1. **What is Windows Virtual Desktop?**

   Windows Virtual Desktop is a comprehensive desktop and app virtualization service that runs in the cloud. WVD is the only desktop virtualization service that provides Windows 10 on a multi-tenant basis. This means customers get the best user experience at a price they’ll love.

   - **Best user experience** — Native Windows 10 user experience optimized for Windows 10, and PaaS simplifies management requirements for IT staff.
   - **Superior economics** — Windows 10 multi-tenant provides the best price for Windows 10, and Paas simplifies management requirements for IT staff.

2. **Windows Virtual Desktop Pricing and Packaging**

   Windows Virtual Desktop: l
   Resources

   - **Windows Virtual Desktop Pricing Deep Dive**
   - **Windows Virtual Desktop Solution Configurator:** Input your customer scenario and into the WVD Solution Configurator to estimate Azure infrastructure costs.
   - **Apply eligible discounts from your indirect provider, CSP program, and utilize Azure Hybrid Reserved Instances.**
   - **Decide if you are going to use WVD native or use a third-party management service.**
   - **Develop a training plan for your team and the user who is going to be the starting point.**
   - **Deploy immediately before taking your first live customer.**

3. **Technical Training Resources**

   Before you deploy your first customer, make sure you have the necessary skills. No matter where you are in your cloud adoption journey there are resources available to quickly get you up to speed. Attend or re-visit the WVD Tech Intensity Tour sessions to learn how to manage your WVD environments using Azure’s built-in resources. Or connect with a partner to help manage your WVD deployment.

   - **Decide if you are going to use WVD native or use a third-party management service.**
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4. **Go-to-Market**

   It’s time to sell! We have created campaign resources to kick start your go-to-market efforts and train your sales staff how to pitch the solution. This campaign highlights how WVD empowers employers to be more productive.

   - **Value Proposition Deck** — Share this to-customer value prop deck and showcase the benefits of WVD.
   - **Conversation Guide** — Your sales team can use this script to quickly highlight the benefits of WVD.
   - **Get the full go-to-market ‘Empower your Employees’ campaign below.**

5. **Resources**

   - **Windows Virtual Desktop Pricing Deep Dive**
   - **Windows Virtual Desktop Solution Configurator**
   - **Windows Virtual Desktop Licensing path on MS Learn**
   - **Build a cloud-first Azure Academia Virtual Desktop and Nerdio webinar**
   - **Tech Intensity Tour recorded training for Windows Virtual Desktop**
   - **On-demand WVD technical enablement**
   - **SMB Hub**
     - Website with useful information for SMB partners
   - **Get the full go-to-market ‘Empower your Employees’ campaign below.**