



How do you complete the picture to align IT with business needs?



Remove the most costly and difficult to manage piece of the puzzle. **PC desktops and notebooks.**



The personal computer has been great for the individual productivity of people in business. However, the downside is that each personal computer requires personal attention from your IT staff.

Business, Institutions, and Government have adopted datacenter strategies around HTML applications, UNIX/Linux, Microsoft® Windows Terminal Services, Citrix Application Delivery, and VMware Virtual Desktop Infrastructure (VDI) to take control of the datacenter. Now how do you make the desktop or mobile computing device as efficient and effective as the datacenter? Think Thin Computing, Think Wyse.

It's time for thin computing.

Thin computing delivers the functionality, performance, and software that people want on their desktop or mobile, without all the hands-on management you can't afford.

It takes advantage of the servers you already have in place to centralize data storage and administration. So you can focus your IT maintenance and management efforts on a few servers, rather than hundreds or thousands of personal computers.

Thin computing solutions typically include the Datacenter architecture (that gets the applications from the server to the desktop), infrastructure management or provisioning software (that lets you manage the environment easily), and the desktop hardware. The desktop hardware can be configured as a client, displaying what the server pushes to the client, or as a computer, processing the applications and information locally, or a mix.

No matter how you deploy thin computing, there is no data stored on the desktop. So there's nothing to update or backup there. And since you no longer have to touch each desktop individually, you have the time and resources to focus on more important things.

Such as enabling innovation, driving revenue to the bottom line, and other organizational initiatives.

Thin computing gives you the time, energy, and resources to be more of a strategic partner to other business units. So you can be seen as less of a service organization.

How thin computing works.

Thin computing uses servers running your choice of UNIX/Linux, HTML applications, Microsoft Windows Terminal Services, Citrix Applications Delivery, or VMware VDI (or a mix of these) to deliver everything a thin computer needs to work just like a PC (to the person using it). All the familiar software and user interface is there, but the data, operating system, and applications all reside back on the server.

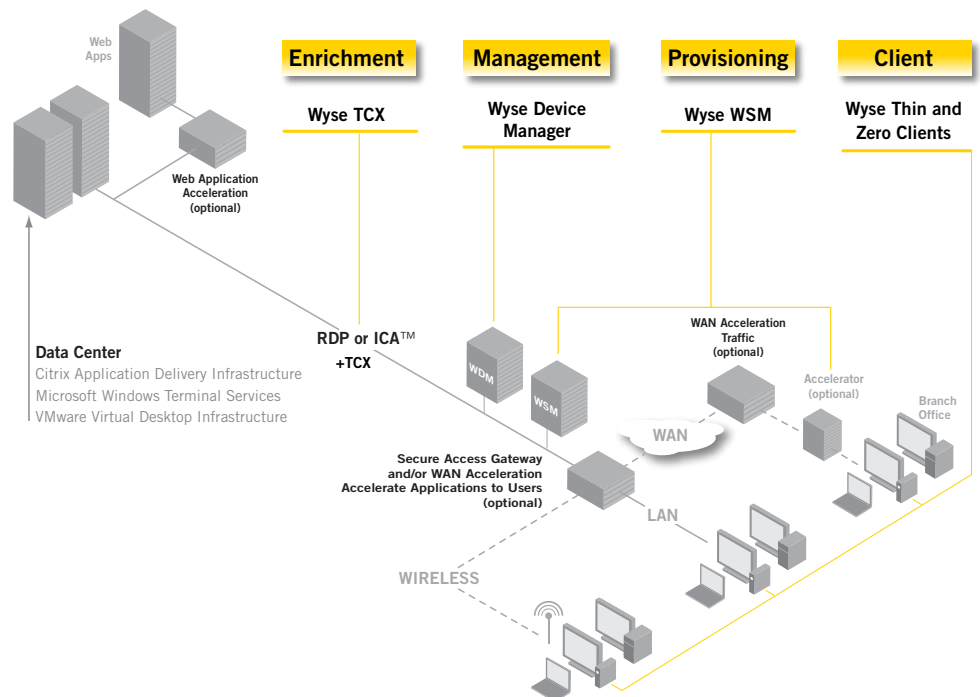
If you thought you knew thin computing, think again. Wyse is introducing ways to optimize the IT and user experience; with automated management to simplify and centralize management tasks, Zero Clients and dynamic provisioning to deliver the most secure and

flexible desktop ever, and user-experience enrichment to deliver previously impossible levels of rich video, sound, and peripheral support to users. And now new mobile thin computing devices for users who need to roam the campus, or the world - securely. All of these are contributing to the dramatic growth of the thin computing market worldwide.

The big advantage is to IT.

Experts agree that thin computing reduces the cost to deliver desktop computing by 40 percent or more over PCs. These cost savings come from being able to perform all software upgrades, patches, and updates at the server (not on each desktop), as well as the improved reliability and corresponding improved productivity — of thin computers.

In fact, a recent Gartner study found that each thin client can save you as much as \$1,000 per year over your average personal computer, when you add everything together. And that can add up fast.



A close-up photograph of two people in business attire shaking hands. The person on the left is wearing a dark suit jacket, and the person on the right is wearing a grey suit jacket. They are standing in front of a modern building with a glass facade, which is reflected in the background. The lighting is bright, suggesting an outdoor setting during the day.

For that, you need computers designed for your datacenter architecture, **computers designed for business.**

Wyse thin computers run all the same software that personal computers run. All of your enterprise applications, web-based applications, and even standard office applications run at least as well on a thin computer as a personal computer.

Often they run better. So people can continue to use the same word-processing, spreadsheet, presentation, and email software they've been using. There's no difference to them.

There is a huge difference to IT.

Working with the datacenter architectures mentioned above, IT can ensure that everybody is working off the same — and latest — version of each piece of software. IT can be confident that the latest anti-virus software and patches have been installed, because they did it. And IT knows that every file has been saved and backed up on the server.

Simplify Security.

Thin clients eliminate the components that introduce risk to your business and employees. Security is easier because people can't accidentally leave sensitive information on a computer that gets stolen. Files (including viruses and trojan horses) can't be stored locally without permission from IT, and applications can't be installed without IT's help. And new stateless zero clients make security one step better by storing nothing (not even an OS or configuration data) at the desktop.

Markedly improve management.

Maintenance and management is a snap. Applications, operating systems, and files are all stored on the server, so backup can be automatic. Updates and upgrades are dramatically simplified, because all people need to do is turn their system off and on again. And modern thin computing means

management choice, enabling you to use a strategy or framework you already have in place, or a new best-of-breed system.

Make IT a strategic advantage.

With thin computing, it's easier to set and meet service level agreements. A simple restart is all that's required to deal with most problems. Your data is safe even if a desktop system fails. Worst case, you simply replace the desktop system and that person is back up and running without losing a beat.

Align with key initiatives.

This makes rapid expansion and opening new locations more affordable. You don't need local IT staff, just a network connection, router, and some thin clients. Thin computing makes it possible to deliver a complete remote office in a box (and Wyse has a few customers who do this).

This is compliance made easy.

Since everything is backed up, secure, and always available, most of the work involved in ensuring compliance is eliminated. Sarbanes-Oxley, Basel II, HIPAA, and other government regulations no longer demand as much of IT staff time and attention. And you never have to worry about rogue applications.

That is how thin computing can not only improve the security and manageability of your network, but also help you reduce the costs to secure, maintain, service, support, and regulate the desktop.

Software Products

Wyse WSM

Provision zero-clients with the correct Windows OS and applications.



Wyse Device Manager

Centrally control the desktops and devices in your world.



Wyse TCX

Delivers a rich user experience with multimedia and support for multiple displays.



Hardware Products

Wyse X Class Mobile Thin Client



Wyse V Class



Wyse S Class



Wyse G Class





Business computers lower your total cost of Ownership. **While improving your ROI.**

Enterprises today need solutions that deliver financial benefits. Thin computing delivers both a lower total cost of ownership (TCO) and a higher return on investment (ROI) than any other computing platform.

According to a recent IDC study (Thin Computing ROI: The Untold Story, IDC, 2005), Wyse thin client customers reduced hardware and software costs by 40 percent, lowered IT operations costs by 29 percent, improved IT staff productivity by 78 percent, and reduced worker downtime by 88 percent.

The study (available at www.wyse.com) states that the three-year ROI for thin-computing solutions provides average annual benefits of more than \$40,000 per 100 users, with an ROI of 421 percent, and a 10.6-month payback.

Better for the environment, with substantial business benefits

Want a real “green” strategy? Think Wyse EarthSmart Computing™. Thin computers consume less energy — about 90 percent less energy than a PC (even when you include the servers that drive the thin computers). No fans, no noise, and designed to last 7 years on the desktop, then less to throw away. The savings add up quickly when you start talking about the costs to run thousands of desktop systems. For specific examples of EarthSmart Computing, see www.wyse.com/green

In fact, one Wyse customer saves more than \$5 million a year in energy savings alone. And the City of Dayton found that using Wyse thin clients instead of PCs lowered electricity consumption by about \$60,000 for every thousand desktops. This is possible because thin computers don't need additional cooling or the power to run mechanical devices, such as hard disk drives and CD-ROMs.

Thin computers consist of a highly efficient processor, powerful graphics engine, and local memory.

Thin Computing as a PC Replacement

Because they cost less to own and operate, yet still run all the same software, Wyse thin computers are the most cost-effective way to upgrade your desktops. IDC found that the average up-front costs for thin computers were about 10 percent less than PCs. Also, help-desk calls were reduced by 72 percent, and those calls were solved 56 percent faster when thin computers were deployed.

Happier people

Today's thin computing enables the applications and experiences people want — multiple displays, rich sound, multimedia, broad peripheral support, and great desktop designs. IT still controls what they can see and do, but the gap between a PC and thin computing has narrowed. There are still a few things they won't get: hard disk crashes, blue screens, and freeze-ups.

Making IT More Strategic

Because thin computers increase IT staff productivity by 78 percent, this frees IT to focus on more strategic issues that can move the business forward. By helping IT deliver on major initiatives, thin computing helps IT become more of a strategic asset. And less of a service organization.

With Wyse thin computing, IT can deliver better service at a lower cost, without reducing headcount. All the while improving the security, compliance, and manageability of the network.

Get on the thin computing train

Of course, all these benefits only begin to show up once you make the decision to move to thin computing. Delaying the decision delays the savings.

Can you really afford that?

Select a vendor that can make thin computing the best move you've ever made. Wyse, the global leader in thin computing works closely with Microsoft, Citrix, VMware, and others to ensure that our products work with, and bring out the best in their products. From testing and certification, to integrated technology in our products, Wyse thin computers simply work better with these datacenter architectures.

This is a proven technology, with proven customer installations. Customers who are enjoying these benefits today. Some may even be your competition.

Don't get left behind. Get Wyse. Call your Wyse representative or local authorized reseller today.

To learn more about thin computing ROI and TCO, please visit www.wyse.com and register for one of our white papers and on-demand webinars.



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