

Personal computers were never
designed to run an enterprise or business.

A close-up photograph of two people in business attire shaking hands on a staircase. The person on the left is wearing a dark suit jacket, and the person on the right is wearing a grey suit jacket. The background consists of the white metal railings of the staircase, which are out of focus. The lighting is bright, suggesting an outdoor or well-lit indoor setting.

For that you need computers
designed for business.

The personal computer has been great for the individual productivity of people in business. However, the downside is that each personal computer requires personal attention from your IT staff.

Business today needs computers that work as well for individuals as they do for the business. That means all parts of the business, including IT.

It's time for thin computing.

Thin computing delivers all the functionality, performance, and software that people want on their desktop, without all the hands-on management you can't afford.

It takes advantage of the servers you already have in place—servers that are currently operating far below capacity (industry estimates place server utilization at around 15 percent)—to centralize data storage and administration. So you can focus your IT maintenance and management efforts on a few servers, rather than hundreds or thousands of personal computers.

Thin computing solutions typically include the infrastructure distribution software (that gets the operating system and applications from the server to the desktop), infrastructure management software (that lets you manage the environment easily), and the desktop hardware. The desktop hardware can act as a thin client, displaying what the server pushes to the client, or as a thin computer, processing the applications and information locally.

No matter how you deploy thin computing, there is no data or application stored on the desktop. So there's nothing to update or backup there. And since you no longer have to touch each desktop individually, you have the time and resources to focus on more important things.

Such as enabling innovation, driving revenue to the bottom line, and other organizational initiatives.

Thin computing gives you the time, energy, and resources to be more of a strategic partner to other business units. So you can be seen as less of a service organization.

How thin computing works.

Thin computing uses servers to deliver everything a thin computer needs to work just like a PC (to the person using it). All the familiar software and user interface is there, but the data, operating system, and applications all reside back on the server.

And now there are multiple ways to deliver thin computing to the desktop: via shared services, desktop virtualization, and streaming. All of which are contributing to the dramatic growth of the thin computing market worldwide.

The big advantage is to IT.

Experts agree that thin computing reduces the cost to deliver desktop computing by 40 percent or more over PCs. These cost savings come from being able to perform all software upgrades, patches, and updates at the server (not on each desktop), as well as the improved reliability—and corresponding improved productivity—of thin computers.

In fact, a recent Gartner study found that each thin client can save you as much as \$1,000 per year over your average personal computer, when you add everything together. And that can add up fast.

"We've found the savings to be double; not only do we save now, but in the future, we will escape the costly upgrade cycle our existing PCs used to lock us into. By having a network based on thin clients, all upgrades can be done centrally, and our ongoing costs of ownership are significantly cut."

— **Bob Carter : Card Clear plc**

"Our employees love the thin clients because of the speed. They are the definition of reliability and consistency."

— **Walter Picanco : The Precept Group**

To learn more about thin computing and thin computing architectures, please visit www.wyse.com and register for one of our white papers, primers, and online seminars.



Business computers work
the way people want. But with the
security and manageability you need.

Thin computers run all the same software that personal computers run. All of your enterprise applications, web-based applications, and even standard office applications run at least as well on a thin computer as a personal computer.

Often they run better. So people can continue to use the same word-processing, spreadsheet, presentation, and email software they've been using. There's no difference to them.

There is a huge difference to IT.

That's because IT can ensure that everybody is working off the same—and latest—version of each piece of software. IT can be confident that the latest anti-virus software and patches have been installed, because they did it. And IT knows that every file has been saved and backed up on the server.

Simplify Security.

Security is easier because people can't accidentally leave sensitive information on a computer that gets stolen. Files (including viruses and trojan horses) can't be stored locally without permission from IT, and applications can't be installed without IT's help.

Markedly improve management.

Maintenance and management is a snap. Applications, operating systems, and files are all stored on the server, so backup can be automatic. Updates and upgrades are dramatically simplified, because all people need to do is turn their system off and on again.

Make IT a strategic advantage.

With thin computing, it's easier to set and meet service level agreements. A simple restart is all that's required to deal with most problems. Your data is safe even if a desktop system fails. Worst case, you simply replace the desktop system and that person is back up and running without losing a beat.

Align with key initiatives.

This makes rapid expansion and opening new locations more affordable. You don't need local IT staff, just a high-speed connection, router, and some thin clients. Thin computing makes it possible to deliver a complete remote office in a box (and Wyse has a few customers who do this).

This is compliance made easy.

Since everything is backed up, secure, and always available, most of the work involved in ensuring compliance is eliminated. Sarbanes-Oxley, Basel II, HIPAA, and other government regulations no longer demand as much of IT staff time and attention. And you never have to worry about rogue applications.

That is how thin computing can not only improve the security and manageability of your network, but also help you reduce the costs to secure, maintain, service, support, and regulate the desktop.

"When the Teledirect developers said that thin computing worked better than PCs, we said, 'Let's build it.' Keeping the machines optimized is much easier in a thin-client environment. Everything from virus protection to Internet usage is far easier to monitor and control using thin clients."

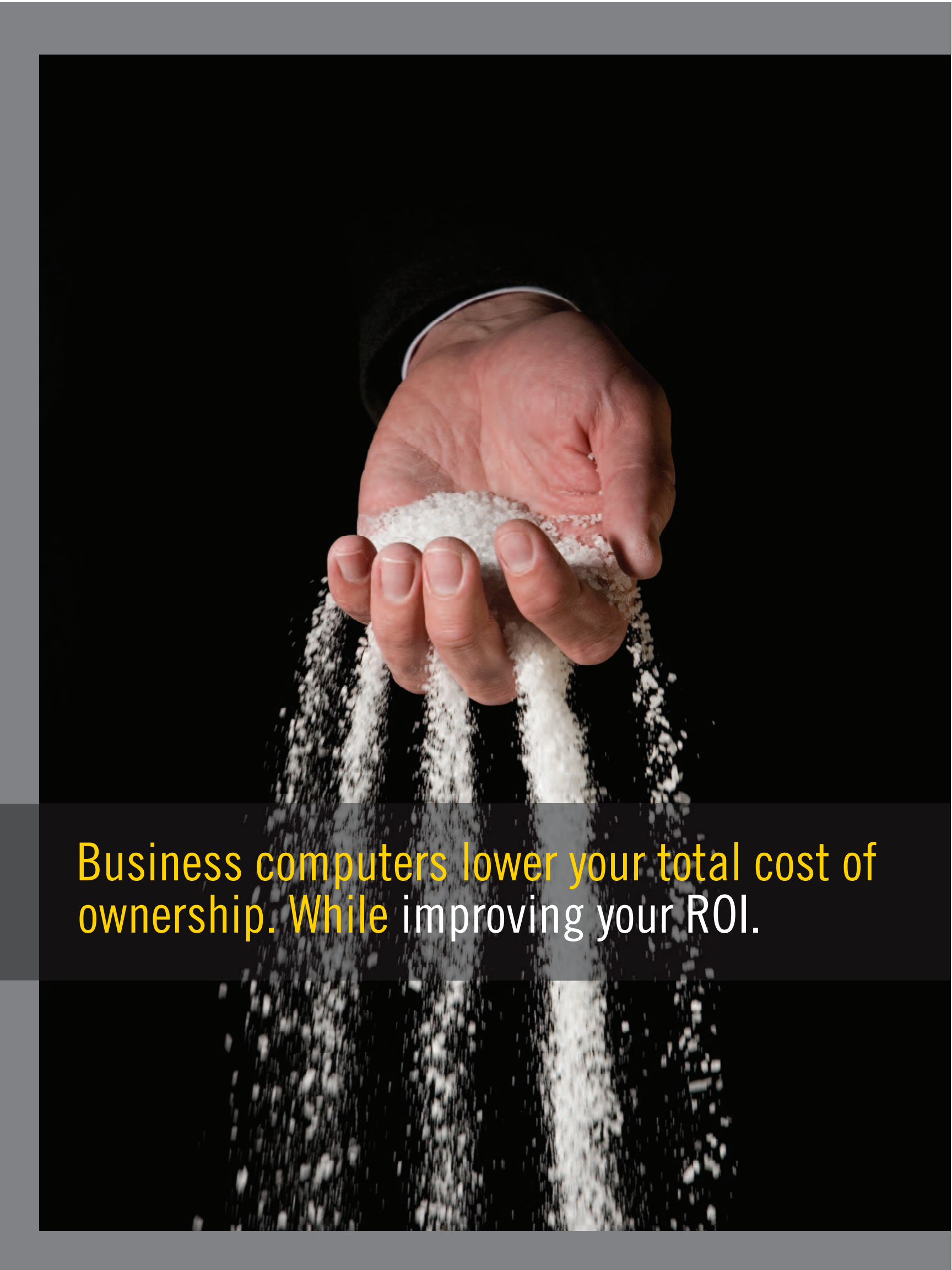
— Michael Sexton : Princeton Resorts Group, LLC

"The assembly line is a tough environment.

The moving parts in PCs can't handle dust and rough usage. There are no moving parts in Wyse devices, so there is nothing to break down — they are excellent for industrial workplaces. Also, they are useless unless connected to our network, so 'missing' parts don't happen any more."

Andrew Morris : Mitsubishi Motors

To learn more about compliance and managing thin computing installations, please visit www.wyse.com and register for one of our white papers, primers, and online seminars.

A close-up photograph of a person's hand, wearing a dark suit sleeve, holding a large amount of white, granular material. The hand is positioned palm-up, and a significant portion of the granules is falling away from the fingers, creating a thick stream of white particles against a dark background. The lighting highlights the texture of the granules and the skin of the hand.

Business computers lower your total cost of ownership. While improving your ROI.

Enterprises today need solutions that deliver financial benefits.

Thin computing delivers both a lower total cost of ownership (TCO) and a higher return on investment (ROI) than any other computing platform.

According to a recent IDC study (*Thin Computing ROI: The Untold Story, IDC, 2005*), Wyse thin client customers reduced hardware and software costs by 40 percent, lowered IT operations costs by 29 percent, improved IT staff productivity by 78 percent, and reduced worker downtime by 88 percent.

The study (available at www.wyse.com) states that the three-year ROI for thin-computing solutions provides average annual benefits of more than \$40,000 per 100 users, with an ROI of 421 percent, and a 10.6-month payback.

Then there's the energy savings.

Thin computers are more reliable because they have no moving parts, so there's nothing to break. And no moving parts also means they consume less power—about 85 percent less power than a PC. And that can add up quickly when you start talking about the costs to run thousands of desktop systems.

In fact, one Wyse customer saves more than \$4 million a year in power alone. And the City of Dayton found that using Wyse thin clients instead of PCs lowered electricity consumption by about \$60,000 for every thousand desktops.

This is possible because thin computers don't need additional cooling or the power to run mechanical devices, such as hard disk drives and CD-ROMs. Thin computers consist of a highly efficient processor, powerful graphics engine, and local memory.

How little power? Thin computers can be powered by the sun or even by a bicycle. That's why Wyse products are now bringing the Internet and the information it provides to the jungles of the Congo, Ghana, and remote villages in India and other areas.

Thin Computing as a PC Replacement

Because they cost less to own and operate, yet still run all the same software, thin computers are the most cost-effective way to upgrade your desktops. IDC found that the average up-front costs for thin computers were about 10 percent less than PCs. Also, help-desk calls were reduced by 72 percent, and those calls were solved 56 percent faster when thin computers were deployed.

Making IT More Strategic

Because thin computers increase IT staff productivity by 78 percent, this frees IT to focus on more strategic issues that can move the business forward. By helping IT deliver on major initiatives, thin computing helps IT become more of a strategic asset. And less of a service organization.

With thin computing, IT can deliver better service at a lower cost, without reducing headcount. All the while improving the security, compliance, and manageability of the network.

Get on the thin computing train.

Of course, all these benefits only begin to show up once you make the decision to move to thin computing. Delaying the decision delays the savings.

Can you really afford that?

This is a proven technology, with proven customer installations. Customers who are enjoying these benefits today. Some may even be your competition.

Don't get left behind. Get Wyse. Call your Wyse representative or local authorized reseller today.

"I'm most concerned that we give safe, reliable care. But we do it in a compassionate way. Thin computing will allow us to communicate more accurately, and it also will allow clinical staff to be at the patient's bedside. And that's where the compassion part comes in."

— Andrea Schmid : University of Pittsburg Medical Center

"In the UK, we have noted a 50-percent saving on the actual set-up costs of our new shops. This is a significant saving for us, and is absolute proof that the Wyse solution was the right choice for Flight Centre."

— Karen Janssen : Flight Centre Limited

To learn more about thin computing

ROI and TCO, please visit www.wyse.com

and register for one of our white papers, primers, and online seminars.



Wyse Technology Inc.
3471 North First Street
San Jose, CA 95134-1801

Wyse Sales:
800 GET WYSE (9973)
sales@wyse.com

Wyse Customer Service Center:
800 800 WYSE (9973)

Visit our websites at:
www.wyse.com