

March 2022

True digital transformation

Inspired by you, powered by
Microsoft Managed Desktop



Table of contents

01 /

Defining digital transformation

02 /

True digital transformation

03 /

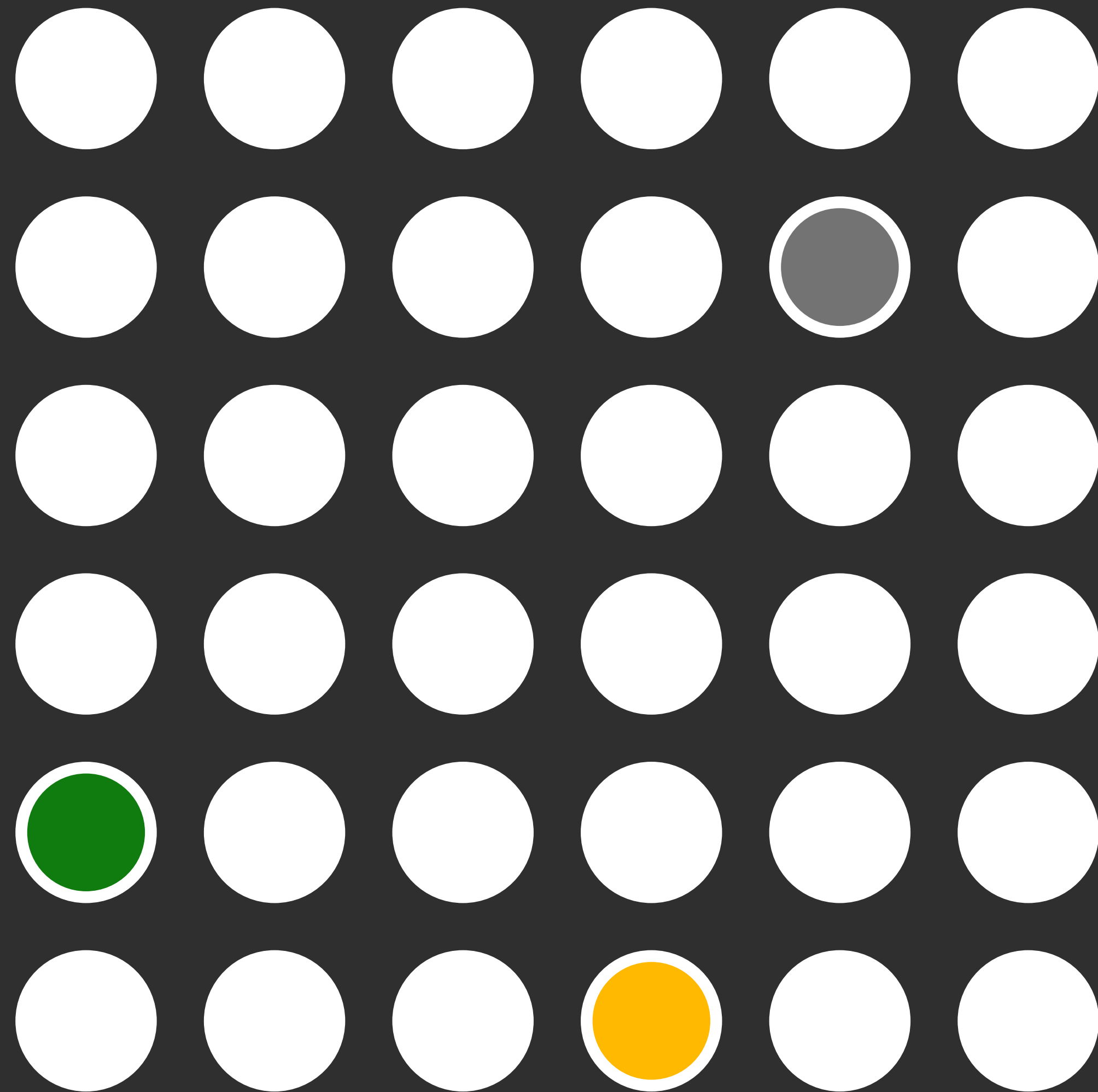
More secure digital transformation

04 /

Inspire digital transformation

05 /

Launch digital transformation



What does “digital transformation” mean?

Is it moving to the cloud? Enabling hybrid work?
What if it was more?

More than new technology. More than new systems.

What if true digital transformation leads to a whole new way to do business with technology?



Microsoft Managed Desktop was built to enable this kind of transformation.

Because when you empower your IT talent, back them with the expert service and security only Microsoft can provide and create inspiring experiences—you're setting the stage for possibility.

Microsoft Managed Desktop is a service that optimizes and automates the Windows Enterprise experience for IT pros and end users alike through orchestration of hardware and software along with security monitoring, service, insights, and consultation by Microsoft engineers.



Microsoft Managed Desktop is available on Microsoft Surface, and select OEM devices and will be available on Windows 365 and Azure Virtual Desktop in the future.

*Some information relates to pre-released product which may be substantially modified before it's commercially released. Microsoft makes no warranties, express or implied, with respect to the information provided here.



True digital transformation



“Rather than having to focus on keeping endpoints secure and productive, our IT team got to collaborate with the rest of the organization to solve our customers’ challenges.”

Mark Grosvenor

Executive Vice President and Chief Technology Officer , NFP

How much bandwidth do you have for transformation today?

IT departments were put to the test when remote work became the new normal. This shift shined a light on strengths and weaknesses alike, and organizations were forced to confront the complexity of endpoint management—the hardware, software, access, connections, and configurations that make up the user experience.

This complexity continues to evolve as organizations grow, devices are refreshed or go virtual, and software is updated—requiring IT teams to continue skilling up to maintain endpoints.

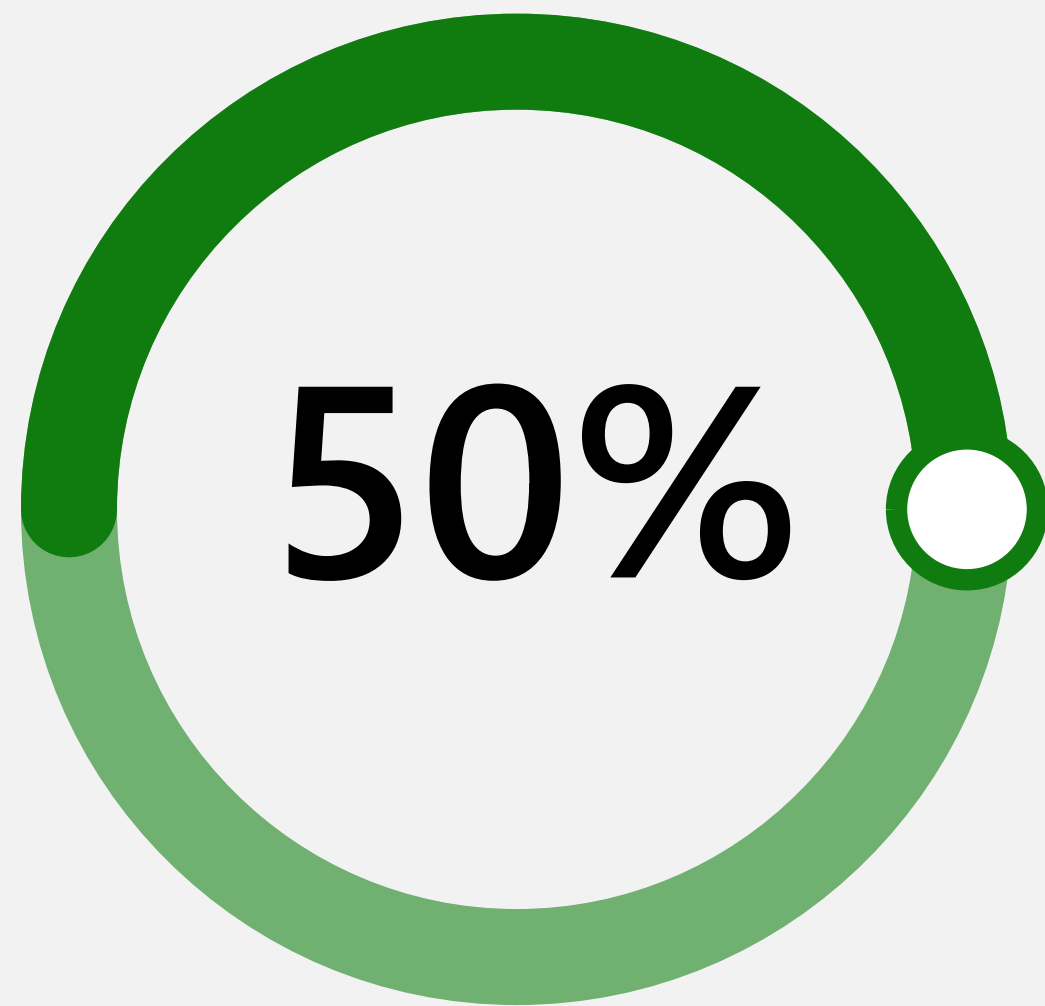


Hear more from Microsoft
Managed Desktop customers at
aka.ms/mmdstories

If true digital transformation is about changing the way your business operates, then every bit of technology is up for evaluation, optimization, and re-invention.

Taking on a project of this scope requires focus. The Microsoft Managed Desktop service is designed to enable this focus. Your IT team understands your business best. And Microsoft engineers understand our products best. The organizations that have embraced Microsoft Managed Desktop have unlocked the potential of their IT departments and eased the burdens on their support teams.

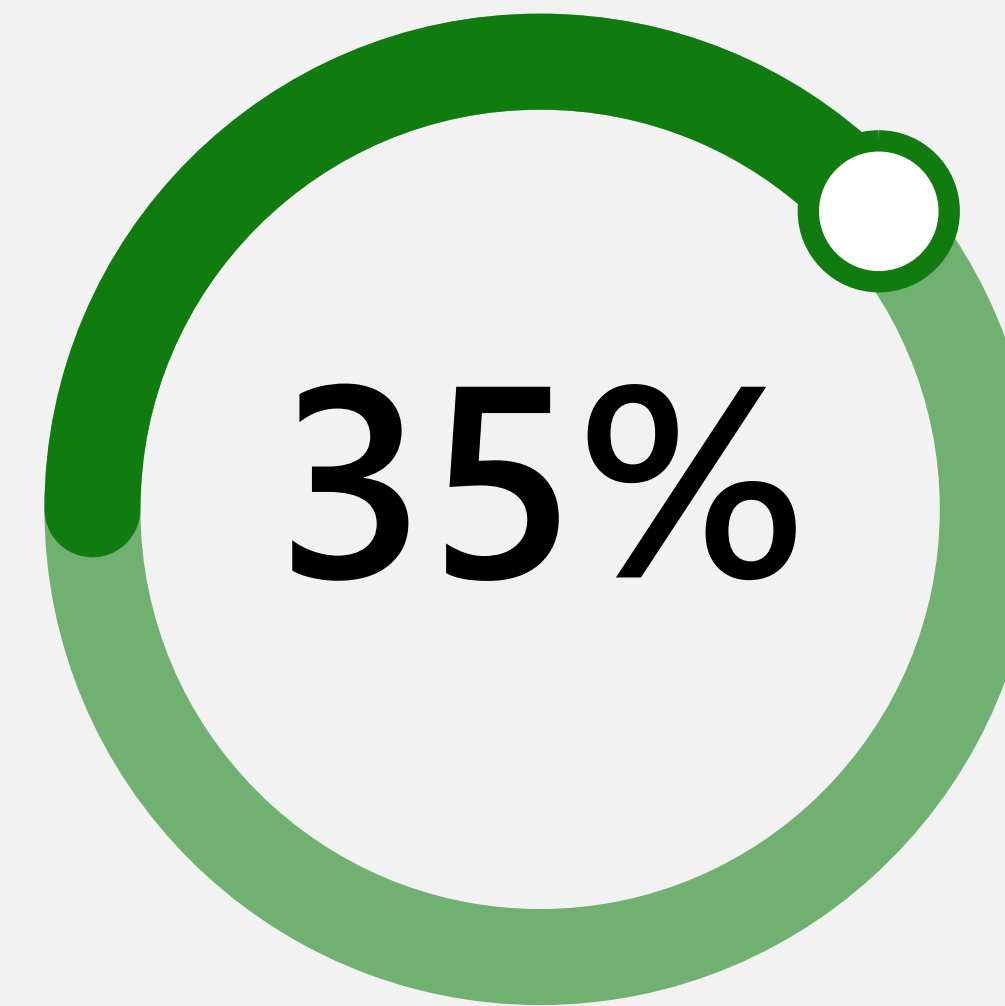
What would you do with more time?¹



Fewer IT hours required for Endpoint maintenance



Less time required to get a user productive



Reduction of help desk calls

¹The Total Economic Impact™ of Microsoft Managed Desktop Forrester March 2020 see the report at aka.ms/mmdimpact

More secure digital transformation





“[Microsoft Managed Desktop] meant we could stay ahead of the external threats without the usual effort to review, package, and deploy monthly security releases in a way that doesn’t disrupt end users.”

Scott Brown

*Head of Technology Infrastructure and Operations,
MLC Life Insurance*

Ransomware
Malware
Phishing
Exploits

Hardening endpoints and keeping your estate secure is a fast-moving, high-stakes race.

Microsoft spends \$1 billion every year on security research and development.

Endpoint security starts at the chip level in Microsoft Managed Desktop-approved endpoints. And those built-in benefits continue through the operating system into the Microsoft Security Operations Center (SOC) which monitors hundreds of millions of devices all day, every day.

All of this lowers the risk of a data breach and helps your users avoid time lost to dealing with security threats.

To keep your enrolled devices running optimally, we check your device health against performance of all our managed devices. These insights help us to optimize the experience and stability of your estate.

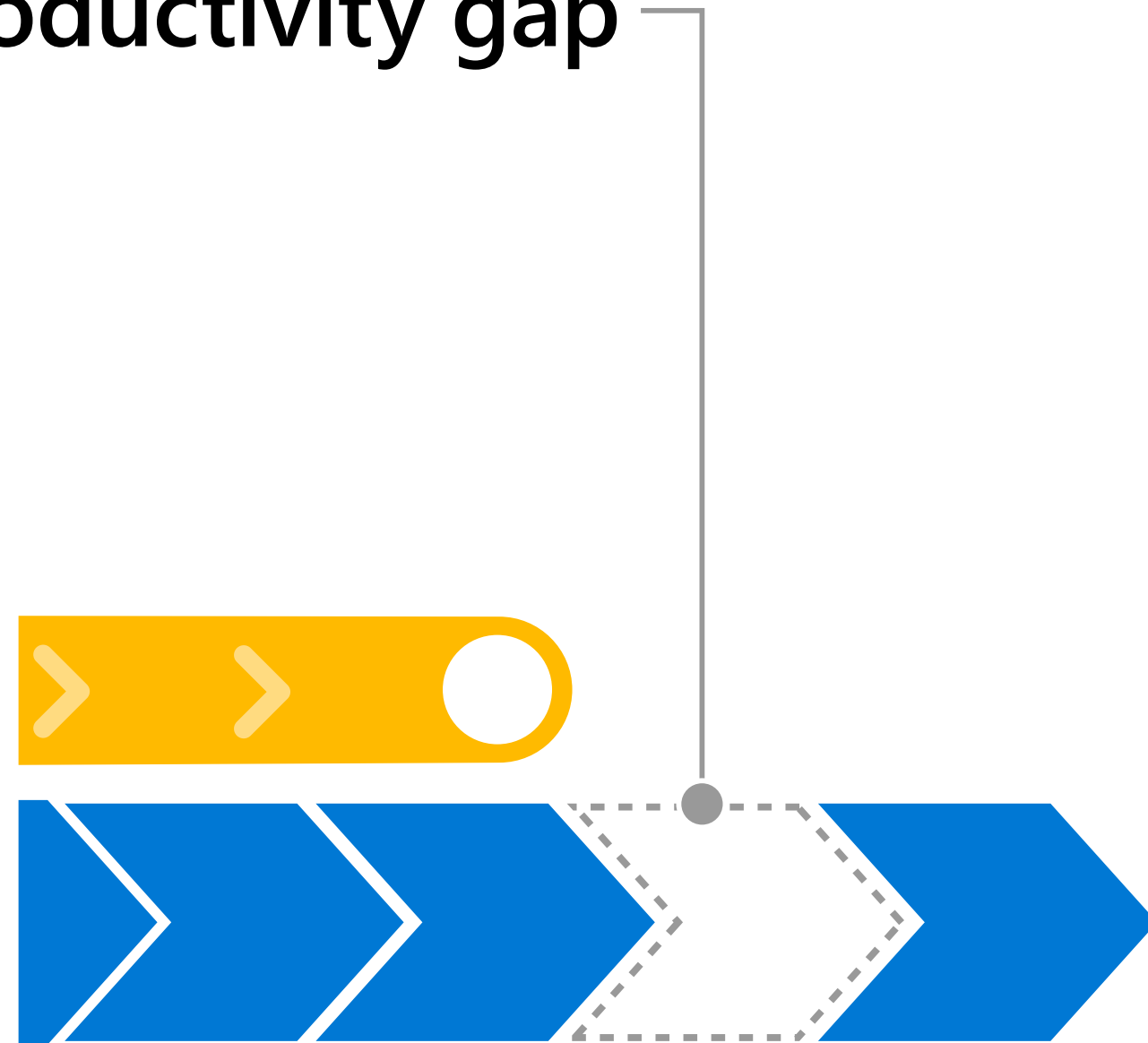
We use analytics to identify issues—often before they have a significant impact. Should an issue occur, we have engineers to troubleshoot problems and provide help in diagnosing and fixing issues - all coordinated through a single point of contact.

You'll also get reporting and coaching from experts in quarterly sessions that help you make the most of Microsoft Managed Desktop—and to prove the value long-term.

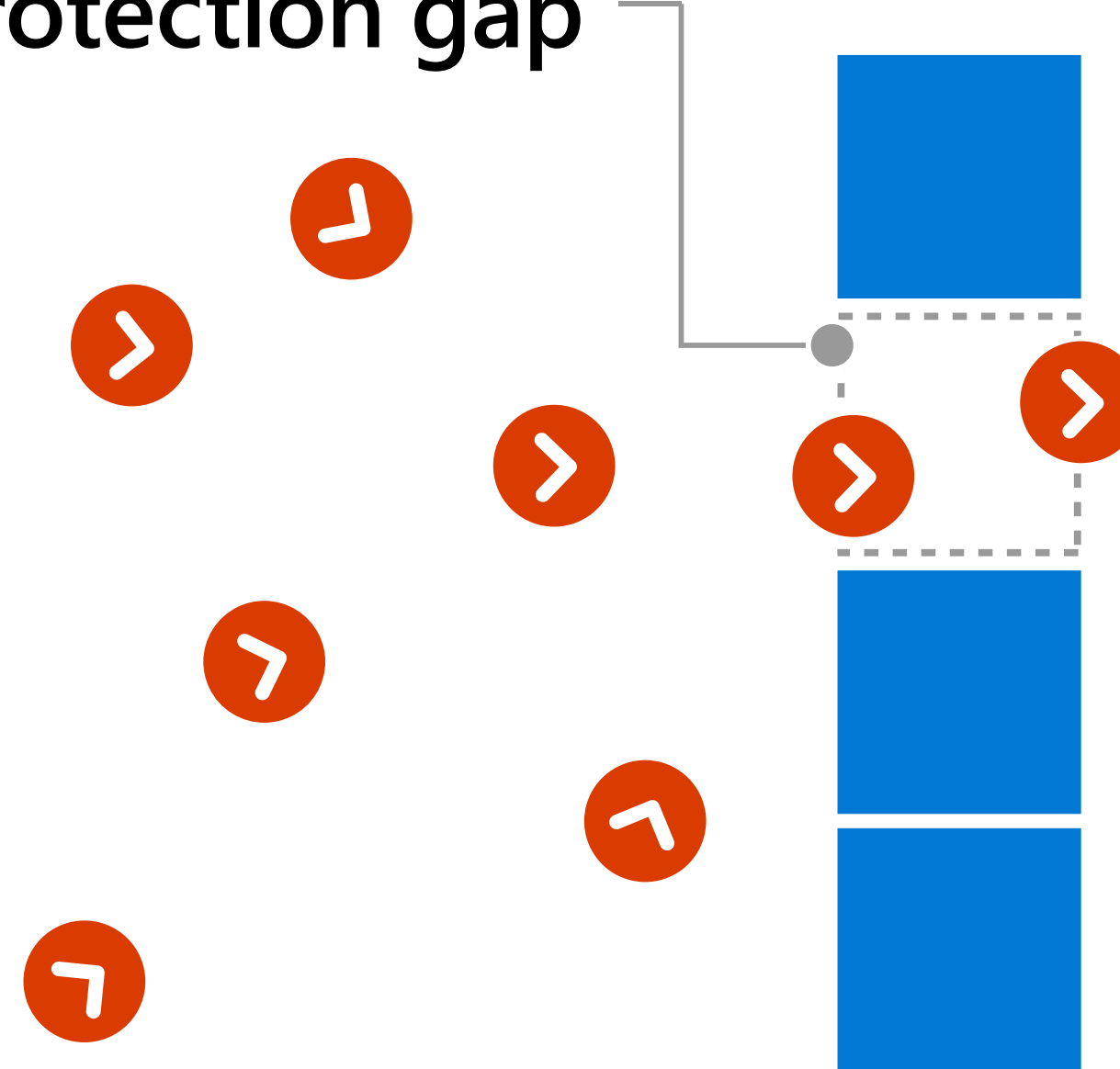


Learn more about security features of
Microsoft Managed Desktop here:
aka.ms/mmdsecurity

Productivity gap



Protection gap



Closing the gaps

When users stay current with the latest security and feature updates, your entire environment is more prepared to meet threats. Timely updates shrink the 'protection gap', giving hackers less time to find and exploit vulnerabilities.

And your users can take advantage of new Microsoft 365 features sooner instead of waiting for your internal team to test and deploy—shrinking the 'productivity gap'.

Microsoft Managed Desktop transforms the significant IT burden of provisioning and managing endpoints into a lean-back, expert-delivered service.



Inspire digital transformation



“It’s not only that the device user experience is so much more enjoyable. From a maintenance and supportability perspective, [Microsoft Managed Desktop] has made it easier for IT to deliver better service.”

David Conroy

*Manager of IT Customer Experience and Cloud Services,
SA Power Networks*

An experience that inspires IT pros and end users alike.

When IT operations can trust Microsoft experts to provision devices and monitor security and performance, they get back the bandwidth to innovate.

Will your IT team be able to tackle their backlog?

Will you be able to compete for talent more effectively?

Will you grow and retain that talent with more inspiring opportunities?



Read The Forrester Total Economic Impact Study here: aka.ms/mmdimpact

The hardware and software orchestration of Microsoft Managed Desktop is meant to make each user's experience inspiring.

Microsoft Managed Desktop optimizes the hardware experience: faster boots, swifter wake-up, and longer battery life. Out of the box, apps and collaboration tools are waiting for a friction-free connection that inspires users to create.

IT support desks should notice fewer support tickets while users can enjoy more prompt resolutions.



Launch digital transformation

Get started with Microsoft Managed Desktop

To start creating inspiring experiences with Microsoft Managed Desktop we have additional resources to help build your business case and lay the technical foundation.



Inspire stakeholders

Share videos and customer stories from our home page at [**aka.ms/mmd**](https://aka.ms/mmd)

Read up on and forward technical documentation and requirements on [**aka.ms/mmddocs**](https://aka.ms/mmddocs)



Start the conversation

Reach out to your Microsoft account manager.