



HOBSON & COMPANY

Driving ROI

The Business Case for Login Enterprise

The Business Case for Login Enterprise

End-user computing teams and IT departments are keenly focused on ensuring that their images, applications, and desktops are running smoothly whether it is a physical, on-premises, or a cloud-based solution. Assessing performance, degradation, and availability are part of the day-to-day operations and are often combined with regularly validating application and image changes.

Organizations with complex EUC environments are deeply focused on both the performance and the costs of these solutions. Without careful planning and ongoing optimization, suboptimal EUC systems can cause widespread dissatisfaction, leading to poor user experiences, elevated maintenance expenses, inconsistent and unreliable services, and frustration among IT staff.

Hobson & Company (H&C), a leading research firm focused on Return on Investment (ROI) studies, worked with Login VSI, a leader in automated performance and scalability testing, to explore these challenges and learn how industry leaders are responding. H&C conducted independent research consisting of in-depth interviews with Login VSI customers and found that Login Enterprise addressed specific customer challenges to deliver a quick and compelling ROI.



The impact of Login Enterprise is not only strategic but measurable.

Based on this analysis, a company with 25,000 users, which spends over 16 hours per month validating application and image changes, with existing hardware that would cost \$8.4m to upgrade and experiences 2 hours of downtime per year would pay back the cost of Login Enterprise in 4.1 months and generate a 3-year ROI of 344%.



Challenges for EUC Environments

Customers interviewed for this study noted that there are consistent challenges in optimally managing their EUC environment. Below is a list of some of the most universal concerns.

Performance and Availability



The amount of complexity and rapid change - from patches, application changes, and OS upgrades - requires a lot of effort to validate, diagnose, and roll out. IT managers only know if changes worked when users start logging in or if test users spend hours manually clicking through applications to see if changes didn't affect functionality.

Costly Spend



Without an analysis tool, it is difficult to evaluate if the current configuration is the right one. Maximizing capacity without degrading performance or reducing overprovisioning are key goals that can lead to reduced overall costs if given access to the right analysis tools. Additionally, companies are often blind to the right balance when upgrading or moving to the cloud.

Unplanned Downtime



Despite having numerous monitoring tools, organizations still experience unexpected/unplanned outages. The ability to detect and stop issues before end users or external stakeholders are impacted is critical in avoiding lost productivity and protecting stock price and revenue.

Customer research identified seven benefits of Login Enterprise across three key business objectives:

Improve Performance & Availability

Optimize Technology Budgets and Planning

Demonstrate Business Value

Improve Performance & Availability

Reduce time validating application and image changes

Login Enterprise reduces operational friction to enable faster change cycles and ensures applications run consistently and reliably after every change.

IT teams can automate full image and application control checks without burdening staff and rely on consistent, quantitative results versus qualitative app owner feedback.

"It was a very manual process beforehand, and we relied on qualitative feedback. We had no predictive modeling and could never simulate 1,000 concurrent users. Now, for every patch, every application update, and any image change we run testing, and it is a routine and repeatable process that runs like clockwork."

- Citrix Team Lead

75%

DECREASE in time validating application and image changes

Reduce time resolving issues and outages

Login Enterprise's production insights provide early warning alerts and simplify troubleshooting efforts.

IT administrators can detect delays, outages, or deviations from expected performance, while trending data helps facilitate root cause analysis.

50%

REDUCTION in time spent resolving issues and outages

"We use Login Enterprise's virtual users to do continuous testing every 15 minutes. The operations center gets the alerts which beat the user phone calls saying that the system is down, and then IT uses their training to quickly fix the issue."

- Desktop Virtualization Manager

Reduce the number of help desk tickets

Login Enterprise uses a 100% agentless approach to catch issues well before end users notice.

IT teams proactively resolve issues and subsequently reduce the overall number of help desk tickets.

"Login Enterprise alerts us as to what effect changes may have on the build in terms of user experience before the system degrades and everyone starts complaining about slow responses."

- Citrix Infrastructure Engineer

80%

REDUCTION in number of help desk tickets

Optimize Technology Budgets and Planning Efforts

Reduce costs of acquiring new technology or cloud instance

Login Enterprise optimizes investments by accurately identifying acceptable hardware and cloud needs.

With industry recognized benchmarks and load testing, IT can assess and enhance performance, scalability, and user experience before deployment.

"We were looking at upgrading our underlying system. We used Login Enterprise to review user experience and wound up deferring the upgrade because it would be difficult to achieve the same user experience with the new operating system without buying more hardware. We avoided the additional £1-2 million purchase on hardware and kept the same user experience."

- Citrix Infrastructure Engineer

10%

REDUCTION in costs of acquiring new technology or cloud instance

Reduce costs by evaluating current capacity and reducing overprovisioning

Login Enterprise helps IT continually manage costs and capacity with less risk to maximize resource utilization, predict growth, and optimize existing investments.

IT can effectively manage day two operations across the entire lifecycle—from deployment through retirement.

10%

REDUCTION in costs by evaluating current capacity and reducing overprovisioning

"We are constantly evaluating overprovisioning. For example, if we have 10 servers on a piece of hardware and one server is maxed out, we can grow the VMs on the other servers. Login Enterprise identifies the sweet spot for CPU overprovisioning."

- EUC Engineer, IT Team



Demonstrate Business Value

Reduce user downtime by avoiding outages

Login Enterprise works seamlessly in pre-production and production to deliver the best performance and higher availability. IT organizations avoid issues in the future by effectively managing day two operations across the entire lifecycle—from deployment to retirement and everything in between.

"Login Enterprise saved us when we were choosing an antivirus program. We realized that a potential new antivirus program was going to have a big impact on the performance of our VDI environment, so we decided not to install the product."
- *ICT System Administrator*

10%

REDUCTION in user downtime

0.1%

REDUCTION in risk of losing revenue

Reduce risk of losing revenue

Login Enterprise increases business confidence by delivering reliable and consistent experiences with demonstrable evidence in daily and weekly SLA reports that quantify availability and performance improvements.

"An outage could have an impact on other parts of the business such as customer service, stock price, and employee satisfaction which all could ultimately impact our revenue."
- *Citrix Infrastructure Engineer*



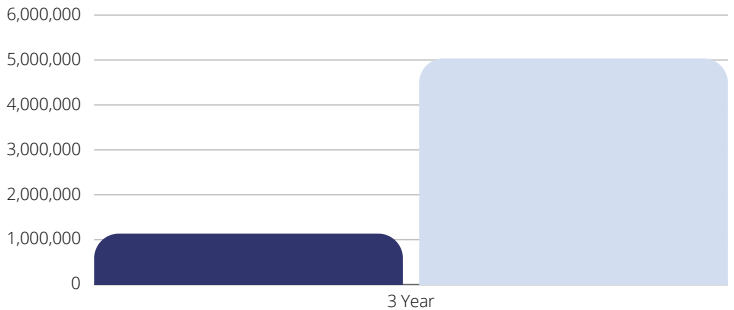


Research Results

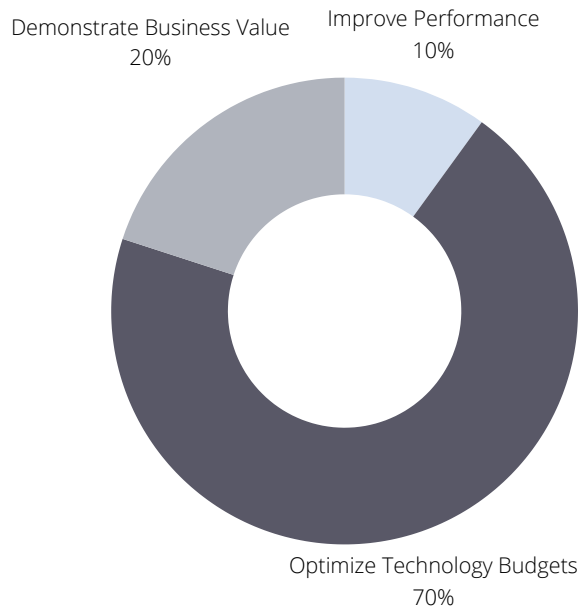
The value of a virtual desktop optimization solution is immediate and demonstrable. For this case study, the financial impact of Login Enterprise is represented by a company with 25,000 users which spends over 16 hours per month validating application and image changes, has an \$8.4m cost to upgrade existing hardware and experiences 2 hours of downtime per year

For this typical company, there is a positive return in 4.1 months and a 3-year ROI of 344%, with annual benefits exceeding \$2,200,000.

Investment vs. Return



Benefits by Business Objective





About Login VSI:

Login VSI is a leader in automated performance and scalability testing for images, applications, and desktops. As a trusted strategic partner for enterprises and vendors managing end-user computing (EUC) services, we are committed to eliminating barriers and ensuring that technology enhances, not impedes, the workplace experience. Our flagship platform, Login Enterprise, delivers data-driven insights through automation on performance, scalability, and application experiences across VDI and DaaS, Cloud PCs, published applications, desktops, and laptops. This comprehensive visibility, both in pre-production and production environments, empowers our customers to make informed decisions, guiding them on what and how to deploy EUC services effectively and achieve optimal performance. Login VSI is headquartered in Boston, Massachusetts. Visit loginvsi.com and follow [@loginvsi](https://twitter.com/loginvsi).

About Hobson & Company

Hobson & Company helps technology vendors and purchasers uncover, quantify, and validate the key sources of value driving the adoption of new and emerging technologies. Our focus on robust validation has helped many technology purchasers more objectively evaluate the underlying business case of a new technology, while better understanding which vendors best deliver against the key value drivers. For additional information, please visit www.hobsonco.com.

Disclaimer:

The Return-on-Investment (ROI) and other financial calculations performed by this tool are based on data provided by Login Enterprise customers and various assumptions and estimates only. The actual ROI realized by customers may vary from the estimates provided. Login VSI offers this tool to assist customers with evaluating access virtual desktop solutions, however, Login VSI and Hobson & Company (the firm that created the tool) are not responsible for the accuracy of any estimates.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or any retrieval system, without the written permission of the copyright holder. © Hobson & Company, 2023. All rights reserved. All other marks are the property of their respective owners.