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## CITIC Telecom unveils desktop-as-a-service offering

By Gigi Onag | 17 Mar 2015

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CITIC Telecom CPC has launched what it claims to be the first **desktop-as-a-service** in Hong Kong which is aimed at companies that operate in multiple locations across Asia Pacific, but may not have the IT budget to build and manage the necessary infrastructure.

The Hong Kong-based telco operator said the cloud service, available on a monthly subscription model, is particularly designed to support the needs of the

growing mobile workforce.

"Many enterprises today in Hong Kong and the Asia Pacific are employing a bigger mobile workforce, and more and more are running a multi-office model," said Daniel Kwong senior vice president of information technology and security services, CITIC Telecom CPC.

He cited industry research from Gartner and IDC saying that over 54 million employees are currently involved in some form of remote work, and the region has the fastest growing mobile employee population estimated to reach 838.7 million this year.

CITIC Telecom CPC has signed a partnership agreement with **VMware** whose VMware Horizon powered the latter's newly launched SmartCloud service. The service is part of the effort to strengthen CITIC Telecom CPC's regional position. The telco operator opened its first cloud data center in Shanghai 2014, with plans to open two more in Beijing and Guangzhou respectively this year.

Kwong added: "We have eight SmartCloud service centers in Hong Kong, China, Taiwan, and Singapore, which provide companies with seamless connectivity across the region, high flexibility on their resources allocation and true disaster recovery capabilities for their business operations"

Unlike a virtual desktop infrastructure -- which is built and managed by enterprise customers, Kwong pointed out that cloud-based desktop offering has no upfront cost and no infrastructure to manage.

"In theory, VDI is supposed to be an easy concept. But companies are finding out that it is expensive and difficult to manage. IT expertise is required and scalability is limited to the size of the infrastructure. Our service is scalable on demand with minimal IT expertise required. Furthermore, it features value-added services, including help desk, management, security and backup among other," Kwong said.

CITIC Telecom CPC is optimistic about the desktop-as-a-service market which it pegged to value about US\$2.9 billion (comprising 121 million virtual desktops) in 2014.

With the increasingly mobile workforce, companies must be able to deliver Windows desktop and other hosted applications on any device.

"Companies should start thinking about evolving the desktop. By 2016, the number of enterprise applications optimized for mobility is expected to quadruple," Kwong said.

CITIC Telecom CPC's SmartCloud offering is available in three configurations to cater to companies different needs and can be purchased with a minimum of 10 virtual desktops.



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