

*“We were seriously considering a server-based VDI solution, but when we tested NxTop® we were amazed that we could run it without any major incremental investments in server or network infrastructure”*

-Nathan McBride, Executive Director of IT, AMAG Pharmaceuticals

## AMAG Pharmaceuticals



### Featured Partner



### Solution Summary

AMAG Pharmaceuticals (NSDQ: AMAG), was considering server-hosted VDI solutions from providers such as VMware® and Citrix® to reduce PC management costs.

By implementing Virtual Computer NxTop Enterprise instead, they were able to avoid the major investments in servers, storage, and networks required with server-hosted VDI, while delivering massive reductions in PC management costs and new capabilities for end-users.

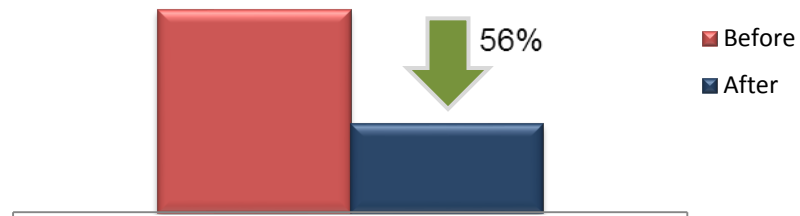
## Executive Summary

AMAG Pharmaceuticals, a global biopharmaceutical company located in the Greater Boston area, was looking to make dramatic improvements in their PC lifecycle management operations.

They were considering server-hosted VDI solutions from providers such as VMware® and Citrix® but found that these did not provide the level of flexibility and mobility they needed and required major investments in servers, storage, and networks.

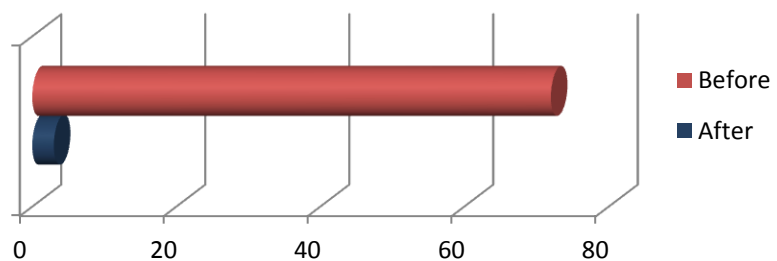
Virtual Computer NxTop Enterprise enabled AMAG to achieve huge savings without major infrastructure investments:

### 56% Lower Desktop Support Costs



“It reduced the time to deploy a new operating system to the field from 72 hours to under 3 hours.”

### Time to Deploy New Operating System to the Field

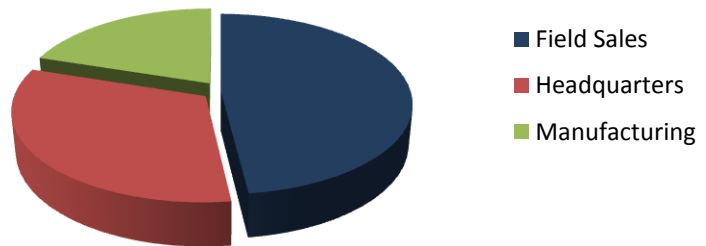


With Virtual Computer, end-users gained access to new features, like the ability to boot their PCs within 15 seconds to access the web, while IT implemented new capabilities like AES 256 disk encryption and centralized management. Virtual Computer delivered the security and management that IT desired along with the flexibility that end-users required in a single solution.

## Business Challenge

AMAG was looking to make dramatic improvements in their PC management processes while supporting a diverse, largely mobile workforce. Although the Field Sales organization is the largest group of users, Headquarters, and Manufacturing are also substantial – requiring a solution that can address a wide range of use cases from road warriors using laptops to task-workers using desktops.

PCs by Organizational Group



The primary goal was to make it easy to manage and control all of their PCs while providing a great experience to end-users whether mobile or in the office. The specific objectives were to:

- **Simplify the PC management lifecycle** including deployment of operating systems and applications
- **Minimize costs and infrastructure investments** in server capacity or network bandwidth
- **Deliver an exceptional end-user experience** regardless of whether users were in the office or on the road

## Why NxTop?

AMAG Pharmaceuticals evaluated numerous server-hosted VDI options including some of the market-leading solutions such as Citrix® XenDesktop™ and VMware® View™. They ultimately selected NxTop® as the best solution to meet their needs based on excellent end-user experience, ability to support users both in the office and on the road, and costs savings.

“We were seriously considering a server-based VDI solution, but when we tested NxTop® we were amazed that we could run it

without any major incremental investments in server or network infrastructure.”

In addition to cost savings, mobility was a big driver for selecting a distributed desktop virtualization solution.

“The offline capabilities of server-hosted VDI don’t always work, but Virtual Computer runs locally, so it always works online and off.”

AMAG also considered solutions that use Type-2 hypervisors, which run on top of a host operating system, but found these solutions presented a number of challenges. “We wanted a true Type-1 solution like Virtual Computer, because it is much more secure, delivers better performance, and reduces the number of operating systems that need to be managed.”

The AMAG IT team initially bought one server and had a test system running in the bullpen within a couple of hours. Within the same day, they had a set of test laptops up and running, syncing with the centralized management server.

“Everyone on the IT team was amazed – we really put it to the test, and **it exceeded every requirement.**”

## **Resulting Benefits**

“By eliminating patch failures, enabling one-to-many provisioning, and providing portability across hardware, Virtual Computer created a **56% savings in external desktop support resources.**”

The process of rolling out new operating systems to the field was also dramatically improved. Given the large percentage of employees in the field, this was key. **“It reduced the time to deploy a new OS to the field from 72 hours to under 3 hours.”**

NxTop has also simplified the Windows 7 migration process because operating systems can be deployed to the field so quickly and the images can be fully tested before they are published with the fail-safe one-to-many publishing capability.

AMAG has a significant number of employees in the field, so the ability to rapidly re-provision a laptop is an enormous benefit. “The ability to port an employee from one PC to another is huge. Now if an employee’s laptop has a problem we can quickly re-provision them remotely, and they’re right back in business.”

Additionally, AMAG wanted to deploy specifically built Windows 7 images to groups based on their needs. NxTop enabled AMAG to setup standardized images for each group, and automate the publication of the images by simply assigning each image to each group through NxTop Center’s WYSIWIG administration interface.

“The built-in security capabilities are phenomenal – AES-256 full disk encryption and remote wipe and kill are particularly valuable.”

The NxTop quick-boot capability delivers great productivity advantages – especially for field employees. “It lets our employees **quickly boot within 15 seconds to use webmail** and other cloud services. Users can turn on their computers and be productive right away.”

## **Future Plans**

NxTop has been rolled out to a majority of the AMAG workforce, and their future plans are to ultimately roll out NxTop to every employee.

AMAG is also planning to turn on the built-in differential backup and recovery capabilities in NxTop.

“We are initially going to institute the backup capabilities for some of our executives. With NxTop even if their entire machine explodes they can go to another machine and get everything back just the way they had it.”

## About Virtual Computer NxTop



Virtual Computer NxTop makes managing thousands of desktops and laptops as easy as managing one, while offering new levels of flexibility and productivity to end-users.

It delivers ultra-fast native PC performance, complete mobility, and better manageability than server-hosted VDI for a fraction of the cost. Virtual Computer has partnered with industry leaders such as Intel and Lenovo to bring distributed desktop virtualization to market.

If you haven't already tried our award-winning software, you can get a free download from our website – just visit [www.virtualcomputer.com](http://www.virtualcomputer.com).



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