

# Informa Selects Liquidware as Next-Generation Desktop-Migration Solution Vendor

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– Jonathan Earp,  
Chief Information Officer, Informa

## Organization:

Informa  
London, UK

## Virtual Desktop Infrastructure Environment:

Amazon WorkSpaces  
delivering 7,500 virtual  
desktops

## Products:

Stratusphere UX™  
ProfileUnity™

## Overview

Informa is a leading business intelligence, academic publishing, knowledge and events company, operating within the Knowledge and Information Economy. Headquartered in London, UK, with offices in more than 20 countries, Informa has 7,500 employees. In 2017 Informa embarked on a number of projects to improve and innovate its aging desktop environment.

## The Challenge

Running Windows 7 across a physical and Citrix estate, Informa's users experienced poor performance and slow logins. The company looked for a solution to improve user experience by improving performance, speeding up logins and improving the manageability of the desktop estate to enable continuous improvement of the desktop environment.

Informa selected Amazon WorkSpaces (AWS) cloud desktops as its default Windows desktop environment and needed a solution to migrate users from the physical and Citrix environments to the AWS environment and enable improved management and visibility into the environment.

The organization had a number of desktop transformation projects running throughout 2017. "To ensure successful implementation, we required an enterprise-class, integrated solution that could provide us visibility and detailed reporting into our current estate," commented Jonathan Earp, CIO at Informa. "We also wanted the same solution to be able to seamlessly migrate our users to the newly defined platform.

## The Solution

After much scrutiny in the market and meeting with other vendors, Liquidware Essentials met all of Informa's requirements. "The solutions will continue to monitor, manage and continuously improve the desktop environment and user experience post-transformation to deliver optimal productivity of our assets, both technological and human," Earp added.

Liquidware Stratusphere UX enabled Informa to gain insight into the resource consumption across the heterogeneous environment, identify issues with root cause diagnostics and provide detailed metrics and reports on the users and environment to senior management.

Liquidware ProfileUnity provides full User Environment Management across the heterogeneous environment, while also migrating users from the existing physical and Citrix environment to the AWS environment. ProfileUnity enables IT to better manage all of the users and their profiles across all the environments, whether physical, Citrix or Amazon WorkSpaces.

Liquidware FlexApp will be deployed in the near future to enable the seamless layering of applications into a golden image, reducing further the IT management overhead – saving Informa time and money.

## The Results

Informa is benefiting from utilizing Liquidware Stratusphere UX because the company is now able to:

- Identify issues with existing environments, enabling performance improvement
- Reduce the amount of time the desktop support team take to resolve issues
- Provide reduced login times on existing environments
- Gain insight into user issues—ranging from hardware restraints to out-dated policies—and allow root-cause analysis of user issues
- Identify users issues, reducing a 600+ second login to less than 60 seconds
- Improve user experience and satisfaction
- Produce reports based on measurable metrics for senior management to validate user experience improvements

Informa is benefiting from using Liquidware ProfileUnity because it provides:

- Ease of migration to new OS (Windows 10) with minimal impact to users, as their profile remains unchanged
- Ease of migration to new Desktop environment (AWS) with minimal impact to users as their profile remains unchanged
- ProfileUnity ProfileDisk is being utilized as a way to rebuild and restore a users profile in AWS in different AWS Regions or if a new AWS is required for the user
- Improved management of all desktop users across all environments (one tool across Physical, Citrix and Amazon WorkSpaces)



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