



Desktop as a Service (DaaS) with better security

CloudShape helps clients meet critical security needs, boost mobility and lower total cost of ownership with a unique DaaS offering that runs on Dell IT in their data centers



Customer profile

cloudshape

Company	CloudShape
Industry	Technology
Country	United States
Website	cloud-shape.com

Business need

CloudShape wanted to design a solution that enabled customers with strict security requirements to be able to benefit from the ease and savings of Desktop as a Service (DaaS).

Solution

The company's unique DaaS solution runs a custom implementation of Citrix XenDesktop at customers' sites on Dell servers and thin clients.

Benefits

- Meets customers' security requirements while facilitating remote access
- Improves customers' desktop experience
- One customer received a 28 percent cost savings over five years
- Drives successful deployments in the U.S. and around the world
- Simplifies innovation

Solutions at a glance

- ~~Cloud Client-Computing~~

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Brad Osborne, CEO, CloudShape

The ROI of virtual desktops is indisputable. With this model, companies not only increase efficiency and cost savings, but also simplify access to data and applications anytime, anywhere and on any device. To amplify savings and simplicity, many companies are taking advantage of third-party Desktop-as-a-Service (DaaS) offerings. However, organizations with strict security requirements have been unable to use public-cloud DaaS — that is, until CloudShape came up with its unique solution.

CloudShape's vision? Provide a consistently fast and reliable DaaS solution that gives customers the convenience of using a third-party cloud and the cost savings and remote-access benefits of virtual desktops. However, to support government agencies, CloudShape needed its solution to provide greater security than existing public DaaS offerings. To achieve this, CloudShape decided to deploy dedicated cloud infrastructure at each of its customers' sites so it's protected by the customers' security policies. In addition, engineers created a more secure remote-access solution by customizing controller and application gateway settings in its virtualization platform, Citrix® XenDesktop®. To speed desktop performance, engineers also customized XenDesktop so it runs storage processing in servers' memory. Brad Osborne, CEO of CloudShape, says, "We're the only ones that we know of that has implemented Citrix in the way that we do — and to offer a truly on-premise, Desktop as a Service that's ready to implement."

Choosing one server model to deploy at every customer site

After testing servers from original equipment manufacturers (OEM), CloudShape engaged Dell OEM Solutions to provide Dell PowerEdge R730xd servers with Intel® Xeon® processors. Not only does the model support its diverse user requirements, but Dell OEM Solutions also supports

private labelling. To manage customers' solutions, CloudShape uses Dell OpenManage Essentials systems management console as well as the integrated Dell Remote Access Controller (iDRAC) with Lifecycle Controller, which is embedded within every Dell server. "We increase efficiency and reduce travel by using Dell OpenManage Essentials and iDRAC to manage customers' infrastructure," says Osborne. "We also get great support from Dell OEM Solutions because it has centers inside and outside the U.S. It also helps us meet unique requirements. For example, security-conscious customers can get a new disk drive from Dell if they need it, without having to send back their old one."

Potential to provide a 28 percent savings over five years

CloudShape's visionary offering is a success. One recent customer found that CloudShape's DaaS solution provided them with a 28 percent cost savings over a five-year period, compared to directly purchasing, installing, and managing an on-premises virtual desktop infrastructure. "Our customers don't have to invest time and money into engineering because we've already done it," explains Osborne. "And because we bring all the hardware, our customers don't have to lay out upfront capital, which can run \$2,000 per user. They just pay a monthly fee."

Improving user experience

To ensure all users enjoy consistently fast DaaS, CloudShape standardized its offering to include Dell Wyse 5000 series clients, which it obtains from Dell OEM Solutions. "We can do everything right, but if our customers' thin clients don't work well with our solution, then all the customer sees is that our service isn't working well," explains Osborne. "The Citrix technology we use works the best with Dell thin clients. The firmware that Dell built supports advanced functionality in Citrix with fewer issues, especially when it comes to using smart cards for system access." He explains

Products & Services

Services

Dell OEM Solutions

Hardware

Dell PowerEdge R730xd servers with Intel® Xeon® processors

Dell Wyse 5000 Series thin clients

Software

Dell OpenManage Essentials

Partner

Citrix® XenDesktop®

that delivering reliably fast DaaS from remote data centers and in regions with inconsistent internet speeds is also no longer an issue. "Other thin clients disconnect from the network when there's a lot of jitter or latency. Dell Wyse clients do a great job of maintaining network connections, so users aren't interrupted by jitter. They just work."

Facilitating growth and innovation

Overcoming many of the hurdles that startups face has been made easier for CloudShape by working with Dell OEM Solutions and by taking advantage of guidance through the Dell Founder's 50 program. "As a small technology business, Dell's a good partner," says Osborne. "It introduced us to the Dell Founder's 50, which helps from a branding and marketing perspective in getting us known in the U.S. as well as around the world."

The company is also evaluating how it can match opportunities and vision with other Dell offerings. Osborne says, "As we develop other services, we'll be looking at Dell storage and switches, as well as Dell Financial Services for flexible leasing. It's great to be able to expand what we do with a single vendor."

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