

# ThinDesk client PCs boost productivity, reduce IT costs by 40%, use 1/10 energy of traditional desktops

*ThinDesk customers benefit from the company's recently acquired distributor pricing status with Hewlett-Packard, the world's largest thin client manufacturer and the Ontario Clean Technology Alliance is open for business*

## Fast facts

Founded in 2006, with an infusion of investment capital from Canadian Investors Corporation, ThinDesk forged a partnership with TELUS in 2007. ThinDesk gained a fully scalable, Canada-wide, enterprise-class TELUS data centre infrastructure to offer small and medium-sized businesses secure and cost effective managed computing services, and thin client, replacement PCs.

## Why Ontario

Ontario is home to the largest SMB market in Canada. ThinDesk serves companies in more than 70 facilities throughout Ontario. Also, ThinDesk has strong partnerships with Ontario-based operations at Hewlett-Packard and Unisys as well as TELUS.

## Business advantage

ThinDesk solutions can save a company up to 40% of the annual total cost of ownership of traditional, distributed servers and PC environments. For Greenferd Construction Inc., ThinDesk's computing solution is expected to deliver a Return On Investment (ROI) in just two years. Greenferd's savings include a 15% reduction in utility costs; avoiding over-inflated costs of a future satellite office; eliminating failed data backups, full network shut downs and viruses as well as a number of other cost savings and energy efficiencies.

ThinDesk Inc. offers small and medium-sized businesses secure, cost-effective IT infrastructure — managed computing services and thin client, replacement PCs — that is always on, accessible from anywhere and easy to maintain. ThinDesk supports entire IT environments, from the desktop to the back office, across wide area networks and the Internet, for businesses in health care, financial, educational and business services industries.

Founded in 2006, with an infusion of investment capital from Canadian Investors Corporation, ThinDesk forged a partnership with TELUS Communications Company in 2007. With the partnership, ThinDesk gained a fully scalable, Canada-wide, enterprise-class TELUS data centre infrastructure and skilled personnel. At that time, ThinDesk also changed its platform from an old server base to a new platform based on VMware virtualized Hewlett-Packard (HP) Development Company, L.P. servers.

Today ThinDesk can serve an unlimited number of new customers. The company manages the network between its offices and its customers, and between its customers' software and the thin clients on the desktops. TELUS manages everything inside the data centres including maintenance and customer updates. With TELUS, ThinDesk delivers an Always On Guarantee<sup>®</sup> to ensure its clients' businesses are supported 24/7.

## Why Ontario

ThinDesk, a private company headquartered in Markham, Ontario, benefits from close proximity to the large business market in the metro areas within the Ontario Technology Corridor. Ontario is home to the largest SMB market in Canada. ThinDesk serves companies in more than 70 facilities throughout Ontario. As well, ThinDesk has strong partnerships with Ontario-based operations at Hewlett-Packard, Unisys and TELUS — with its \$250 Million world class data centre located in Toronto.

*ThinDesk's solution centralizes data in powerful, secure and energy efficient TELUS SAS 70 Data Centres and enables access to customers' applications from any place in the world.*

Award-winning author of *Who's Your City*, University of Toronto Professor Richard Florida has said Toronto has a fresh energy that places it among the globe's most powerful urban centres with "the ability to attract people from all over the world." ThinDesk and TELUS employ a full complement of technologists and other staff skilled in a variety of areas of expertise, and so Toronto suits the company. ThinDesk is also pleased to serve the growing businesses found throughout smaller and rural Ontario communities.

## Business advantage

ThinDesk's solution centralizes data in powerful, secure and energy efficient SAS 70 Data Centres and provides access to customers' applications from anywhere in the world either from their office desktop clients or from any browser-based device with internet access to a company's secured VPN. ThinDesk solutions can save up to 40% of the annual total cost of ownership of traditional, distributed servers and PC environments.

For Greenferd Construction Inc., ThinDesk's thin computing solution is expected to deliver a Return On Investment (ROI) in just two years. Greenferd, a construction management firm in the Toronto area, was struggling with an IT setup

that hindered productivity of the company's 22 employees. After implementing ThinDesk technology, Greenferd benefited from:

- A 15% reduction in utility costs
- Avoiding over-inflated costs of a future satellite office
- Closing overly-expensive current offices
- Saving a Controller 8 hours per week — time previously devoted to IT management
- Saving site managers 2,000 hours annually by allowing them secure access to centralized real-time data rather than travel time to offices using distributed servers in need of individual attention
- Eliminating failed data backups, full network shut downs and viruses

## Future growth plans

Industry analysts predict Thin Computing solutions are the wave of the future. Gartner Inc. named "green IT" a top strategic technology in 2008. Green IT is one of ThinDesk's key features. A ThinDesk replacement thin client desktop typically consumes one-tenth the energy of a traditional desktop PC. As well, ThinDesk efficiencies enable branch and remote or mobile offices to lower company costs by reducing overall emissions and energy use as well as eliminating IT maintenance required in the field.

The company's national partnerships support its growth. ThinDesk secured distributor pricing status from Hewlett-Packard for the benefit of its customers. In 2009, Hewlett-Packard became the world's largest thin client manufacturer and is pursuing alliances with ThinDesk to expand global product lines.

## Contact information

ThinDesk Inc.  
+1 (416) 849-1276  
[www.thindesk.com](http://www.thindesk.com)

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Contact the Ontario Technology Corridor today:

[www.ontariotechnologycorridor.com](http://www.ontariotechnologycorridor.com)