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Workplace Virtualization:

Migrating from a legacy VDI service to Microsoft's Azure Virtual Desktop (AVD)

Citrix

Upsetting their customers – and partners

Customers

- Increasing license prices, typically by +30%.

- Clients will have to purchase new licenses (if Kyndryl own them on the customers behalf)

- For those customers able to renew their licenses, they are required to increase by 15%, even if they don't need it.

Partners

- Ever since their acquisition in 2022, they have become increasingly difficult to deal with.

- They have decided to replace their partnership program with a new one

- we received a partnership termination notice
    - no longer have GSI's separate
    - We have no details on the new partner program that starts March 4th

- We no longer have the ability to host Citrix licenses/hardware for clients

- No more GSI discounts (up to 58%)

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Broadcom - VMware
Uncertain future

Broadcom Offloads 'Non-Core' VMware EUC to Private Equity Firm KKR

Customer Impacts

- Similar to Citrix; VMware has indicated plans to increase license prices by 30%

- Uncertainty about what will happen with bundled licenses
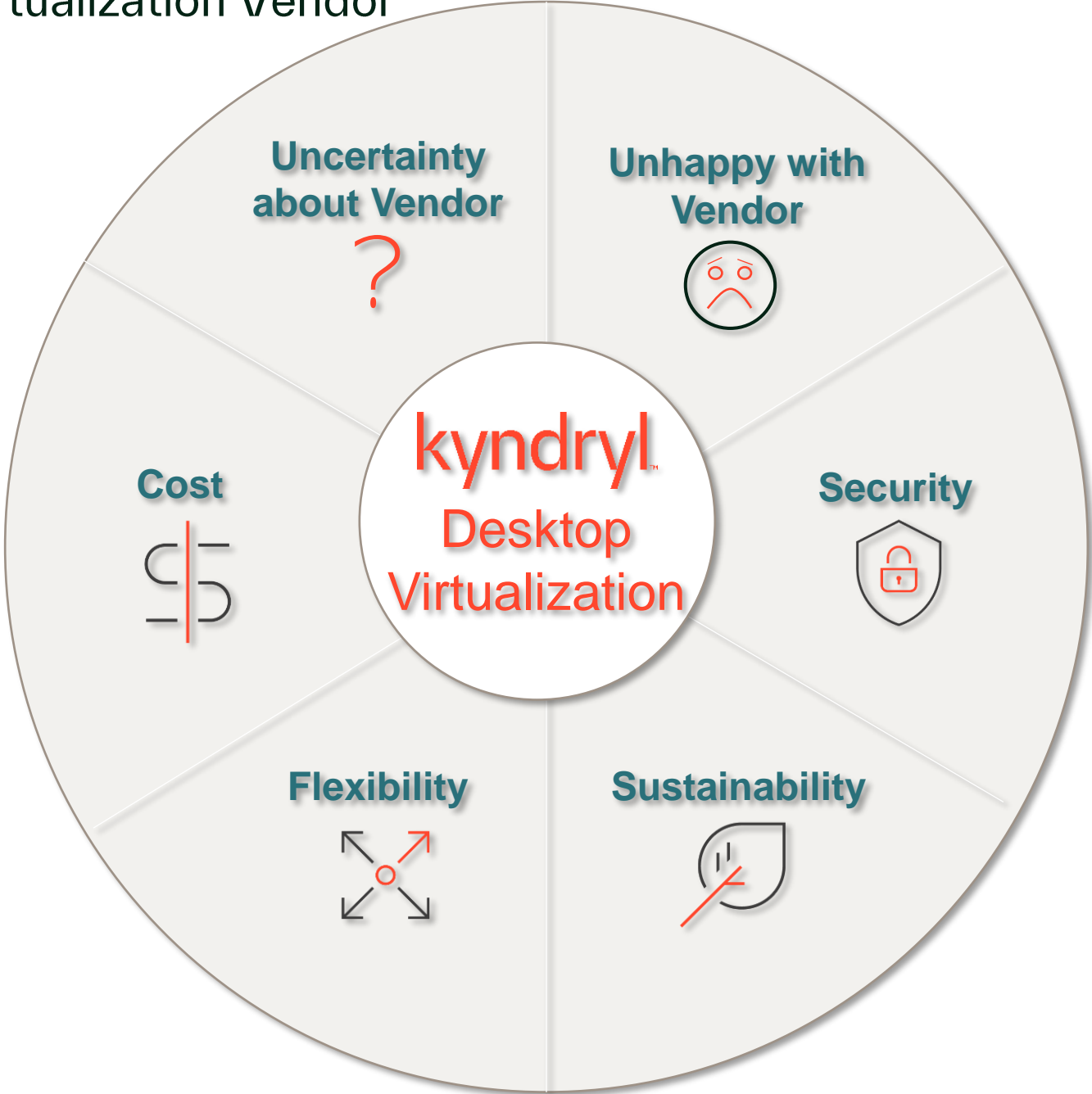
Kyndryl / Partner Impacts

- Still developing

- Broadcom - VMware has redesigned their partnership program

- Managing VMware Horizon deployments represents a considerably smaller Kyndryl management footprint than our Citrix estate (approx. 10%)

- Uncertainty surrounding future license incentives

VMware admits sweeping Broadcom changes are worrying customers
Broadcom has cut VMware products, perpetual licenses, and its partner program. link

Switching Desktop Virtualization Vendor
Common Motivations

Switching Desktop Virtualization Vendor
Deployment Options

Vendor	Microsoft	Citrix	vmware®
Virtualization Options	Azure Virtual Desktop (AVD) W365 (Cloud PC)	CVAD citrix	Horizon Horizon
On-Prem Options	Microsoft Azure Stack HCI	Any major hardware vendor	Any major hardware vendor
Cloud Options	Azure	Any Major	Any Major

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Switching Desktop Virtualization Vendor
Device Choices

Physical Device

Cloud PCs

Microsoft Windows 365

Desktop Virtualization

Microsoft AVD
Citrix
VMware Horizon

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Workplace Virtualization Services
Steps necessary to switch vendor

Migrating desktop virtualization involves five steps:

1. **Assess** your current environment and identify your goals and requirements in line with the new application deployment strategy.
2. **Implement** new application lifecycle and dynamic application provisioning on your current environment and start taking immediate advantage of its capabilities.
3. **Design** your new desktop virtualization solution and choose the best deployment option and migration strategy.
4. **Build** your new desktop virtualization solution and migrate your users, data, using the already deployed dynamic application solution.
5. **Optimize and manage** your new environment and review your migration outcomes.

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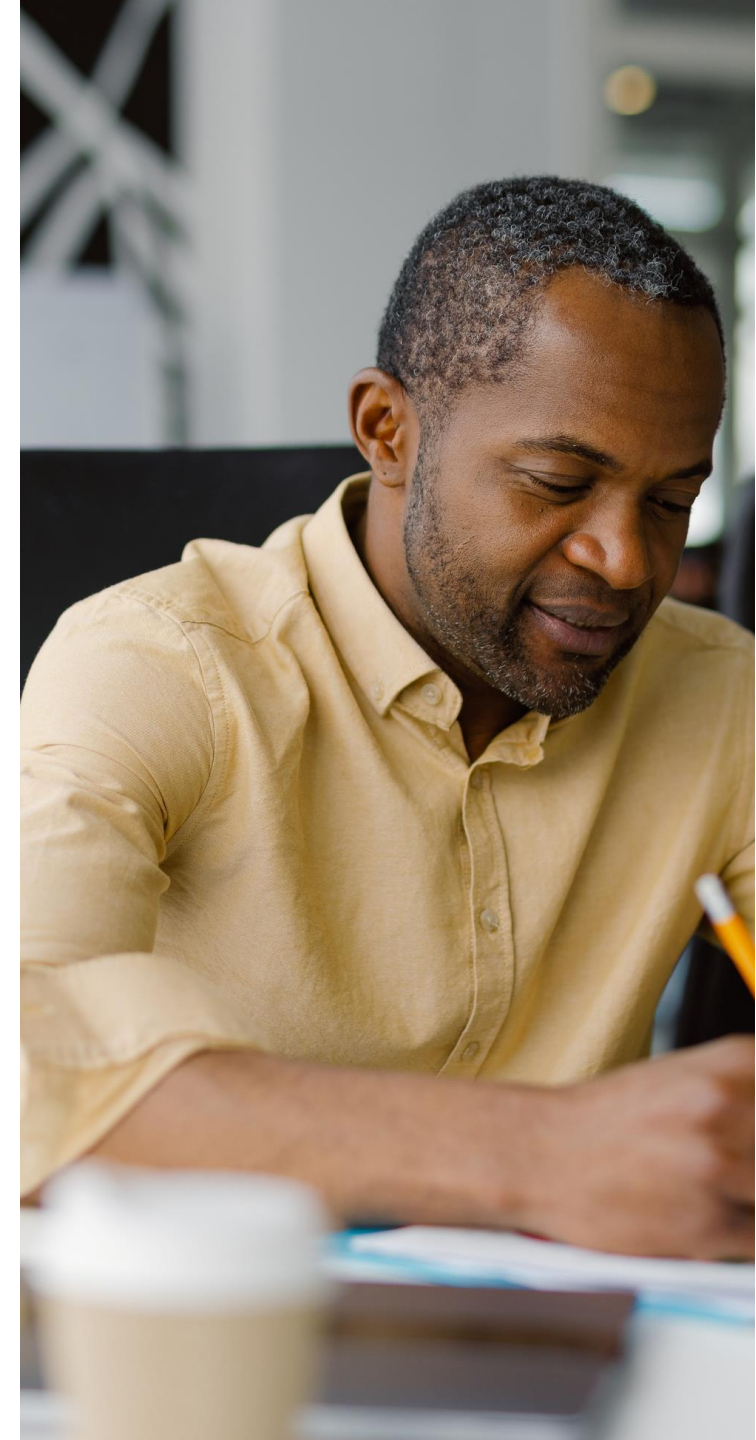
Implementing a New Approach to Application Lifecycle

Modern Application Lifecycle
Automating and Simplifying Management

New Application / Update

- FlexApp
- MSI
- MSIX
- EXE
- App Volumes
- App V

Automated Packaging

- FlexApp
- MSIX App Attach
- App Volumes

Smoke Test

Deploy Workload

- Microsoft
- citrix
- VMware Horizon
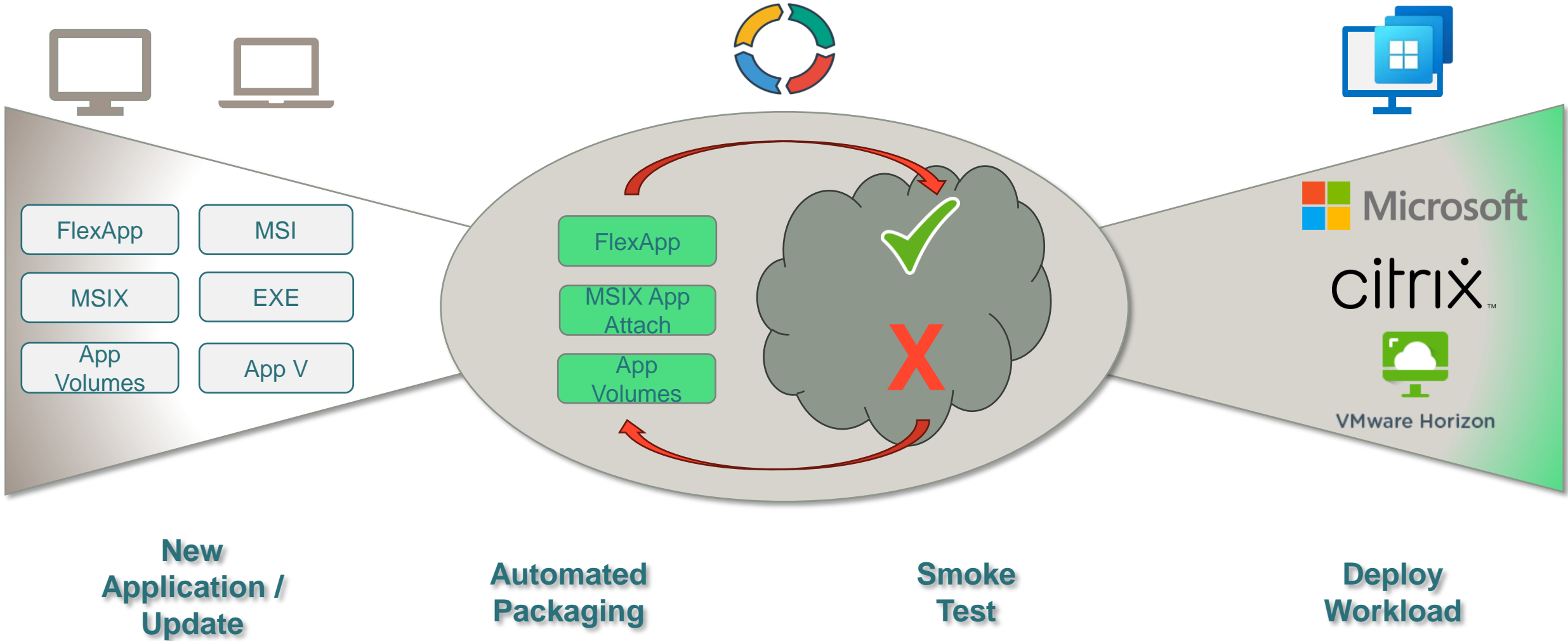
Modern Application Lifecycle
Benefits

Get to production faster

(reduce 3-year projects to 3 months)

Multi-Vendor

Integrates with many app distribution and presentation layers, including Citrix, Microsoft, VMware, Amazon, Nerdio and many more!

Updates & Maintenance

Maintain applications through simplified updating and maintenance to the apps

Focus on what matters

Automate capture and package with the automation engine, vastly reducing time and allowing focus on the more complex apps

Multiple Methodology

Multiple methods to capture and package the applications, including App-V, Intune, Citrix Streaming

Improved security

by packaging to Microsoft's core packaging technology – MSIX. Security approval much easier

Avoid out of support nightmares

and unnecessary cost

W10 October: 2025

APP-V April: 2026

Dynamic Application Provisioning
Real-time App Connect

Traditional Virtualization Model

Profile
Settings

OS

Profile
Settings

OS

VM Images (silos)

1-3 days to package each app

Modern Virtualization Model

Profile
Settings
User-Installed Apps

App Connect Agent

OS

Virtual App Connect

VM Image (single silo)

1-3 hours (or less) to package each app
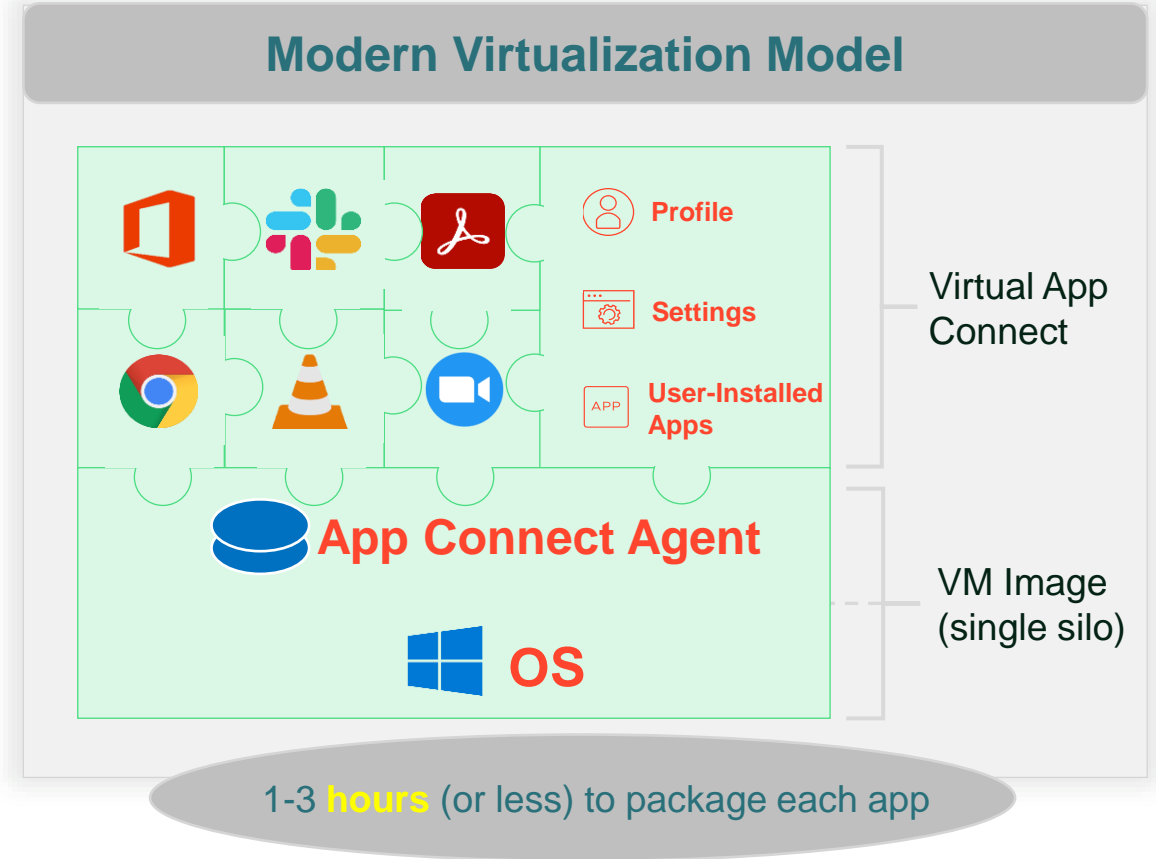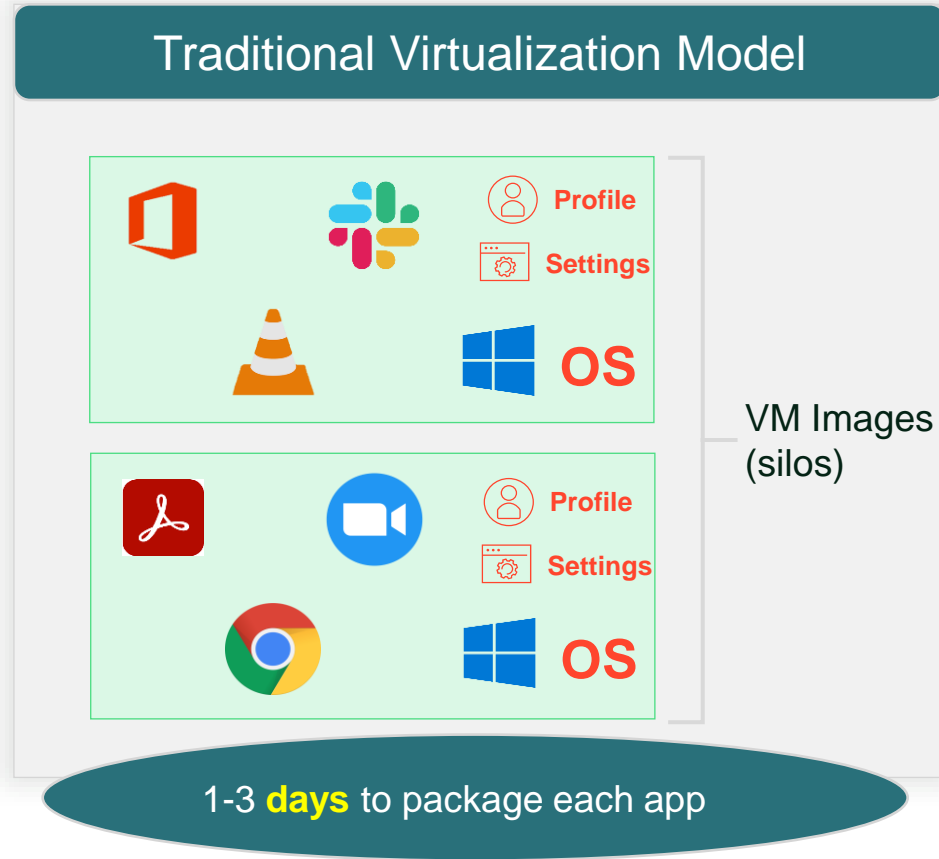
Benefits

- Maintain and update apps in one place
- Reduce time managing images by 95%
- Handle the unique business cases and exceptions with flexible assignments
- Decrease IT infrastructure costs up to 70%

- Provide consistent, highly personalized desktops, apps and user settings
- Future proof your desktop virtualization solution: the same App Connect package can be used on W365, AVD, Citrix or VMware Horizon

Dynamic Application Provisioning
Benefits

Multi-Vendor

Integrates with all major application and desktop virtualization solutions including Microsoft, Nerdio, Citrix, VMware and Amazon.

Vendor Agnostic

Makes it simpler to switch from existing desktop virtualization vendor to new vendor (e.g. Citrix to AVD).

Reduce volume of Environments

No need to test or UAT environments.

More Secure: Rapid Application Updates

Faster onboarding and updates of application and version upgrades.

Reduce Environment Downtime

no need for a server reboot when an application is installed or updated

Simple App Testing

simply attaching a new application for an agreed number of users to test to the required operating system build.

Multiple Application Version Support

Enables you to run multiple versions of the same app on the same machine.

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Moving to a Microsoft Solution

Workplace Virtualization Services
Kyndryl's Approach for Microsoft Solutions

Application Lifecycle	appCURE
Application delivery	liquidware / MSIX app attach
Management & Automation	nerdio / HashiCorp Terraform / servicenow
Virtualization Options	Azure Virtual Desktop (AVD) / W365 (Cloud PC)
Hosting Location	Microsoft Azure / On-Prem Microsoft Azure Stack HCI

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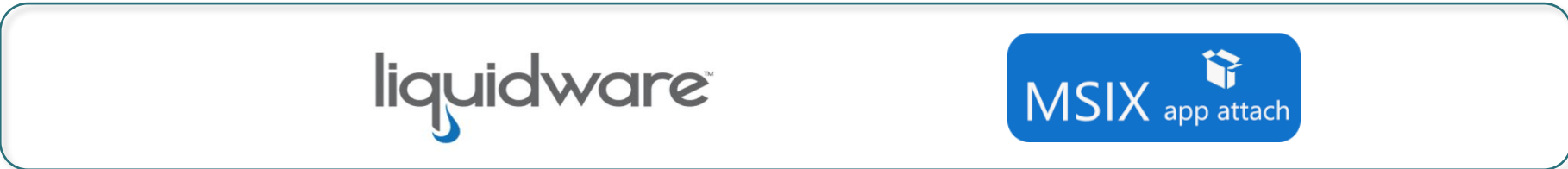
Technology Choices for AVD
Strengths across Vendors

AVD	AVD with Nerdio	STRENGTHS	VMware Horizon	Citrix
◔	◔	Multi-Cloud and OnPrem support	◔	●
◔	◔	Optimized protocols for low bandwidth/high latency connections	●	●
◖	●	Improved end-user experience. Shift Left	◔	●
◖	●	Cost optimization using Autoscale etc	◔	●
◔	●	Application management & publishing	◔	◔
◧	●	Single pane of glass management Customer, L1, L2 & L3 access	●	●
◖	●	Windows scripted actions and scheduled roll-out	◤	◤
◖	●	Windows Image Management	◤	◤
◔	◔	Enhanced security monitoring	◔	●
●	●	Optimized MS Teams support	●	●
$	$$	License cost (Assumes existing Microsoft M365 licenses)	$$$$	$$$$$
$$	$	Total Cost of Ownership incl Cloud hosting	$$$$	$$$$$

Nerdio enhancements to native AVD delivery

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Nerdio

Benefits for Customers

- ✓ Overall cost saving for customers on their Microsoft based desktop virtualization solutions (typically between 30-50%).
    - ✓ Reduced compute costs
    - ✓ Reduced storage costs
    - ✓ Intelligent Auto-Scaling
    - ✓ Reports for cost savings

- ✓ Improved experience for users
    - ✓ Self-Service and Self-Help Options

- ✓ Simplified management

- ✓ More rapid deployment of AVD/Stack HCI environment

- ✓ Advanced controlled scripting features

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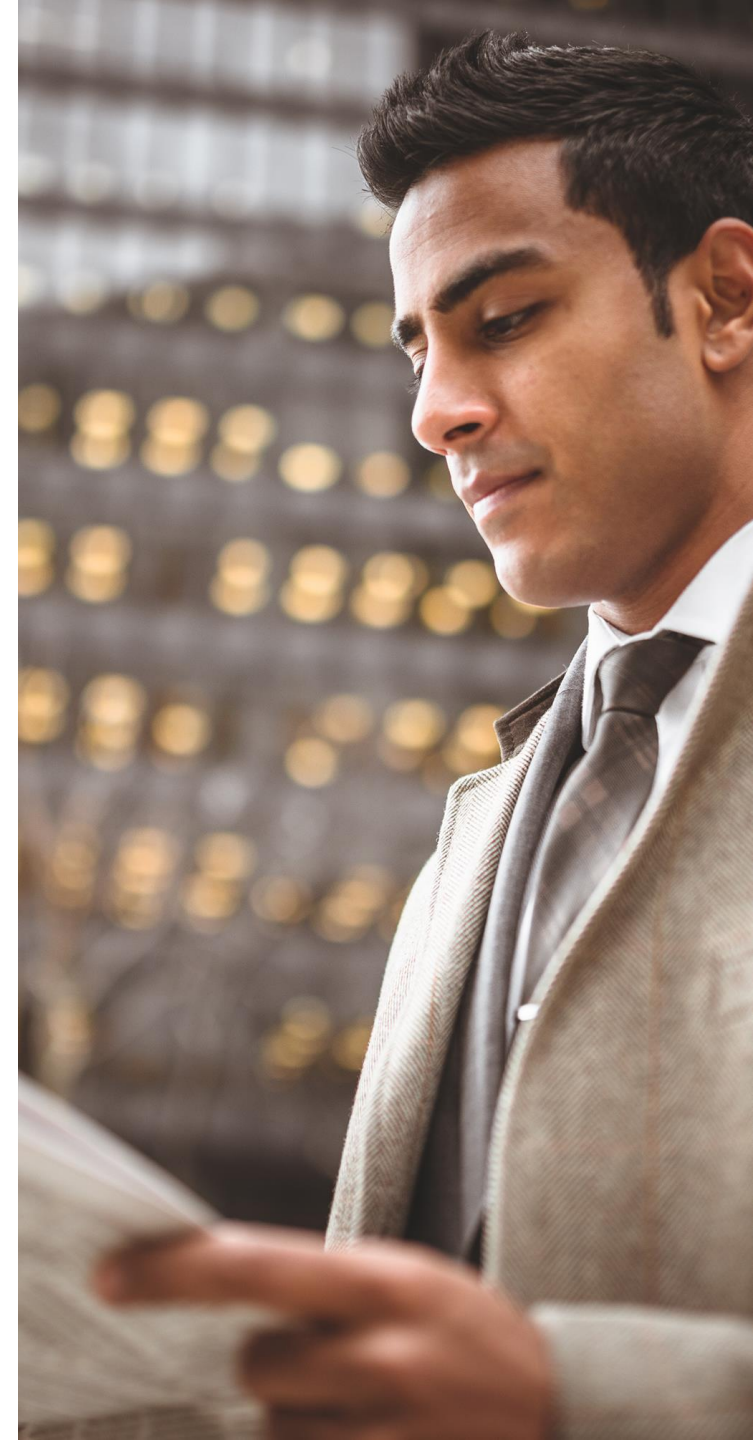
Steps Necessary to Switch Vendor

Workplace Virtualization Services
Steps necessary for a successful migration

ASSESS	IMPLEMENT	DESIGN	BUILD	MANAGE
• Understand Requirements • Perform Assessments • Perform application owner and user interviews	• new application lifecycle • dynamic application provisioning on existing environment	• Align the new design with business requirements • Align design to support user experience and security • Image Building and optimization	• Build App/Desktop environment • Deploy VMs • Integrate Image Management • Configure Monitoring • User on-boarding • System Testing	• Virtual Apps/Desktop Management • Continuous validation and monitoring • Identity opportunity for optimizations
2-6 Weeks	2-4 Weeks	2-4 Weeks	2-4 Weeks	Post Deployment

Note: *This is an indicative plan. The actual planning can be done either to accelerate or to phase the deployment based on business requirement.*
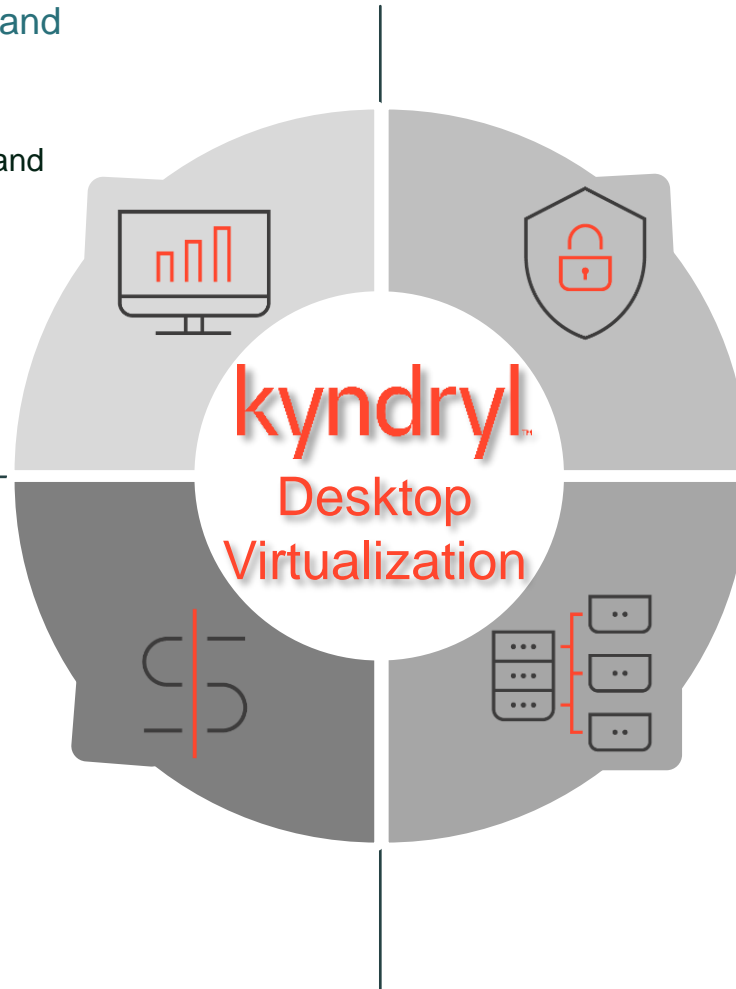
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Why Kyndryl?

Workplace Virtualization Services
Providing Business and IT Benefits

Support for both **legacy** and **modern apps,** and **operating systems**

- Data and app separation and containerization
- Central cloud storage for user profile containers and data
- Role-based access control
- Multi-factor authentication and conditional access

Provide a **secured** working environment

- Run legacy apps, OS and add-ons
- Data, app and user profile isolation for secure detachment
- Legacy apps delivery within a secured container
- Windows 7, 10, and 11 both single and multi-session support
- Provide an enhanced users experience

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Desktop
Virtualization

Enable **cost optimizations**

- Easy testing, deployment and management
- Native technology capabilities
- Reduced number of maintained gold images
- Simplified apps management

Simplified deployment and infrastructure

- Consumption based cloud storage and computing
- Ability to use low specification hardware instead of power workstations

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Workplace Virtualization Services
Global Delivery Centers (operational)

Katowice, Poland

Columbia, MO, USA

San Jose, Costa Rica

Bangalore, India
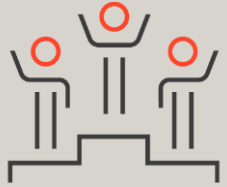
End to End Support and Management

Follow the sun support methodology: **24x7**

Single Point of Contact for all VDI activities

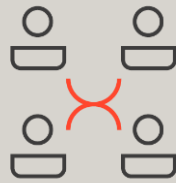[1] Enabled for local delivery

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Workplace Virtualization Services
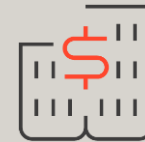# Providing Business and IT Benefits

Constant stream of innovation
Discover, experiment, and apply the most relevant innovations

Strong, independent partners
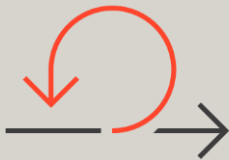Strong alliances with leaders in workplace service innovations

Business and strategic perspective
We focus on business value, not just technical acumen

Sector-specific expertise
We have served enterprises of all types and sizes in virtually every industry

Flexibility
Unprecedented freedom of choice in devices, apps, locations, and use cases

User Experience
Secure solutions that provide an enhanced user experience enabling self-help and self-service options.

Simplicity
We simplify every facet of your journey—so you can focus on your business

Metrics
Our Digital Workplace enables you to measure and improve continuously with Kyndryl Bridge and DEM (digital experience management)

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Experience is our advantage

250+
clients supported

650k+
Desktop virtualization users supported

Over
25 years
of application lifecycle experience

Worlds Largest
provider of IT infrastructure services

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Thank You