



Ceedo

Flexible Computing

Flexible Desktops *for the* Dynamic Workplace

Presented by:

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CEO and Founder

About Ceedo

- ④ We are a privately held company, established in 2005.
- ④ We specialize in developing innovative enterprise-class IT solutions that solve the toughest issues confronting modern IT.
- ④ Our products are based on our proprietary application and run-time virtualization technology.
- ④ Our products are used by over 4,000,000 users worldwide.





Ceedo

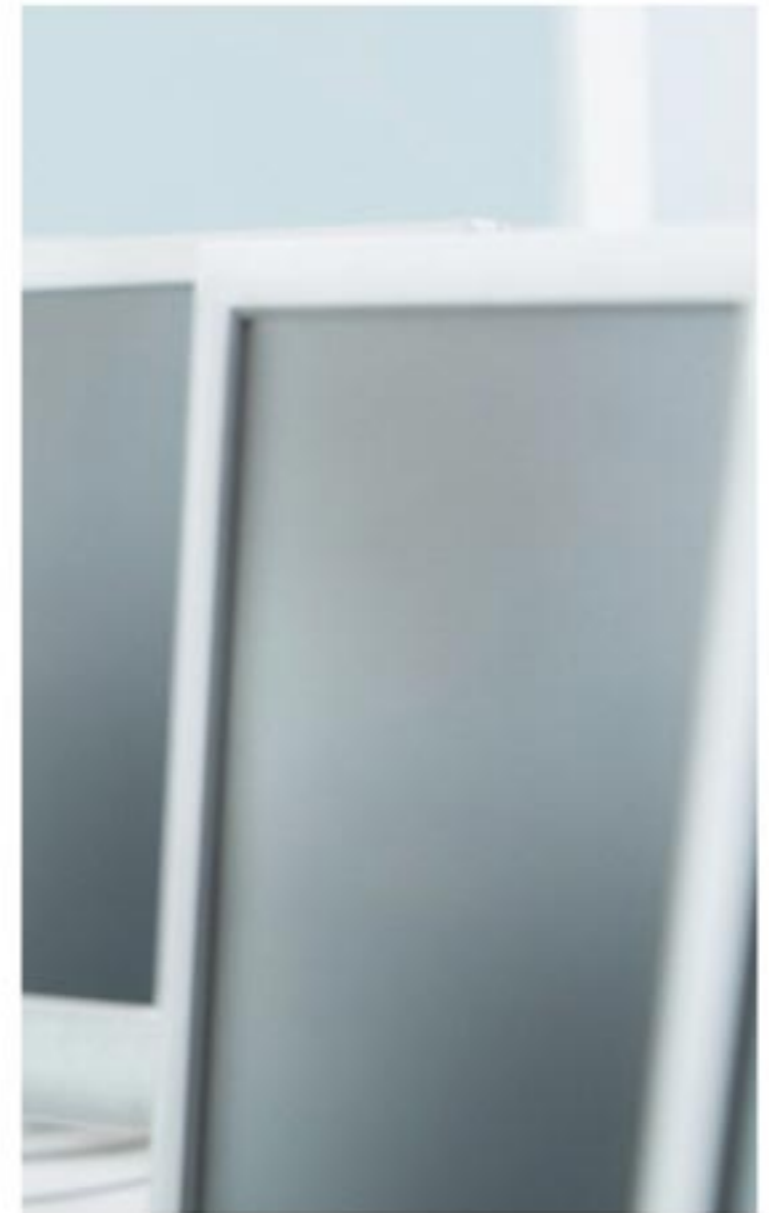
Flexible Computing

IT's a New World

Once IT served users.
Today users consume IT.

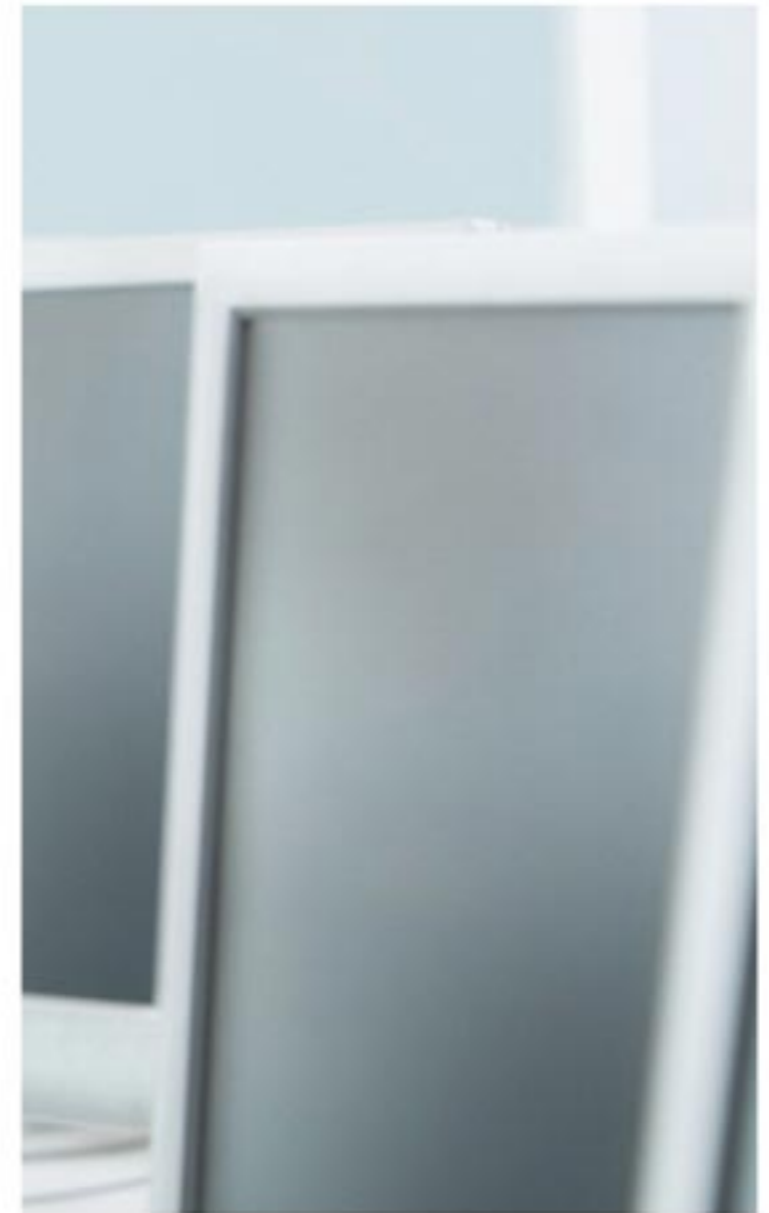
IT's a New World

End-users are setting the pace!



IT's a New World

They want to work anywhere, any time



IT's a New World

With their own applications, and on any device...



Corporate IT is Changing...

And the old way of doing IT...

Can no longer meet the demand



So today IT is trying these approaches:

**Cloud Computing (VDI/TS)
for Running Remotely**



Central Management



**App Distribution for
Local Execution**



Home PCs



Devices



Terminals



Laptops



Office PCs

Real IT

Each of these suffers from a fundamental problem

Cloud Computing (VDI/TS)
for Running Remotely



Central Management



App Distribution for
Local Execution



A Problem We've Solved!



Home PCs



Devices



Terminals



Laptops



Office PCs



The Fundamental Problem:

- ④ The desktop and its applications are glued together
 - They are integrated with the system and its components; they cannot be separated



And All Our Solutions Start Here:

🌐 We make the entire application layer independent!

- No matter what solution you choose for your desktop management.



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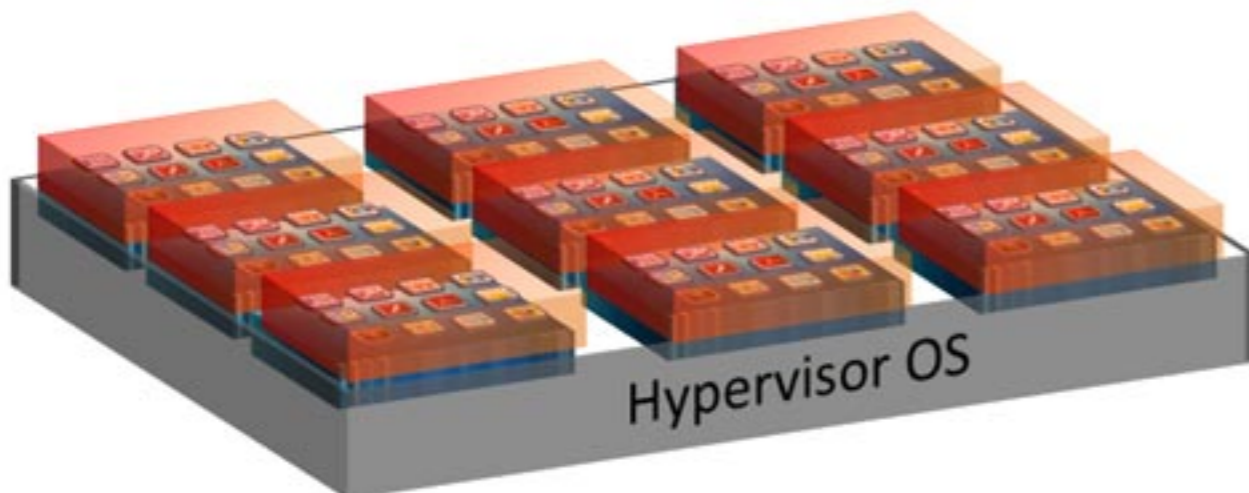


Workspace Virtualization – It's all about the Apps!

Workspace Virtualization vs. Desktop Virtualization

Desktop Virtualization

- ⌚ Need to manage each desktop
- ⌚ Applications install traditionally
 - Application conflicts, OS Pollution and compatibility
- ⌚ If you lock down the desktop., you lock down the users
- ⌚ An infected application will infect the OS and spread
- ⌚ Remote access means breaching the org. firewall

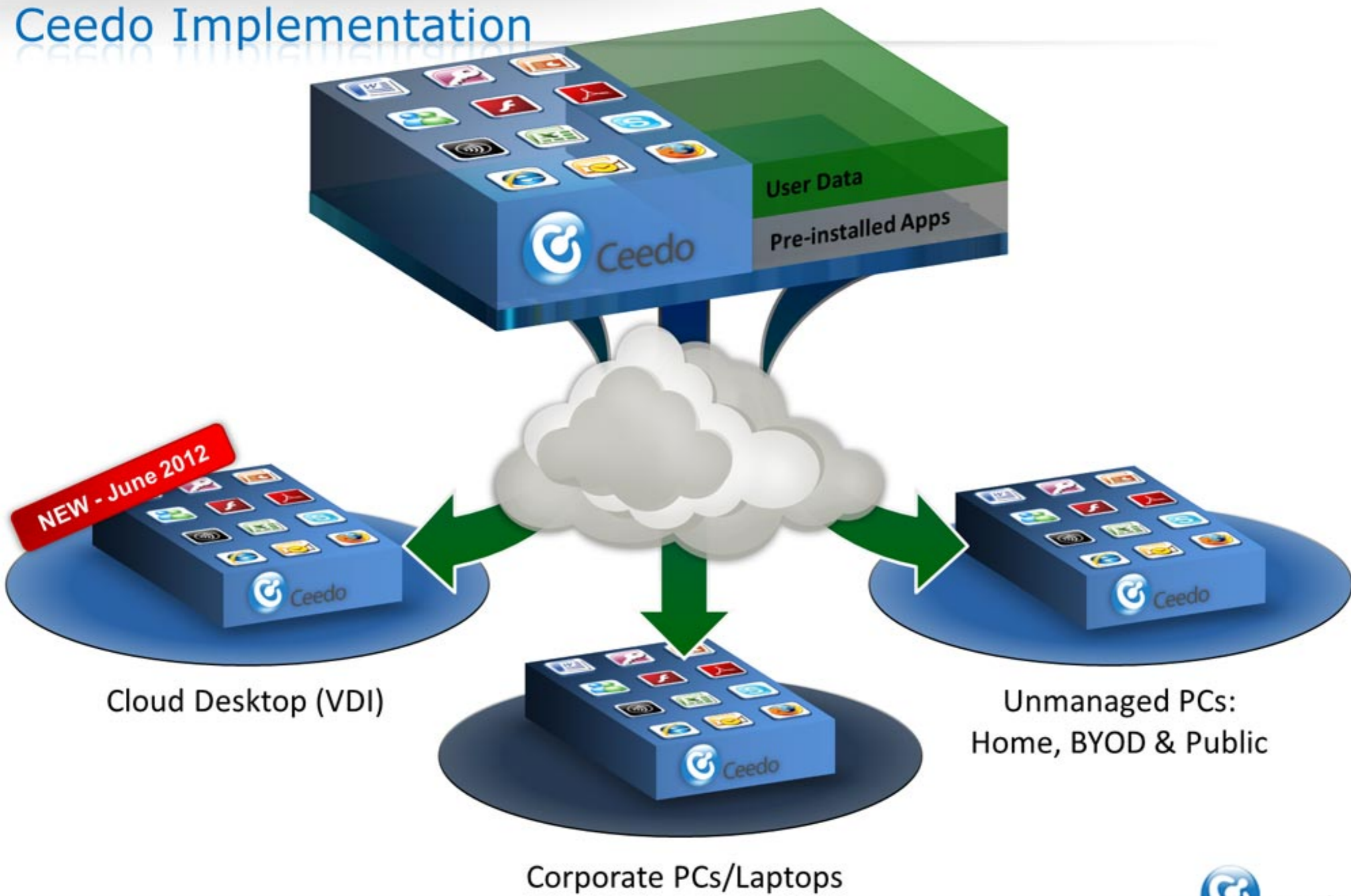


Workspace Virtualization

- ⌚ Desktop can be locked and/or unmanaged
- ⌚ Applications not installed and have zero-footprint
 - Eliminates all problems of installed applications.
- ⌚ Users have computing autonomy on locked-down PCs
- ⌚ Applications are sandboxed and securely confined
- ⌚ Remote computing runs on local machine



Ceedo Implementation



Cloud Desktop (VDI)

Corporate PCs/Laptops

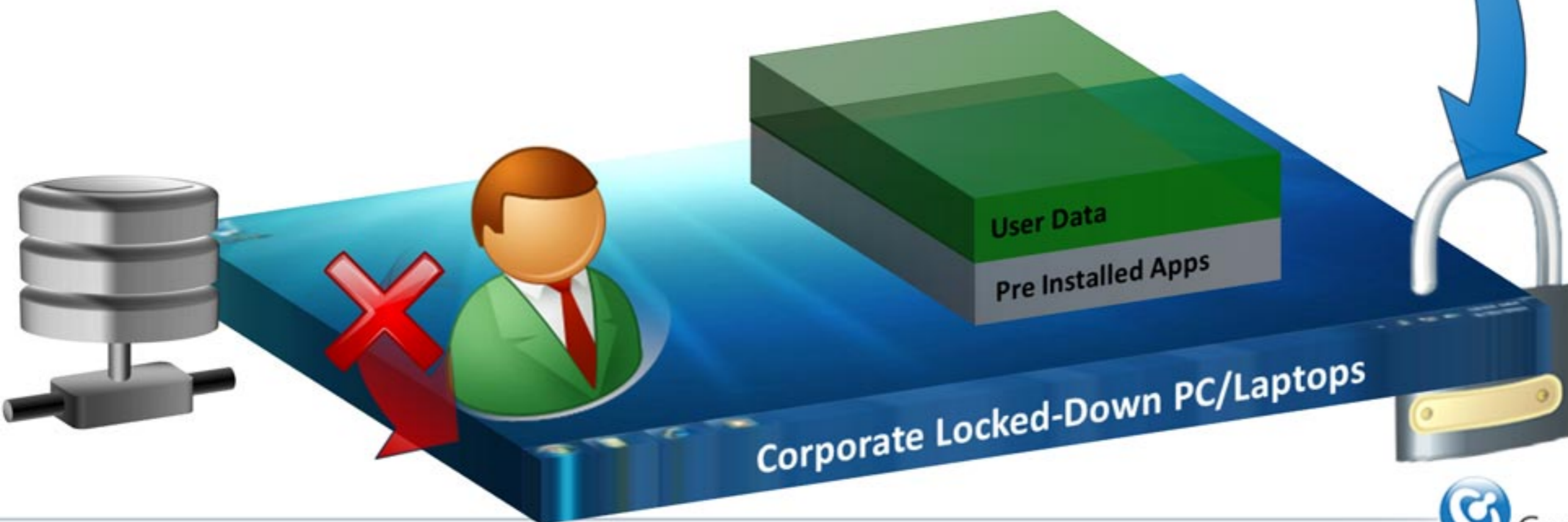
Unmanaged PCs:
Home, BYOD & Public

On Corporate PC

Locking down the OS reduces desktop TCO by \$1237* and eliminates 92% of security vulnerabilities**

However, locking down OS also means locking down users...

*Gartner **Microsoft



On Corporate PC

Ceedo allows users to install their own applications into a sandbox even if they don't have admin-rights (locked-down OS)

- ✓ Never touch the OS (use single image for all users)
- ✓ Reduce TCO
- ✓ Increase security





redhat.
ENTERPRISE
VIRTUALIZATION
CERTIFIED

In Cloud Desktop (VDI)



Single image used across the VDI platform and gradually flavored with applications.

- ✓ Eliminates image sprawl
- ✓ Reduces management overhead.

+ All the benefits in corporate machines...

In Portable Computing

Corporate applications managed by an administrator on unmanaged PCs.

- ✓ No need for expensive laptops
- ✓ No need to open the network to outside threats
- ✓ Allow users to use ANY computer, ANY time – both on and offline



To Conclude We Can Simply Say That

Security



Portability



Manageability



Usability



These are just a few of the companies that benefit from our solutions today





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Thank you for your time

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