



# USER PROFILE ASSESSMENT: WHY IS IT RELEVANT IN SUCCESSFUL IMPLEMENTATION OF VDI?



***Though the rate of VDI adoption is increasing, the number of failed VDI deployments is also high. Lack of User Profile analysis and alignment of VDI design with right fit user profile is one key reason.***

## THE CHANGING TRENDS IN VDI ADOPTION

Virtual Desktop Infrastructure is in a crucial juncture of its evolution. Not as much because of the technological innovations happening in the field as it is due to a renewed understanding of its uses from a business perspective. Whereas, earlier, VDI was seen essentially as a technology solution, that scenario is now steadily changing. More and more IT managers are recognizing the technology's use for improving managerial

efficiency and are hence adopting it more across industries.

Unfortunately though, this higher rate of VDI adoption comes at a higher cost since many VDI deployments are failures. However, understanding certain key strategies about VDI can rectify this situation. One key parameter is User Profile Assessment.



***User Profile Assessment helps to identify the different user groups and generate the appropriate use cases for the organization.***

## USER PROFILE ASSESSMENT

To gain many benefits of VDI including better mobility and more effective work space management, adapting the technology according to the organization's requirements is essential. That is not something which can be achieved purely from a technological standpoint. The different user groups in the organization must be identified, as also the various purposes which each

group has with their desktop or other devices. For instance, while one user group in an organization might use graphic-intensive applications quite a lot for their everyday work, another group might lean heavily on business applications to help them do their job. Even though both groups function in the same VDI platform, the type of virtualization required for each will be different.

# WHAT ARE INCLUDED IN USER PROFILE ASSESSMENT?

The key steps in User Profile Assessment are the following:

- **Demarcate the users based on the nature of their virtual desktop/application requirements:**  
Different users have different requirements with their virtualized devices. As far as the end user is concerned, the experience derived from a virtual system must be at a par with what he or she had with a traditional system. Correctly assessing the requirements and forming groups based on them is the first step towards ensuring that.
- **Understand what are the main purposes for which a group of users will engage with a system:**  
Even though each user group may interact with a few applications and programs for work, some of those applications and programs would be used more than the others. Defining these latter would help make the transition from traditional desktop to the virtual desktop seamless.
- **Clearly understand the requirements of third party(non-employee) users:**  
One major concern with virtualization for many organizations is the access of data that is to be provided to third party(non-employee) users. What can make this a particularly sensitive issue are the levels of security that are to be assigned to different third party groups. Also, since frequent plug-ins to the system may happen with new third party users-given that vendors etc. may vary from time to time- it must be ensured that their transitioning to the virtual platform is seamless.
- **Define the use cases for each user group:**  
Once the different user groups are identified and their requirements understood, the use cases for each group can be generated. Specifically defining the use cases will help address it effectively in the design of the VDI.
- **Gain insights about the different security levels required for different user groups:**  
Not all users of an organization have to access the same sets of data. Also, there are those who may, as part of their job, handle data of high sensitivity. The security level required for this latter group would be higher than many other groups. Understanding the level of security relevant to each group is an important step in the User Profile Assessment.
- **Gain an overall understanding of how ready an organization is for the transition to VDI:**  
Appropriately performed User Profile Assessment would help gauge how ready an organization is for transitioning to VDI. The factors that could hamper transitioning can be technological, human or both. The virtualization strategy will vary from organization to organization, depending on their readiness.



*A comprehensive user profile assessment not only helps identifying user requirements but also provide data points for VDI infra design and deployment plans.*



*Key Drivers for VDI adoption are improved data security and compliance, easy management and workforce mobility.*

For example, the virtualization model for an organization that runs older versions of programs/ applications in their devices would be considerably different from one that already performs with updated versions. Also, there are organizations where the employees are more resistant to a change in technology than others. Such instances may even call for an educative phase prior to the VDI implementation.

# WHAT ARE INCLUDED IN USER PROFILE ASSESSMENT?

The methodology of User Profile Assessment can be considered to have three main phases:



## 1) ANALYZE

This phase primarily involves analyzing the existing system of technology relevant to virtualization in an organization.

A detailed analysis of the current network

infrastructure of the organization enables one to understand how ready the organization is to adopt VDI. This also helps in determining the complexity of VDI migration.



***For the User Profile Assessment to be holistic, the three phases of Analyzing the current IT infrastructure & Operations, Identifying User Groups and Generating Use Cases are imperative.***

## 2) IDENTIFY

This step refers to the actual identification of user groups.

The user groups can be defined based on different parameters- on departments, or the technological requirements or even security levels.

For organizations that have different departments, all of which are to be brought under the same VDI platform, each department may be a user group. The reason is that more often than not the users of different departments have different uses with their work stations. For instance, while the accounts department will make most use of business applications-like MS Excel, a client

liaison department might find the most use with communication applications.

Similarly, user groups may also be defined based on the technological requirements of users. Those who may use graphic applications a lot could form a single user group as the technological requirement for such a group is quite distinct from those of another group for whom having enough network bandwidth for communication is the main challenge.

Yet another way in which user groups may be defined is based on the security levels assigned to them.

## 3) GENERATE USE CASES

The Analyze and Identify phases form the prelude for generating use cases.

Unless the use cases assigned to the different groups are ideal, the VDI that is subsequently implemented would not be suitable for the client. Such an exercise would cause the following issues:

- The end users experience trouble accessing the relevant application or data

- Wasted cost

The generated use cases will form the basis of the VDI design for the organization. The more well-defined they are the more robust the design will be. This in turn will decide how efficient the implementation is. In other words the implications of getting the use cases right are far reaching.

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# MICROLAND'S ASSESSMENT METHOD

Microland's assessment method helps organizations prepare better for their VDI design and implementation. The method clubs both the IT readiness assessment and User profile assessment. It helps to determine the end user diversity, the current challenges in the desktop infrastructure, the complexity of migrating to the desired state and the infrastructure requirements & costs.

This assessment framework used by Microland is called the Readiness Assess or R-Assess Framework.

## R-ASSESS FRAMEWORK

The successful assessment methodology in VDI is always oriented towards desired results. This calls for a structural approach to assessment that is comprehensive and objective. Adopting this philosophy the R-Assess Framework includes the following as key activities:

1. Understanding the main business & IT requirements by virtualizing the end user computing environment
2. User profiling exercise-this step in the framework helps identify the following:
  - Resource utilization and application usage by end-users
  - User rights and privileges
  - Need for multiple user groups/ OU
  - Domain/Network resource requirements for each group

## KEY FOCUS AREAS IN THE R-ASSESS FRAMEWORK

### 1. Security and Compliance

Assessing this particular facet helps to understand current data security policies and related processes. This enables to plan the solution within those set boundaries.

Some main elements assessed are:

- Data Security policies and processes
- Access controls



*Microland has a proprietary User Profile Assessment solution accelerator called 'R-Assess framework.' This methodology combines user profile assessment with IT Readiness Assessment-to help you understand right fit user groups for VDI and how ready an organization is to adopt and manage VDI.*

- Compliance requirements
- BCP/DR process

**2. User Profiles**

To understand the system resource and application utilization trends of different user groups, the various user profiles in an organization are assessed. This helps to improve the capacity and delivery mechanism in the Desktop Virtualization environment. The main aspects that are assessed include:

- User types
- User data storage process
- Resource utilization trends

**3. Applications**

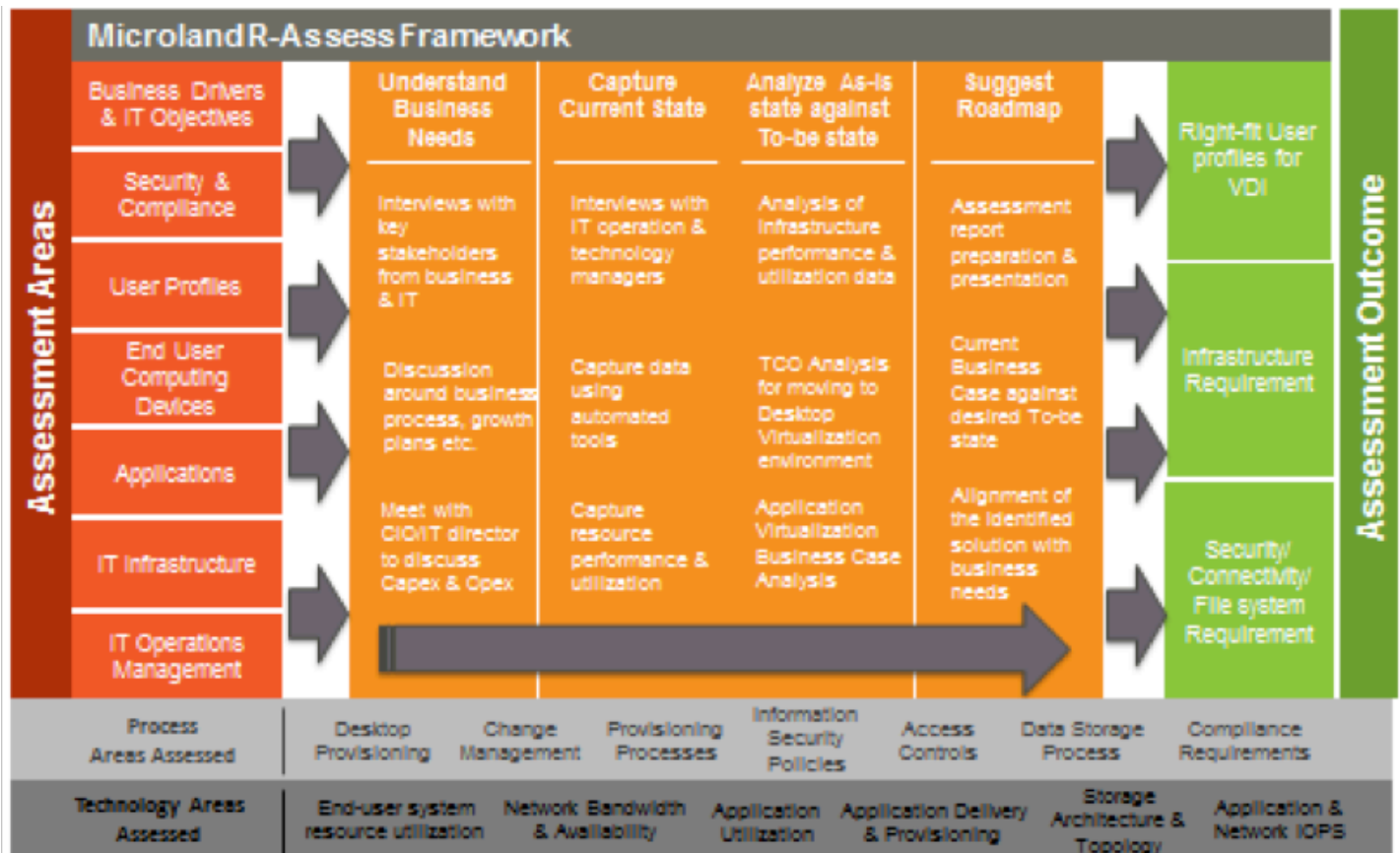
Understanding the different types of applications in use and their readiness for application virtualization is significant. The key parameters that are measured include:

- Application inventory
- Application response trend
- Application resource utilization
- Application distribution & configuration

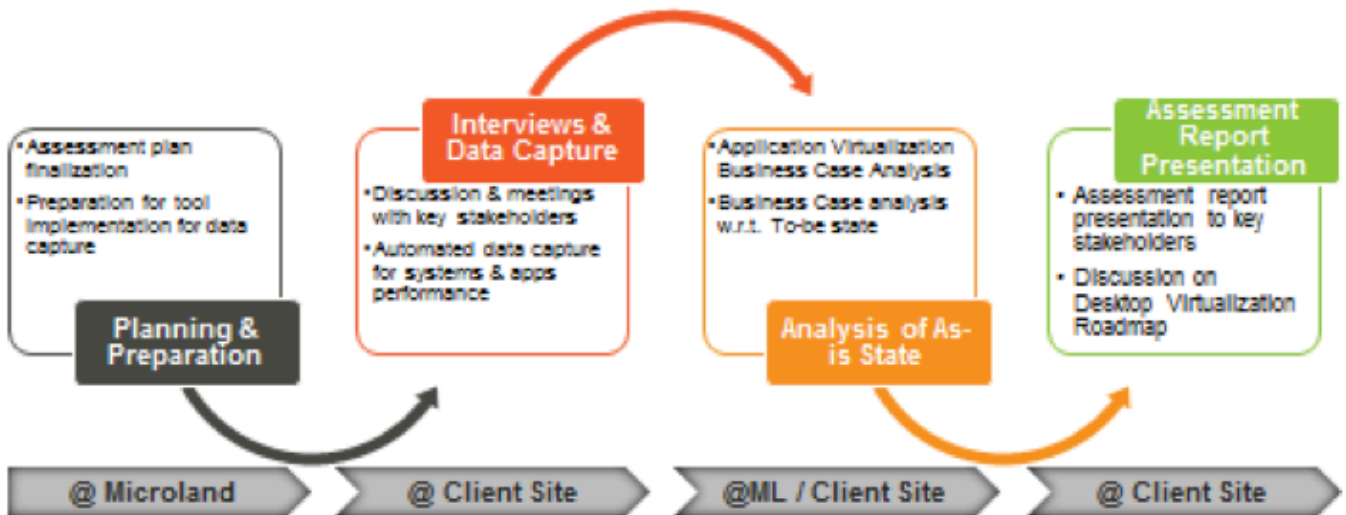
**4. End-User Device Infrastructure**

Different types of devices may be used by different end users. Assessing these devices would help gain insights about their current performance and utilization. This in turn helps to identify the readiness for desktop virtualization. In addition to the types of user-devices, the other factors that are assessed include:

- Different kinds of Operating Systems
- Hardware configuration
- System resource utilization



# THE ASSESSMENT APPROACH



## A CASE STUDY

# HOW MICROLAND SUCCESSFULLY APPLIED USER PROFILE ASSESSMENT IN VDI FOR AN MNC'S IT SERVICES COMPANY

## THE PROJECT BACKDROP

- Key operationalization parameters needed to be defined
- The VDI platform was required for over 20,000 users
- Global deployment across geographies
- Platform to be used by multiple business units

## THE UNIQUE CHALLENGE

- The organization needed VDI for multiple business units, spread across global geographies. They already had the technology in place but were unable to roll out DV
- The reason was that the attempt was not based on clearly defined user profiles

## WHY THE COMPANY CHOSE MICROLAND

- Microland has been servicing the client for nearly a decade
- Microland brings both the knowledge of virtualization and operations-a unique combination

## MICROLAND'S USER PROFILE ASSESSMENT

- To rectify the situation Microland performed User Profile Assessment before design and implementation of VDI
- As part of this, Readiness Assessment was performed
- Also, a detailed analysis based on the R-Assess methodology was performed

## THE RESULT OF THE USER PROFILE ASESMENT

- The user groups were identified
- The use case for each group was defined
- Toolkits were deployed for the user groups
- This empowered the company to adopt VDI

## DISTINCT BENEFITS THE CLIENT GAINED FROM THE VDI FRAMEWORK

### **1. Clear definitions of major aspects including:**

- Cost model
- VDI Service team structure
- Billing process
- Key guidelines for security compliance

### **2. Solution-specific toolkits including:**

- Cost benefit analysis toolkit
- Billing model toolkit
- VDI solution toolkit
- User profiling toolkit
- Project implementation toolkit
- Employee satisfaction survey toolkit

### **3. An operationalization framework which can be adapted to their different requirements**

### **4. Enhanced business efficiency through optimum operationalization**

## CONCLUSION

Technological advancements are making VDI adoption feasible for more and more organizations. That being the case, organizations still find it hard to successfully implement a VDI framework. Stalling of VDI roll-outs midway into the process is not uncommon. One main reason is that the VDI implementation is undertaken without performing User Profile Assessment.

With different user groups having different requirements, the significance of User Profile Assessment in successfully implementing VDI cannot be overstated. Microland, as part of their VDI services, has a unique approach to User Profile Assessment. Microland's proprietary assessment process takes into account both the technological factors and the human element in the VDI environment. Using this, a seamless transition to the new model and overall efficiency of the VDI platform are ensured.

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# About Microland

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Microland is a leading Hybrid IT Infrastructure Service Provider and a trusted partner to enterprises in their IT-as-a-Service journey. Incorporated in 1989 and headquartered in Bangalore, India, Microland has 2,700+ professionals across its offices in Europe, Middle East, North America and India. Microland enables global enterprises to become more agile and innovative through a comprehensive portfolio of services that addresses Hybrid IT Transformation, Workspace Transformation, Service Transformation and end-to-end IT Infrastructure Management.

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