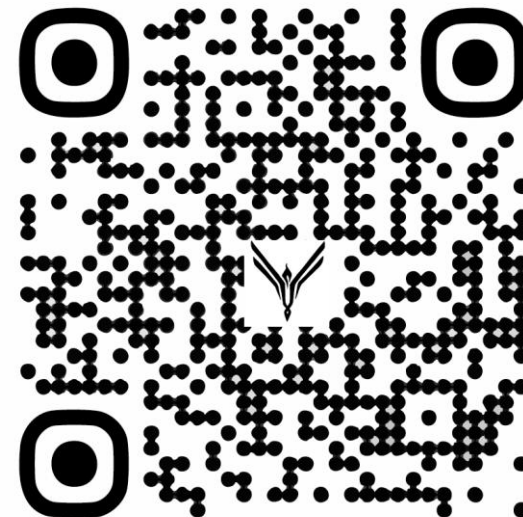
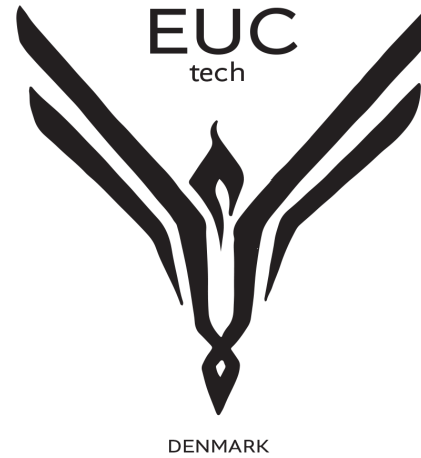


[linkedin.com/company/euchtechdk](https://linkedin.com/company/euchtechdk)





# TWO MINDS, ONE MISSION THE FUTURE OF EUC

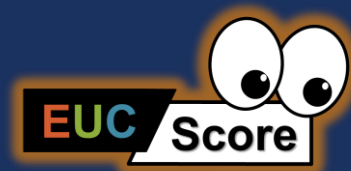
by Benny Tritsch & Ruben Spruijt

# WELCOME!



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VP Product  
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## TWO MINDS, ONE MISSION - THE FUTURE OF EUC

- Is Cloud PC the new gold standard?
- Windows App vs Progressive Web Apps
- The role of Secure Enterprise Browsers
- The role of multi-cloud
- The role of AI in EUC

**Is Cloud PC the new  
gold standard?**







**What is the essence of  
Cloud PC?**

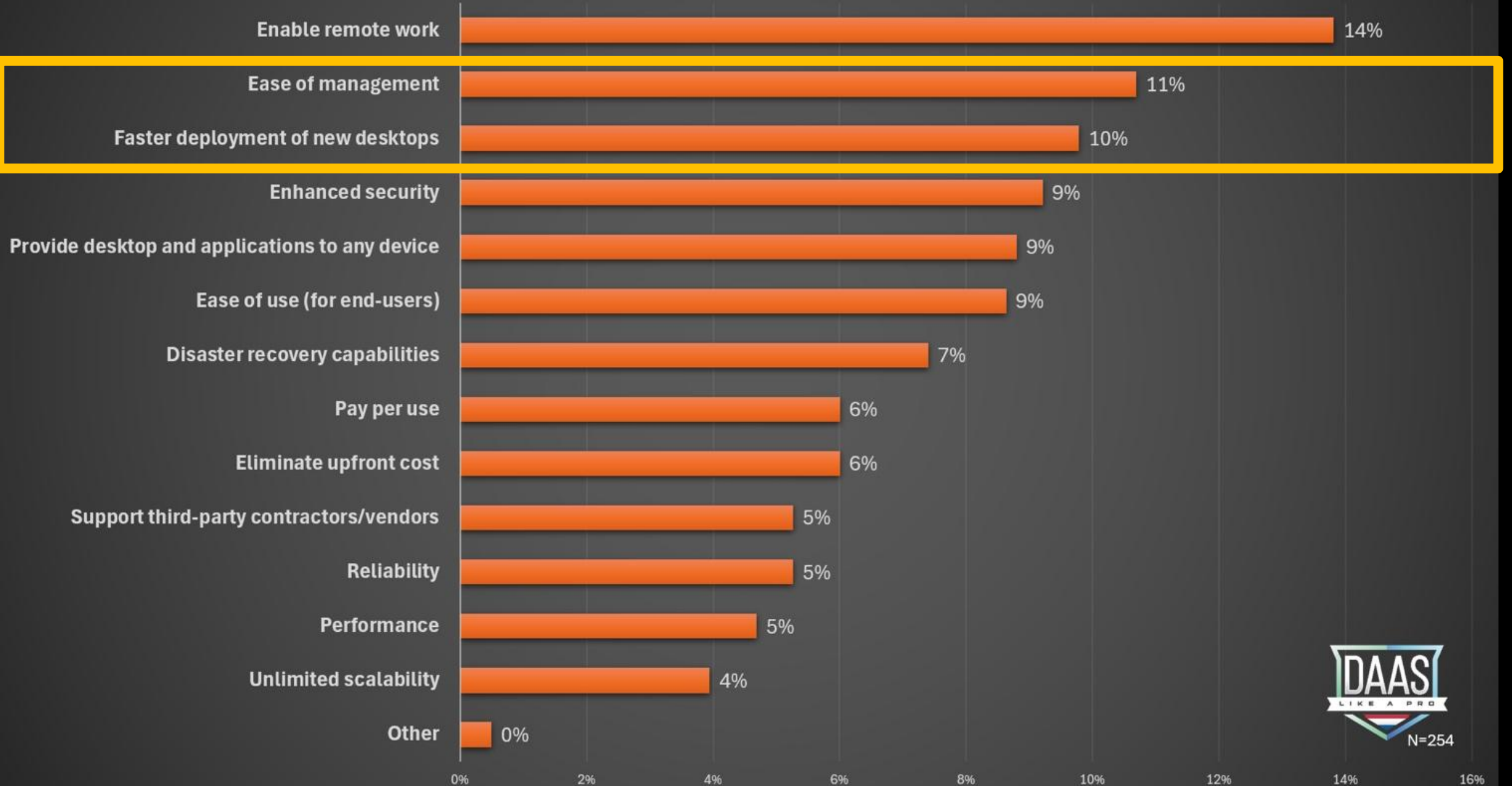
# What is the essence of Cloud PC?

## Super Simple:

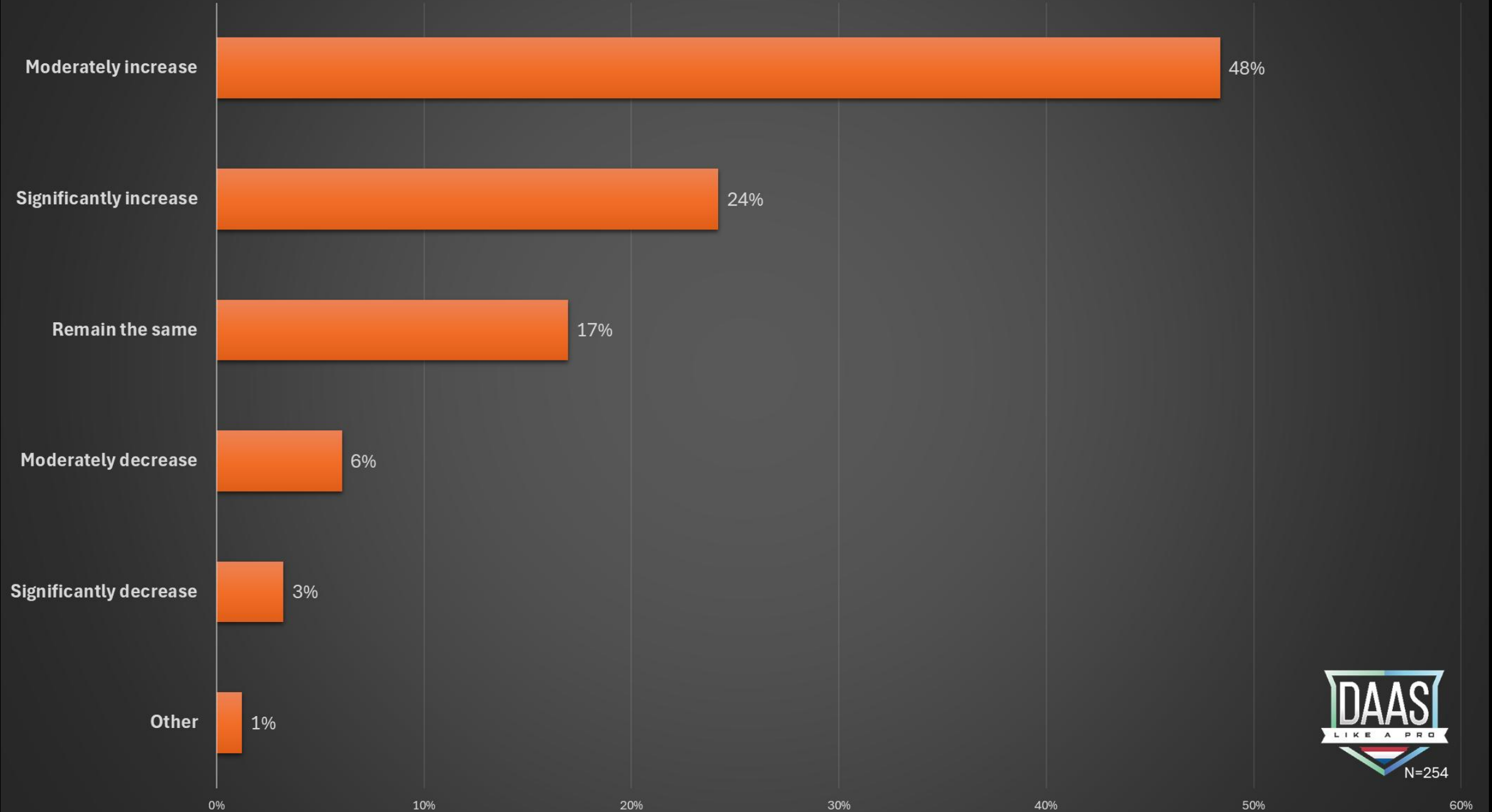
- ✓ DaaS vs Cloud PC
- ✓ Simplicity, run and manage as a PC
- ✓ Predictable w/ flat rate pricing
- ✓ Flexible w/ different machines, including (v)GPU
- ✓ Personal Desktops\*
- ✓ Availability w/ Reserved Instances
- ✓ Multi region
- ✓ Windows 11 & Microsoft Apps / O365 support
- ✓ Add-on (managed) services



What factors drive your decision to adopt or use Desktop as a Service (DaaS)? -  
Please select all that apply.

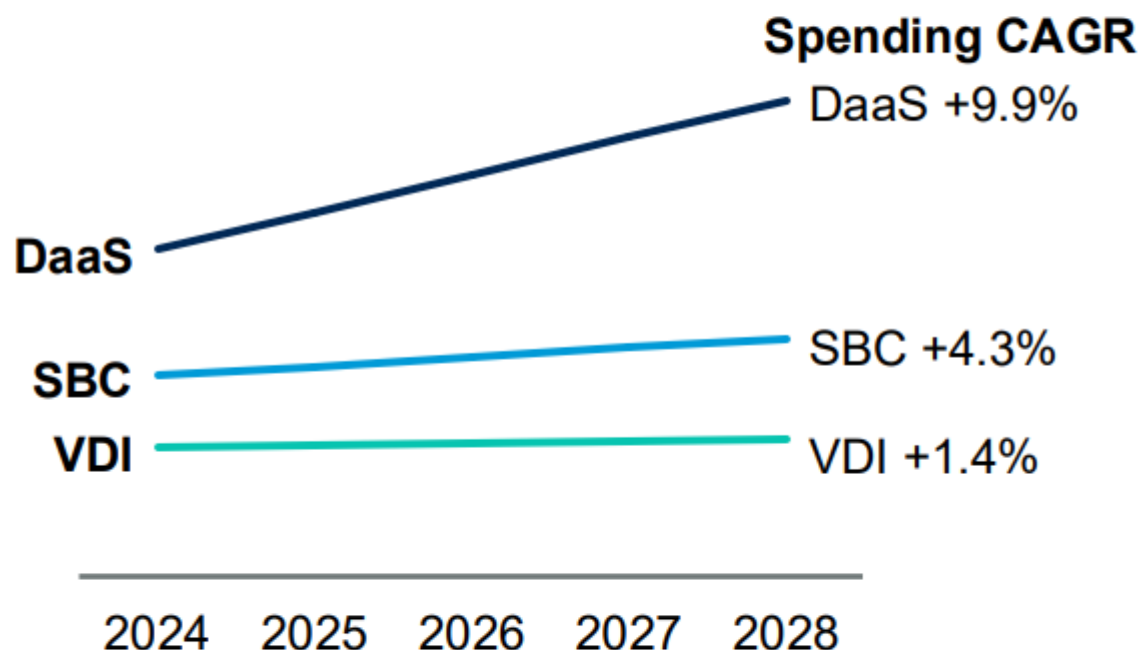


Over the next 1 to 3 years, how do you anticipate your organization's  
usage of Desktop as a Service (DaaS) will change?

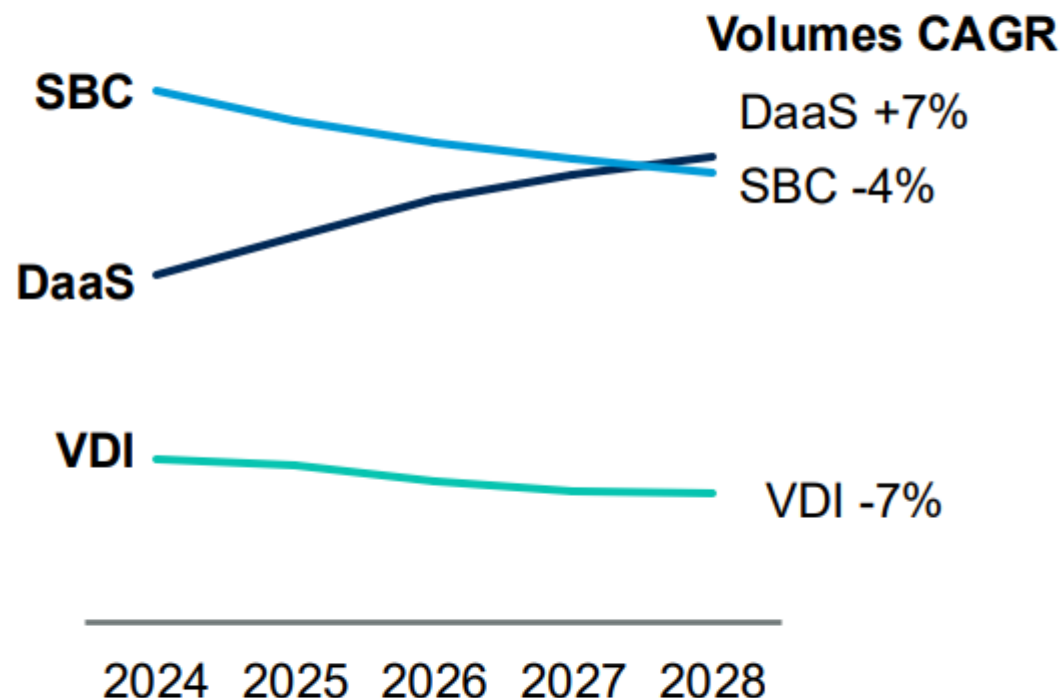


# Desktop Virtualization Usage Forecast Through 2028

Spending forecast for DaaS, VDI and server-based computing (SBC)



Estimated user volumes



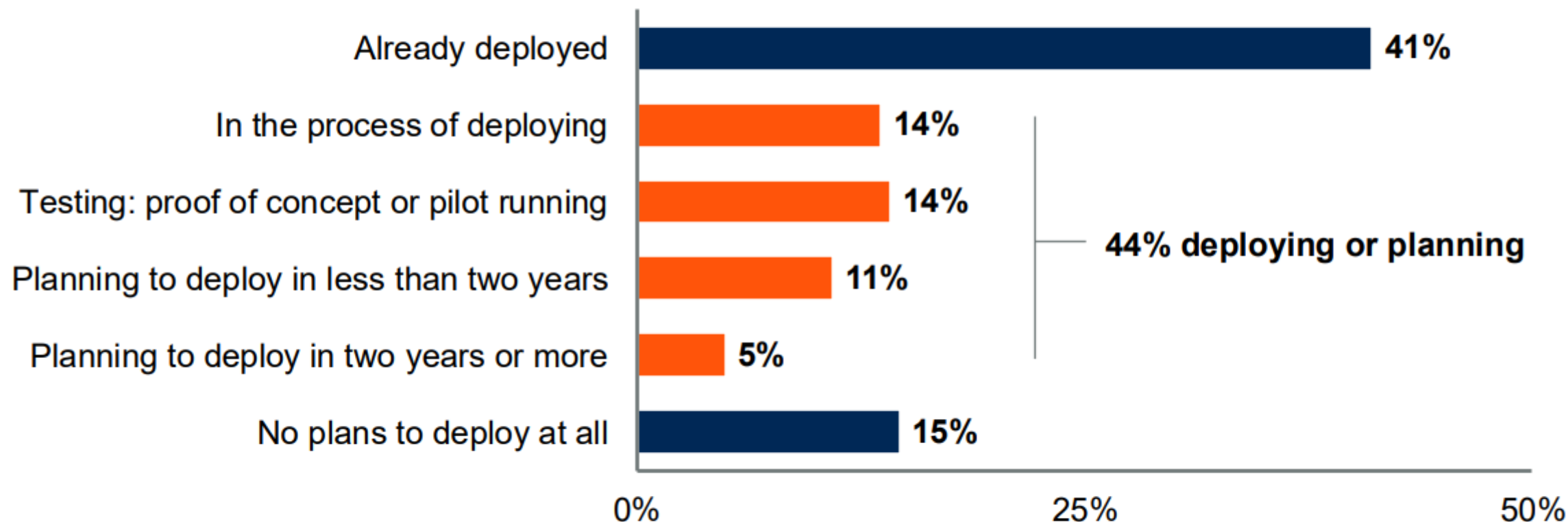
VDI = virtual desktop infrastructure

Source: [Forecast: Public Cloud Services, Worldwide, 2022-2028, 4Q24 Update](#); [Forecast: Enterprise Infrastructure Software, Worldwide, 2022-2028, 4Q24 Update](#); Gartner peer-reviewed analysis of spending forecasts

# 85% of Organizations Have or Plan to Deploy DaaS

## Status of desktop as a service (DaaS)

Percentage of respondents

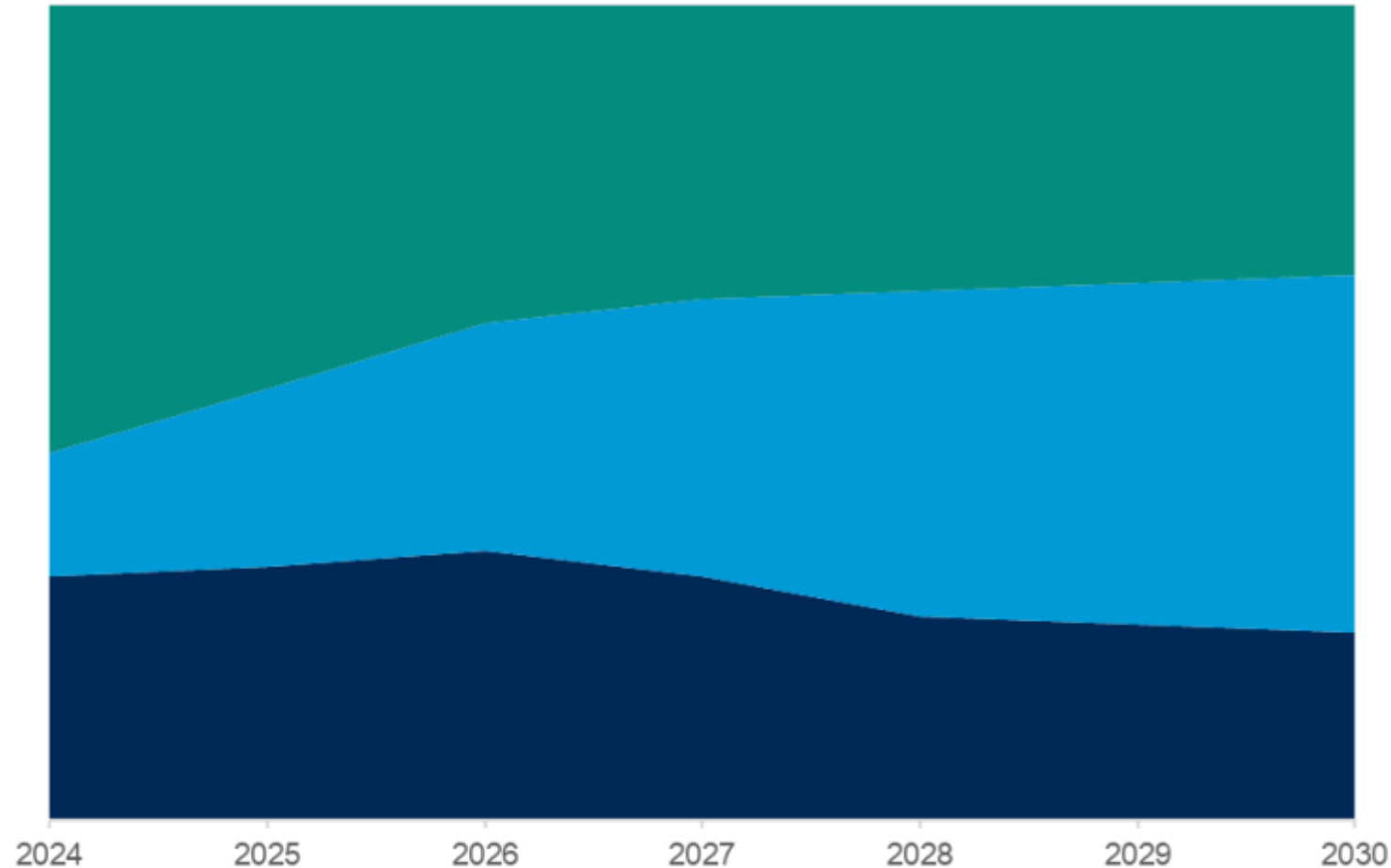


n = 197, attendees of the 2025 Gartner Digital Workplace Summit session "Is desktop as a service the right choice to deliver enterprise endpoint experiences?" (NA and EMEA)

Q: Which best describes the status of "desktop as a service (DaaS)" in your organization? (excludes don't know and NA)

Source: 2025 Gartner Digital Workplace Summit

# Futures: Operational Simplicity Will Drive Vendor-Assembled DaaS Adoption



## Self-assembled DaaS

You assemble and manage DaaS building blocks.

## Vendor-assembled DaaS

A fully managed infrastructure.

## Vendor-managed DaaS

A fully managed service.



# Developments in Cloud PC

## Super Simple:

- ✓ More self-service capabilities for users & admins - powered by AI
- ✓ Personal & pooled desktops
- ✓ Desktops & apps
- ✓ Different licensing and procurement models
- ✓ Resources optimized for Cloud PC (NPU/GPU)
- ✓ As local UX and better than local functionality
- ✓ End-to-end solution (including endpoint device)
- ✓ InTune = UnTune?
- ✓ Competition



8 min read Sep 23, 2024



# Unveiling the True Cost: **Single-User** Microsoft Azure Virtual Desktop vs. Windows 365



Ryan Ververs-Bijkerk



Ruben Sprujit

<https://www.go-euc.com/unveiling-the-true-cost-single-user-microsoft-azure-virtual-desktop-vs-windows-365/>

## Table of Contents

- [Comparison between Azure Virtual Desktop and Windows 365](#)
- [What are the key differences between Windows 365 and Azure Virtual Desktop?](#)
- Methodology- Cost Comparison between Single User AVD and Windows 365



7 min read Apr 30, 2025



# Dive into the details of Azure Hybrid Benefits



Ryan Ververs-Bijkerk

## Table of Contents

- [Are you eligible for Azure Hybrid Benefits?](#)
- [How to apply and validate in Azure](#)
- [The price difference of Azure Hybrid Benefits](#)
- [Applying Azure Hybrid Benefit](#)

<https://www.go-euc.com/dive-into-the-details-of-azure-hybrid-benefits/>





# EUC

## “Admin Experience”

### Hard Metrics

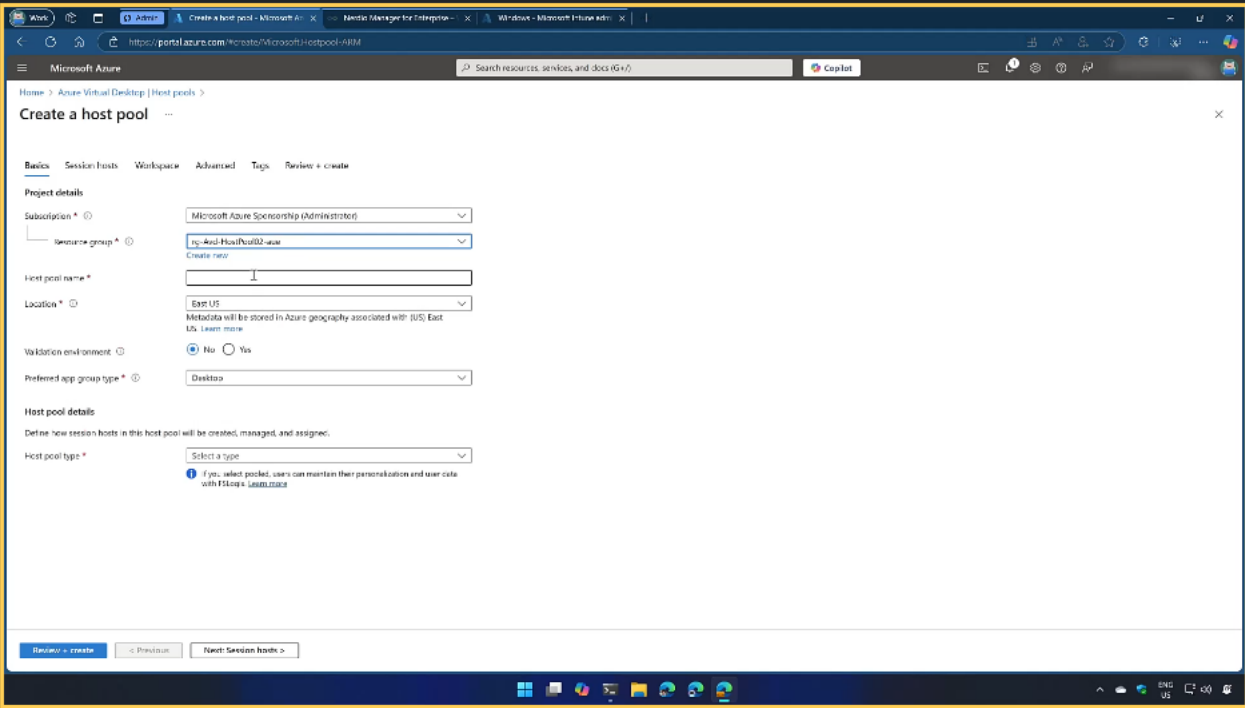


# DEX

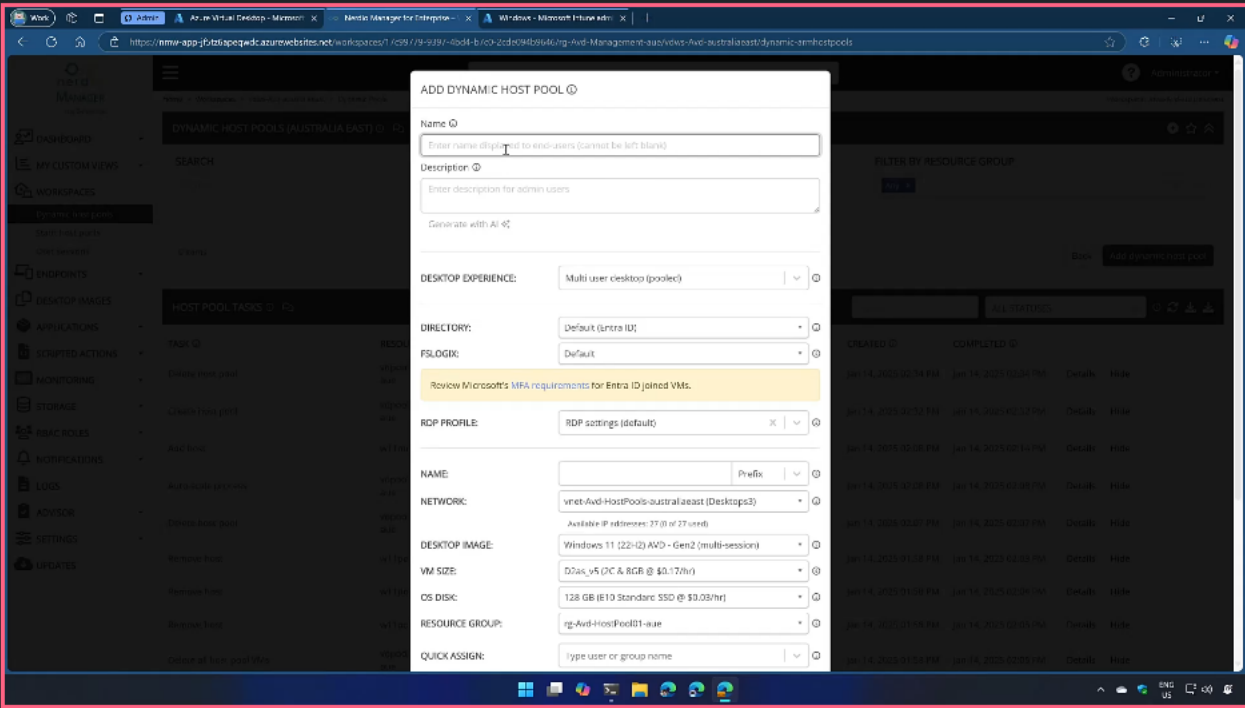
## “User Experience”

### Soft Metrics





00:00:00.000 Test Scenario: New Pooled Host Pool with Multiple Hosts on AVD Console  
00:00:00.000 Date: 2025/01/14 | Time: 17:04:38.838 | AppName:  
00:00:00.000 Simload: SLX-ActivityRecorder | Computername: HYPERHOST | Username: Aaron  
00:00:00.000 Number of Monitors: 1 | Default Monitor: 1 (0 0 1920 1080)  
00:00:00.000 Pre-Simload countdown screen was visible for 1 sec  
00:00:00.000 Delay between Simload start time and activity log start time: 1.565 sec  
00:00:01.089 Delay between Simload start time and core telemetry start time: 0.503 sec  
00:00:01.094 Initialize settings  
00:00:01.105 Run action initiated  
00:00:01.160 Mouse click 1 on the "Host pools" item in the Azure Virtual Desktop resource menu  
00:00:02.040 The "Host pools" working pane becomes visible  
00:00:03.200 Mouse click 2 on the "Create" item in the command bar to start the wizard  
00:00:03.510 The first page ("Basics") of the "Create a host pool" wizard becomes visible  
00:00:05.270 Mouse click 3 to open the "Resource group" dropdown menu  
00:00:06.350 Mouse click 4 to select the "rg-Avd\_HostPool02-aue" resource group



00:00:00.000 Test Scenario: New Pooled Host Pool with Multiple Hosts on NME Console  
00:00:00.000 Date: 2025/01/14 | Time: 14:41:17.274 | AppName:  
00:00:00.000 Simload: SLX-ActivityRecorder | Computername: HYPERHOST | Username: Aaron  
00:00:00.000 Number of Monitors: 1 | Default Monitor: 1 (0 0 1920 1080)  
00:00:00.000 Pre-Simload countdown screen was visible for 1 sec  
00:00:00.000 Delay between Simload start time and activity log start time: 1.571 sec  
00:00:01.106 Delay between Simload start time and core telemetry start time: 0.494 sec  
00:00:01.109 Initialize settings  
00:00:01.116 Run action initiated  
00:00:03.020 Mouse click 1 on the "vdws-Avd-australiaeast" link in the Nerdio Manager for Enterprise Workspaces page  
00:00:03.120 The "Dynamic Host Pools" working pane becomes visible  
00:00:04.040 Mouse click 2 on the "Add" button in the command bar to start the wizard  
00:00:05.060 The "Add Dynamic Host Pool" dialog becomes visible  
00:00:06.390 Mouse click 3 to set focus on the "Name" text input field  
00:00:07.210 Keyboard input 1 to press shortcut CTRL-V to paste the image name

<https://drtritsch.com/2025/04/17/Microsoft-Azure-vs-Nerdio-Manager.html>



“

Operational Efficiency:  
Only very few customers fully  
automate their EUC  
infrastructure deployment  
and maintenance.

# **Windows App vs Progressive Web Apps**



## CHARACTERISTICS OF PROGRESSIVE WEB APPS (PWA)

- **Progressive Enhancement:** PWAs work for every user, regardless of browser or device capabilities, and offer additional features on newer browsers or devices.
- **Responsive Design:** PWAs adapt to different screen sizes and orientations, ensuring a consistent experience.
- **App-Like Experience:** PWAs provide smooth navigation, gestures, and transitions.
- **Offline Functionality:** PWAs can work offline or in low-network conditions.



What do you want to play?



Premium Support Download



Install App

Sign up

Log in

## Your Library



### Create your first playlist

It's easy, we'll help you

Create playlist

### Let's find some podcasts to follow

We'll keep you updated on new episodes

Browse podcasts

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[Cookie Settings](#) [About Ads](#) [Accessibility](#)

[Cookies](#)



English

## Trending songs

Show all



Wasted Love

JJ



Baller

Abor & Tynna



Espresso Macchiato

Tommy Cash



Bara Bada Bastu

KAJ



CONNECTED

RAF Camora, reezy



Volevo essere un duro

Lucio Corsi



New Day Will

Yuval Raphael,  
השידור הישראלי

## Popular artists

Show all



David Guetta

Artist



Lady Gaga

Artist



Rihanna

Artist



Linkin Park

Artist



Ed Sheeran

Artist



Nina Chuba

Artist

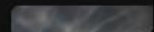
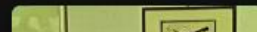
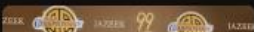


Eminem

Artist

## Popular albums and singles

Show all



Preview of Spotify

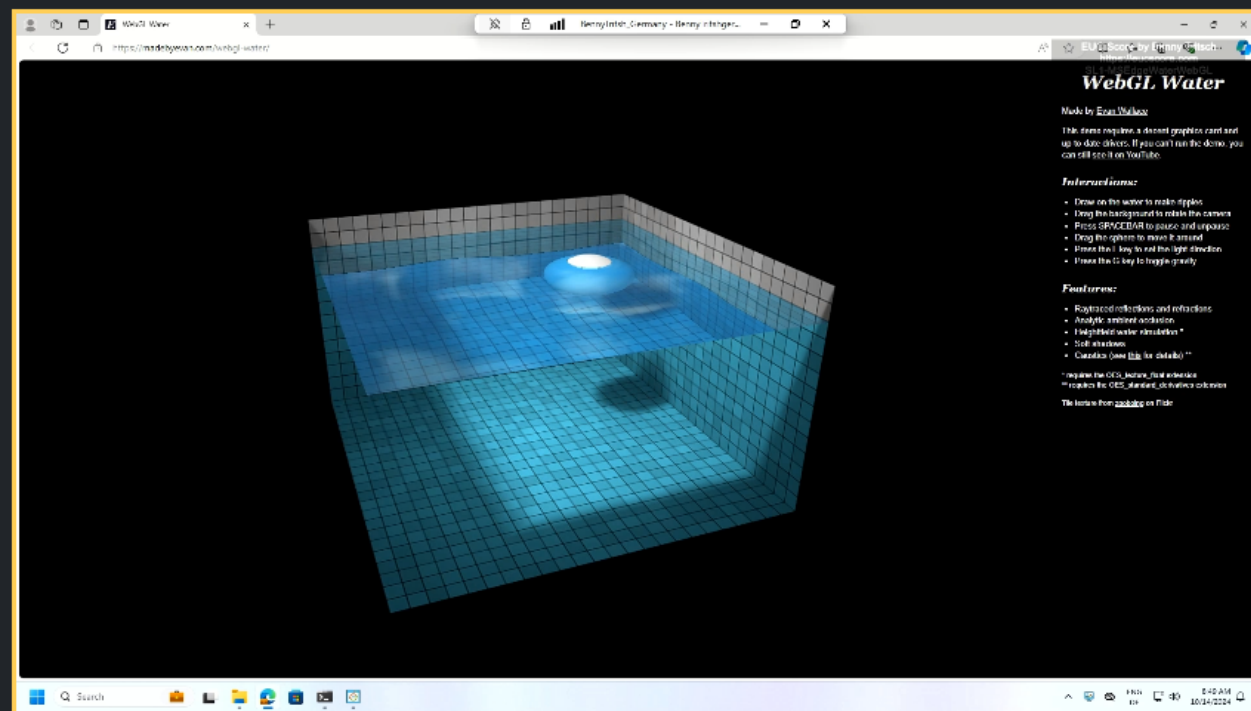
Sign up to get unlimited songs and podcasts with occasional ads. No credit card needed.

Sign up free

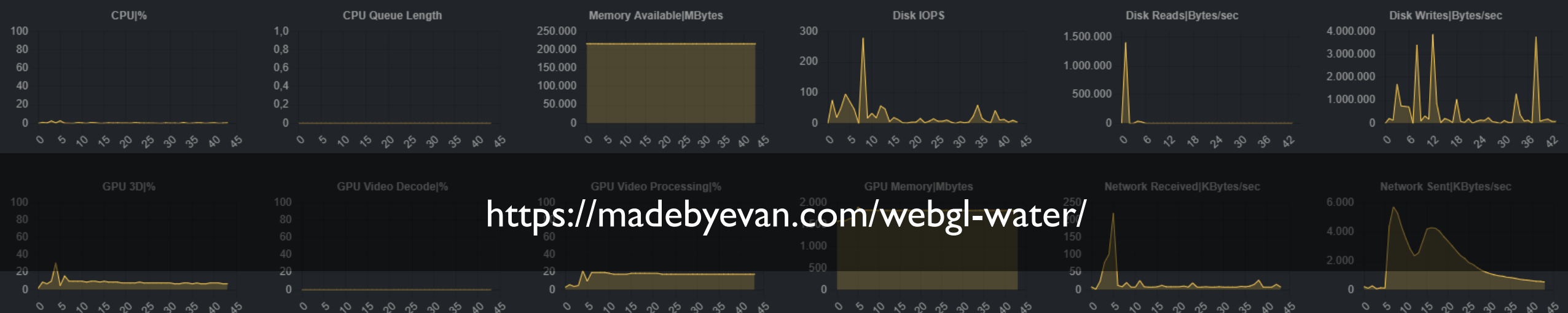


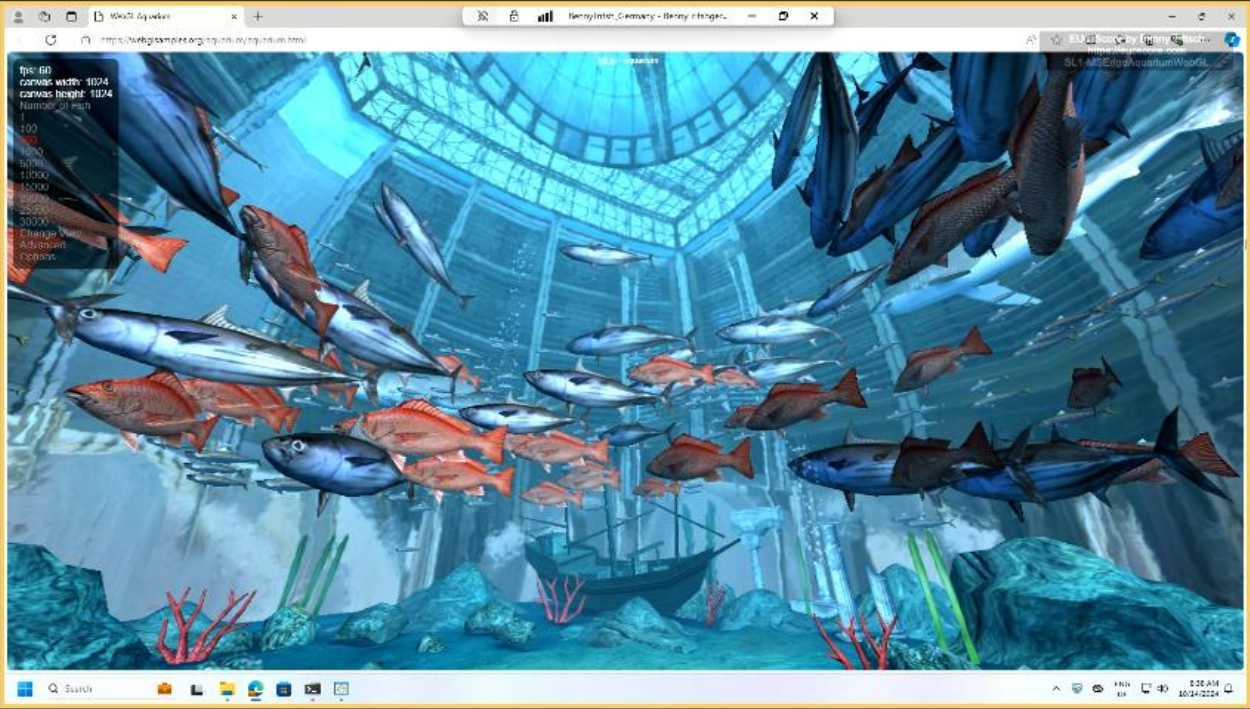
## GPU USAGE IN PROGRESSIVE WEB APP (PWA)

- **WebGL:** This is a JavaScript API that allows for rendering 2D and 3D graphics within any compatible web browser without the need for plugins. It leverages the GPU to perform high-speed rendering.
- **WebGPU:** This is a more modern API that provides even greater access to the GPU's capabilities. It supports not only graphics rendering but also general-purpose GPU computations.



00:00:00.000 Date: 2024/10/14 | Time: 08:49:11.837 | AppName: msedge.exe  
00:00:00.000 Simload: SL1-MSEdgeWaterWebGL | Computername: CPC-Benny-HOV0M | Username: BennyTritshgernany  
00:00:00.000 Number of Monitors: 1 | Default Monitor: 1 (0 | 0 | 1920 | 1080)  
00:00:00.000 Pre-Simload countdown screen was visible for 1 sec  
00:00:00.000 Delay between Simload start time and activity log start time: 1.131 sec  
00:00:04.030 App launch time: 1550 ms  
00:00:04.282 Run action initiated  
00:00:09.285 Press G key





00:00:00.000 Date: 2024/10/14 | Time: 08:37:17.463 | AppName: msedge.exe

00:00:00.000 Simload: SL1-MSEdgeAquariumWebGL | Computername: CPC-Benny-HOV0M | Username: BennyTritshgermany

00:00:00.000 Number of Monitors: 1 | Default Monitor: 1 (0 | 0 | 1920 | 1080)

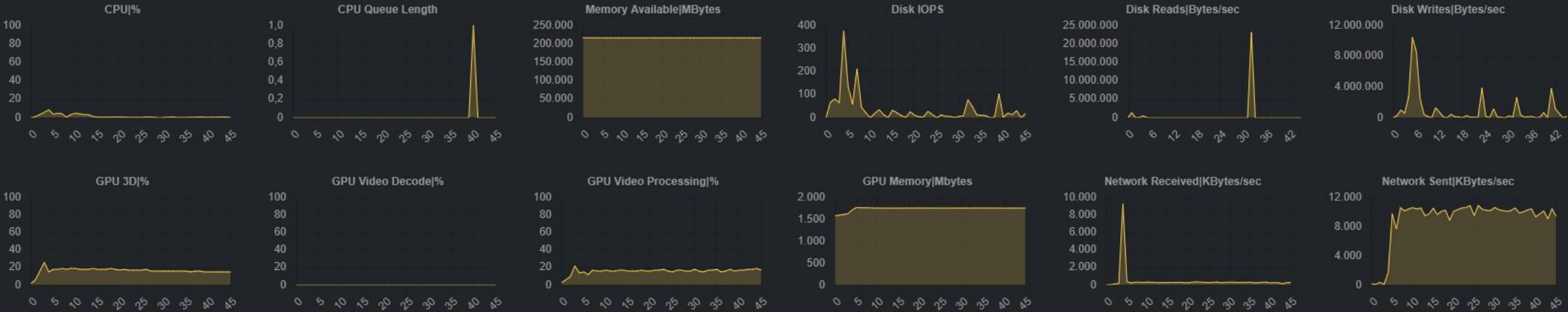
00:00:00.000 Pre-Simload countdown screen was visible for 1 sec

00:00:00.000 Delay between Simload start time and activity log start time: 1.092 sec

00:00:02.467 App launch time: 1031 ms

00:00:02.989 Set window to fullscreen on monitor #0

00:00:02.989 Run action initiated



GPU 3D|%

GPU Video Decode|%

GPU Video Processing|%

GPU Memory|Mbytes

Network Received|KBytes/sec

Network Sent|KBytes/sec



# PWAs eating Windows EUC for lunch



**Yes – well ..**

**Same as Web/SaaS is eating  
Windows Apps for lunch**

**(slow lunch, not a typical Dutch lunch for sure)**



# **The role of Secure Enterprise Browsers**



App Streaming Chrome

- VS -

Secure Enterprise Browsers (SEB)

- VS -

Remote Browser Isolation (RBI)

# Secure Enterprise Browsers

Start with Why!

- ✓ Majority of apps delivered via SaaS
- ✓ Data theft – Access tokens - Entry point - Security Risks
- ✓ BYO and Lightly Managed devices
- ✓ Web/SaaS/Windows/SSH/RDP – protect and control data flow
- ✓ Isn't it strange we aren't managing browsers policies – as we (should) do with Windows?
- ✓ 200+ Chrome browser policies, very few set and manage

# Secure Enterprise Browsers

- ✓ Run Web/SaaS apps local – better UX and lower \$
- ✓ Isolation of personal and corporate Web/SaaS apps
- ✓ Security controls between (SaaS) apps
- ✓ Contextual Access and Policies w/ Web/SaaS/Windows apps
- ✓ Browser policies selection and management is complex!
- ✓ Application level network access - ZTNA
- ✓ Web Content Filtering & Traffic management
- ✓ User activity analysis and monitoring



# Secure Enterprise Browsers

- ✓ (Chromium based) SEB app vs Browser Extension
- ✓ SEB and VDI/DaaS?!
- ✓ Vendors and observations

**PREVIEW EUC HEXAGRID 2025**

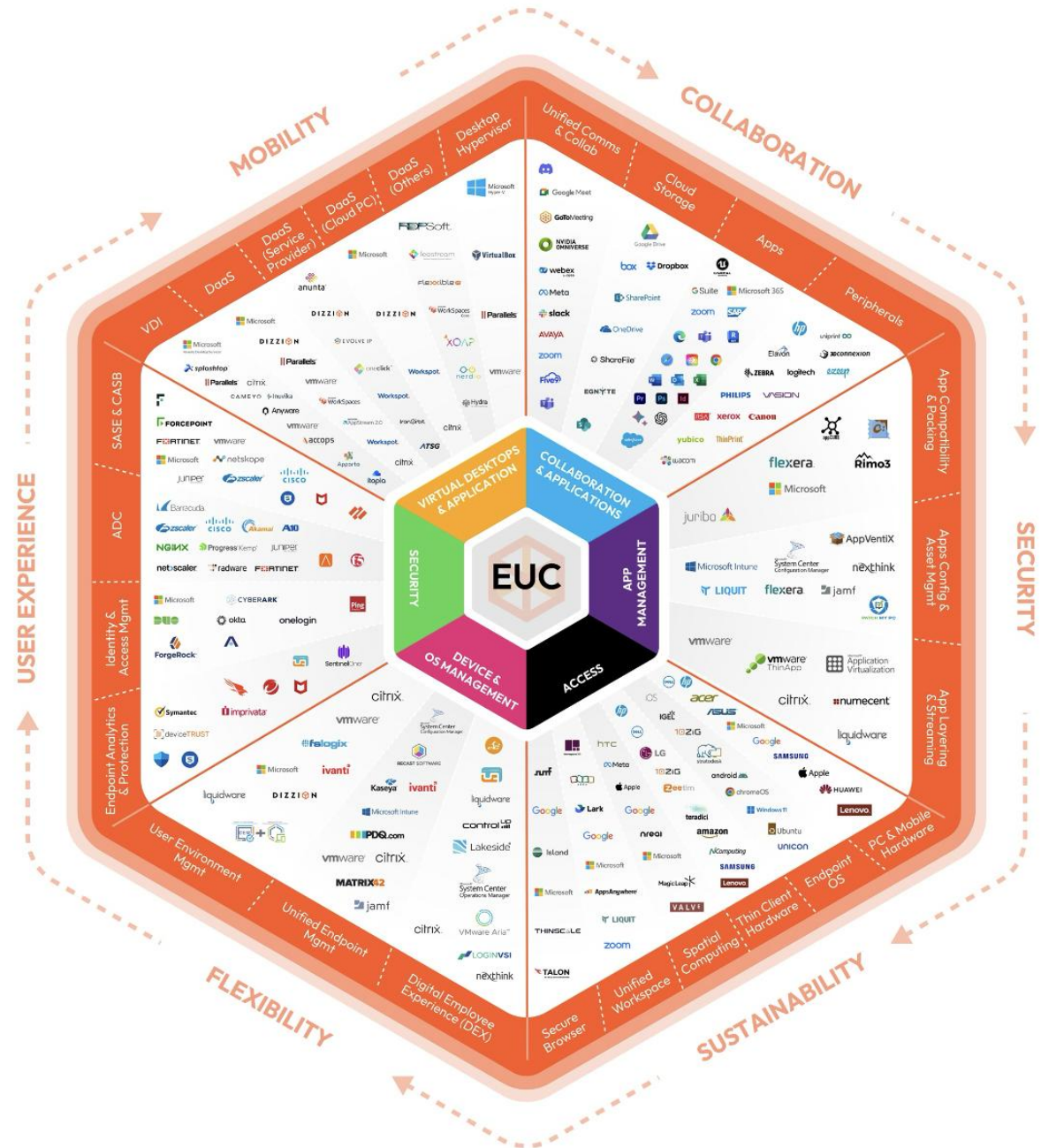
# EUC HEXAGRID 2024

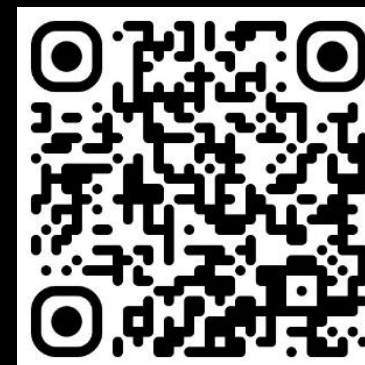
6 MAJOR EUC CATEGORIES

24 SUB-CATEGORIES

220+ EUC VENDORS

# EUC Hexagrid



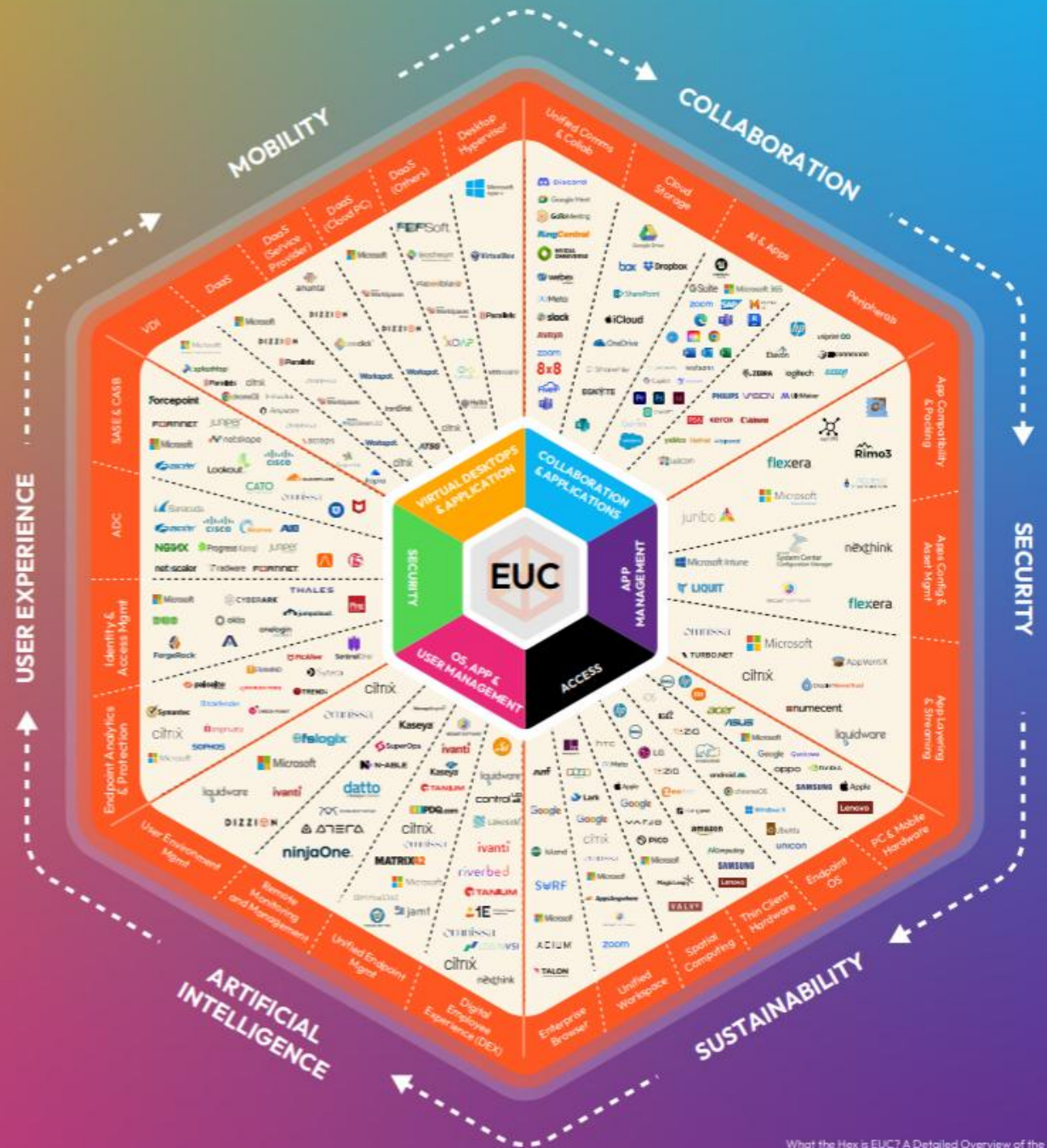


- Whitepaper

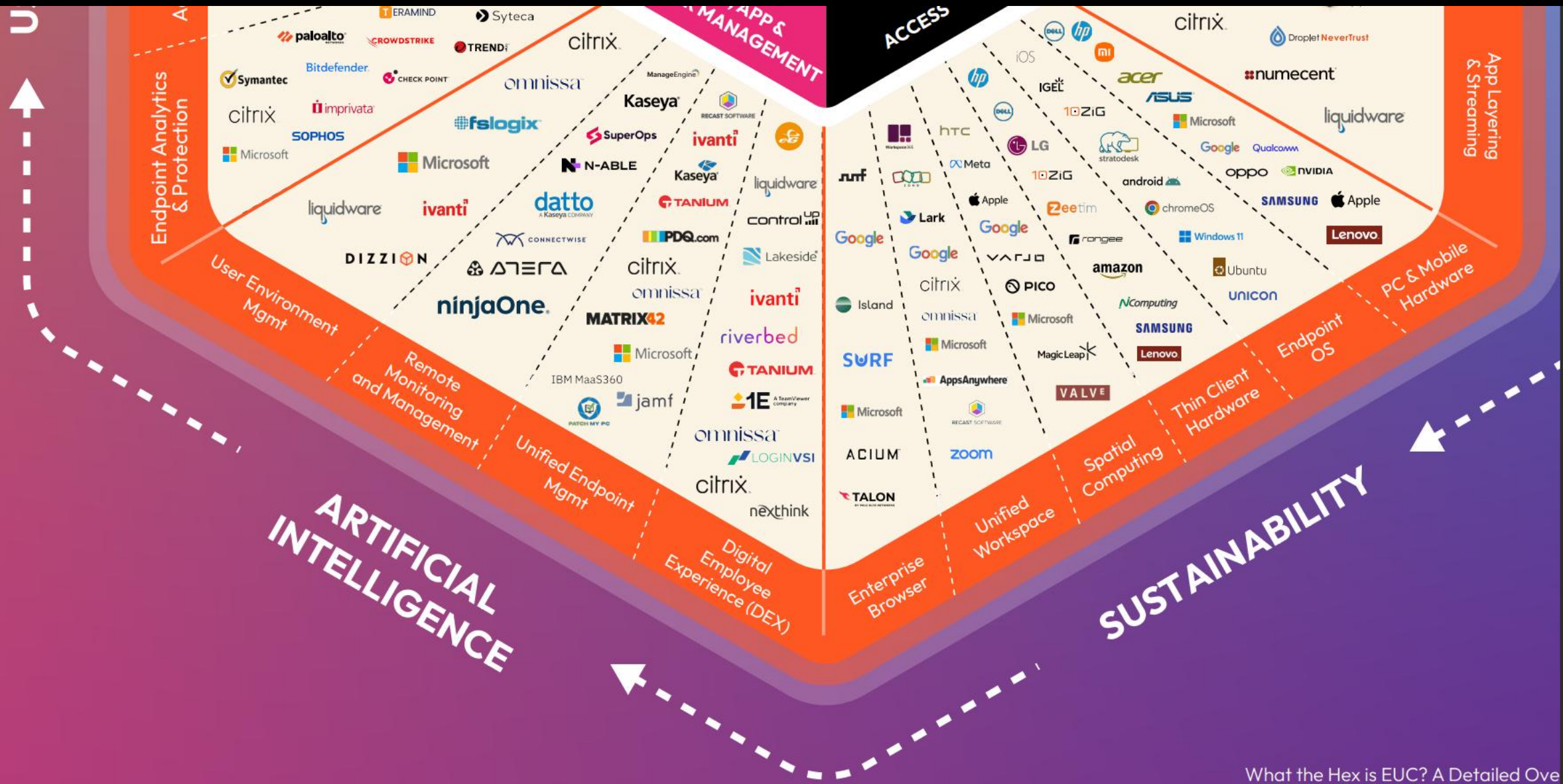


## Infographic





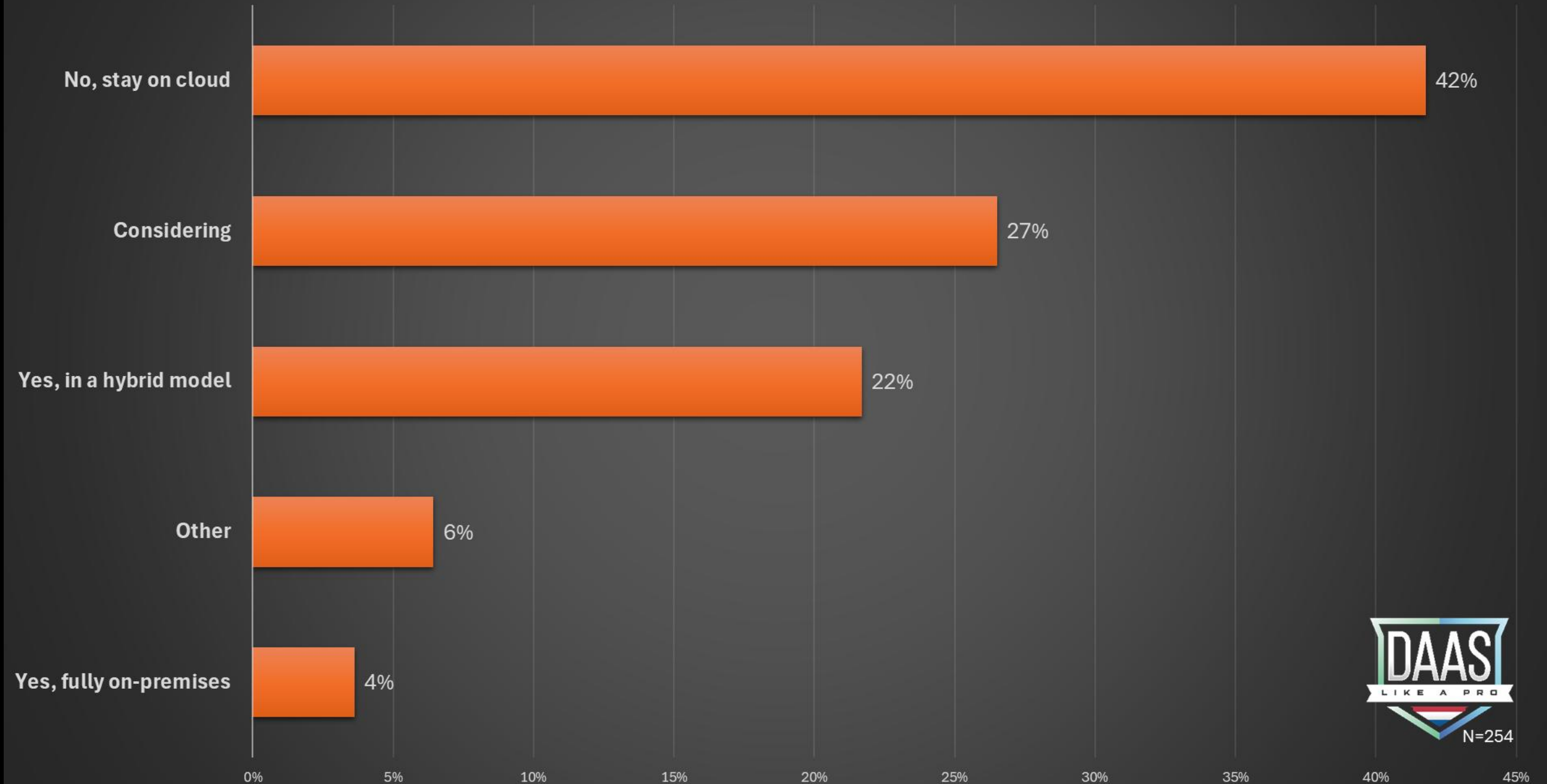
What the Hex is EUC? A Detailed Overview of the E



What the Hex is EUC? A Detailed Overview

# The role of multi-cloud

Do you anticipate migrating workloads from the cloud back to on-premises infrastructure, currently or in the future?





# The role of multi-cloud

- Multi public cloud for DaaS / Cloud PC
- Hybrid cloud for DaaS
- Developments – suspend/resume for persistent & non-persistent
- Microsoft NVadsV710 – cheapest vGPU .period
- Win11 & M365 cross clouds
- VMware > Broadcom > Cloud and HCI
- Windows 11 EMS for AWS, Nutanix, IBM, GCP?
- Mono Culture – trust – anti-trust

# The role of AI in EUC



**Gartner defines DEX as a strategy that focuses on employees, their experience, and their use of technology**

**Can AI improve DEX?**







## TWO MINDS, ONE MISSION - THE FUTURE OF EUC

- Is Cloud PC the new gold standard?
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- The role of AI in EUC

“

If the rate of change on the  
outside exceeds the rate  
of change on the inside,  
the end is near.

# THANK YOU TO OUR SPONSORS

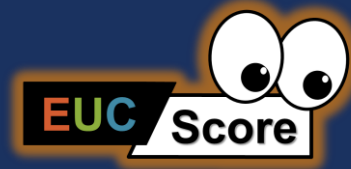


# THANKS!



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