

# Managed Desktop Service

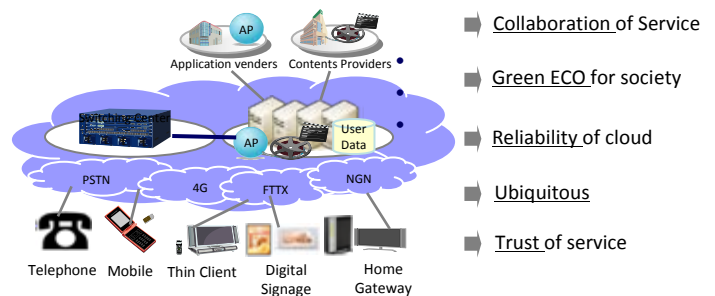


Managed Desktop Service is Virtual PC providing and maintenance service for enterprise.

## Introduction

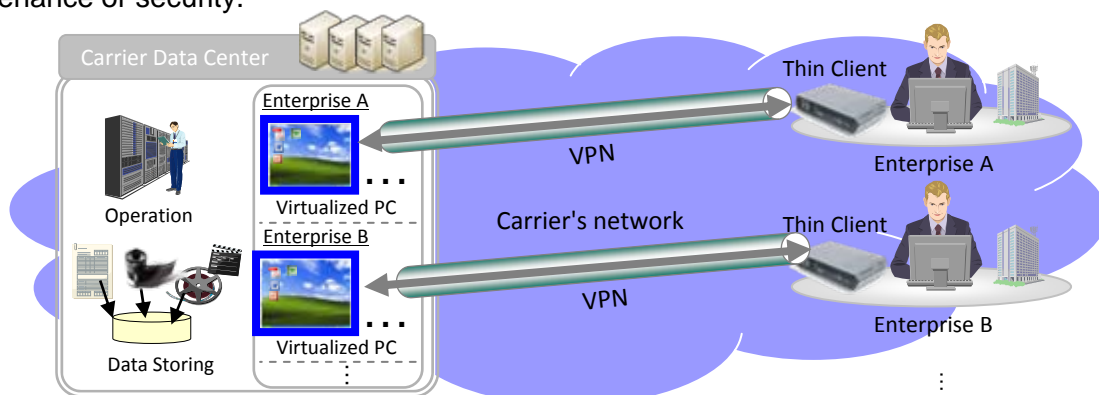
In this current trend of cloud computing, NEC will introduce new idea for carrier carrier's future business. NEC do believe that carrier will be the one core player of cloud computing, by their own core competence such as "Reliability", "Stability" and so on. Near future, Carrier will provide new device such as thin-client, Digital Signage, broadband NW, virtualized IT and various attractive applications and contents created by collaboration with 3rd party.

In addition to carrier's current voice service, all of them will be totally provided as a service by carrier. NEC thinks that only carrier can create the new world, which means all users can use any devices, anywhere, anytime with trust.

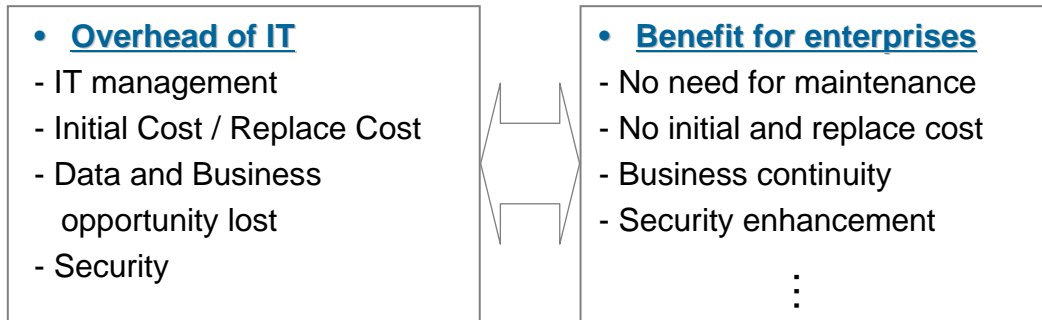


## Overview of Managed Desktop Service

Managed Desktop Service is the new ICT service of carrier in the world of cloud computing. Managed Desktop Service is providing service of IT business infrastructure, simply meaning PC environment. Carriers provide Virtualized PC which are hosted and managed in carriers datacenter by operators of carriers, to enterprises through carriers network. The users of enterprise connect their own PC environment via thin-client which is also provided by carrier like telephone set. Through the usage of the service, enterprises are able to utilize IT business infrastructure which is currently massively needed for business. User data are stored in carrier's stable datacenter and carriers operators manage the PC environment. It enables enterprises to concentrate on their core business by the release from the overhead of IT such as task of maintenance or security.



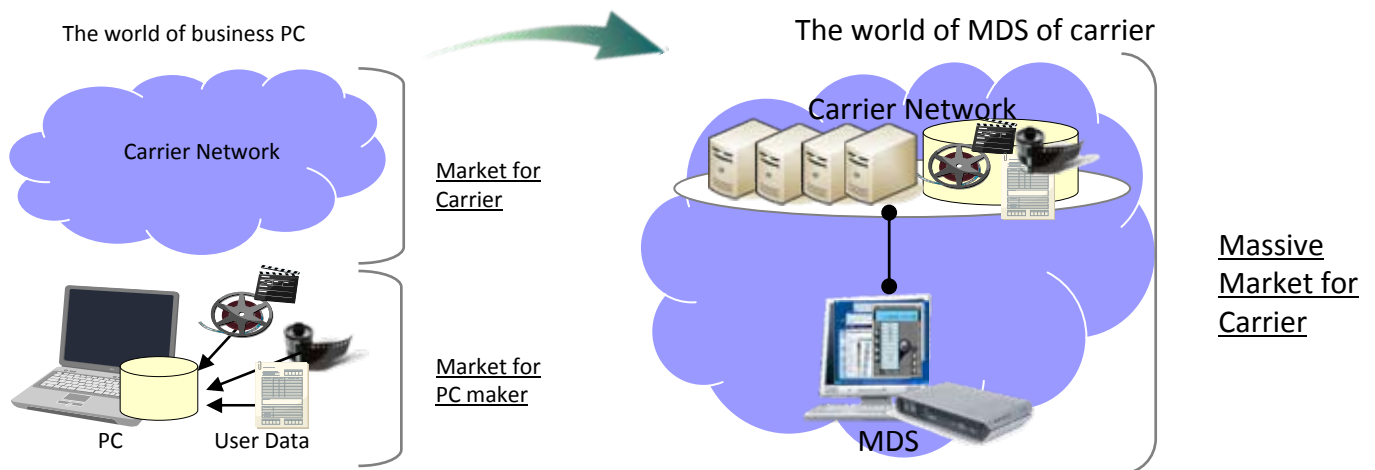
## The benefits of Managed Desktop Service for enterprise



*MDS will bring the value of current IT without overhead*

Currently as everybody knows Information technology has made life more efficient. However as you can see, beside the evolution of IT, the overhead which are brought by utilizing IT, have been more complex. The one key concept of MDS is that carriers take care of the overhead as business, and enterprises are able to enjoy the benefits of IT without the overhead.

## The benefits of Managed Desktop Service for enterprise



The benefits of MDS are not only for enterprises but also for carriers. It can be said, MDS will be able to obtain some part of the revenue of PC market which become almost 440 million\* terminals will be sell in 2012. In addition this continuous revenue, because of monthly fee based, enables carriers to expand and keep their business portfolio, It is though between NEC that MDS will be former telephone service.

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