

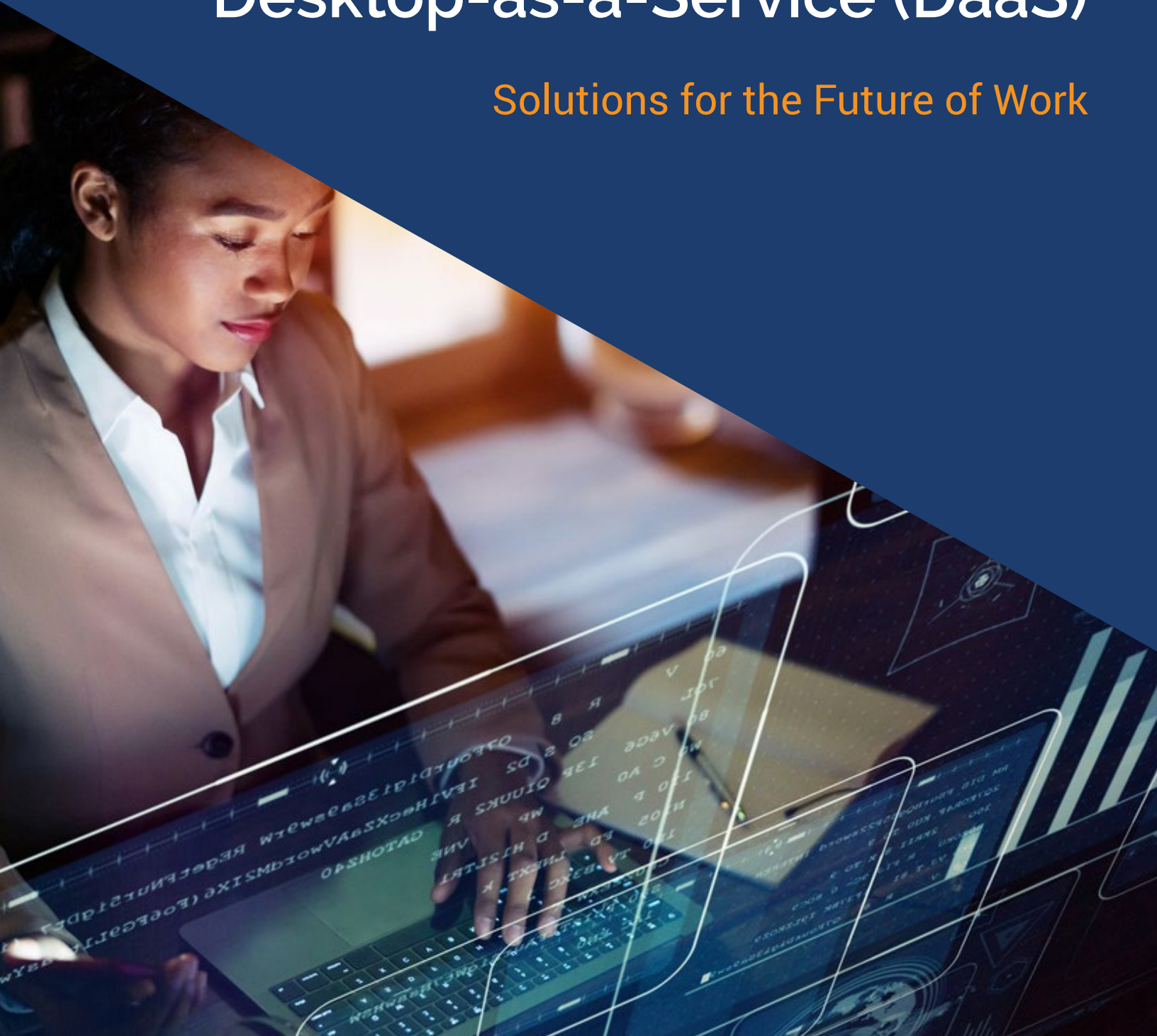


BetterWorld Technology

Your Managed IT Partner.

EMPOWER YOUR MOBILE WORKFORCE with Desktop-as-a-Service (DaaS)

Solutions for the Future of Work



Businesses Move Fast With DaaS

Bolstered by the overall adoption of cloud services, 39% of organizations use DaaS.¹

Businesses and organizations around the globe are in a state of rapid digital transformation and affordable cloud services are driving this evolution. As organizations adapt and continue to anticipate the future of work, they are realizing that transitioning away from physical desktops and moving to Desktop-as-a-Service (DaaS) is the obvious choice—especially as we face the challenges of the “new normal.”² In fact, it was reported in 2020, that in North America and Europe, 10% of the IT budget is being spent on virtualization³.

Organizations like yours of all sizes and in many geographics and industries are looking for a better way to offer a consistent and secure digital experience to employees that extends beyond the four walls of a physical location—in the office, on the road or at home. And they do not want to sacrifice a positive employee experience in favor of cost, security, and business continuity. Thankfully, DaaS delivers a variety of benefits while enhancing user experience and productivity.

What’s more, DaaS allows IT to eliminate the overhead of managing multiple stand-alone PCs, endpoints, and operating systems, as DaaS providers stream consistent but flexible virtual desktops to end-user devices. And DaaS is delivered as a subscription service, allowing businesses to quickly scale as needed.

DaaS is a cloud computing offering that enables organizations to deliver cloud-hosted virtual desktops to any device, from anywhere. DaaS solutions provide complete hosted desktops for applications and email securely delivered over the web. They are simple to buy and easy to manage, with no software for IT to maintain.⁴

WHAT IS INSIDE:

- DaaS Makes Technology Solutions Affordable
- DaaS Secures the Mobile Workforce
- DaaS Facilitates Business Continuity
- DaaS Sets the Stage for Unified Communications
- Case in Point: DaaS Solution for Health and Human Services Organization
- Power Your Organization’s ‘Work-From-Anywhere’ Experience
- Why BetterWorld Technology?



DaaS Makes Technology Solutions Affordable



Organizations today want to empower employees to work from anywhere on any device and get work done, but are looking for low-cost, simple-to-deploy solutions. They also want to leverage the latest technologies, but do not want the huge capital expense of hardware and software.

They are turning to DaaS solutions to help them make the shift from CapEx to OpEx. With pay-as-you go monthly subscription models, managed service providers help customers turn their capital expenses for PCs, tablets, smartphones, and software into monthly operational expenses. This allows companies to better manage their cash flow, easily scale as business needs change, and deal with unforeseen events.

During the Covid-19 crisis many organization moved to zero based budgeting. DaaS works well for this type of budgeting because of its monthly subscription model and the ability to scale up or down based on unpredictable and wavering financial performance.⁵

Organizations use DaaS to reduce IT costs through:

- ✓ Subscription models, which offer flexibility to pay for what you need on an ongoing basis.⁶
- ✓ Simplified monthly budget planning and forecasting with predictable pricing.
- ✓ Rapid provisioning which gets employees up and running quickly.
- ✓ Fewer hardware expenses by supporting and managing BYOD (bring your own device) programs.



DaaS Secures the Mobile Workforce

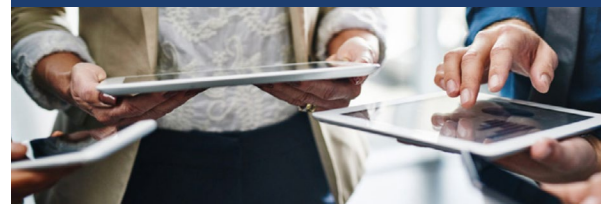


Remote work means exposing your company's data to countless security risks. And sometimes workers find themselves outside the protected LAN, where they connect in public areas like coffee shops and airports.

DaaS addresses these challenges by shifting the device and security management into an enterprise or cloud data center. This regularly backed up and highly-protected environment is where a DaaS provider loads the software and operating systems the workforce needs to work safely from any location and any device.

Keep organizations safe with DaaS by:

- ✓ Protecting against intruders should a device get lost or stolen through multi-factor authentication (MFA), and encryption also secures sensitive data while it is in transit.⁶
- ✓ Providing centralized management, dashboards and reporting, which strengthens user compliance with company policies.
- ✓ Separating personal applications from enterprise applications on BYOD endpoints.
- ✓ Storing corporate data on the server, rather than on local machines.
- ✓ Leveraging logging and auditing, which tracks usage and mitigates potential security issues.



DaaS Facilitates Business Continuity



In times of uncertainty or emergency, DaaS allows organizations and their employees to be productive and ease into remote operations safely and securely.

Case in point, COVID-19 was a wake-up call for many organizations, as they found themselves disrupted without warning. In just a matter of weeks or even days, they scrambled to implement work-from-home and e-learning strategies for employees and students. Many organizations, especially schools, dealt with decreasing laptop supplies and workers⁷ used unsecured personal devices, opening cybersecurity risks and leaving many end users with poor hardware performance.

Worldwide public cloud services are expected to grow 6.3% in 2020 to a total of \$257.9 billion, up from \$242.7 in the previous year. And DaaS is expected to have the most significant growth, increasing 95.4% to \$1.2 billion.⁸

-Gartner, Inc.

DaaS improves business continuity by:

- ✓ Helping employees get back online quickly in the case of a disaster or failure.
- ✓ Restoring data via centralized data backups in the case of failures or cyberattacks.
- ✓ Protecting organizations against data loss or data breach by disallowing access through role-based security.
- ✓ Storing corporate data on the server, rather than on local machines.
- ✓ Ensuring critical data, applications, and unified communications tools are accessible from any location and on any device.



DaaS Sets the Stage for Unified Communications



When it comes to empowering the workforce, Unified Communications and DaaS go hand-in-hand. The flexibility of DaaS combined with UCaaS (Unified Communications as a Service) creates a streamlined workspace experience for end users across organizations.

For example, with DaaS and UC solutions, IT or service providers can deploy a virtual desktop with applications for voice, video, mobile, chat, fax, presence management, texting, and more and integrate business applications such as a CRM or ERP. This strategy breaks down silos, drives employee productivity through a more seamless experience, and lowers costs across organizations. And as businesses continue to digitally transform, they are poised to stay ahead of the curve and remain relevant in today's competitive landscape.⁹

More businesses than ever are incorporating unified communications. Here is why:

- ✓ Integrating phone systems with a CRM or ERP boosts customer experience while saving time for sales teams and other employees.
- ✓ Offering seamless conferencing, document sharing, call forwarding, and messaging enables efficient collaboration.
- ✓ Providing remote access and multi-location features improve employee mobility.
- ✓ Supplying a single pane of glass for all business applications means faster employee on-boarding and improved productivity.



Case in Point: Florida-based Health and Human Services Organization Selects DaaS¹⁰

“65% of our workforce are computer systems users, so we needed expert guidance and support for maintaining our systems, our connectivity and security around our IT systems.”

- CFO for Health and Services Provider

Business Challenges:

Geographically dispersed into nine locations across the state of Florida, the organization needed to equip almost half of its 250 workers with work-from-anywhere technologies to serve customers. They set out to develop a plan to enhance their local connectivity equipment and establish effective remote support and mobile backup solutions for disaster recovery.

Business Outcomes

Staff has the ability to perform their jobs from anywhere much more efficiently.

Geographically dispersed teams stay connected with direct access to the Help Desk.

Programs run continuously even during an outage with cellular backup solutions.



Power Your Organization's 'Work-From-Anywhere' Experience:

Here's How Customers Benefit from DaaS:



MERGERS AND ACQUISITIONS:

Is your business growing through acquisitions or opening up offices in new states, territories or countries?



SEASONAL WORKFORCE:

Do you need to rapidly scale up or down for seasonal or temporary workers and contractors?



BUSINESS CONTINUITY:

Are there times when it is nearly impossible for employees to get to the office?



DEVELOPERS/DESIGNERS:

Do any of your users require resource intensive applications or demanding graphics to complete their work?

Your employees are the lifeblood of your business or organization. This is why it is so important to provide digital solutions that allow your teams to focus on their work, not the technology behind it. With DaaS, your business can get ahead of disasters and cyberattacks while unlocking productivity for end users and improving your bottom line. And for the mobile and remote workforce, DaaS can be a game-changer as it allows anytime, anywhere access. It is a win-win for all.



"The BetterWorld team is united by our passion for service and always doing right by our customers. As the only national managed services and telecom carrier to achieve B Corp. status, our commitment to the communities we serve starts and ends with our team."

- BetterWorld Co-Founder and Board Member James F. Kenefick

BetterWorld Desktop-as-a-Service (DaaS) is an end-to-end solution that provides everything an organization needs to quickly deliver desktops to workers and accelerate user productivity. Designed to be application and operating system agnostic, this service was

developed with simplicity in mind. Targeted at a wide audience of varying IT skill levels, BetterWorld DaaS enables our customers, from business users to IT experts, to rapidly provision virtual desktops from one simplified integrated solution.

About BetterWorld Technology:

BetterWorld was founded over 15 years ago with a simple mission: to create / deliver social impact while providing excellent Voice, Data and Managed IT service for businesses and nonprofits of all sizes. Today, we serve tens of thousands of employees nationwide; where "You outsource. We manage and deliver."

¹ Bowker, Mark, "Are Desktops Doomed?" Citrix, May 2020, https://www.citrix.com/content/dam/citrix/en_us/documents/ebook/are-desktops-doomed.pdf

² "DESKTOP as a SERVICE (DAAS)," BetterWorld Technology, <https://daas.betterworldtechnology.com/hubfs/Documents%20For%20Upload/WhitePapers/BetterWorld%20Mission%20Critical%20Services%20Part%203.%20DaaS.pdf>

³ Holst, Arne "IT software budget allocation NA/Europe 2020." Statista, Mar 2, 2020, <https://www.statista.com/aboutus/our-research-commitment/388/arne-holst>

⁴ "Desktop as a Service (DaaS)," BetterWorld Technology, <https://www.betterworldtechnology.com/managed-services/daas/>

⁵ Pavithran, Apu "Why COVID-19 Is Accelerating Enterprises' Adoption Of DaaS Solutions." Entrepreneur, Oct 16, 2020, <https://www.entrepreneur.com/article/357890>

⁶ "What is DaaS & Why Do You Need It?" BetterWorld Technology, Oct 16, 2020, <https://www.betterworldtechnology.com/news-resources/blog/what-is-daas-why-do-you-need-it/>

⁷ Gecker, Joselyn, Liedtke, Michael, "Laptop shortage threatens back-to-school plans as COVID-19 pandemic causes delays." USA Today, August 23, 2020, <https://www.usatoday.com/story/tech/2020/08/23/laptop-shortage-coronavirus-school-remote-learning-covid-19/3424903001/>

⁸ "Gartner Forecasts Worldwide Public Cloud Revenue to Grow 6.3% in 2020." Gartner, July 23, 2020, <https://www.gartner.com/en/newsroom/press-releases/2020-07-23-gartner-forecasts-worldwide-public-cloud-revenue-to-grow-6point3-percent-in-2020>

⁹ "Desktop-as-a-Service or DaaS." Star2Star, <https://www.star2star.com/solutions/products-services/desktop-as-a-service-daas>

¹⁰ "BetterWorld Technology Review." Clutch, <https://clutch.co/profile/betterworld-technology#review-1515452>