



# **Getronics Virtual Desktop Services and BYOD**

**Vendor Assessment  
Report Abstract**

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## Who Is This Vendor Assessment For?

NelsonHall's Virtual Desktop Vendor Assessment for Getronics is a comprehensive assessment of Getronics' virtual desktop offerings and BYOD and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers and identifying vendor suitability for IT services, end-user computing services and virtual desktop technology and BYOD services
- Vendor marketing, sales and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the IT services sector.

## Key Findings & Highlights

Getronics is owned by AURELIUS Group, a private equity firm headquartered in Munich, Germany and listed on the German stock exchange. AURELIUS acquired in February 2012 the European and Asian operations of KPN IT Solutions (formerly Corporate Market, formerly Getronics) outside of the Netherlands.

Getronics has a major workspace background: the company currently services ~750k desktops including physical, thin clients and virtual desktops. NelsonHall estimates that Getronics services ~30k virtual desktops and thin clients. It estimates related revenues to ~\$40m.

Getronics has launched its Workplace as a Service (WaaS) offering in 2013. Its value proposition is to offer an end-user centric device, as opposed to a standard corporate PC. The purpose of WaaS is to allow some end-user customization and potentially help driving productivity at the end-user level.

Getronics has also opted to have WaaS as a Getronics datacenter-hosted virtual desktop, as opposed to being hosted in a client datacenter. The purpose of this approach is to centralize management of IT at a Getronics and potentially take advantage of economies of scale through sharing of hardware and services.

The centralization approach also provides clients a better visibility on its PC estate, on applications being used, on software license needs and overall on the level of IT consumption and budgets.

Initially, WaaS is offered in the U.K. and in Belgium.

## Scope of the Report

The report provides a comprehensive and objective analysis of Getronics' virtual desktop and BYOD offerings, capabilities, and market and financial strength, including:

- Analysis of the company's offerings and key service components
- Revenue estimates
- Identification of the company's strategy, emphasis and new developments
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's strengths, weaknesses and outlook.



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## Report Length

10 pages

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## Vendor Assessments Also Available for:

Orange Business Services, Tech Mahindra and Unisys.