

## EVENT FLASH

### Mahindra Satyam Launches Workspace as a Service: Potentially Explosive

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#### IN THIS EVENT FLASH

This IDC flash discusses Mahindra Satyam's recently launched Workspace-as-a-Service (WaaS) solution that leverages technologies from Microsoft, Citrix, and Liquidware Labs. This event flash also discusses the implications of the launch of this solution in the industry and the potential benefits it may bring to organizations across the region.

#### SITUATION OVERVIEW

In late December 2011, Mahindra Satyam officially announced the launch of its WaaS solution offering. In a press release, WaaS was described as a hosted or managed virtual desktop computing solution that will allow the benefits and flexibility of shared, dedicated, and pooled resources of virtual desktops and applications to organizations globally. Employees of these organizations would have the flexibility to access these applications on any device (mobile and wired) anytime and at anyplace.

There are several relatively unique elements in this WaaS solution. First, it provides user profiling and assessment methodology to analyze various roles within an organization and is suitable to adopt to workspace virtualization. This ultimately leads off with user segmentation; hence, defining various workspace usage roles, identifying of best-fit users that allows the creation of high-level design and definition of a business case. Clients can pick a few services from a catalogue and place an order according to their needs. Other features of Mahindra Satyam's WaaS includes on-demand application delivery, automated workflow-based provisioning, usage-based metering and charge back, and the choice of workspace from a service catalog.

The WaaS solution is made possible by industry-leading technologies such as Citrix XenDesktop, Windows Server Hyper-V, application-level virtualization enabled by Microsoft Application Virtualization (App-V), and management provided by Microsoft System Center.

#### FUTURE OUTLOOK

The manners to which organizations across the Asia/Pacific (excluding Japan) or APEJ region meet their ICT needs are changing rapidly. Many are looking for solutions that are highly scalable, agile, and capex friendly. A variety of public cloud services have been introduced into the market and have been widely sought after by organizations as it could potentially and significantly reduce the cost of acquiring IT solutions. Mahindra Satyam's end-to-end WaaS that provides user profiling and assessment joins the broad array of cloud solutions in the marketplace, which are specifically designed to lessen the burden of planning, owning, and maintaining costly IT infrastructure. There are several elements to this solution wherein IDC believes that organizations in APEJ will find extremely appealing.

- ☒ **Assessment will help in transitioning to workspace virtualization.** Workspace virtualization can be a big leap of faith for many organizations. There are so many issues and challenges to consider and deal with — from security and management to overall application performance. For many organizations, the struggles are increasingly coming from consumerization of IT and the desire for many of their employees to bring their own smart devices to the workplace and demand for access to corporate networks. These same employees are also becoming more mobile and virtual as organizations expand regionally and globally. Mahindra Satyam has developed a methodology that will help organizations make the transition from traditional to virtualized desktops more seamless. This includes identifying users within organizations that are most suitable to adopt workspace virtualization and segmenting users to allow them to design the solution that best fit their needs. Mahindra Satyam has developed a concept of "Demo-in-a-Box" that allows organizations to experience workplace virtualization and also reduces the time to install and configure; in essence, simplifying the whole process for customers. Cloud migration will never be pain free, but any concrete and well-thought-out process that helps organizations ease the potential migration headaches will be well received.
- ☒ **Various options available will give flexibility to customers.** Not all organizations are cut from the same cloth, and thus, many would need different approaches to their ICT challenges. Larger organizations would have greater IT resources and personnel that have greater wealth of experience and skills as compared with smaller outfits that struggle day to day in running their ICT operations. WaaS can be delivered two ways, either as a hosted on-premise solution in the customer's datacenter or on a shared platform in Mahindra Satyam's datacenter. The on-premise option would be ideal for organizations that prefer "more control" and have resources to manage it; whereas the dedicated hosted model would be ideal for customers that are looking for a flexible managed services model. Mahindra

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Satyam is offering a per-desktop and usage-based pricing for customers, which perhaps have a seasonal nature to their business, and these various pricing models would neatly fit into their business cycle demands. These organizations may have greater demand for certain types of applications and other workloads at various times of the year and the pricing flexibility of usage-based models could essentially result in an enormous amount of cost savings throughout the year and relieve their IT department of the day-to-day management as well.

- ☒ **Mobility will drive demand for WaaS.** Probably one of the biggest drivers for WaaS would come from an increased mobile workforce. WaaS essentially would allow a personalized desktop to be hosted in the cloud and this would allow employees to log on to its work computer on any device, smartphone, and/or even corporate media tablets. This could translate to an immense improvement in productivity for many organizations as files can be shared "on the go" and critical decisions can be made in a collaborative fashion anywhere and at anyplace as well. There are several challenges that organizations would have to deal with. They are application performance and OS compatibility. The former would require application acceleration tools and solutions as an underwhelming application experience for any user can be detrimental and render the whole solution futile. OS compatibility is important and this may lead to organizations standardizing OS platforms that employees can choose from for various devices.
- ☒ **Delivery of business services and processes.** While most organizations will initially look at WaaS as a way to deliver personal desktops to their employees, many will start to explore the possibilities of delivering business services. Any WaaS service provider (SP) should start engaging its clients in this manner because if the WaaS rollout is looked at from the perspective of service delivery, many organizations will find additional value that would otherwise be lost, which should include redesigning the way certain services are being delivered. This would also require a change in thinking and thought process by the customer and it could be most difficult, and any WaaS SP must be equipped to start that conversation as well. Overall, this would be a fresher, a more dynamic way to approach WaaS and would really represent unleashing its full power.

Many organizations in the APEJ region are only at the beginning of their cloud journey and are still finding their way round the technology that is never far from any IT conversation these days. WaaS offers many of the fundamental value propositions of cloud — flexibility, scalability and operational efficiency. The challenge is that it may get swallowed up with all the other cloud offerings that are being launched in the marketplace that offers these same value propositions. SPs should therefore start articulating the business proposition that it can bring and tout the easier manageability of their respective solution. Both arguments draw larger audience and longer attention spans in today's environment. Mahindra Satyam is one of the early entries into this space as its end-to-end solutions give it the opportunity to capture all the advantages of an early mover; it just needs to capitalize on it.