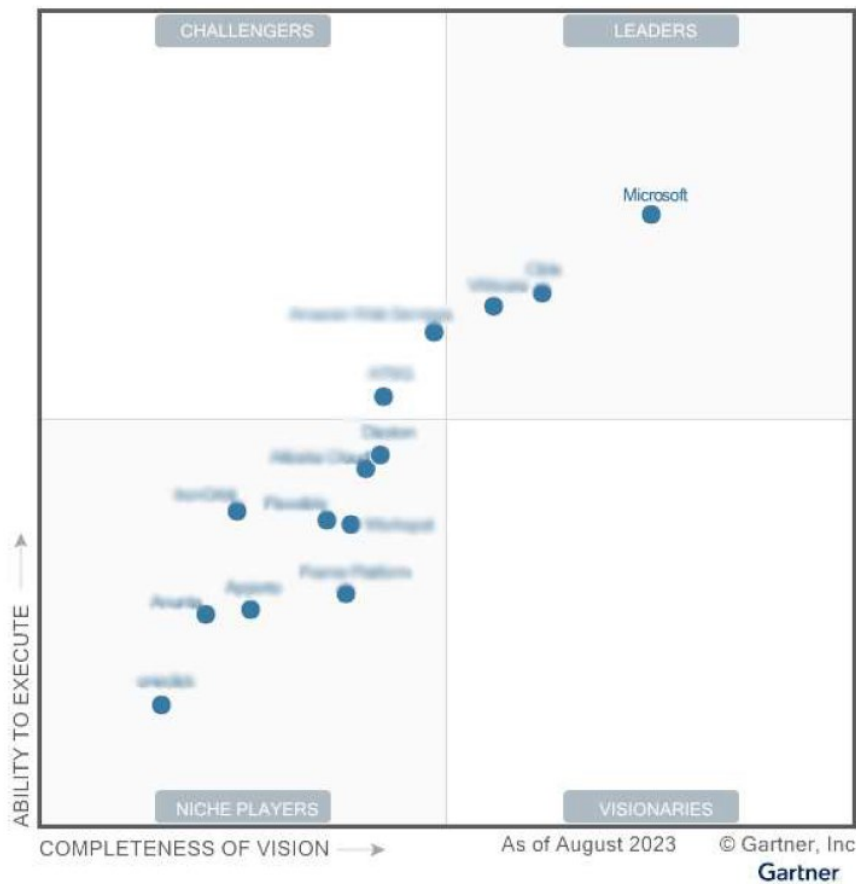


Azure Virtual Desktop (AVD) ranked #1 by Gartner

Gartner data indicates the DaaS (desktop-as-a-service) market will grow from \$3.1 billion in 2023 to \$4.6 billion in 2027 as businesses continue to move away from traditional virtual desktop infrastructure (VDI) services to better accommodate the modern workforce.

Microsoft Azure Virtual Desktop (AVD) stands out as the leading enterprise VDI solution, offering unparalleled scalability, security, and flexibility for organizations of all sizes.



Pros of Microsoft AVD:

- **Scalability and flexibility:** AVD enables organizations to quickly scale their virtual desktop infrastructure up or down based on fluctuating needs and geography. Whether it's adding new users or virtual machines, deploying additional applications, or expanding to new locations, AVD offers the agility and flexibility needed to support organizational growth and evolution.
- **Security and compliance:** Microsoft Azure is renowned for its robust security features and compliance certifications, and AVD inherits these capabilities to provide a secure virtual desktop environment. From data encryption and access controls to threat detection and identity management, Microsoft AVD helps organizations mitigate security risks and ensure compliance with industry regulations and standards.
- **The Microsoft ecosystem and partnerships:** As part of the Microsoft ecosystem, AVD seamlessly integrates with other Microsoft services and applications, including Microsoft 365, Teams, and Entra ID (formerly Azure Active Directory). This integration simplifies deployment, management, and user authentication, enhancing overall productivity and collaboration within the organization. Further, customers receive access to the largest partner ecosystem in the industry, offering a wide range of additional services.
- **Cost-effective pricing model:** Microsoft AVD offers a consumption-based pricing model, allowing organizations to pay only for the resources they use. This cost-effective pricing model eliminates the need for upfront hardware investments and allows organizations to optimize their IT spending based on actual usage and demand.
- **Enhanced user experience:** With Microsoft AVD, users can access their virtual Windows desktops and applications anywhere and from any device, providing a consistent and seamless user experience. Whether it's working from home, on the go, or in the office, AVD ensures that users have access to their desktop environment and tools whenever they need them.

Cons of Microsoft AVD:

- Learning curve: Implementing and managing AVD may require some training and familiarization with the Azure platform and associated tools, particularly for IT administrators who are new to cloud-based virtual desktop environments. While AVD offers extensive customization options, configuring and optimizing the environment for specific organizational requirements requires careful planning and expertise.

Concierge CIO Partners eliminates the cons and leverages the best of AVD.

- Concierge CIO Partners addresses the challenges encountered with AVD implementation and management using pre-configured templates and automation workflows that streamline the setup process, optimize performance, and reduce costs.
- Our dynamic auto-scaling tools optimize Azure compute costs by 60-75%. Storage autoscaling swaps managed disks to lower tiers when VMs aren't running, further optimizing costs.
- Unlike other vendors, Concierge CIO Partners doesn't force its clients into long-term commitments for a fixed number of licenses. You can cancel anytime without penalties, and you pay only for what you use.
- Whether end users use physical computers or Azure Virtual desktops, the price you pay for your Concierge CIO subscriptions remains the same. We only charge a (modest) fee for users for whom we manage both a physical computer and a virtual desktop.