

# Accelerating business transformation with desktop virtualization

## Insurance Sector Advisory



## Insuring the future by adapting to change and supporting growth

As an insurer, regulatory upheaval and political change are likely to be towards the top of your firm's agenda, closely followed by the ongoing challenges presented by new customer expectations, new competitors, and new technology innovations. These factors, and more, are reshaping the market and, most importantly, the relationships that your business has with its customers, its agents, and its partners. And then there's the company's workforce, constantly anticipating, preparing, and adapting to grow top-line sales and bottom-line profitability. Connecting them all is the enterprise digital workspace – a flexible, safe, mobile environment where work gets done. But how best to deploy it? Let's see how modern desktop virtualization technologies can help.

### Driving productivity, collaboration, and innovation across the business

Most of the employees within your firm are likely to be focused on creating the knowledge and know-how that underpins the products, services, and experiences that are driving customer acquisition and business growth. Like you, these professionals use a variety of tools and applications to get their work done, which means productivity will suffer if the desktop computing environment isn't up to scratch.

Claims advisors, insurance administrators, and pensions assistants account for around a quarter of employees within the insurance sector, and business managers need this workforce to be well trained, adaptable, and mobile; ready to offer the customer the right product or service at the right time, in branch, online, in the home, or in the field. But that's not all. Everything needs to be better, faster, and more convenient for the customer than the competition.

There are other customer facing roles and back office teams to consider too, many of whom are servicing and supporting a growing range of products, systems, and applications, all of which need to be readily accessible via a centrally-managed, fully supported, desktop computing environment. No one enjoys undue burden or complication when it comes to using IT, but the business must keep tight rein on governance, risk, and compliance. So, if you can provide a digital workspace that is safe, mobile, and flexible, the business can accelerate digital transformation initiatives without the familiar, yet essential, Windows desktop getting in the way.

### Virtualizing Windows desktops and applications to help the business adapt and scale

The design goal of a modern digital workspace is to provide employees with an easy-to-use, secure, and cost-effective desktop experience that can deliver the personalized applications and data they are likely to need, on any device they are likely to use, from any location they need to be. You'll probably be familiar with remote desktops and virtualization technology, as the insurance sector was an early adopter. However, the technology is evolving fast, bringing business benefits to more use cases. Here are just three examples that highlight the business value of modern desktop virtualization technology:

- ◆ **Actuarial modelling:** Calculating the economic value of liabilities requires detailed models and workstation-class computing resources. Using new virtualization technologies, physical computer hardware can now be dedicated to virtual Windows desktops, enabling actuaries, analysts, and business advisors to run big data analytics and visualization applications on-demand, on any device.
- ◆ **Extend access to business applications:** New multifactor authentication capabilities combine with resource authorization policies and connection authorization policies to control user access to core business systems and new applications, enhancing security, compliance, mobility, and engagement.
- ◆ **Pre-configured, pre-integrated and pre-tested:** Vendors and system integrators are taking the pain away from deploying the servers, storage, network connectivity, and software required for on-premise desktop virtualization deployments. And where cloud services make sense, modern remote desktop infrastructure is available here too, including Desktop-as-a-Service (DaaS).

Server session-based desktops continue to offer the most cost-effective route to a Windows PC, but with Windows Server 2016, Remote Desktop Services can also be configured to provide personal and pooled virtual desktops, or a combination of the two models. Within these virtualization environments, users can receive the full desktop experience, complete with core applications and productivity tools, or they can access specific applications

that are hosted/run on a virtualized system, but behave like local applications. By combining these approaches, insurance firms can develop more adaptive working environments, optimized for specific roles and activities, including agents and partners.

### Modern desktop virtualization offers new benefits to the insurance sector

Companies operating in the financial services sector have long been a target of criminals, but now it's getting personal, with 'spear phishing' attacks and malware targeting managers, directors, and senior officials. Desktop virtualization hasn't been the primary means of protecting and securing this segment of the workforce, but by using new offline working features and sophisticated access authorization policies, insurers can provide additional layers of security while still promoting mobility.

Roles such as actuaries, claims adjusters, underwriters, and others place heavy demands on the desktop computing environment and those that support it. Modern, centralized desktop virtualization technologies can help reduce this burden while accelerating the deployment and adoption of new business applications and tools without worrying about the desktop operating system.

Customer advisors, account administrators, branch assistants, and sales advisors, and agents are frequent users of desktop virtualization technology today. These employees often present the public face of the firm's brand, playing an important role in routine and semi-routine business processes, including those that cannot be totally automated. So, as insurers introduce new customer engagement models and ways of working, the need for an adaptive digital working environment becomes essential. This is where modern virtual desktop infrastructure and application virtualization technologies can play an important role. So, how might the matrix below look for your own business?

Modern Desktop Virtualization Benefits and Opportunities	Productivity and Business Continuity	Governance, Risk and Compliance	IT Efficiency & Efficacy	Digital Transformation Opportunity
Chief Operating Officer, Fund Manager, Branch Manager, Finance Director	✓	✓	✓	✓
Business Advisor, Management Services Advisor, Business Continuity Manager	✓	✓	✓	✓
Claims Adjuster, Loss Adjuster, Actuary, Underwriter, Insurance Analyst	✓	✓	✓	✓
Insurance Administrator, Pensions Administrator, Personal Claims Advisor	✓	✓	✓	✓
Customer Service Advisor, Customer Care Assistant, Complaint Handler	✓	✓	✓	✓

The bigger the tick, the more positive the impact

### Desktop virtualization implementation considerations

IT vendors, system integrators, and managed service providers have developed a range of offerings that span every aspect of desktop delivery strategy, ranging from initial assessment right the way through to Desktop-as-a-Service (DaaS). However, insurers can still add their own layer of business value by co-creating solutions with domain experts and experienced ICT delivery firms. We hope this paper has provided you with some sense of how your business transformation initiatives can be accelerated using modern desktop virtualization technology, but it's not a panacea. However, delivering the desktop to your workforce (and applications to your agents) is likely to be a lot harder without it.

## Further Reading

The full paper 'Desktop virtualization as an accelerator of digital transformation: Fast-track creation of a modern digital workspace' can be downloaded from the Freeform Dynamics website [here](#).

## About Freeform Dynamics

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Fujitsu provides desktop virtualization solutions based on best-in-class virtualization technologies, proven infrastructure products, and end-to-end lifecycle services from a single source. Customers benefit from rapid implementation and reduced risk resulting from Fujitsu's extensive project experience. Especially for VDI, several integrated Fujitsu systems give customers the choice of making a fast and easy move to virtual workspaces according to specific business needs, including applications and digital workspaces delivered as a service from the Fujitsu Cloud.

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