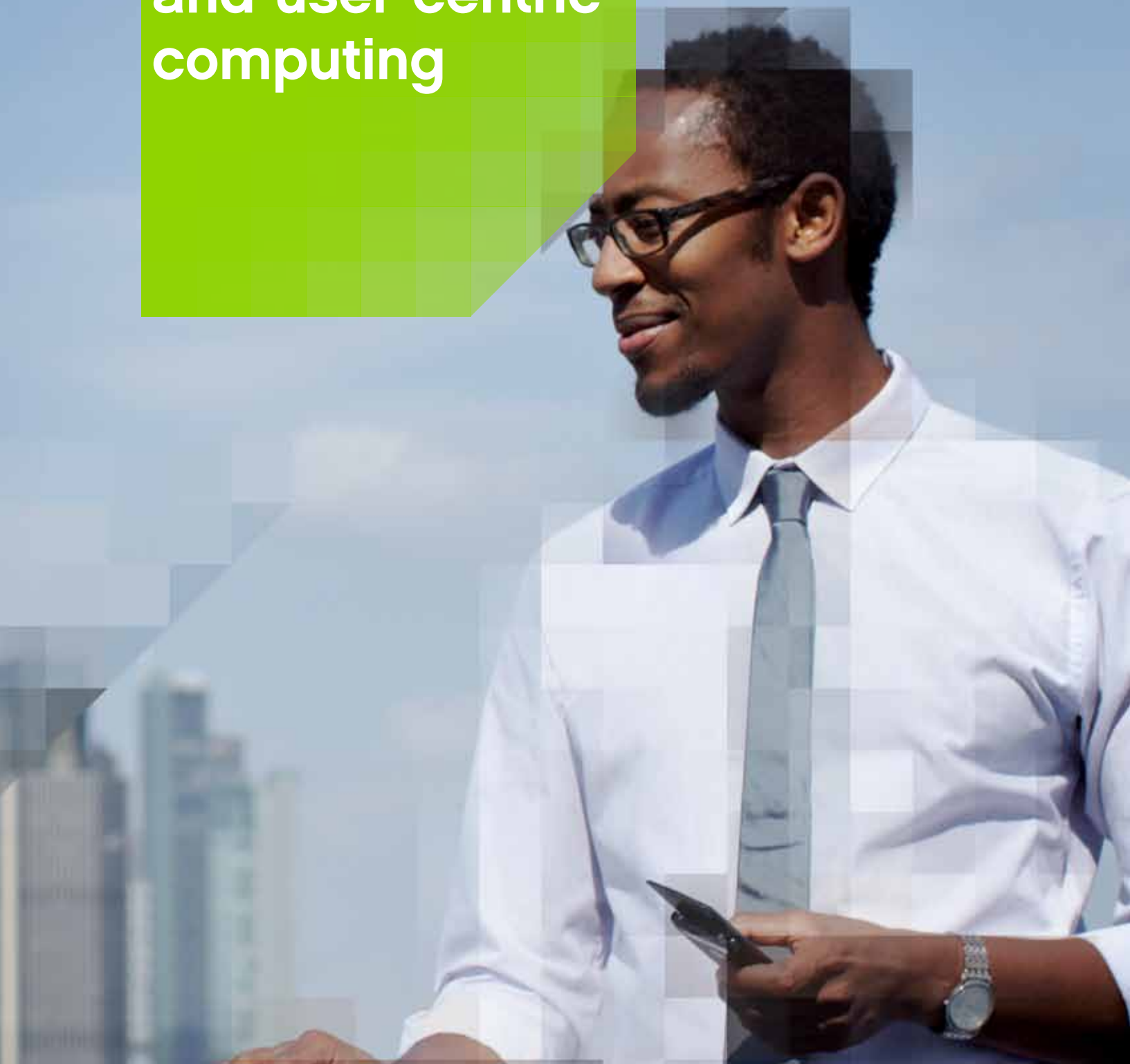
AppSense user virtualization and Centrix Software
Desktop transformation overview

Enable desktop transformation and user centric computing

AppSense®

You are the technology



Enable desktop transformation and user centric computing

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What is desktop transformation?

Desktop transformation forms the process of moving from the rigid infrastructure based desktop strategy to a dynamic user centric strategy that enables organizations to simplify desktop management, reduce associated costs, adopt new technologies, and provide IT services based on the needs of the user at any given time or from any location.

There are a number of drivers for IT to consider desktop transformation projects. Perhaps the biggest driver currently is the need to move users to Windows 7, which provides the opportunity to assess how best to deliver not only Windows 7 but also the most appropriate application deliver technologies.

With no two projects, or users, being the same, we must remove barriers and complexities associated with desktop transformation. Together Centrix Software and AppSense provide desktop transformation solutions that significantly reduce costs and simplify projects.

Centrix Software enables the path to unified user centric computing

Its end-user computing analytics solutions give organizations deep insight into their computing environments, providing the ability to track application usage at a detailed, session level. This enables IT to make informed decisions about desktop transformation projects and ongoing software asset and licence management optimization.

Its unified end-user computing platform gives organizations the ability to deliver a common experience to business users regardless of the underlying infrastructure. This helps dramatically reduce infrastructure costs and accelerate the move towards cloud-based application delivery.

AppSense user virtualization enables user centric computing

User virtualization redefines the relationship the world has with technology, by unlocking it, so that technology doesn't control what we do. It re-writes the economics of IT that become the life-force for a mobile, interconnected, interactive world. With the advent of myriad mobile devices, Windows 7, desktop and application virtualization, cloud computing, data privacy and ever-demanding employees, user virtualization allows you to unlock the potential of these new technologies while liberating your most valuable asset.

By separating the user from their desktop, and managing them once, across all computing platforms and delivery mechanisms,, user have a personal experience, that is configured in accordance with business and governance rules.

The journey to user centric computing

Setting the scene

Corporate IT strategy is at a tipping point; we have entered a period of transformation, a new generation of virtual desktops, application delivery methods and multiple access devices being used by an increasingly demanding and mobile workforce, coupled with migration projects such as Windows 7 adoption has paved the way for replacing static, infrastructure based computing to that of IT as a Service, orchestrated around the user and their requirements at any point in time.

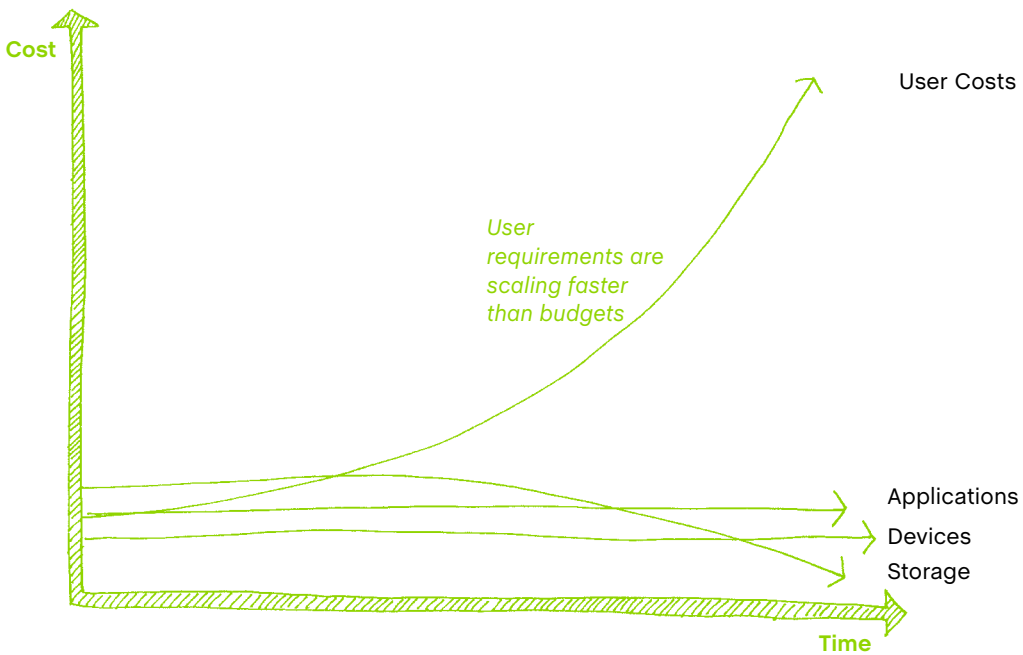
Managing desktops can consume up to 80% of IT budgets, as users start to access more desktops (physical, virtual, published), from multiple accessing devices. The cost of management increases with each additional technology option, meaning the gap between user demands and IT service will increase to a point whereby all time and resource is consumed in a reactive IT strategy based on infrastructure. While traditional desktop management cost measures such as devices, applications, and storage remain constant or drop over time, IT teams are finding themselves buckling under escalating user-related cost and complexity.

IT budgets are not growing at the same rate as these increasing user demands. In fact, many are shrinking. The only way IT teams can win is by changing the game.

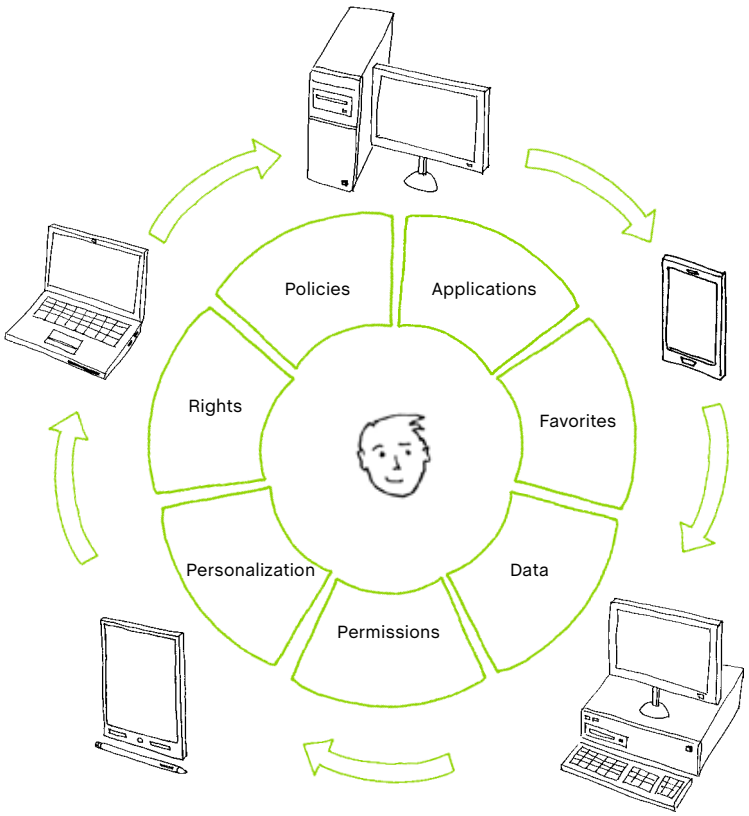
Organizations cannot afford to manage every desktop on a per-device or unique instance basis. Instead you must manage the user once, across all of the devices and platforms they use. By shifting IT management focus away from individual devices and to the user, user virtualization addresses hidden operational costs.

The only way for IT to maintain control and facilitate the access to IT services while reducing workload and budget requirements is to manage the user once, across all desktops.

Technology is driven by people, however, more power for our users equals greater complexity and more cost for IT service departments



Manage the user, not the device



When desktops are dynamically configured based on the context of the user, their location, the device, and time, management costs are reduced, user experience is increased, desktop stability is heightened and both IT and users are provided with a freedom of choice on how best to deliver and consume desktop services.

Challenges on getting to a user centric model

The first steps in desktop transformation are:

- To understand the existing environment and plan your user centric model
- Separating the user from the existing environment

Without understanding the existing environment, what the user has introduced, the applications they use and how they use them, it is costly and difficult to try and predict how your new desktop environment should look and behave.

Without being able to decouple the user and all of their information from the existing operating systems, applications and device, it is impossible to facilitate a user centric computing strategy that dynamically constructs a desktop around the context of the user, across all accessing devices and delivery methods.

Enter the Desktop Transformation Lifecycle.

Desktop transformation lifecycle with AppSense and Centrix

Desktop transformation lifecycle with AppSense and Centrix

AppSense user virtualization and Centrix Software unified end-user computing enables enterprise desktop transformation projects and facilitates the move to a user centric computing strategy by delivering on the requirements at each stage of the desktop lifecycle and providing both the insight and management options to seamlessly adopt new technologies such as Windows 7, Application and Desktop Virtualization, Cloud Computing and Bring Your Own Device initiatives. This can be broken down into four simple steps:

Analyze

Centrix Software allows IT to fundamentally understand installation and usage data, providing deep, accurate insight into users as a starting point for any transformation, while ongoing analysis provides opportunity for additional optimization;

Plan

By providing detailed analytics, Centrix Software enables IT to prioritize and plan based on usage information. When IT understands what is happening on an existing desktop, it leads to better planning for future needs;

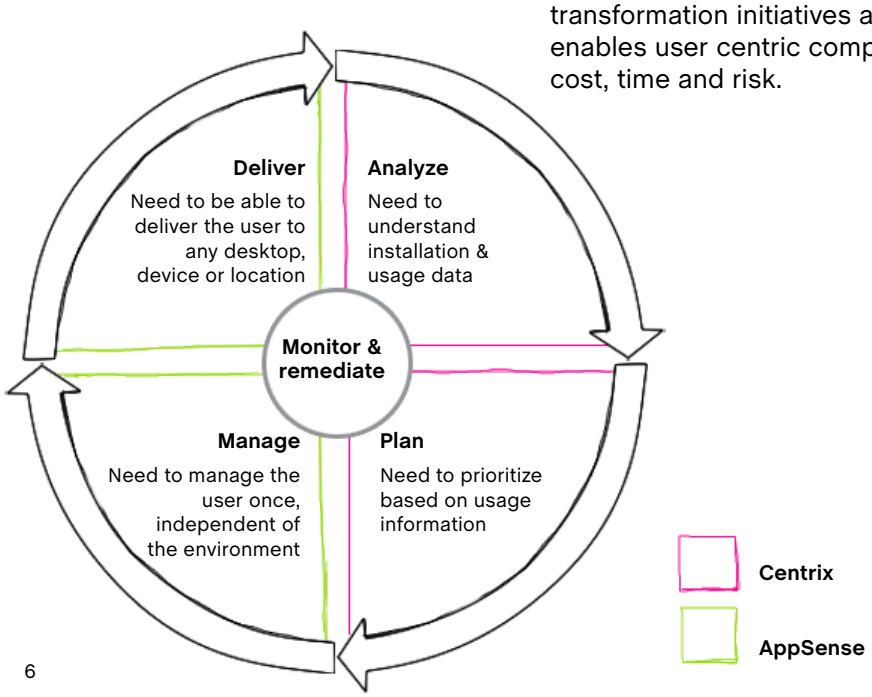
Manage

AppSense allows IT to manage the user, independent of the environment, across all computing platforms and delivery mechanisms. IT is able to manage productivity and user experience at the device level; and,

Deliver

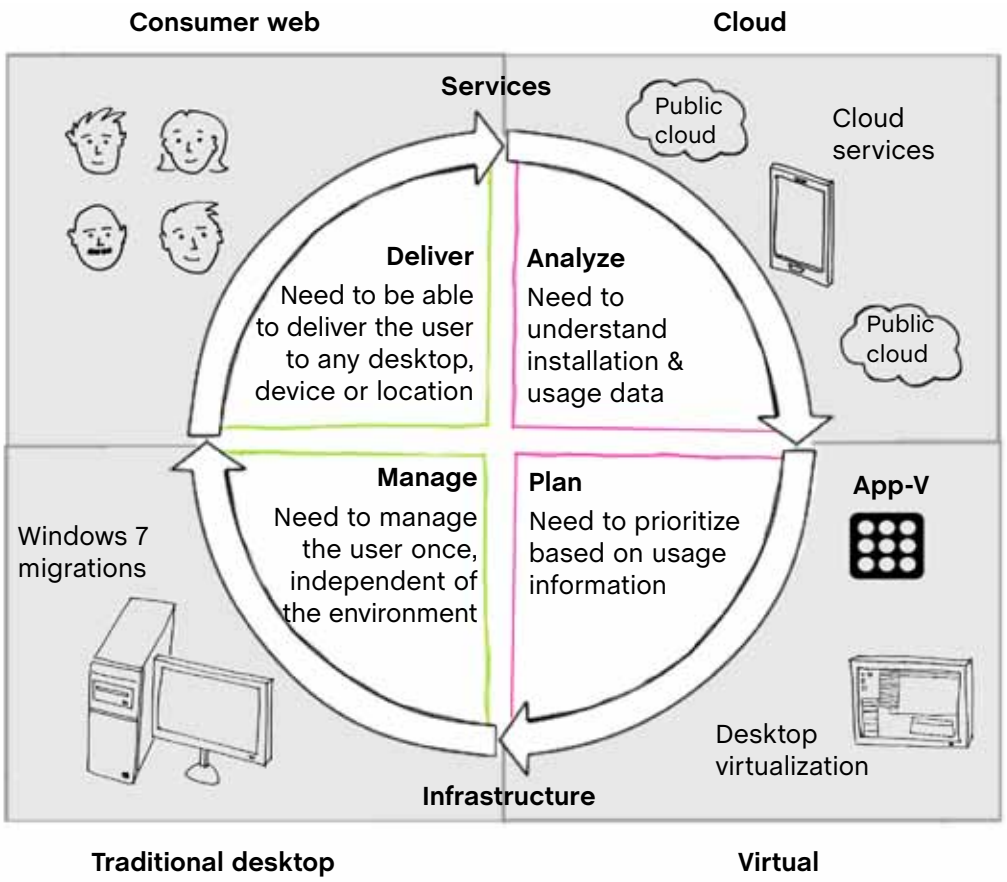
AppSense user virtualization enables IT to deliver the user to any desktop, device or location, allowing for flexibility, freedom of choice and the reduction IT barriers

Desktop Transformation Lifecycle



It is this combination of understanding the existing environment, planning your transformation initiatives and then having the ability to separate the user that enables user centric computing and rapid adoption of new technologies, at lower cost, time and risk.

Desktop transformation lifecycle with for continuous technology adoption



Desktop transformation is not a one-time move, it is a continuous cycle that is used in all transformation and adoption projects. The first step in transformation is embracing a desktop platform built to accommodate the adoption of virtualization technologies, and for many organizations this comes in the shape of Windows 7. With AppSense user virtualization, Centrix Software and Windows 7 in place, desktop and application virtualizations can be seamlessly adopted as the next stages of your transformation project, preparing you for cloud based services and an IT as a Service strategy.

Key transformation projects

Application Virtualization

- Reduce migration costs by upwards of 35%
- Simplify future transformations
- Increase user experience and adoption

By understanding application usage patterns and resource utilization, you can more effectively plan your application virtualization project and identify areas for optimization. Application Packages can be standardized and shared across the entire enterprise as each application is dynamically configured and personalized based on the context of the user. This enables a faster and greater adoption of application virtualization technology and reduces on-going management and support costs.

Windows 7 migrations

- Reduce migration costs by £500 per user
- Enable simplified phased approach
- Decrease migration time by months

Together, Centrix Software and AppSense provide you with analysis of the existing user environment, assess device and application compatibility for Windows 7 and formulate replacement and migration strategies. Outdated desktop management tools can be replaced and the user is seamlessly migrated to Windows 7 in reduced time, remaining separate so that other transformation projects can now take place more rapidly than was ever previously possible.

Desktop Virtualization

- Enable stateless virtual desktops
- Reduce infrastructure requirements
- Set the foundations for cloud computing

By understanding session concurrency, and more importantly what the user is doing within their user session, base image configuration requirements can be planned and infrastructure requirements are dramatically reduced. With the user virtualized and separate from the desktop build, standardization of images can be employed and a stateless virtual desktop environment adopted to reduce management and infrastructure costs while ensuring user personalization and adoption.

Cloud Computing

- De-risk cloud delivery
- Retain control of the user
- Reduce management costs

Before you can move to a software or desktop as a service or cloud model, you must first understand what applications are suitable, and how they are used. This enables the business to plan the provisioning of services for both internal private and external public clouds while developing a charge back model where applicable. Key to this move is the independent management of the user which ensures all user access to cloud services is in accordance to legal governance and internal corporate guidelines. It also retains all user related information within the safe confines of the corporate data center, and not in the public cloud.

The result – user centric computing

- On-going lifecycle with analysis at each stage
- Further services can be designed around the user
- Ready for any new computing project

With unparalleled analysis of the current estate and the reports to enable a plan to transform your computing strategy to a user focused service combined with the ability to retain and manage the user separate from the desktop assets, desktop transformation becomes an on-going, evolving project that at each step further simplifies and reduces the cost & complexity of adoption each new technology or project.

Moving to Windows 7, coupled with desktop and application virtualization with this proven and combined solution also forms foundations for future proofing your strategy as other initiatives such as Windows 8 and Personal Clouds become more prevalent in the future.

Future success

To fully embrace and benefit from the shift from infrastructure to service based computing we must understand and remove user complexity. Managing our estates at just the device level impacts user productivity and increases IT costs as the gap between user demands and IT capabilities increases. User virtualization enables flexibility, freedom of choice for both IT and users, and eliminates barriers to technology adoption. It is the understanding of the environment that is pivotal to desktop transformation. Once in place, the on-going analysis provides opportunity for additional optimization and ensures that each and every new project becomes easier, faster and lower costs in a user centric world.

Supporting comments

AppSense

“With the rapidly evolving use of cloud and personal devices, the focus must now shift to providing user-centric services as to distance ourselves from technologies dependent on a specific infrastructure,” said David Roussain, Vice President of Business Development at AppSense. “The only way for IT to maintain control and facilitate the access to IT services while reducing workload and budget requirements is to manage the user once, across all desktops. We see our partnership with Centrix as a necessary step in educating organizations of the importance of a user-centric computing model to their future desktop success.”

Centrix

“We have entered a period of transformation in the corporate IT strategy that is orchestrated around the user and their requirements. The user-centric model of computing is an ongoing cycle that will allow new technologies to be seamlessly adopted into each environment,” said Lewis Gee, VP Sales and Marketing at Centrix Software. “This is a natural partnership for us as we share AppSense’s focus on making IT more user-centric in order to ensure one’s desktop environment is prepared for future technologies. By joining forces, we are recognizing that organizations will only be successful if they understand the user is the element that needs to be managed rather than the device.”

Entelechy Associates

“Centrix Software is currently leading the market in providing next generation workspace transformation solutions,” said Simon Bramfitt, Founder and Principal Analyst at Entelechy Associates. “Their solution coupled with AppSense, which is the only company that is holistically solving the challenges of delivering a unified user experience across multiple platforms, provides a truly user centric workspace that will enable organizations to quickly adapt and implement new technologies.”

AppSense.com

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About AppSense

We are the leading provider of user virtualization technology to enterprise organizations. User virtualization is a way of managing user-specific information independent of the desktop, and applying this information into any desktop (local install, virtualized, published, streamed etc) on-demand. This enables IT to standardize the desktop build, automate desktop and application delivery, and migrate users to new desktops – all while ensuring the user experience is seamless, personal, predictable and easily manageable.

AppSense®