



Accelerate your virtualization experience with ChromeOS

ChromeOS enables your IT team to realise the true potential of virtualization with secure devices, fast deployment, and easy, cloud-first management.

Virtualization is a critical gateway for end-user app access and productivity.

A confluence of industry-wide trends have bolstered the need for continued virtualization of end-user compute.

Hybrid operating models

organizations increasingly have a mix of remote, mobile, and in-office employees. IT leaders need virtualization solutions that support access from anywhere.

60%
of the US workforce participates in remote work either full or part time.¹

Legacy application support

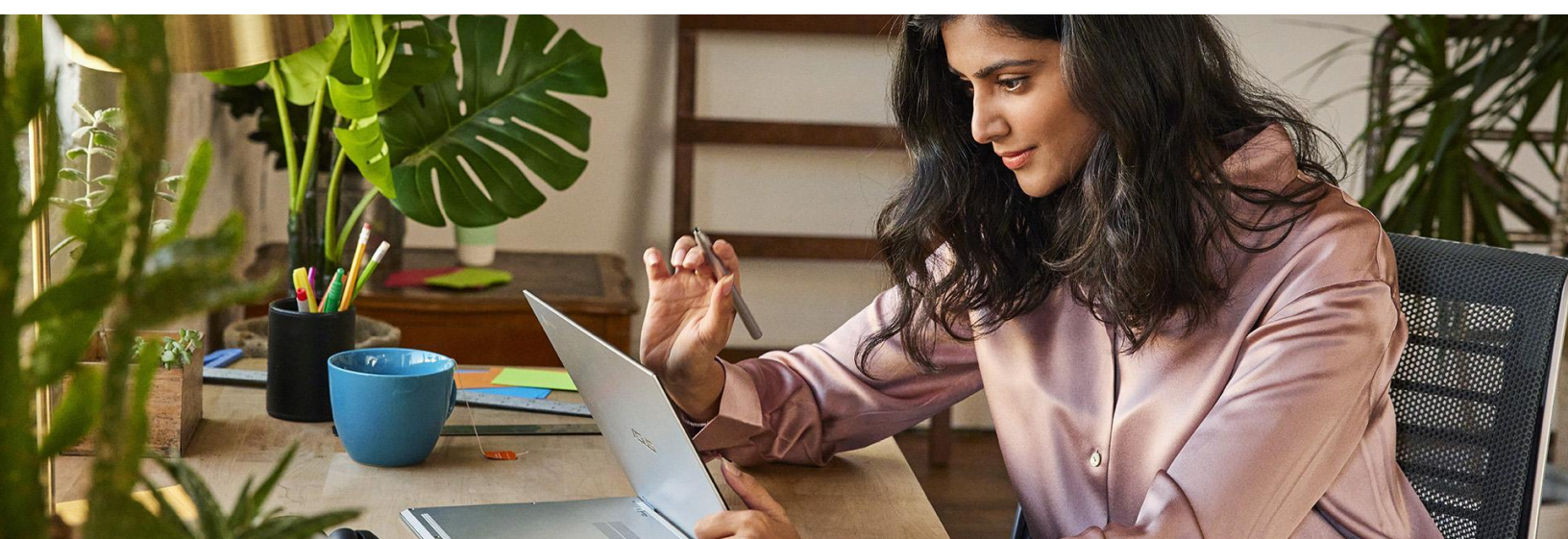
The combination of on-premises and cloud workloads have complicated service delivery. IT leaders need virtualization solutions that offer broad-based accessibility, especially for legacy applications.

97%
of organizations have at least one non-cloud-based application.¹

Targeted OS attacks

Threats and attacks have become increasingly sophisticated, exposing vulnerabilities in traditional OS security. IT leaders need virtualization solutions that can safeguard both business and customer data.

4.45 million
the global average cost of a data breach, a 15% increase over 3 years.²



Emerging solutions must support business and technical goals almost instantly

IT leaders need an OS that minimises management and end-user workflow disruptions, empowering them to deliver business and customer outcomes.

Modern experience

Employees expect a modern and simple virtualization workflow, so IT leaders seek solutions that have intuitive experiences.

Rapid deployment

Endpoint device optionality simplifies equipment delivery to contingent laborers, contractors, and high-turnover department employees, so IT leaders need operating systems that can be deployed quickly, securely, and remotely.

Robust security

Protection against threats and secure access to competitive, sensitive, and private information is paramount, so IT leaders prefer strong solutions with native, multi-layered security that can extend zero-trust security policies.

58%

of leaders prioritise intuitive user experience and interface during their operating system vendor evaluation process.¹

60%

of leaders cite easy deployment and management as primary reasons for selecting their current virtualization technology providers.¹

55%

of leaders cite security and compliance as a primary reason for choosing non-Windows operating systems.¹



Virtualization solutions are only as good as the underlying OS

Traditional thin client operating systems are often limited to a handful of use cases, and may fall short in delivering on a broad range of IT and end-user goals.

Unfamiliar user experience

Traditional thin client UI and UX are typically unfamiliar to users, impacting productivity and reinforcing traditional experience challenges like limited app options and high monitor latency.

Cost overruns

When scaling beyond initial use cases, traditional thin clients and operating systems tend to face adoption hurdles, leading to a higher TCO despite lower upfront costs.

Limited management

Especially in multi-vendor virtualization deployments, traditional thin clients lack robust UEM integration, limiting the extent and capabilities of IT leader oversight.

60%

of organizations use employee satisfaction to measure the benefits of their traditional thin operating systems.¹

30%

of organizations with traditional thin operating systems had a longer and more expensive deployment than expected.¹

40%

of organizations express functionality or integration concerns with thin client endpoint management solutions.¹



ChromeOS extends the value of your existing VDI setup

ChromeOS offers ease-of-use benefits—from application access to peripheral compatibility to augment end-users' capabilities across every workflow, device, and environment.

Seamless experience

Simplify your employee workflows with seamless access to applications across all environments, including native, browser, and virtualized Windows.

Boost employee productivity by saving 45 minutes per device deployed.³

Peripheral options

Plug and play with a wide range of user preferred devices, including webcams, keyboards, printers, and monitors from the Works With Chromebook program.⁴

ChromeOS offers a secure, fast, and simple IT management experience so you can spend more time on mission-critical tasks.

Rapid deployment

Scale easily with equipment drop shipping and setup devices without imaging using cloud-based user profiles.

Lower the risk of delayed or over budget deployments by 30% compared to Windows 10.¹

Advanced security

Protect your endpoint devices and avoid the need for antivirus software with automatic security updates, built-in executables blocking, and a multi-layered OS architecture.

No reported ransomware attacks ever*, and easier zero-trust security.

Comprehensive IT oversight

Grant IT administrators additional control and remote management via the Google Admin console for enterprise.

ChromeOS is 36% easier to manage than other operating systems and 63% faster to deploy.³

Predictable costs

Optimize your cost-to-serve and reduce TCO by enabling lower cost endpoint devices.

ChromeOS devices cost 44% less over three years, providing cost savings, time efficiencies, and productivity gains worth an average of more than \$1,700 per device over three years.³



Plug and play with leading virtualization providers

ChromeOS integrates seamlessly with Citrix and VMware to offer a comprehensive end-user compute solution.

Success at Viessmann:

Planning to enable employee flexibility, Viessmann, a German energy systems manufacturer, adopted ChromeOS and Citrix as its virtualization solution.

Viessmann was looking for a modern experience with better performance and flexibility. Since deployment, ChromeOS and Citrix have provided Viessmann's 12,000 employees with productivity tools and legacy application access, and have also supported IT leaders with simplified management and reduced deployment costs.

[Learn more about the Viessmann case study](#)



Success at ATB Financial:

In an effort to innovate the banking customer experience, ATB Financial, a large Canadian financial institution, deployed ChromeOS and VMware to change how employees worked. The company's previous virtualization experience was limited by performance, inhibiting collaboration and requiring massive IT oversight. However, the switch to ChromeOS and VMware helped over 5,000 employees get persistent access productivity tools, transform their work culture and provide an elevated experience to over 700,000 customers.

[Learn more about the ATB Financial case study](#)



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Upgrade to ChromeOS today to turbo charge your virtualization deployments.

Elevate user experience and modernise your IT environment today

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- [Review Chromebook endpoint hardware options](#)
- [Explore Chrome Enterprise Recommended \(CER\) software solutions](#)
- [Explore Works With Chromebook hardware solution](#)

References

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3. [IDC Business Value Paper, sponsored by Google. The Business Value of ChromeOS, doc #49920522, March 2023](#)
4. [Works with Chromebooks](#)

