Windows Virtual Desktop Quick-Start Guide

This quick-start guide has information and resources to help you launch a Windows Virtual Desktop (WVD) practice. Get familiar with the basics and understand the partner opportunity. Then use Microsoft's sales, marketing, and technical enablement resources to start selling Windows Virtual Desktop.

1. **What is Windows Virtual Desktop?**
2. **Windows Virtual Desktop Partner Opportunity**
3. **Technical Training Resources**
4. **Windows Virtual Desktop Pricing and Packaging**
5. **Go-to-Market**

> *"Companies want to be more flexible for their employees. So they're excited about being able to deliver a 'desktop anywhere' with Windows Virtual Desktop. It's something customers have wanted for more than a decade. And partners can now deliver it without all the heavy capital investment."*

Gavriella Schuster, Corporate Vice President at Microsoft

Quick Links

SMB Hub
Website with relevant information for SMB partners

WVD Tech Intensity Tour
On-demand WVD technical enablement

1 What is Windows Virtual Desktop?

Windows Virtual Desktop is a comprehensive desktop and app virtualization service that runs in the cloud. WVD is the only desktop virtualization service that provides Windows 10 at multi-session cost. This means customers get the best user experience at a price they'll love.

- **Best user experience** – Native Windows 10 user experience optimized for Office provides a superior app experience.
- **Easy management** – Microsoft controls IT management services like brokering and monitoring, so you can focus on user and desktop management from a single portal in Azure.
- **Superior economics** – Windows 10 multi-session provides the best price for Windows 10, and PaaS simplifies management requirements for IT staff.

Resources

Windows Virtual Desktop: FAQ document
Windows Virtual Desktop: licensing requirements

2 Partner Opportunity for Windows Virtual Desktop

There is a $3B opportunity in the worldwide Desktop-as-a-Service market.[1] Take advantage of this momentum with WVD. Create a DaaS offering for your new and existing customers. Microsoft has identified three primary sales scenarios for WVD:

1. Replace/migrate on-prem virtual desktop deployments – Migrate customers on existing RDS/VDI solutions for cost savings or better user experience.

2. Sell new Windows virtualizations – Many of your existing customers will benefit from the flexibility and security of WVD. We have identified three priority industries for WVD: healthcare, government, and financial services.

3. Manage Windows 7 end of support with WVD – Customers can continue running Windows 7 applications on WVD while modernizing existing infrastructure.

Resources

Partner Opportunity for Windows Virtual Desktop: webinar
Customer Targeting for Windows Virtual Desktop: deck | webinar

3 Technical Training Resources

Before you deploy your first customer, make sure you have the necessary skills. No matter where you are in your cloud adoption journey there are resources available to quickly get you up to speed. Attend or re-visit the WVD Tech Intensity Tour sessions to learn how to manage WVD environments using Azure's built-in resources. Or connect with a partner to help manage your WVD deployment.

- **Decide** if you are going to use WVD native or use a third-party management service.
- **Develop a training plan** for your team and use the resources below as a starting point.
- **Deploy internally** before taking your first customer live.

Resources

Windows Virtual Desktop: learning path on MS Learn
Build a cloud Practice in Azure using Windows Virtual Desktop and Nerdio: webinar
Tech Intensity Tour: recorded training for Windows Virtual Desktop

4 Windows Virtual Desktop Pricing and Packaging

Customers don't want surprises in their monthly bill. Give them the confidence they need by becoming an expert in WVD pricing and creating a fixed price DaaS bundle.

1. **Understand customer requirements** – Reference the user guide in the WVD Pricing Deep Dive deck to identify specific user requirements for your customer.
2. **Estimate costs with the solution configurator** – Input your customer scenario into the WVD Solution Configurator to estimate Azure infrastructure costs.
3. **Take advantage of discounts and incentives** – Apply eligible discounts from your indirect provider, CSP program, and utilize Azure Hybrid Reserved Instances.
4. **Create a fixed price package for your customer** – Use your knowledge of Azure pricing to put customers at ease with a fixed per-user-per-month cost.

Resources

Windows Virtual Desktop Pricing Deep Dive: deck*
Windows Virtual Desktop Solution Configurator: Excel tool*

5 Go-to-Market

It's time to sell! We have created campaign resources to kick start your go-to-market efforts and train your sales staff how to pitch the solution. This campaign highlights how WVD empowers employees to be more productive.

- **Email Template** – Use this to-customer email template to launch your campaign.
- **Value Proposition Deck** – Share this to-customer value prop deck and showcase your unique WVD offering.
- **Conversation Guide** – Your sales team can use this script to quickly highlight the benefits of WVD.

Get the full go-to-market 'Empower your Employees' campaign below.

Resources

Empower your employees with Windows Virtual Desktop – Get the campaign

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Help your customers empower their employees today.
With Azure at your fingertips, you can bridge your current server technology to the cloud—and unlock new possibilities that help customers and drive your business forward.

[1] IDC Worldwide Desktop-as-a-Service Software Forecast, 2017-2021, Robert Young, June 2017
* Must be logged in with your MPN ID