



# The Windows Cloud Revolution



**Michel Roth** ✓ (He/Him)

🌐 Scaling the EMEA Virtualization Business through Partners |  
#Windows365 ❤️ #AVD

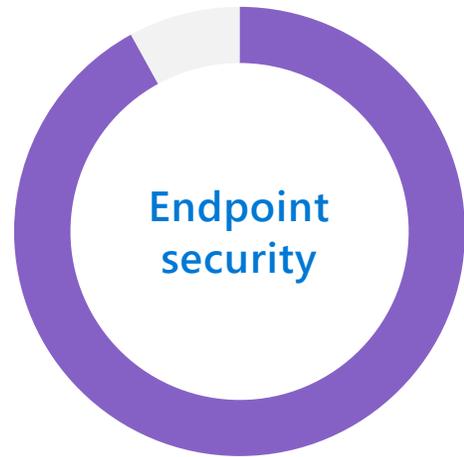
<https://aka.ms/mroth>



# Our mission

Empower every person and every organization on the planet to achieve more

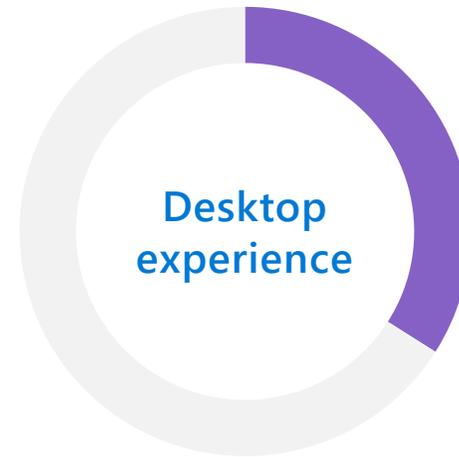
# IT leaders face staff shortages and budgetary limitations



**92%**  
of companies  
report obstacles such as cost,  
integration work, and time to  
implement data security solutions.<sup>1</sup>



**37%**  
of IT leaders  
in infrastructure and operations  
say that availability of qualified  
staff is limited.<sup>2</sup>



**34%**  
of leaders  
say delivering the same  
experience for hybrid and remote  
work scenarios is a challenge.<sup>3</sup>



**54%**  
of IT organizations  
experienced budget  
reduction in 2023.<sup>4</sup>

1. [Microsoft Data Security Index Report, 2023](#)

2. Gartner, ["Executive Pulse: Are Organizations Changing too Fast?"](#) March 2024

3. IDC ["Future of Work: Strategies for the Flexible Work Experience"](#) April 2022

4. Gartner Peer Community, [Navigating Economic Uncertainty In IT: CIOs And IT Leader Expectations For 2024](#) survey

# Shifting workforce and Organizational needs



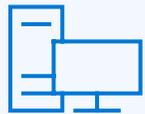
Remotely and Hybrid working



Elastic workforce



Organizational expansion and change



Bring your own PC (BYOPC)



Balance between quality and growth



Security and scalability



# Windows cloud principles



Loved by users

Trusted by IT



# Innovative Windows delivery options for maximum flexibility

## Microsoft Virtualization Solutions

### Cloud PC



#### Windows 365

optimized for **simplicity** and **experience**

### Cloud Virtual Desktop Infrastructure

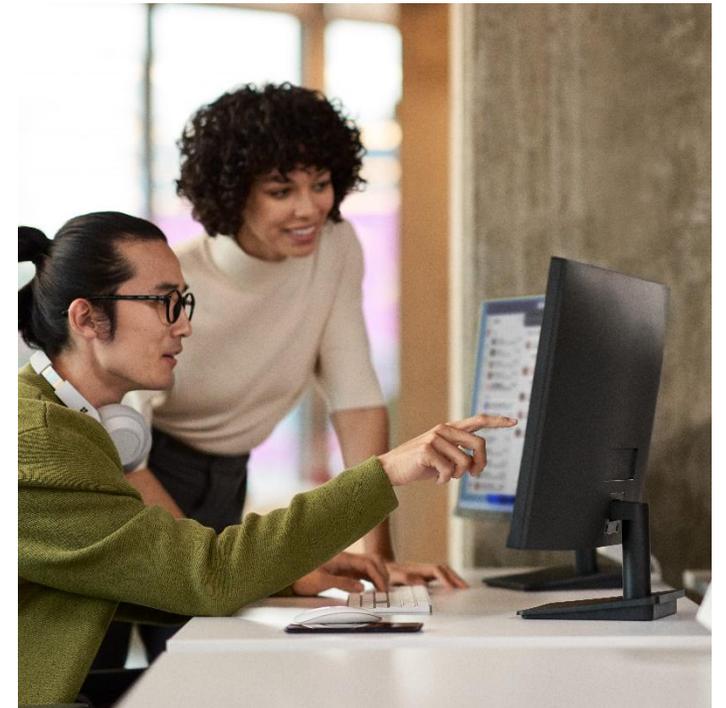


#### Azure Virtual Desktop

optimized for **flexibility** and **control**

## On a local device

### Client PC



#### Local on a PC or tablet

across price points and form factors

# Customers are embracing Azure Virtual Desktop and Windows 365



## Azure Virtual Desktop

A cloud VDI platform that delivers hosted desktops and apps with maximum flexibility and control



## Windows 365

A complete Software as a Service (SaaS) solution that securely streams your personalized Windows desktop, apps, settings, and content from the Microsoft Cloud to any device

### Optimized for flexibility and control

### Optimized for simplicity and experience

<b>OS support</b>	Windows 11, Windows 10, single- or multi-session, Windows Server	Windows 11 or Windows 10
<b>Admin</b>	Azure Portal	Microsoft Intune (Enterprise)
<b>Service</b>	PaaS: Granular controls over configuration and management	SaaS: Complete end-to-end Microsoft service
<b>Pricing</b>	Consumption-based pricing	Predictable per user, per month pricing
<b>End user</b>	Rich app and desktop remoting experience	Rich desktop remoting experience. Self Service Actions (restart, restore, reset, troubleshoot, etc.).
<b>Clients</b>	Windows App, HTML5, Thin Clients	Windows App, HTML5, Thin Clients, Windows 365 Link

A man with short, graying hair and glasses, wearing a white button-down shirt, is sitting in a blue office chair. He is looking out a large window to his right, holding a pen in his hands. The background shows a blurred cityscape. The text "Why Microsoft for your virtualization needs?" is overlaid in the top left corner.

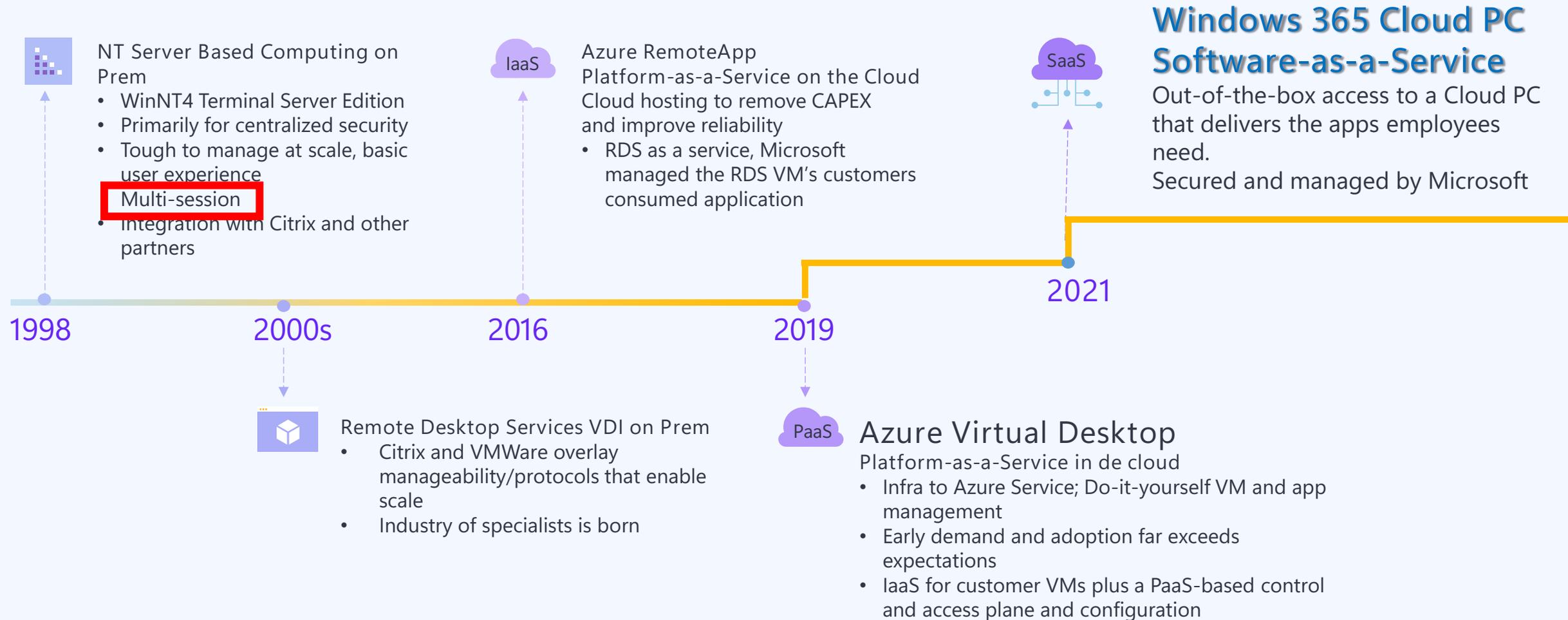
Why Microsoft for your  
virtualization needs?

Why is Windows365 a big deal?

# 1. Innovation.



# History of Remote Desktop and virtualization leading to Azure Virtual Desktop & Windows 365



# Gartner Magic Quadrant for DaaS

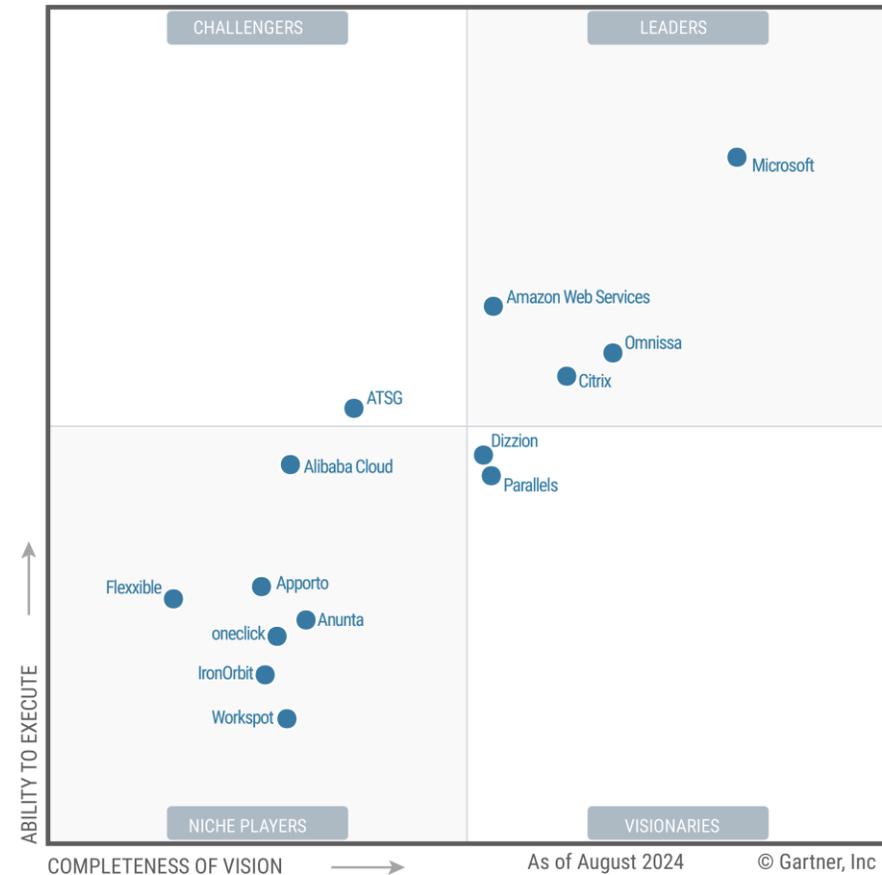
## Microsoft has been named a Leader in the 2024 Gartner® Magic Quadrant™ for Desktop as a Service (DaaS) for the second consecutive year

Windows 365, Azure Virtual Desktop, and Microsoft Dev Box provide a full range of solutions for businesses of all sizes that are scalable, flexible, and secure

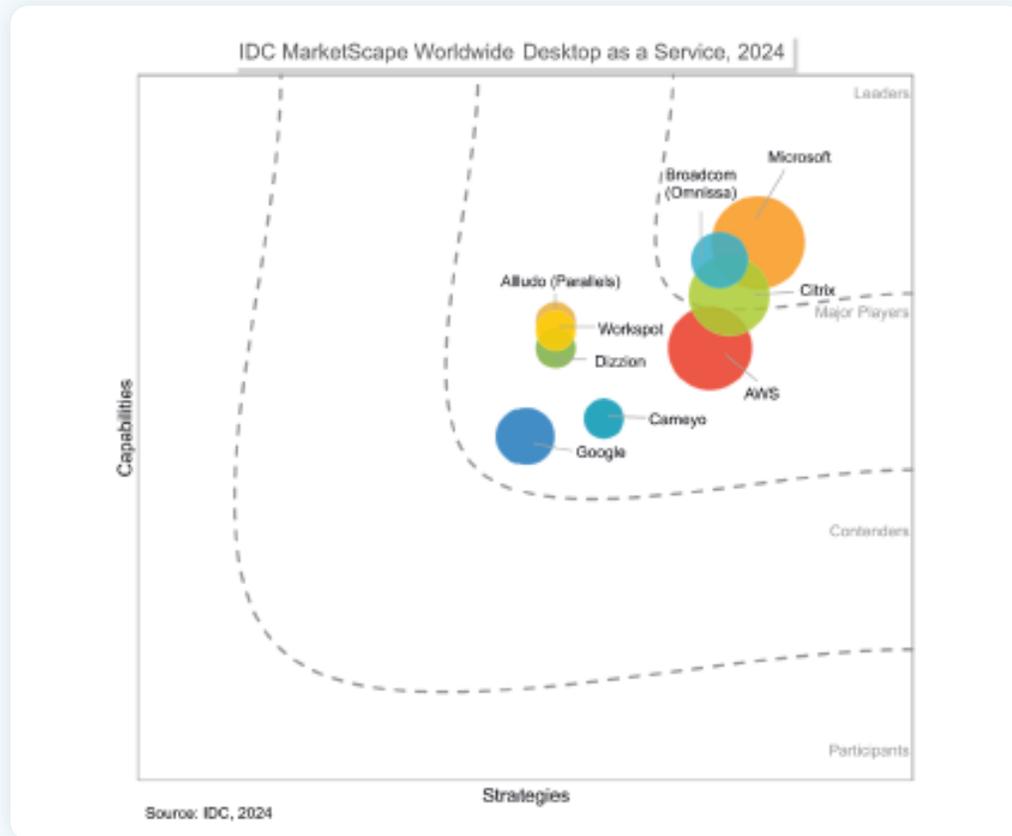
- Seamless integration with Windows, Microsoft Intune, Microsoft 365, and Azure.
- Comprehensive security, adaptable policy frameworks, and reliable compliance measures.
- Costs optimized while ensuring employees easy, personalized access to Windows in the cloud.
- [Read the blog and full report here](#)

Gartner, Magic Quadrant for Desktop as a Service, Stuart Downes, Craig Fisler, Sunil Kumar, Eri Hariu, Mark Margevicius, Tony Harvey, 16th September 2024. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally, and MAGIC QUADRANT is a registered trademark of Gartner, Inc. and/or its affiliates and are used herein with permission. All rights reserved. Gartner does not endorse any vendor, product or service depicted in its research publications and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Microsoft.

Figure 1: Magic Quadrant for Desktop as a Service



# Microsoft positioned as a Leader in 2024 IDC MarketScape for Worldwide Desktop as a Service



"Customers consistently commented that a W365 instance is functionally identical to an instance running on a physical endpoint."



"It allows for the rapid provisioning of templated desktop designs with regular, stable, and projectable costs."



"Microsoft, through both its position as the developer of Windows and its long history in the market, has a broad and deep ecosystem of both relationships and technology related to virtualization."



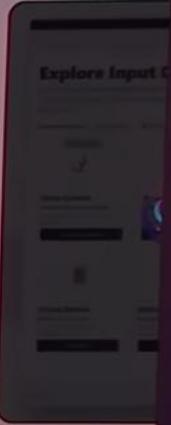
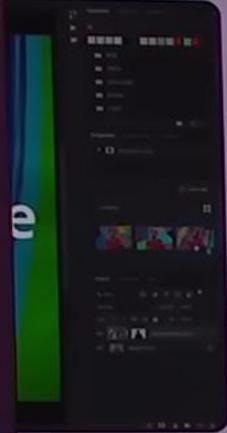
"In the last cycle, Microsoft has greatly increased its accessibility and manageability through APIs for access through infrastructure-as-code tools."

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the circles. Vendor year-over-year growth rate relative to the given market is indicated by a plus, neutral or minus next to the vendor name.

Source: [IDC MarketScape: Worldwide Desktop as a Service 2024 Vendor Assessment](#), By: Shannon Kalvar, June 2024, IDC #US51272024

# 2. Strategic.





App...soft.com

Microsoft Ignite

nable

Simple



Available in April



## Windows 365 Link

Secure

Simple

Sustainable

Cloud-powered

[aka.ms/Windows365Link](https://aka.ms/Windows365Link)



Sustainable

[aka.ms/Windows365Link](https://aka.ms/Windows365Link)

## Announcing Windows 365 Link at Ignite!

New

## Windows 365 Link

The simple, secure, purpose-built  
device for Windows 365

[aka.ms/Windows365Link](https://aka.ms/Windows365Link)



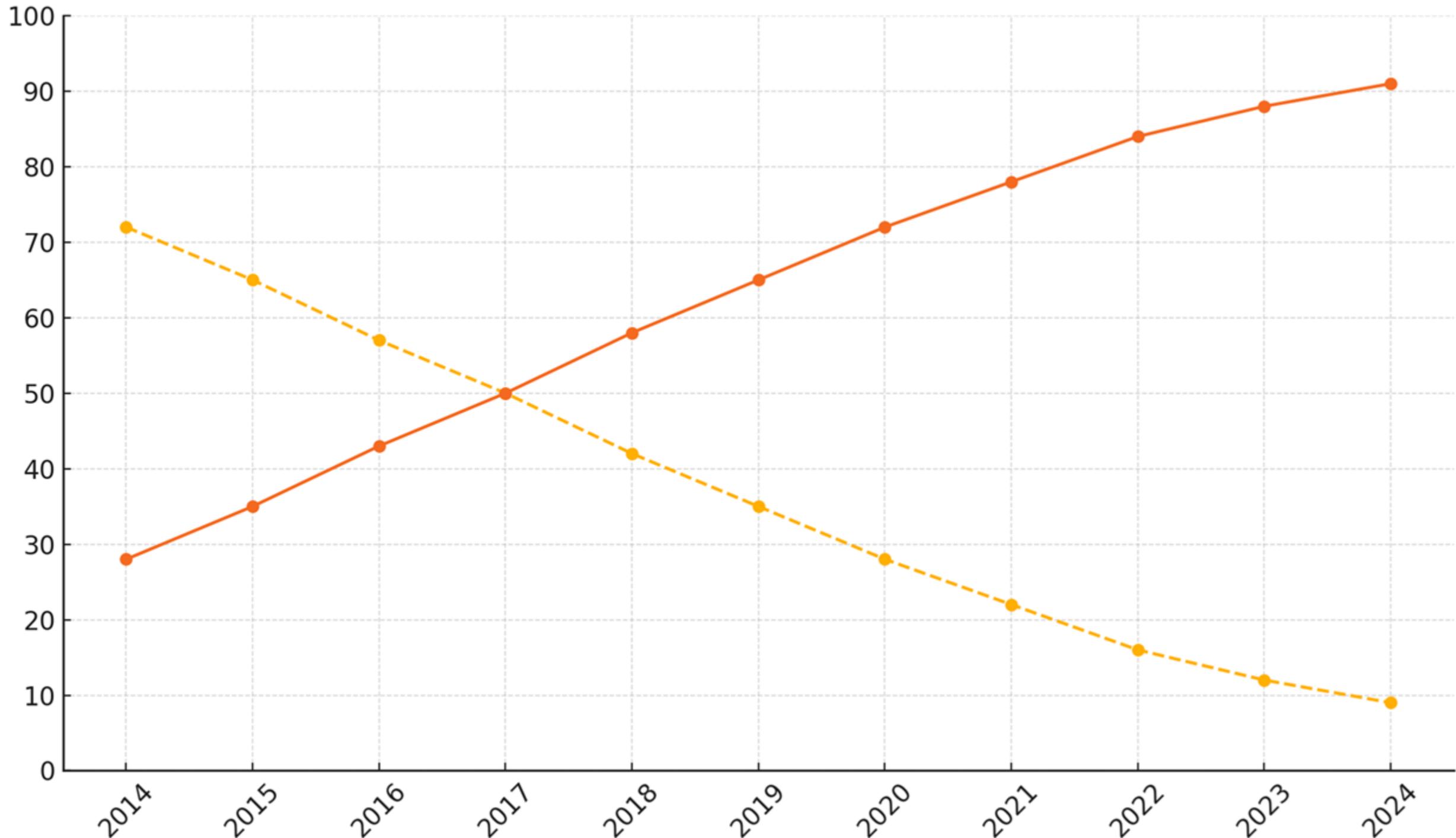
Windows 365 Link – The simple, secure, and purpose-built device for Windows 365

- Performance in the cloud
- Integral Safety
- Simplified IT management
- In line with sustainability goals

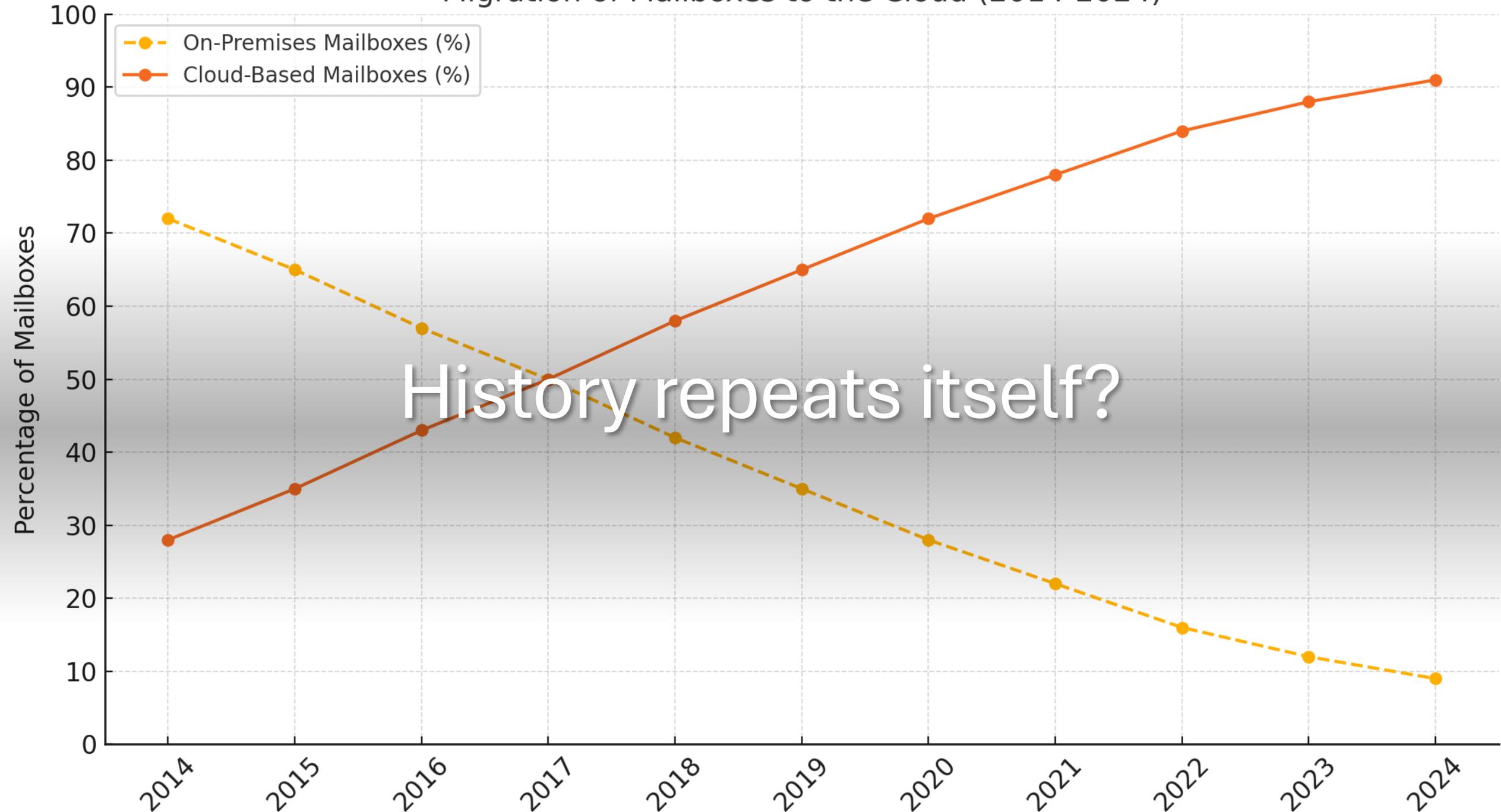


# 3. Familair





Migration of Mailboxes to the Cloud (2014-2024)





# What about Costs? TCO? ROI?

# The Total Economic Impact™ of Windows 365 and Azure Virtual Desktop

Using both Windows 365 and Azure Virtual Desktop makes businesses more agile, efficient, and secure



[Summary of benefits](#) | [Three-year risk-adjusted](#)

End-user productivity gains from reduced latency and outages

\$3.1M - \$4.6M

Reduced PC lifecycle management cost

\$1.1M - \$1.2M

Improved security

\$60,000 - \$122,000

End-user productivity gains from faster provisioning

\$1.6 M - \$1.8M

Reduced IT infrastructure costs

\$722,000 - \$1.5M

Savings from reduced number of service tickets opened

\$39,000 - \$64,000

Based on a composite organization with 2,000 employees over three years.

This document is an abridged version of a Forrester Consulting case study commissioned by Microsoft titled: New Technology: The Projected Total Economic Impact™ Of Windows 365 And Azure Virtual Desktop, March 2025. [aka.ms/WCTEI2025](https://aka.ms/WCTEI2025)

# The Total Economic Impact™ of Windows 365 and Azure Virtual Desktop - 2

Using Windows 365 and Azure Virtual Desktop makes businesses more agile, efficient, and secure.



## Voice of the customer

“Before we switched to [Windows 365 and Azure Virtual Desktop], our growth was constrained by the need to wait to purchase and install additional servers. Now, that issue is resolved, and we can quickly expand capacity to add new users.”

MANAGER OF ENDPOINT SERVICES, TECHNOLOGY SERVICES



Return on investment (ROI)

**94%-217%**



Net present value (NPV)

**\$3.2M-\$7.4M**



**6-12 minutes**

daily time saved per user

Based on a composite organization with 2,000 employees over three years.

This document is an abridged version of a Forrester Consulting case study commissioned by Microsoft titled: New Technology:

The Projected Total Economic Impact™ of Windows 365 And Azure Virtual Desktop, March 2025. [aka.ms/WCTEI2025](https://aka.ms/WCTEI2025)

Is AVD Cheaper?



# Is AVD Cheaper?

Example:

- A user needs 2 vCPU
- 8 GB of RAM
- Works 8 hours per day
- 1000 named users
- 75% concurrent
- 10% off-peak

Your Estimate

^ Azure Virtual Desktop ⓘ Azure Virtual Desktop, Pooled, Scaling Option: Scali... ⓘ ⓘ Upfront: €0.00

### Azure Virtual Desktop

Region:  Service:  Virtual Desktop Type:  ⓘ

ⓘ There are no associated Azure costs for leveraging the Azure Virtual Desktop control plane. At a minimum, a successful deployment will accrue compute for session host VMs, storage for OS and user profiles, and networking for connectivity.

### Scenario Configuration

Session:  ⓘ Workload type:  ⓘ

ⓘ This configuration is supported for Windows 11 multi-session and Windows Server operating systems. [Virtual Machine Sizing](#) | [Microsoft Docs](#).

Power assumes 1 users per vCPU; Heavy assumes 2 users per vCPU; Medium assumes 4 users per vCPU; Light assumes 6 users per vCPU.

# Is AVD Cheaper?

## Connectivity

- i Connectivity is based on the total number of hours per month users connect to sessions. Add a scaling plan to reflect non-constant but predictable connectivity.

Scaling Options:

Scaling Plan

1000

Total named users

220

Total usage hours

75 %

Peak concurrency  
(% of total users)

10 %

Off peak concurrency  
(% of total users)

# Is AVD Cheaper?

## Virtual Machine

 For standard performance, we recommend selecting VMs with at least 2 cores because the operating system requires a portion of the VM computing resources. You can customize the OS size below to match your scenario.

Category:

Instance Series:

INSTANCE: [\(Need help finding the right VM?\)](#)

Customize the size of the OS

Off-peak concurrency 

14 × 510  
Instances Hours

Peak concurrency 

104 × 220  
Instances Hours

# Is AVD Cheaper?

## Storage

### Managed Disks (i)

Tier:

Premium SSD (i)

DISK SIZE:

P10 128 GiB 500 IOPS 100 MB/sec €19.053/mc ▼

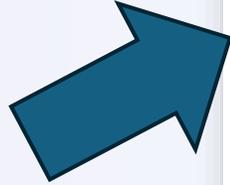
$$104 \text{ Disks} \times \text{€}19.05 \text{ Per month} = \text{€}1,981.47$$

### Cost Per User: Managed Disk

$$\text{€}1,981.47 \text{ Per month} \div 1,000 \text{ Users} = \text{€}1.98 \text{ Per user per month}$$

# Is AVD Cheaper?

We need to double this to give each user 2 vCPU and 8 GB of RAM



Virtual Machines (Compute)			
€11,581.67 Per month	÷	1,000 Users	= €11.58 Per user per month
Managed Disks			
€1,981.47 Per month	÷	1,000 Users	= €1.98 Per user per month
File Storage			
€3,980.99 Per month	÷	1,000 Users	= €3.98 Per user per month
Bandwidth			
€2,982.25 Per month	÷	1,000 Users	= €2.98 Per user per month
Total Cost per User			
€20,526.38 Per month	÷	1,000 Users	= €20.53 Per user per month

# Is AVD Cheaper?

But we also need to have some monitoring. This is where AVD Insights come in. It's amazing but requires Log Analytics storage. Discussing the exact configuration is beyond the scope of the article (read about it here: [Estimate Azure Virtual Desktop Insights monitoring costs - Azure | Microsoft Learn](#) ) but if you are not too demanding than you can get away with €5 per named user per month.

# So, is AVD Cheaper?

Cost item (per user)	AVD Pooled Multi-session	Windows365 (2vCPU   8 GB RAM   128 GB)
Windows 365 Subscription	€ 0	€ 33,04
Virtual Machine costs*	€ 23,16	included
OS Disks	€ 1,98	included
FSLogix storage	€ 3,98	not needed
Network Bandwidth	€ 2,98	included
Logging	€ 5,00	included
<b>Total</b>	<b>€ 37,10</b>	<b>€ 33,04</b>

# Some other costs to consider

- What if you need admin rights? What does that cost?
- How do users appreciate to be able to always continue work where they left off? What is that worth?
- How about User Profile Backups? Or Personal desktop backups?
- What if you need a financially backed SLA? It's included with Windows365.
- What are the costs associated with a legal hold? It is a part of the Windows365 service.
- How easy or costly is it to set up Multi-geo capability ,Azure Zone infrastructure resilience or even Geographically distant disaster recovery\*?
- How much would self-service capabilities for users save you?
- How much does “VDI knowledge” cost and how long will those skills be readily available in the market?

# So, is AVD Cheaper? – digging deeper

Cost item (per user)	AVD Pooled Multi- session	Windows365 (2vCPU   8 GB RAM   128 GB)
Starting cost (from previous calc)	€ 37,10	€ 33,04
Facilitating admin users	€1	included
Higher session limits	€1	
Backup (profile and personal desktop)	€1	
Financially backed SLA	€1	
Cost to impmenent self-service	€1	included
<b>Total</b>	<b>€ 42,10</b>	<b>€ 33,04</b>

**22%  
cheaper**

# So, is AVD Cheaper? – digging deeper

Cost item (per user)	AVD Pooled Multi- session	Windows365 (2vCPU   8 GB RAM   128 GB)
Starting cost (from previous calc)	€ 37,10	€ 33,04
Facilitating admin users	€1	included
Higher session limits	€1	
Backup (profile and personal desktop)	€1	
Financially backed SLA	€1	
Cost to impment self-service	€1	included
<b>Total</b>	<b>SEK 461</b>	<b>SEK 362</b>

**22%  
cheaper**

# Some other common costs to consider

- What if you need admin rights? What does that cost?
- How do users appreciate to be able to always continue work where they left off? What is that worth?
- How about User Profile Backups? Or Personal desktop backups?
- What if you need a financially backed SLA? It's included with Windows365.
- How much would self-service capabilities for users save you?
- How much does “VDI knowledge” cost and how long will those skills be readily available in the market?



# Questions?



**Michel Roth**  (He/Him)

 Scaling the EMEA Virtualization Business through Partners |  
(#Windows365  #AVD)

<https://aka.ms/mroth>

