
Your world is now flat.
How will you compute and compete?

This is not your father's business world.
It's not even the one you learned about in school.

Your world is now flat.

Playing fields aren't just leveled, they've been flattened. Forget hierarchy. Forget the digital divide. This is about communicating, collaborating, and competing on a global level with people from every corner of the earth. Don't believe us? Just read Thomas L. Friedman's latest book, "The World is Flat".

Enterprises are under intense pressure to reduce costs, increase security, and improve access to information. The people who need to access enterprise information now include employees, partners, and others beyond the company walls, around the globe, in a variety of environments. Access to information is essential to collaborate—and to compete-globally. It seems impossible. Especially with the current computing model.

On top of that, today's emerging markets have skipped a whole generation of technology. So they don't have a lot of people hooked on PCs or tied down by existing infrastructure and legacy applications.

And that's a good thing. For them.

Because the next generation of computing isn't about the PC, it's about the access. It's about finding the most efficient ways to deliver access to the information people need in order to move things forward.

Efficient isn't just a timesaving term here. It's a cost issue as well—a total cost of ownership issue. It's got to be as easy to update, upgrade, and maintain as it is to install and use.

After all, you can't suddenly give millions of people the tools to access terabytes of global knowledge and not expect a few operator errors. So any solution that's going to work on a global scale—for everybody you need to include in your collaborations—has to be pretty bulletproof. Otherwise, your support costs are going to escalate faster than you can afford.

To be blunt, the solution of choice in a flat world must be easy to manage for both the person accessing the information and the person managing the access to that information. That's the only way it will work.

It's time to think and act global.
In countries like China and India, billions of people are highly motivated to get to work. To them, the West's low-paying, low-prestige jobs are quite the opposite. Even at one-fifth to one-third the pay.

That's a lot of people needing access. Which makes for an equally large opportunity to expand these new markets through technology that provides the access people need. And, as these people get more access, they also improve their ability to consume. Creating an even greater market for products of all kinds.

This is big. Billions of people in developing markets are clamoring to get more connected and their governments are making it easier. But they're not going to move to old technology. They can skip that step.

Right now, these workforces are ready to move, *en masse*, to the next computing paradigm: Thin computing.

Thin computing offers the access and ease of the PC, without the administrative and security headaches. That's because all of the information and applications never leave the server. So it's easy to back up, update, upgrade, and service. Take a thin client off the network and you've got nothing but the box.

It's ideal for a flat world.

Thin computing dramatically reduces the cost of managing desktop systems. It has dramatically better security than desktop computers because of its design. And it delivers better access because the thin-computing model is inherently more reliable. It even makes it much easier to communicate and collaborate with people around the world because none of your company's files reside on local hard drives, everything stays on the server.

So your team in Beijing can work on one part of a project, while your team in Moscow handles another aspect. All working with your teams in Munich, London, New York, and San Francisco as though they were all in different parts of the same campus.

Thin computing is how you'll compete.
The flattening of the world makes computing all about access. The information is what's important more than the device. And, in a flat world, the information needs to be as accessible in Bangalore, India, as it is in Boston, Massachusetts.

People often make the mistake of thinking that thin computing is just another name for thin-client computing. But it's much more. Thin computing is the complete spectrum of hardware, services, and software solutions that allow people using thin clients, PCs, wireless devices, and other systems to securely access the information and the applications they need. All at the lowest possible cost, with no desktop storage, and with built-in security.

Thin computing makes it easier for IT to manage systems and improve the reliability and security of information, which dramatically lowers IT costs. Even when thin computing streams applications to the device to run locally, everything stays safe on the server.

It also offers the flexibility IT needs to deploy applications developed for different platforms, from enterprise applications to personal productivity tools to web-based applications. Because thin computing lets the IT department decide where the computing takes place.

The world is ready for thin computing.
Today, as much as 80 percent of any organization's IT's budget is allocated to management, making it very hard for that group to add value to the business. CIOs are totally consumed by the need to avoid regulatory problems and keep things running at the same time. Thin computing not only reduces the cost to deliver desktop computing by 40 percent or more, it also frees IT staff time to focus on more strategic initiatives.

With increased availability of high-bandwidth network connections, most people don't notice any performance difference between PCs and thin-computing solutions. Which makes it easier for business professionals to use thin clients in mission-critical applications.

Thin computing is tailor-made for a flat world. It's ready today.

Are you ready for a flat world?

Who will you trust to flatten your world?

With more than 20 years experience delivering cost-effective and easily managed computing, Wyse® is ready for this new world. Today our software makes it easy to manage, update, and even service any thin client from one central location. And with no moving parts, Wyse thin-computing devices deliver greater reliability, availability, and lower cost of ownership than other solutions.

This combination of optimized hardware, software, and services allows Wyse to deliver six key benefits for any enterprise, business, or organization.

Security
Unlike PCs, Wyse thin-computing devices have no local storage devices, so malware is dealt with at the server level, where it's easier to detect. Since there is no way to store and remove information from thin-computing devices, sensitive data is always safe on the server and compliant with privacy regulations. Wyse thin-computing devices also work with security initiatives such as smart cards and biometrics to further increase your security. And since nothing is stored on the desktop, there is nothing for thieves to steal.

Manageability
Thin-computing devices are much easier to deploy and configure for the simple reason that the software is delivered from the server. All you need to do is connect the cables. Application updates can also be performed at the server level, eliminating manual updates of individual systems. And data backup is simplified since all data resides on the server, not on local hard drives.

Availability
Because thin-computing devices have solid-state technology, there are no moving parts to fail. Should a thin client ever fail or get removed, the data is always instantly available from another system. This lack of local storage, and the problems associated with it, make data much more available to people.

Reliability
Thin-computing devices are nine times more reliable than PCs because there are no mechanical parts to break down. With no local storage of applications or data, it is impossible to download viruses, malware, or software that causes conflicts with more mission-critical applications. By avoiding the introduction of downloaded software while pushing storage and computing power to more reliable servers, thin computing dramatically increases the reliability of the entire infrastructure.

Total Cost of Ownership
The average annual maintenance costs for a PC are four to seven times the acquisition costs. This is not true for thin-computing devices. On average, thin clients can save more than $1000 per seat per year in maintenance costs over PCs. This can be 40 percent or more savings for IT departments. And the lower cost makes it possible to deploy thin computing to more people in more places than ever before.

Scalability
One of the greatest challenges for rapidly expanding enterprises, businesses, and organizations is rapidly deploying systems. Thin computing requires plugging in three or four cables in any remote office, something anybody can do. The rest of the set up takes place in the data center. Additionally, a well-designed thin-computing solution can easily support hundreds of thousands of thin clients. Giving an enterprise or organization of any size the ability to grow quickly and cost-effectively

The thing about a flat world is that it leaves little room for error. Things need to work and work better than before. Otherwise you simply can't afford the investment. That makes our two decades of experience even more valuable. And that's why our customers are such big fans.

"We were able to build the back of the house faster, easier, and with less money than we could have done using a traditional layout. Maintaining a few high-powered servers is so much more effective than trying to maintain hundreds of PC with a mixed level of obsolete parts."
Michael A. Sexton
Director of Information Technology
Princeton Resorts Group, LLC

"The applications ran faster on the thin-client device than on their old cart using a laptop computer."
Jeff Jones
Network Administrator
Lexington Medical Center

"It was very scary converting to thin computing. I was betting my career that it was going to work. But I realized that I was betting my career if I didn't make this decision because I absolutely knew we didn't have a staff large enough to support PCs in an environment that large."
William E. Hill
CIO, Information & Technology Services
City of Dayton, Ohio

"We've already been able to show that we've been able to prevent medication errors. The actual medication process didn't become shorter, just safer."
Linda Till
Clinical Systems Coordinator
Lexington Medical Center

"Because there are no moving parts in the thin-computing equipment, it lasts much longer and it's a lot easier to maintain."
Patrick Coughlin
Information Services System Analyst
City of Dayton

"I'm most concerned that we give safe, reliable care, but that we do it in a compassionate way. Thin computing allows us to communicate more accurately, and it allows clinical staff to be at the patient's bedside. And that's where the compassion part comes in."
Andrea Schmid
VP, Patient Care Services
UPMC

So, how will you flatten your world?

The speed at which the world is flattening is alarming. Especially if you weren't really planning for it. After all, change is always hardest on those unprepared for it and those who have difficulty changing.

So, how quickly can you flatten your infrastructure in order to work with a flatter world? Probably faster than you think. As market-research firm, IDC, states, "An estimated 98 percent of the Fortune 1,000 already use the server software solutions required for thin computing."

If you run web-based applications or server-based enterprise applications, you have a lot of the infrastructure already in place. Those who use solutions like Citrix, Microsoft Terminal Services, or Sun Tarantella are even more prepared.

The big challenge is figuring out where thin computing and thin clients can give you and your people the greatest impact.

Again, IDC says, "In companies with more than 1,000 employees, task workers—ideal thin client users—make up 50 percent of the workforce." In this case, task workers are people who handle a few specific tasks or work exclusively at their desk, and probably use PCs or terminals today. Think of your call centers, service and support groups, even the majority of your accounting department. Then look at everybody who works only at their desk. Your receptionist. Most administrative assistants and coordinators.

And that's just for starters.

With streaming technology, practically anybody who uses a PC today can use thin computing. Even those you probably wouldn't consider.

Consider where a hard drive doesn't make sense. One major retailer uses thin computing to power their employment kiosks. Banks use thin computing because there's nothing to steal, and nowhere for viruses and hackers to take hold. Health-care facilities use thin computing to give medical staff access to patient information while building in automatic HIPPA compliance.

While thin computing may increase the number of servers you deploy, most IT professionals will tell you that it's much easier to manage 40 servers than 4,000 desktops.

With Wyse you can choose the right thin-computing solution for your needs. Then our infrastructure management software helps you manage both the devices and the way in which applications reach them.

Wyse Streaming Manager
The only thin-computing solution to stream both operating systems and applications independently through one unified framework. Wyse Streaming Manager™ delivers everything thin and stateless devices need—on demand—to function just like a PC. But with much simpler administration and management, and at a much lower cost.

Wyse Device Manager
The most scalable remote device management solution, Wyse Device Manager™ (formerly known as Rapport™) lets you centrally manage all of your network devices. It helps reduce IT costs by minimizing the time and effort needed to manage devices, while providing comprehensive tools to secure the network and give you visibility into your network.

Wyse S-Class Thin Clients
These small, simple thin clients offer cost-effective access with USB connections for peripheral devices. You can choose S-Class systems running Windows CE, Linux Kernel 2.6, Windows XPe, and Wyse Thin OS. These lightweight, diskless units can be mounted out of the way—on the back of a monitor, under a desk, under a counter, on a wall, or in any constrained workspace.

Wyse V-Class Thin Clients
These sleek, stylish thin clients possess enough processing power to browse the web locally, render and play multimedia data, and run applications locally. The V-Class devices also have no moving parts, a monorail mounting systems, and USB connections.

Wyse Thin OS
Built exclusively to perform well on lower-cost hardware, this self-maintaining operating system boots faster for better performance. The Wyse Thin OS™ (formerly known as Blazer™) is optimized for Citrix ICA (MetaFrame Presentation Server) and Microsoft RDP (Terminal Services) environments.

All of these products can work together to give you a complete thin-computing solution. A solution that will flatten your enterprise so you're better prepared for a flat world.

WYSE

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