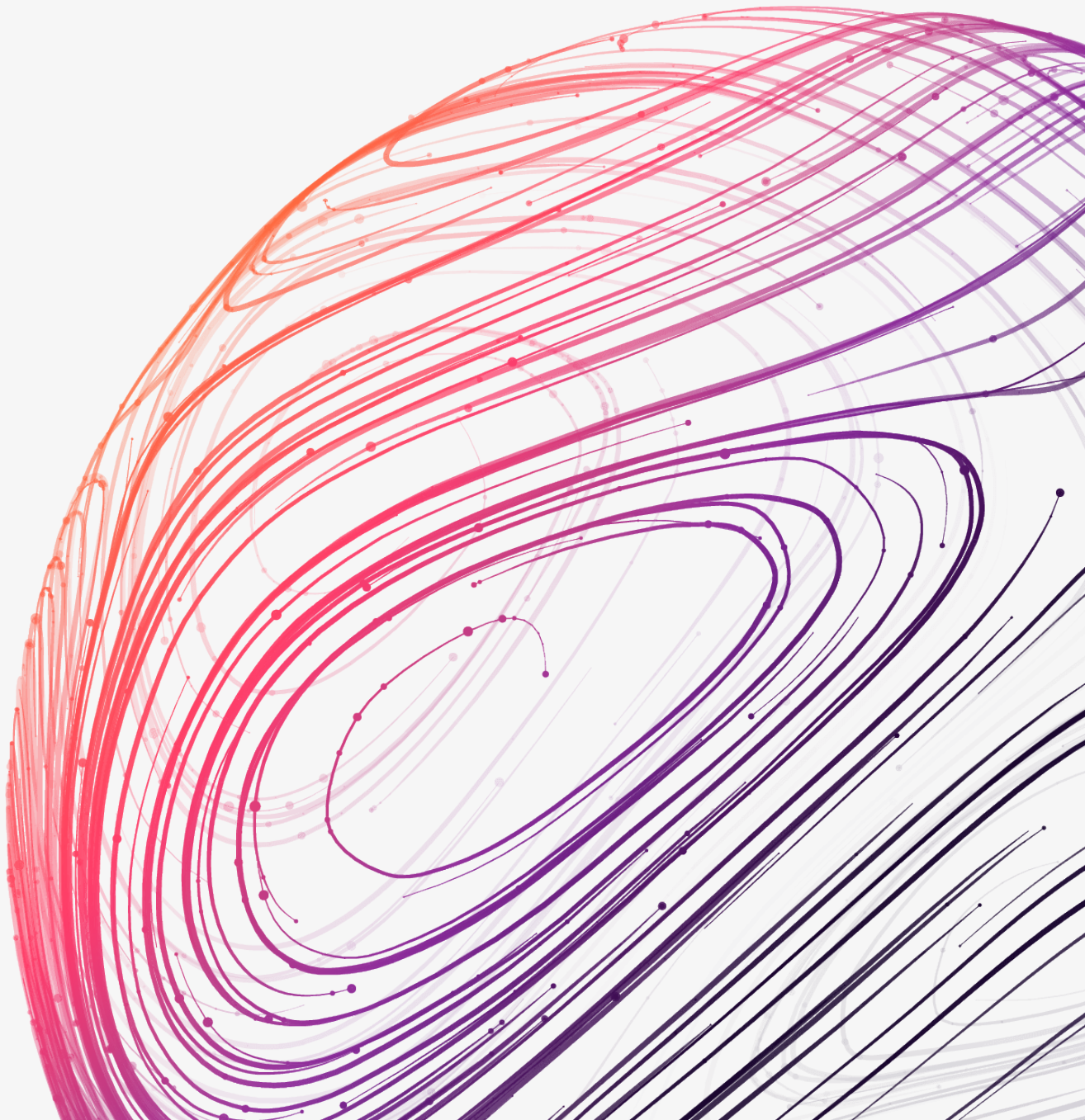anunta

The Enterprise Guide
to Next-Gen DaaS

A practical blueprint for CIOs and CTOs to move from legacy desktops to DaaS — with clear triggers, proven frameworks, and a vision of what 'good' looks like.

Executive Summary

Enterprise IT leaders are facing a pivotal moment. The shift to hybrid and remote work, mounting compliance demands, and the rising cost of maintaining legacy infrastructure have stretched IT teams thin. At the same time, boards and CEOs expect CIOs and CTOs to deliver agility, resilience, and measurable business value.

Desktop-as-a-Service (DaaS) has emerged as a strategic answer to this challenge. Far beyond a cost-saving measure, DaaS enables rapid provisioning, centralized security, and a consistent user experience across devices and geographies. Yet, knowing that DaaS is valuable is only part of the journey — executing the transition in a way that reduces IT strain while driving strategic gain is where leadership matters most.

This white paper provides a practical blueprint for smart DaaS adoption. It helps CIOs and CTOs:

Recognize the triggers for change — from costly refresh cycles to hybrid workforce demands.

Apply proven frameworks to shortlist vendors, using tools like the Gartner® Magic Quadrant™ to separate branding from true capability.

Follow a step-by-step roadmap — Assess, Design, Deploy, Optimize — to ensure adoption delivers both resilience and ROI.

Learn from real-world examples of how organizations used DaaS to mitigate security risks, scale globally, and improve employee productivity.

Define what "good" looks like in DaaS maturity: proactive monitoring, multi-cloud flexibility, experience-level agreements (XLAs), and measurable business impact.

With Anunta's recognition in the Gartner® Magic Quadrant™ for Desktop as a Service for the third consecutive year, we understand both the urgency and the execution required to make DaaS work at enterprise scale. This paper is designed to guide IT leaders from why to how — turning desktop modernization into a platform for long-term strategic growth.

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WHAT YOU MIGHT LEARN

Learn how to move beyond the "why" of DaaS to the "how." This white paper gives CIOs and CTOs a practical blueprint for adoption, showing how to spot the right triggers for change, apply the Gartner® Magic Quadrant™ as a decision tool, and define what "good" really looks like in a future-ready desktop strategy.

01

Introduction

By 2025, **half of all global data — about 100 zettabytes out of 200 zettabytes — will reside in the cloud** (Cybersecurity Ventures). That also means half will still live outside it, locked in legacy systems and infrastructure. For CIOs, CTOs, and IT decision-makers, that gap is both a challenge and an opportunity: deliver a seamless digital workspace for a hybrid, global workforce — without overextending budget, risking compliance, or drowning IT teams in device management.

We understand how daunting this dual mandate can be; digital transformation initiatives are often **an order of magnitude more complex** than typical IT projects (CIO.com). In fact, only about **14% of companies** that embark on digital transformations achieve sustained, material improvements in performance (McKinsey). The reasons are multifaceted: lack of executive sponsorship, organizational silos, cultural resistance, talent gaps, and legacy IT infrastructure all frequently conspire to derail transformation efforts (CIO).

Despite these challenges, the imperative to transform is stronger than ever. Business leaders are doubling down on technology – four out of five CEOs planned to **increase digital tech investments** in 2023 to navigate economic and talent pressures (Unily). The message is clear: CIOs and CTOs must act as both stewards of stability and strategists of change, balancing risk and innovation to drive their organizations forward.

This white paper lays out a narrative roadmap for enterprise IT leaders. The goal: paint a picture of what *"good" looks* like in the future. The aim is create an IT ecosystem that is agile, resilient, and aligned with business success.

50%

of all global data will reside in the cloud (Cybersecurity Ventures)

02

The Evolving Mandate for IT Leaders

The role of the IT leaders is transforming. No longer confined to back-office IT management, today's technology leaders are expected to be **business strategists** driving enterprise-wide innovation. The modern technology leader must wear multiple hats – ensuring day-to-day operations run securely and efficiently, while simultaneously spearheading initiatives that unlock new revenue streams and competitive advantages.

This dual mandate comes at a time of dizzying technological change. Legacy operating models are under siege from more nimble digital-native competitors, and organizations that fail to adapt risk being left behind. Cloud computing, for example, has proven to enable faster innovation, and scaling companies that adopt cloud well can bring new capabilities to market **20–40% faster** than before (McKinsey). Yet many enterprises have struggled to capture this value by sticking to outdated implementation approaches. It's not enough to simply deploy new tech; CIOs must also transform operating models and mindsets.

20-40%

faster than before (McKinsey)

1.7x

more likely to gain strong executive support for projects (Gartner)

Another paradigm shift is the rise of the **digital workplace**. Hybrid and remote work are here to stay, and employees now expect seamless, anywhere-anytime access to their work tools. This puts digital employee experience (DEX) squarely in focus for CIOs. Gartner observes that **DEX is the new battleground** for IT organizations that actively measure and improve DEX; they are **1.7× more** likely to gain strong executive support for projects. Workers themselves are vocal about technology pain points: fully **75% of digital workers** have contacted IT for help with technical problems, according to Gartner's 2024 survey. Poor digital experiences don't just hurt productivity; they also erode morale. More than **half of office workers (55%)** say negative workplace technology experiences directly affect their mood and engagement at work (Ivanti). For CIOs and CTOs, the takeaway is that employee-facing technology is not a secondary concern – it's central to talent retention, productivity, and ultimately business performance.

Finally, the **cybersecurity** landscape is intensifying the CIO's challenge. With threats at all-time highs, there is a broad shift toward Zero Trust security models. Gartner reports that as of 2024, **63% of organizations worldwide have implemented some form of Zero Trust strategy** (at least partially). This "trust nothing, verify everything" approach aligns with modern distributed IT environments, but implementing it is an extensive, ongoing journey. CIOs must ensure that as they open up access through cloud and mobile channels, they simultaneously fortify the organization's security posture and data governance. It's a delicate balancing act, enabling openness and innovation without compromising protection or compliance.

75%

of digital workers have contacted IT for help with technical problems (Gartner)

55%

office workers say negative workplace technology experiences directly affect their mood and engagement at work (Ivanti)

63%

of organizations worldwide have implemented some form of Zero Trust strategy (Gartner)

Market Snapshot
Why DaaS Is on the CIO Agenda

DaaS adoption is accelerating — Gartner projects global spending to grow from **$3.0B in 2024 to $4.4B by 2028** (CAGR ~10%).

Top drivers

Hybrid workforce enablement

Reduced endpoint management complexity

Improved security & compliance

Faster onboarding & scaling

Source

Gartner Market Forecast, 2024

03

Tools and Strategies to Carve a Path Forward

Despite the challenges, there are more tools and solutions than ever to help CIOs and CTOs navigate this transformation journey. By leveraging the right technologies and partnerships, IT leaders can create a clear path forward toward a future-ready enterprise. In this section, we explore several strategic focus areas – cloud, digital workspace, data-driven management, and partnerships that together form a toolkit for success.

EuVantage™ in Practice
Proactive Ops That Prevent Downtime

In one global deployment, topology-level monitoring and anomaly detection flagged a performance issue affecting 100 users — and resolved it before it reached 5,000.

ⓘ Why it matters

Early detection avoids cascading user impact, keeps SLAs intact, and protects productivity.

✦ Takeaway

Look for DaaS platforms with telemetry, automated remediation, and real-time visibility — like those enabled by EuVantage™.

03.1

Embrace Cloud as the Foundation of Agility

It has been over a decade since the first cloud pilots in corporate IT, and the verdict is clear: **cloud adoption is fundamental to digital transformation** (CIO). Cloud platforms offer on-demand scalability, access to advanced services (from AI to analytics), and accelerated development cycles that traditional on-premises setups simply can't match. As one McKinsey analysis put it, companies effectively leveraging cloud "innovate more easily, and scale more efficiently – while also reducing technology risk". Indeed, cloud-enabled organizations have shifted from quarterly software releases to continuous delivery; even large enterprises find that automated cloud pipelines let them push out new features daily, responding swiftly to market needs. The payoff is that tangible firms report **20–40% faster time-to-market** for new capabilities after adopting cloud-native approaches (McKinsey).

Enterprise IT leaders appear to have received the message. Cloud computing today is nearly ubiquitous: over **90% of companies worldwide use cloud services** in some form (O'Reilly). And the future is decidedly multi-cloud and hybrid. According to Gartner forecasts, **90% of organizations will adopt a hybrid cloud approach by 2027** (CRN Asia). In practice, most large enterprises are already blending multiple clouds (public and private) to meet different needs – one recent report found **89% of companies use a multi-cloud strategy**, and **80% have a hybrid cloud environment** integrating on-prem and cloud resources (Edge Delta). Nearly all IT leaders (97%) plan to expand their use of cloud further, often across multiple providers (Edge Delta).

Adopting a cloud-first mindset doesn't mean rushing in without a plan. It means re-aligning IT investments toward the areas of greatest business impact and building a cloud-ready operating model (McKinsey). Rather than migrate everything blindly, leading CIOs identify domains where cloud can drive revenue growth, improved margins, or enhanced resilience. They modernize and modularize applications to take full advantage of cloud-native capabilities, avoiding the pitfall of simply transplanting legacy systems to a new platform. It's also critical to address operational readiness: upskilling teams, instituting DevOps and FinOps practices, and adapting governance to a faster, more fluid environment. As Gartner succinctly put it, by 2025 **organizations can only fully execute their digital strategies by using cloud-native architectures and technologies** (Edge Delta). The cloud is not a mere IT trend; it's the backbone of a modern, agile enterprise.

90% of companies worldwide use cloud services in some form. (O'Reilly)

03.2
Modernize the Digital Workplace Experience

While cloud forms the back-end foundation, the front-end revolution is how employees work. **Empowering the digital workforce** with the right tools and environment is now a top priority for CIOs – to improve productivity, and to attract and retain talent. The COVID-era rapid deployments of remote work solutions have given way to a permanent reconfiguration of work in many industries. Studies show the majority of employees feel **as productive (or even more so) working remotely** as in the office, and most want to keep the option of hybrid work (Ivanti). Forward-looking organizations are responding by investing in robust digital workplace solutions that ensure people can work **securely from anywhere, on any device**, with a user experience comparable to being in office. Technologies like Virtual Desktop Infrastructure (VDI) and Desktop-as-a-Service (DaaS) have matured as key enablers of this flexible work model. These solutions allow employees to access full desktops and applications in the cloud, with centralized security and management. A significant benefit of cloud-based workspaces is enhanced **business continuity and resilience**. Gartner predicts that by 2027, companies that incorporate DaaS into their continuity plans "will recover in hours – not weeks" from disruptive events. We saw this during recent crises: organizations with virtual workspaces could pivot to remote work overnight, whereas those reliant on traditional PCs and offices faced far longer downtime. In short, DaaS and VDI can dramatically improve an enterprise's ability to weather outages, pandemics, or natural disasters while keeping employees productive.

Quick Self-Assessment

Are You Ready for DaaS?

Check three or more, and it's time to explore your migration plan:

☐ **<18 months**

Desktop refresh due

☐ **30%**

of IT workload is desktop support

☐ **3+**

regions with remote/hybrid teams

☐ **HIPAA, GDPR, PCI DSS**

Rising compliance demands

☐ **M&A**

or rapid scaling ahead

Equally important is the focus on **digital employee experience (DEX)**. A high-quality, frictionless experience with workplace technology has proven impacts on engagement and output. Nearly **97% of executives say** that superior DEX boosts employee productivity (Ivanti), and 90% of CEOs believe technology is critical to improving workforce engagement and performance (Unily). Conversely, when systems are clunky or fragmented, employees get frustrated. In one survey, only one-third of employees felt the technology provided by their company was truly *"productive, empowering, and easy to use,"* and those dissatisfied with tech were more than twice as likely to consider quitting (Unily). The message for CIOs is that investing in modern, user-friendly tools and proactive IT support is not a luxury; it's essential for maintaining a competitive and engaged workforce.

Fortunately, CIOs don't have to tackle this alone – there's a growing ecosystem of solutions focused on monitoring and improving DEX. End-user experience management platforms can measure real-time performance across devices and apps, often using AI to detect and even auto-remediate issues before they impact the user. Gartner's latest outlook underscores this shift toward a **predictive, resilient digital workplace**, where IT moves from reactive troubleshooting to proactive optimization (Omnissa). For example, instead of waiting for employees to complain about slow laptops, IT can use analytics to identify devices due for refresh or software causing slowdowns. (In fact, Gartner forecasts that by 2028, **70% of IT organizations will use data-driven analytics to trigger PC refresh cycles** rather than sticking to arbitrary 3-4 year replacements – a prime example of data-driven IT operations improving both user experience and cost efficiency.)

03.3

Harness Data, Security, and Partnerships to Manage Complexity

As enterprises adopt cloud and support distributed work, the IT environment undoubtedly becomes more complex. The number of applications, SaaS subscriptions, cloud services, and devices in play can be staggering. Without a proper strategy, **sprawl and fragmentation** can undermine the gains of modernization. One area of concern is SaaS sprawl: Gartner has noted that SaaS spending has surged over 50% since 2022, yet due to poor visibility and siloed procurement, an estimated **30% of SaaS licenses go unused or underutilized**. This represents wasted spend that savvy CIOs are now targeting through better asset management and rationalization of apps. A related trend is the consolidation of collaboration and productivity tools into unified **"digital hubs"** – reducing the need for employees to hop between dozens of applications (the average large enterprise deploys 175+ apps - Unily) and thereby reducing cognitive load and duplicate capabilities.

To tame complexity, CIOs are increasingly leaning on **data and automation**. We've touched on data-driven decision making for device management; the same principle applies across IT operations. From cloud cost optimization (using real-time cloud usage analytics) to automated security incident response (using AI Ops and SOAR tools), the modern IT toolkit is about leveraging data at scale. The convergence of observability and AI for IT Operations (AIOps) is enabling a more predictive stance on managing

infrastructure and applications. Instead of monitoring each system in isolation, AIOps platforms correlate telemetry across the stack and flag anomalies that could signal brewing problems. This helps IT teams fix issues before they cause downtime, and continually **optimize performance and costs** in complex multi-cloud environments. The end result is an IT organization that can handle greater scope and complexity without linear growth in headcount – critical as environments scale.

Security remains a cornerstone of any future-ready IT strategy. As noted earlier, Zero Trust architecture is becoming a de facto standard to secure modern enterprises. Implementing Zero Trust touches many domains – identity management, network segmentation, endpoint security, continuous authentication – and it underscores the importance of having an integrated strategy. Encouragingly, enterprises are moving in this direction: **63% have at least partially implemented Zero Trust** approaches to date (Interface Media).

Yet, coverage is often incomplete, typically addressing half or less of an organization's environment according to Gartner's findings. CIOs and CTOs should view security not as a separate silo but as an integral design principle across all initiatives, from cloud migrations to new app deployments. Embedding security "by design" and adopting frameworks like Zero Trust ensure that as you open up access and empower users, you are not inadvertently opening doors for threat actors. The future of good IT is secure by default, not as an afterthought. This may require retraining staff, updating policies, and investing in modern security tooling, but it pays dividends by reducing risk in an era of sophisticated cyber threats.

Finally, **don't go it alone**. One of the smartest moves an IT leader can make is to leverage external expertise and partnerships. The technology universe is simply too broad and fast-changing for any single organization to master every facet. Whether it's navigating multi-cloud architectures or deploying a digital workspace platform, partnering with specialists can accelerate your journey and help avoid pitfalls. For example, as a **Microsoft Solutions Partner**, a **Google Cloud Partner**, and an **AWS Partner**, Anunta brings deep experience across all major public clouds, ensuring that a multi-cloud strategy truly delivers value rather than chaos. Likewise, our strategic collaboration with **Omnissa** (VMware's End-User Computing business) means we deliver cutting-edge digital workspace solutions (Horizon VDI, Workspace ONE, etc.) with expert precision. These partnerships are not about reselling technology; they're about combining the right tools with proven methodologies to achieve the outcomes CIOs care about: seamless cloud migration, optimized costs, secure and scalable infrastructure, and outstanding end-user experiences. A trusted partner will take the time to understand your unique business needs and integrate solutions accordingly – acting as an extension of your team to drive transformation success.

20-40%
faster time-to-market (McKinsey)

90%
of organizations will adopt a hybrid cloud approach by 2027 (CRN Asia)

97%
of executives say that superior DEX boosts employee productivity (Ivanti)

04

The Future of "Good": What Success Looks Like

If CIOs and CTOs can navigate the above strategies – embracing cloud, elevating digital workplaces, harnessing data/AI, securing relentlessly, and leveraging partnerships – what does the end state look like? In a word, **"good" looks like a *future-ready*** IT organization. Concretely, this means:

- **A highly agile IT environment** that enables the business to innovate rapidly. New applications and features can be developed, tested, and launched in days or weeks, not months. Resources scale up or down on demand. Business teams are no longer constrained by long IT lead times, allowing the company to seize market opportunities and respond to customer needs faster than competitors. (Consider that cloud leaders release code hundreds of times per day – a pace unthinkable in legacy setups – and translate that into unmatched business agility.)

- **Data-driven decision making** at all levels of IT and business. From capacity planning to user support, decisions are informed by real-time insights rather than guesswork. The organization measures what matters – user experience metrics, cloud ROI, security posture – and continuously adapts. This leads to better outcomes and more efficient use of resources. For instance, instead of blanket hardware upgrades, devices are refreshed when analytics show performance degradation, optimizing investment and minimizing user disruption.

- **Enhanced employee experience and productivity**. In the future-ready enterprise, employees have a digital workplace that just works. They have a single, secure portal to all the apps and data they need. Issues are rare, but when they occur, IT is often aware before the user and fixes it proactively (or even automatically via self-healing systems). Employees feel empowered by technology, not frustrated by it – and that translates to higher morale, higher retention, and greater innovation from the workforce. Organizations that achieve this are more likely to attract top talent and get discretionary effort from their people. As one survey highlighted, dissatisfied tech experiences make employees over twice as likely to consider leaving, so a positive tech environment becomes a competitive advantage in talent wars.

- **Uncompromising resilience and security.** A hallmark of "good" IT is that the business can trust that services will be available and secure. In practical terms, this means far less unplanned downtime and a strong ability to recover quickly from incidents. By using cloud architecture and DaaS for continuity, disasters that once might have halted operations for days can now be mitigated with minimal interruption – truly recovering in hours rather than weeks. Moreover, a Zero Trust security model ensures that even as the enterprise's digital footprint expands (more devices, more cloud apps, more external collaborators), the risk is managed through continuous verification and smart access controls. Security becomes an enabler for growth, not a roadblock, because it's built into the fabric of systems and culture. In a world of escalating cyber threats, having a robust, adaptive security posture is part of what "good" looks like.

- **Measurable business value from IT investments**. Ultimately, the future-ready, transformed IT organization drives tangible business outcomes and can prove it. Cloud adoption at scale is forecast to generate enormous financial benefits; McKinsey estimates that cloud value realization across Fortune 500 and Global 2000 companies could exceed **$1–3 trillion in EBITDA by 2030** (Edge Delta). On a company level, this value comes in forms like entering new markets faster, improving profit margins via automation, or launching digital products that create new revenue streams. A successful CIO/CTO will have moved IT from being a cost center

to a value creator. They will be seen not just as technology providers, but as business partners and innovators. In fact, 72% of executives believe that when CIOs focus on initiatives like improving DEX, it elevates the CIO's influence and strategic role in the organization (Ivanti). This is the future state we envision: IT leadership firmly ingrained in setting company strategy, armed with credibility from demonstrated results.

Looking further ahead, the role of IT support itself will change dramatically. Within five years, we may see the traditional "IT consultant" replaced by **agentic AI** — systems capable of predicting issues and self-healing in real time. In a DaaS or VDI context, this could extend beyond software fixes to physical remediation: automatically ordering and provisioning replacement hardware for an employee without a human ever unwrapping a box. Technologies like Anunta Fabric point toward this future, building on today's zero-touch provisioning to deliver services that are not just automated, but truly autonomous.

In summary, the **future of "good"** today in enterprise IT is a state where technology is fully aligned with business strategy, employees are empowered, and the organization is agile and resilient against whatever comes its way. It's a future where CIOs and CTOs are not fighting fires or negotiating for relevance – they are orchestrating transformation and growth hand-in-hand with their C-suite peers. Achieving this future is undoubtedly a journey, but it's one that is increasingly within reach thanks to the maturation of cloud, modern workplace tools, AI-driven operations, and strong industry partnerships.

What "Good" Looks Like

DaaS Maturity Benchmarks

Uptime

≥99.9% (SLA-backed)

Provisioning

Hours, not days

User Experience

Login <30s, app launch <5s

Proactive Resolution

70–80% of issues resolved before user reports

Security

Zero Trust framework in place

Compliance

Full audit readiness for all regulated workloads

05

Conclusion

For CIOs and CTOs of large organizations, steering through digital transformation is akin to navigating a complex landscape with both high peaks and deep valleys. We acknowledge the hurdles – the complexity, the legacy baggage, the cultural change required – but we also emphasize that **powerful tools and allies are available** to chart a successful path forward.

By taking a holistic approach that blends technology adoption with operating model changes, and by focusing on key enablers like cloud and digital workspaces (while never losing sight of security and experience), IT leaders can deliver on the mandate to build a future-ready enterprise.

The time to act is now. The competitive gap is widening between companies that embrace these changes and those that hesitate. The research and trends we've cited – from cloud's near ubiquity to the criticality of employee experience – all point to an urgent need for action. As Gartner's 2025 strategic outlook warns, IT and digital workplace leaders must make "strategic shifts now to stay competitive in 2025 and beyond". The good news is that you are not alone on this journey. Whether through internal innovation or with the support of expert partners (be it leveraging hyperscale cloud providers or specialized firms like Anunta with deep domain expertise), you have a robust support system to help realize your vision.

In the end, success will be measured by the

outcomes: a more agile business, delighted users, efficient operations, and new opportunities captured. This future state – **the "future of good"** – is within reach for those who commit to carving out the path. With the right strategy and tools in hand, CIOs and CTOs can transform "we get it" into "we did it," turning today's challenges into tomorrow's triumphs. The journey may be complex, but the destination is a digitally empowered enterprise poised for sustained success in the years ahead.

Recognized for Excellence, Three Years Running

Read about
our Gartner® MQ™ recognition

See Proactive IT in Action

Explore how EuVantage™ works