Pitch Wise: Mastering the Azure Virtual Desktop Customer Pitch

Elevate your AVD conversations. Win more deals.

Younès Laribi Hlali
Partner Sales Specialist
France - Cloud & AI

Agenda

1. Position AVD to resonate with customer needs

2. Partner Integration

3. Targeting

4. Objection handling

5. Q&A

Position AVD to resonate with customer needs

The shift to remote work creates many challenges

Organizations need to:

Adopt technology that enables secure, remote work regardless of device or location

Revamp their technology to be more responsive when facing unprecedented changes

Evaluate cloud solutions to deliver better security and scalability

Implement solutions that are cost-optimized

Why ... ?

Azure Virtual Desktop value proposition

Empower every user
Deliver a full desktop experience from any device, anywhere

Enhance security
Protect data with built-in Azure security, compliance, and identity controls

Optimize costs
Pay only for what you use and scale resources dynamically
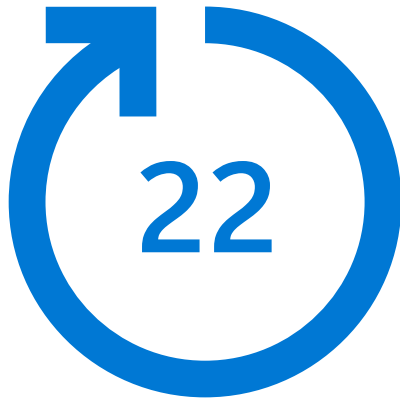
Simplify IT
Centralize management, updates, and provisioning through the Azure portal

Azure Virtual Desktop helps companies improve productivity while keeping costs in check

22

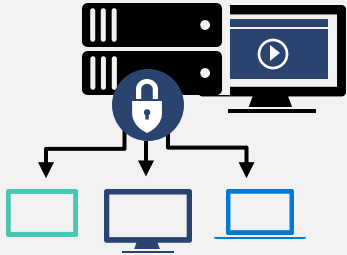Hours of **increased productivity** per person annually*

34%

Reduced licensing and IT infrastructure costs when moving from on-prem solutions to Azure Virtual Desktop*

*The Total Economic Impact™ of Microsoft Azure Virtual Desktop, a commissioned study conducted by Forrester Consulting, January 2021
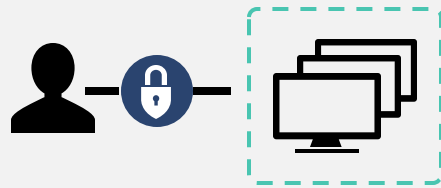
How does virtualization work. . .

Session-based computing

Session-based desktops and RemoteApp

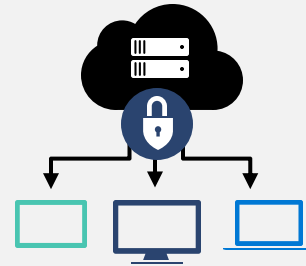Cost-effective, easy to manage

Virtual Desktop Infrastructure

Access to pooled or personal virtual desktops running Windows client OS

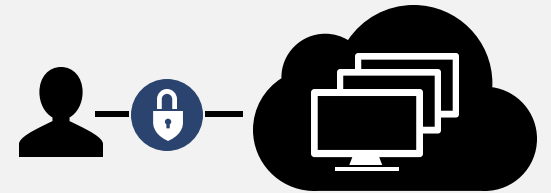High performance, app compatibility

Session-based computing in the cloud

Remote Desktop Session Host deployed on cloud infrastructure services

Customizable with minimum CAPEX

Client desktops in the cloud

Access to pooled or personal virtual desktops running Windows 10/11 in Azure*

All VDI benefits with elasticity with low CAPEX

On-premises **OR** In cloud

Empower every user – What does it mean ?

Access Windows 11 and Windows 10 from anywhere

Provide access to Windows 11 and Windows 10 on a variety of devices

Deliver a seamless experience on Microsoft Office and Microsoft Teams

Personalize the Windows 11 and Windows 10 virtual experience with roaming user profiles

Enhance Security – What does it mean ?

Get the security and reliability of Microsoft Azure

Use Microsoft Entra ID and **Microsoft Entra multifactor authentication (MFA)** to secure your virtual desktops

**Deploy your virtual infrastructure** in Azure datacenters around the world

Provide management and customization options for IT by leveraging Azure services such as Microsoft Azure Monitor

Optimize Cost – What does it mean ?

Optimize cost with exclusive Windows 11 and Windows 10 multi-session and pay for only what you use

Run multiple desktop sessions on a single VM with exclusive Windows 11 and Windows 10 multi-session
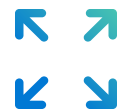
Optimize deployment costs and scale session host VMs with autoscale

Use existing Windows and Microsoft 365 licenses to access Windows 11 and Windows 10 and Microsoft Office

Simplify IT – What does it mean ?

Maintain full control over configuration and management

Enable GPU accelerated app rendering and encoding on Azure Virtual Desktop session hosts

Empower IT to specify how desktops are distributed across VMs

Simplify the delivery of company-specific apps to employees with capabilities for external users

What use case can AVD help you address ?

Data security

Improve regulatory compliance and IP protection via data centralization and a reduced threat surface.

High-capacity computing

Cloud-scale compute and storage to support specialized workloads like design and development.

BYOPC programs

Enable secure virtual desktops, even on personal devices.

Disaster recovery

Help ensure continuity and access for your workforce and company data even in the most challenging circumstances.

Temporary workforces

Simplify and accelerate the onboarding and offboarding process for elastic workforces.

Mergers & Acquisitions

Provide seamless transitions and access for growing businesses.

Gartner Magic Quadrant for DaaS

**Microsoft has been named a Leader in the 2025 Gartner®
Magic Quadrant™ for Desktop as a Service (DaaS) for the third
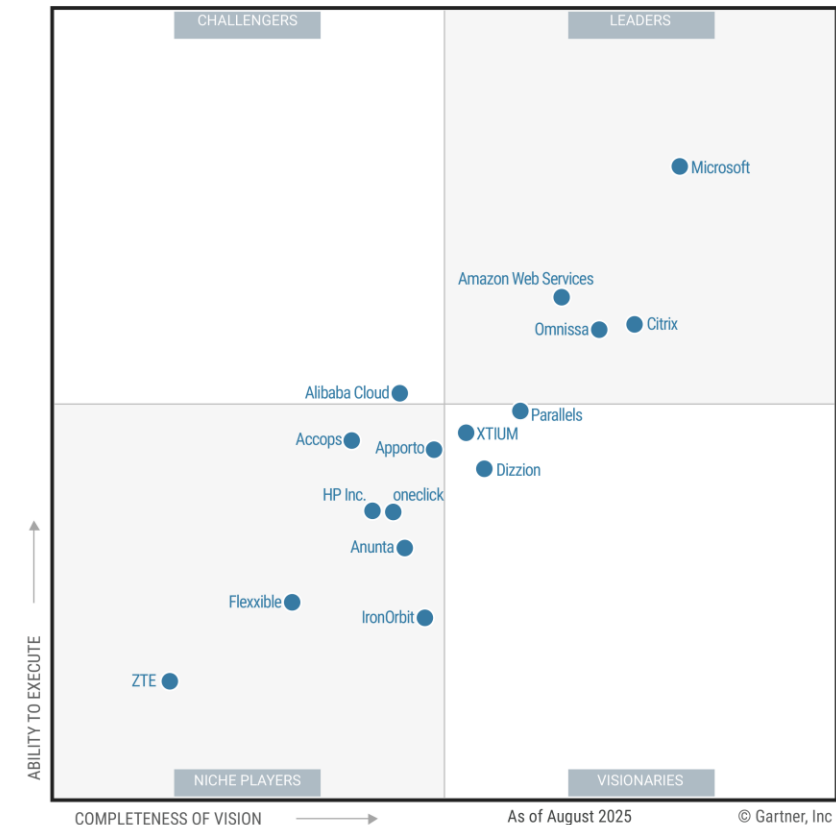consecutive year: Highest in execution and furthest in vision.**

Azure Virtual Desktop provide a full range of scalable, flexible,
and secured virtual, hybrid and on-prem solutions to help
businesses of any size.

- Broad capabilities across digital workplace technologies,
  hyperscale cloud and AI.

- Robust global infrastructure provides support for clients in
  all regions and of all sizes.

- By 2027, virtual desktops will be cost-effective for 95% of
  workers compared to 40% in 2019. By 2027, virtual desktops
  will be used as the primary workspace for 20% of workers,
  up from 10% in 2019.

Read full report here.

Figure 1: Magic Quadrant for Desktop as a Service

Azure Virtual Desktop partner integration

Citrix + Azure Virtual Desktop

Delivering enterprise value and unified management around Azure Virtual Desktop

Workspace experience

Include Azure Virtual Desktop workloads within Citrix Workspace for central access to all apps, desktops, and files

Hybrid cloud journey

Accelerate the move to Azure for on-premises customers by enabling management of on-premises and Azure Virtual Desktop workloads from one console

Image management

Simplify management by layering OS, apps, and user data on Azure Virtual Desktop resources and rapidly provisioning updates

Environment management

Optimize host performance, accelerate application delivery, and enhance scalability for Azure Virtual Desktop

citrix™

VMware Horizon Cloud on Microsoft Azure

Extending Azure Virtual Desktop capabilities to Horizon Cloud

vmware®

vmware® Horizon® Cloud

Broad endpoint support with enhanced remote experience

Global brokering with cloud-optimized architecture

Real-time audio, video, and peripheral support

Enhanced user environment management

Flexible desktop options and configurations

Hybrid environment management across on-premises and cloud

Azure Virtual Desktop

Who to approach ?
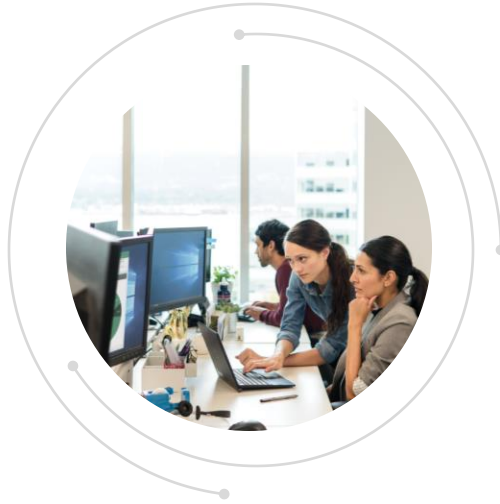
Who to target ? For whom is it useful ?

Security
and regulation

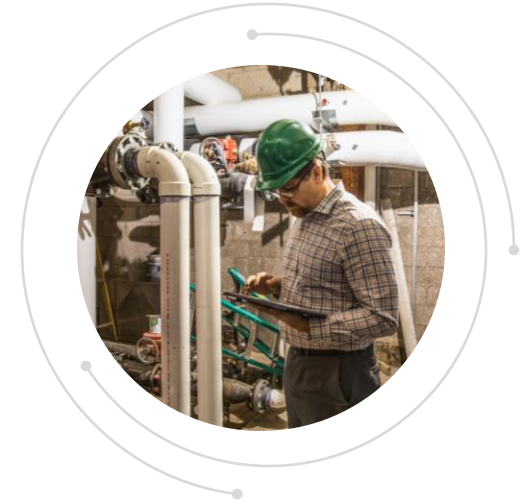Financial services

Health care

Government

Elastic
workforce

Mergers and acquisition

Short-term employees

Contractors and partners

Remote
employees

BYOD and mobile

Call centers

Branch workers

Specialized
workloads

Design, Architecture and Engineering

Legacy apps

Software dev test

Customers already eligible for Azure Virtual Desktop

Azure Virtual Desktop licensing opportunities

Client

Customers are eligible to access Windows 11 and Windows 10 single- and multi-session and Windows 7 with Azure Virtual Desktop if they have one of the following **per user** licenses*:

- Microsoft 365 E3/E5
- Microsoft 365 A3/A5/Student Use Benefits
- Microsoft 365 F3
- Microsoft 365 Business Premium
- Windows 11 and Windows 10 Enterprise E3/E5
- Windows 11 and Windows 10 Education A3/A5
- Windows 11 and Windows 10 VDA E3/E5

Server

Customers are eligible to access Windows Server 2019 and newer desktops if you have a:
- RDS Client Access License (CAL) license with active Software Assurance (SA) (per-user or per-device)
- RDS User Subscription License
- RDS Subscriber Access License (SAL) (per-user) **

Customers pay for the virtual machines (VMs), storage, and networking consumed when the users are using the service.

*Customers can access Azure Virtual Desktop from their non-Windows Pro endpoints if they have a Microsoft 365 E3/E5/F3, Microsoft 365 A3/A5 or Windows 11 and Windows 10 VDA per user license.
Source: Azure Virtual Desktop Prerequisites

** RDS SAL user access right for Azure Virtual Desktop running Windows Server is available through September 30, 2025 to Service Provider License Agreement (SPLA) partners only.

Objection handling

Objection Handling (1/2)

I manage a lot of company, customer, or employee data. How can I be sure that Azure Virtual Desktop is keeping this data safe?

Azure Virtual Desktop has many built-in advanced security features including a foundation based on Zero Trust principles.

Most components are Microsoft-managed, but session hosts and some supporting services and components are customer-managed or partner-managed. Learn more at <u>Security recommendations for Azure Virtual Desktop - Azure Virtual Desktop | Microsoft Learn</u>

I have resiliency / uptime concerns about moving to the cloud

Azure includes built-in reliability services that you can use and manage based on your business needs. Whether it's a single hardware node failure, a rack level failure, a datacenter outage, or a large-scale regional outage, Azure provides solutions that improve reliability. Availability zones protect customers' applications and data from datacenter failures across multiple physical locations within a region. **Regions** and **availability zones** are central to your application design and resiliency strategy. Learn more <u>Azure reliability documentation | Microsoft Learn</u>

Objection Handling (2/2)

My org's IT needs are different because I am .... (specific industry)
We recognize that (specific industry) as specific privacy and data security requirements, and that you may have dependencies and investments you need to maintain. And our solution is adapted to this requirements, we can send you the detailed documentation.

I have specific line of business (LOB) application / integration requirements for my IT infrastructure. Can Azure Virtual Desktop meet my needs?
Azure Virtual Desktop is constantly growing to meet customer needs, especially with their line of business integrations. You can find guidance for Azure Virtual Desktop here: Deliver applications from partner solutions with App attach - Azure Virtual Desktop

Next steps

Review Azure Virtual Desktop documentation

https://aka.ms/AVDDocs

Take Azure Virtual Desktop training courses

https://aka.ms/AVDTrain

View the Azure Virtual Desktop Interactive Guide

https://aka.ms/AVDInteractiveGuide

Find an Azure Virtual Desktop partner

https://aka.ms/AVDFindPartner

Microsoft

Any Questions ?