

Azure Virtual Desktop Conversation Guide

Conversation starters

- Are you concerned about security of employee-owned devices like laptops or mobile devices?
- How many remote employees do you have? Are you considering keeping some remote permanently?
- Do you currently use an existing remote desktop service (RDS) or virtual desktop infrastructure (VDI) solution, or are you aware of the benefits they provide a remote workforce?
- Are you able to easily personalize employee desktop environments with specific apps or permissions?
- Do you experience workforce fluctuation, or use short-term employees or contractors?
- How long does it take you to onboard a new employee or change permissions when they switch roles?
- Does your company have to adhere to strict data compliance or regulatory pressure?

Azure Virtual Desktop overview and benefits

With AVD, it's easy to quickly secure and connect employees, no matter where they are working from. Provide them with Windows 10 or Windows 11 virtual desktops and applications delivered anywhere, on any device.*



Your company is set up for secure remote work with the built-in network security, identity management, and data protection provided by AVD.



Employees will enjoy a personalized work environment that allows them to work in a way that fits their unique style.



Give employees a great user experience with Windows 10 and Windows 11 native on virtualized desktops and a seamless connection to Microsoft 365 apps.

*Devices with an HTML5 web client

Objections and responses

“My existing RDS or VDI solution works fine”

Azure Virtual Desktop (AVD) is the latest iteration of virtual desktop technology. It provides the best user experience, with the best price on virtualized Windows 10 and Windows 11.

For RDS: Your employees will love the user experience of AVD. They will be using Windows 10, not Windows Server, and Office apps that are optimized for AVD. You will love how easy AVD is to manage and the ability to personalize desktops for specific users. You will also be able to remove the hassle of CAL licensing with AVD.

For VDI: AVD is the only way to get multi-session pricing on Windows 10. You will keep a great user experience and save money by switching to AVD.

“I don't want to incur a lot of expenses or hassle with licensing requirements”

Many customers already have the licenses they need to run Azure Virtual Desktop and will only have to pay for the Azure Infrastructure. Microsoft 365 Business Premium comes with the required license and is our recommended starting point. For a full list of eligible licenses read the [licensing guide](#).

“I want to keep using my Citrix or VMWare solution”

That's great! Azure Virtual Desktop (AVD) works great with solutions like [Citrix](#) and [VMWare](#). We will be able to move you to AVD to get the advantages of Azure, while keeping the workplace solution that you know and love.

“I'm worried about the security of a remote work solution”

Azure Virtual Desktop (AVD) was designed with security in mind—and is a great tool to enforce a Zero Trust policy in your business. With AVD you can secure your data by storing it in the cloud, not on personal devices. You can easily manage Identity with built-in authentication and role-based access controls. Learn more about the [Zero Trust model](#).

“I don't want to implement a new technology that may be challenging or disrupt our business”

As your trusted partner, we are ready to help you navigate the process. This technology will help you meet your business goals for increasing security, reducing IT costs, and increasing employee productivity. We will start small with a pilot deployment to work through any unforeseen issues. Then we'll roll out to the rest of your organization.

Understand common migration triggers for Azure Virtual Desktop

Reactive migration trigger

Reactive migration triggers occur when a customer runs into an immediate business need, or business change. Customers will want to know how Azure Virtual Desktop can meet their needs and be assured that they can start quickly.



Enable remote work

- Are my employees secure when they work from personal devices?
- How can I control user permissions when employees work from home?



Azure Virtual Desktop (AVD) will help you get employees connected quickly, and securely. AVD provides identity management, connects employees through a secure network, and securely stores data.



Immediate security concerns

- Are my employees secure working from personal devices?
- Am I protected from potential data breaches?



Azure Virtual Desktop increases security for your organization. It keeps data securely located in the cloud, not on personal devices. You can also manage user permission with role-based access controls to limit permissions and show employees only the data and apps that are relevant to them.



License upgrade to Microsoft 365 Business Premium

- What products or features are included with our new license?
- Will this ensure our employees are secure?



With a purchase of Microsoft 365 Business Premium, you receive the licenses you need for Azure Virtual Desktop. Make the most of your investment and upgrade to virtualized desktops to provide the best user experience for your employees at an industry leading price.

Innovation migration trigger

Innovation migration triggers occur when customers are thinking about long term benefits of implementing a new solution. Innovation triggers will have longer sales cycles, and the customer will want to see a full proposal.



Provide flexibility to employees

- If we move to a hybrid workforce, what tools will help my employees succeed?



Azure Virtual Desktop will help you get employees connected quickly and securely, no matter where they are working from. They'll be able to access their virtualized desktop from their favorite qualified device. You can optimize employee profiles to provide specific applications for individual users or roles.



Optimize IT costs/management

- How can we optimize our IT expenses?
- Are we paying for hardware we aren't using?



Azure Virtual Desktop provides the best price on virtualized Windows 10 and Windows 11 with multi-session. You can reduce costs by turning infrastructure off when it's not being used. You can optimize based on cost or performance.



Enforce a Zero Trust model

- How can I design my infrastructure for data security?
- We want to enforce strict identity protocols.



Azure Virtual Desktop (AVD) secures sensitive information in the cloud, and entry points are protected by user authentication. AVD is native to Azure, so you can easily connect to Microsoft Defender, Azure Security Center, and Azure Arc for added security.

Azure Virtual Desktop Solution-in-a-Box

[Azure Virtual Desktop](#)



Enable secure remote work with Azure Virtual Desktop

Azure Virtual Desktop is a desktop and app virtualization service that runs on the cloud and enables secure, flexible work environments for remote workers.

- Deploy customized virtual multi-session Windows 10 and Windows 11 environments.
- Increase remote work security with built-in network security and identity management.
- Provide Microsoft 365 apps.

Pricing estimate for SMB customer infrastructure

Based on Azure pricing for 50-person Azure Virtual Desktop with supporting infrastructure:¹

Note: Licenses for Azure Virtual Desktop are included with Microsoft 365 Business Premium (or other qualifying Microsoft 365 products). This is Microsoft's recommended purchase option. Customers without Microsoft 365 Business Premium can purchase licenses separately.

Service type	Region	Description	Estimated monthly cost	Estimated upfront cost
Pooled Desktops - Virtual Machines	US East	5 E4s v4 (4 vCPUs, 32 GB RAM); Windows – (OS Only); 3 year reserved; 1 managed disk – E4, 100 transaction units; Inter Region transfer type, 5 GB outbound data transfer - <i>running 40hr / week</i>	\$345.84	\$0.00
File Server - Virtual Machine	US East	1 D2s v3 (2 vCPUs, 8 GB RAM); Windows – (OS Only); 3 year reserved; 0 managed disks – E10, 100 transaction units; Inter Region transfer type, 5 GB outbound data transfer	\$150.40	\$0.00
Storage Disk	US East	Managed Disks, Premium SSD, LRS Redundancy, P10 Disk Type 1	\$19.71	
Virtual Machine - Domain Controller	East US	1 D2s v4 (2 vCPUs, 8 GB RAM) x 730 Hours; Windows – (OS Only); Pay as you go; 0 managed disks – S4	\$137.24	\$0.00
Virtual Network		100 GB data transfer	\$4.00	\$0.00
VPN Gateway	East US	VPN Gateways, Basic VPN tier, 730 gateway hours, 10 S2S tunnels, 128 P2S tunnels, 0 GB, Inter-VNET outbound VPN gateway type	\$26.28	\$0.00
Estimated Total Monthly Cost (not including Microsoft 365 BP)			\$683.47	\$0.00

1. All costs are assumptions based on estimates from the Azure Pricing calculator and are not a guarantee of pricing for purchase. Prices may change based on region, working hours, and other variables. Because prices are subject to change, please use the Azure pricing calculator for your own estimate.

Deliver great value

Significantly improve your customer experience for less than you might think.

1. See the table below for estimated costs.
2. Watch the Azure Pricing and Packaging webinar for an in-depth discussion of Azure pricing principles.
3. Test out your specific customer environment with the pricing calculator.*

[Pricing calculator](#)

[Azure Pricing and Packaging webinar](#)

*You can optimize costs with Azure Reserved Instances