

Analyst Perspectives on VDI market



About the market:

- "Virtual desktops is the hottest trend out there among our customers,"
- **Brian Gammage, Vice President and Gartner Fellow, April 2009**
- The worldwide hosted virtual desktop (HVD) market will accelerate through 2013 to reach 49 million units, up from more than 500,000 units in 2009. Worldwide HVD revenue will grow from about \$1.3 billion to \$1.5 billion in 2009, which is less than 1 percent of the worldwide professional PC market, to \$65.7 billion in 2013, which will be equal to more than **40 percent** of the worldwide professional PC market.
- **Gartner Group's "Emerging technology analysis: Hosted Virtual Desktops", March 2009**
- "A survey of 340 IT managers found that 41% are already investing in desktop virtualization, and that the technology is a "critical priority" for 22% "
- **IDG 2008**
- "When it comes to barriers to the adoption of virtual desktop solutions, the main factor appears to come down to 'cost' – which is interesting (as the implication is fewer are questioning the need)."
- **The Register, September 2009 Desktop Virtualization Survey results**

Challenges with current VDI solutions:

- "Desktop virtualization is a very different beast and should not be treated as simple enhancements to the server strategy. The drivers are entirely different and the environment will present new challenges to those experienced with server virtualization."
- **Natalie Lambert, Forrester Research, February 2009**
- "I see huge interest right now in desktop virtualization for many reasons. But the challenge is that [desktop virtualization] is a very costly endeavor. I don't care what people tell you otherwise, they are wrong. VDI projects can take upwards of 3 years to break-even."
- **Natalie Lambert, Forrester Research, February 2009**
- "IT managers could be taking on 500 virtual servers, and that is a lot, but it is nothing compared to 10,000 desktops. Desktop teams know how to manage 100,000 machines so the practices and policies are completely different. In the virtual realm, the desktops come back to the server environment but cannot be thought of in the same terms."
- **Natalie Lambert, Forrester Research, February 2009**
- "Storage costs can consume 40% to 50% of a virtual desktop infrastructure (VDI) project's overall costs."
- **Jeff Byrne, Taneja Group, February 2009**
- "Most customers, particularly those hard-pressed because of economic conditions, will find it difficult justifying the additional capital needed for the [VDI] infrastructure build-out."
- **Gartner in "Virtual desktops ripe for deployment, hindered by cost" Feb 2009 NetworkWorld**