# IMC Case - Virtual Desktop Infrastructure (VDI)

Background:

The **Digital Aalto 2022 strategy** envisions Aalto as a leader in digital / online learning tools by 2022. So far, Aalto has successfully added new IT infrastructure around the campus. The updated Aalto.fi website provides a communication platform through which staff and students can organize their daily activities. Additionally, students and staff can book workspaces through the Aalto Space mobile application, and examinations are conducted electronically.

Where we want to be - the *problem*:

As part of the Digital Aalto 2022 strategy, Aalto IT has developed a **digital infrastructure enabling anyone to use Aalto resources and software on their personal devices,** hence the concept of Bring Your Own Device (BYOD). The technology enabling you to access their Aalto desktop is called: **Virtual Desktop Infrastructure (VDI)**. Aalto views VDI as a means/tool for students and staff to work with increased flexibility, speed, and efficiency.
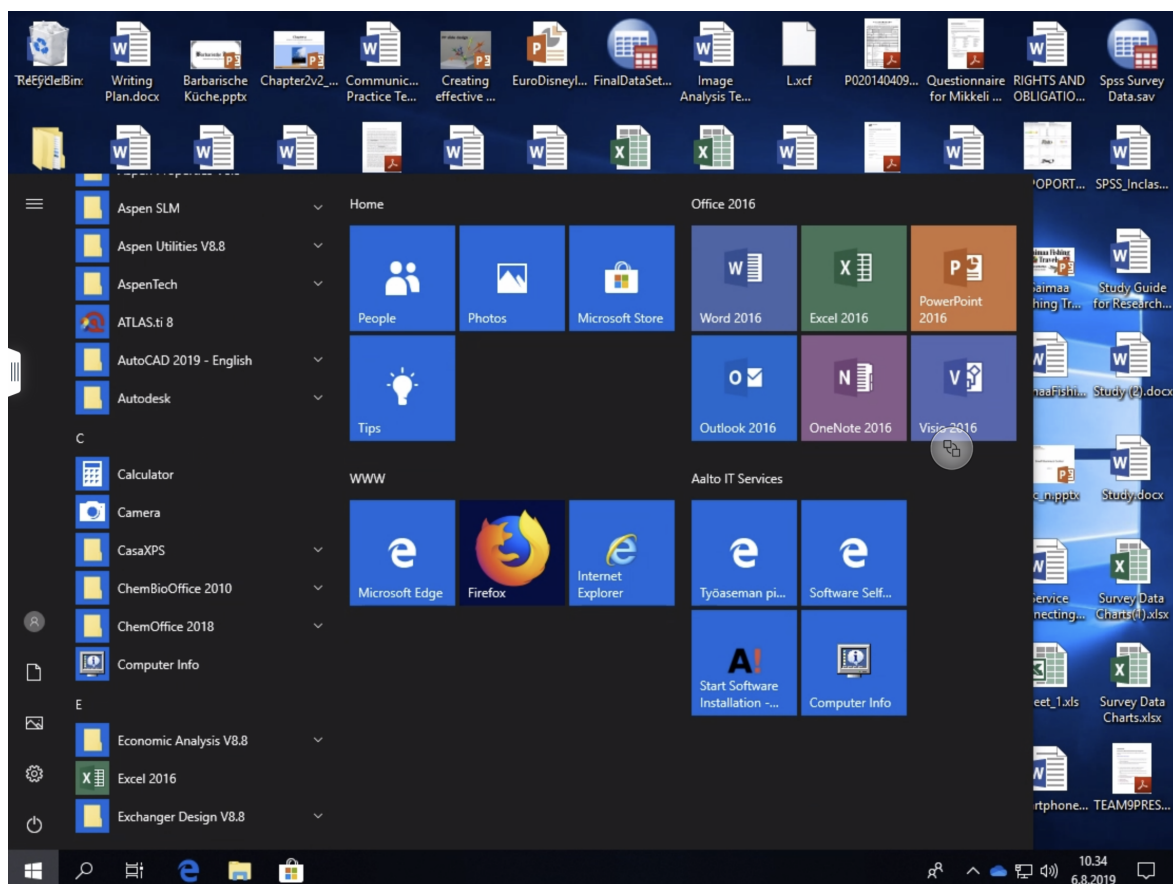
Screenshot from an iPad running Windows 10 using VDI

Your role:

As part of this course, your group will work on an Integrated Marketing Communications campaign that will **help Aalto communicate this technological solution to students and staff across the Aalto schools succinctly and effectively.**

Key figures (target group):

Number of students at Aalto: 18K
(this year Aalto admitted 1895 new Bachelor students)
Faculty and staff: 4K

What to take into account at this stage:

- *What is Aalto? What is the university about?*
- *What schools are there? How do the needs associated with them differ?*
- *What kind of student and staff profiles are present on campus? What are their needs?*
- *Who are the potential users of VDI?*
- *How does Aalto fare against other universities, both internally and externally?*
- *Digital Aalto 2022 strategy (see appendix)*

How are we going to address this "problem"?

Based on your research, you will generate insights that help you come up with a **creative idea** which will guide your communication planning and implementation (more on this throughout the course). As a starting point, students and staff are not currently aware of VDI as a solution whatsoever.

Tactical implementation (IMC):

- Promotional mix (Advertising, PR, Sponsorship, Sales promotions…)
- Media channels
- Media strategy (e.g.; digital/or print/ direct)

Budget:

Your budget for a 3 month campaign will be €15,000

Measurement:

How can you measure the success of the VDI implementation at Aalto?
You will have to come up with your own measures. But in this case, a percentage adoption rate would be warranted. We will tackle the measurement aspect of IMC towards the end of the course.

Implementation phase:

September 1st 2019 (Aalto day one), to December 31.12.2019.

Report length:

Around 15 pages. Times new roman or similar 12 point font. 1,5 spacing.

Final assignment deadline.

11.09.2019 by 24:00h

To be returned via MyCourses designated folder specified by the instructor.