

Transforming IT Lifecycle Management  
with AppSense user virtualization

Lifecycle  
Management &  
AppSense Affinity  
Partners

AppSense®

You are the technology



# Contents

<b>What is the Transformation Lifecycle?</b> .....	<b>3</b>
<b>Why transform now?</b> .....	<b>3-4</b>
<b>What are the benefits of a people centric computing strategy?</b> .....	<b>4</b>
Freedom of choice .....	4
Consumerization .....	4
True IT-as-a-Service .....	4
Device independence .....	4
An end to migration .....	4
<b>The Journey to user centric computing</b> .....	<b>5</b>
Challenges on getting to a user centric model .....	5
Assessing the existing user environment .....	5
Analyzing compatibility with the new desktop environment .....	5
AppSense user virtualization enables user centric computing .....	5
<b>Introducing the AppSense Affinity Program; An Integrated Ecosystem</b> .....	<b>6</b>
Assess .....	6
Analyze.....	6
Deploy .....	6
<b>The Transformation Lifecycle</b> .....	<b>7</b>
Assess (Analyze and Plan) .....	7
Analyze.....	7
Deploy .....	7
<b>The user</b> .....	<b>8</b>
The evolving and continuous lifecycle process .....	8
<b>Key transformation projects and AppSense benefits</b> .....	<b>9</b>
Windows 7 migrations .....	9
Application virtualization .....	9
Desktop virtualization .....	9
Cloud computing .....	9
Bring Your Own Device .....	9
<b>Conclusion: The Result – User Centric Computing</b> .....	<b>10</b>
Future Success .....	10
<b>Desktop Transformation Supporting Comments</b> .....	<b>11-15</b>
AppSense Affinity “assess” partners .....	11-12
AppSense Affinity “analyze” partners .....	13
AppSense Affinity “deploy” partners .....	14-15



## What is the Transformation Lifecycle?

IT pros are hearing the term “desktop transformation” with growing regularity. But what does it really mean? Deploying virtual desktop infrastructure? Windows 7 migration? Application virtualization? Or enabling use of iPads and employee-owned PCs?

At AppSense, we think the answer is all of the above. The IT environment of the future will be heterogeneous, comprising multiple technologies, both physical and virtual. It will also be constantly changing in response to company and employee demand, and with the advent of new technologies. Rather than thinking about “desktop transformation” as a set of chronological events that take you from a physical to a virtual environment, we think IT pros should view transformation as a set of skills and technology that can be applied on an ongoing basis as needs and technologies evolve.

The inevitable move from an infrastructure-based computing environment to a service-based, user-centric model is a high priority for many enterprises. However, these companies are set to face myriad challenges as they replace existing systems with virtualization technologies in a bid to reduce operational cost and improve employee productivity; challenges including the appearance of hidden cost in support and management, also user acceptance issues are the user experience is potentially compromised. Such challenges can be avoided by taking a user-centric focus through your transformation journey.

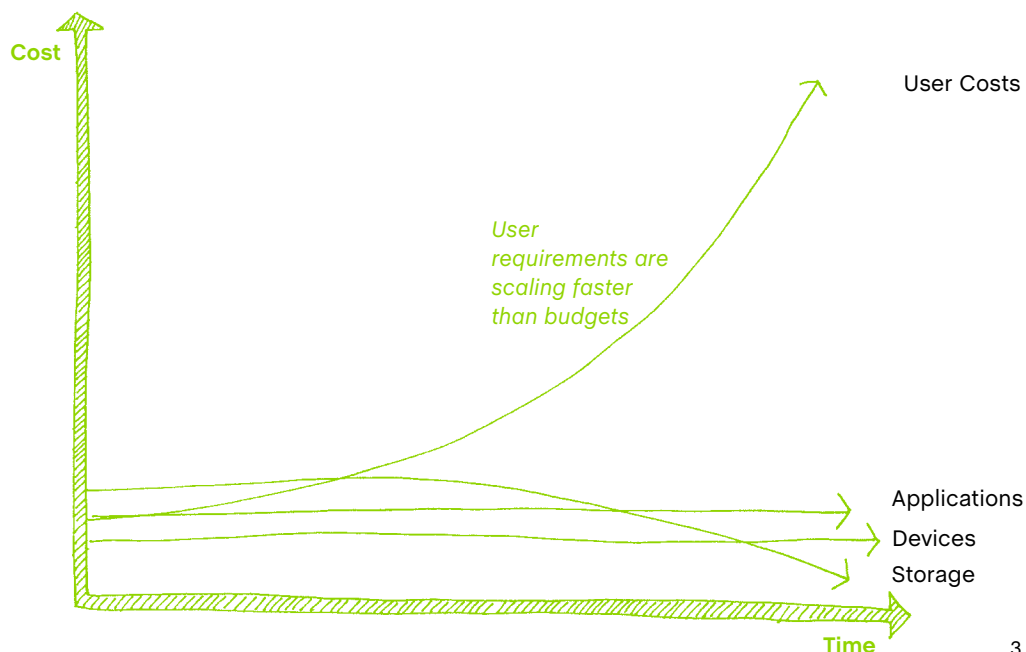
## Why transform now?

The short answer: because if you don't embrace transformation, your users will do it for you.

The old rules of corporate computing no longer apply. Increasingly tech-savvy knowledge workers are introducing tablets, smart phones, and unknown applications into the enterprise at an unprecedented rate. While it flies in the face of traditional IT best practices, it is today's new reality.

Meanwhile, enterprise IT strategy is at a tipping point; a new generation of virtual desktops, application delivery methods, coupled with practical needs in areas such as Windows 7 migration and PC refresh, are driving a shift from the static, infrastructure-based computing of today to a more flexible and adaptable IT-as-a-Service model, 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 addition option, meaning the gap between user demands and IT service will increase to a point whereby all resource is consumed in a tail chasing, reactive IT strategy. 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.



# Lifecycle Management & AppSense Affinity Partners

## Why transform now?

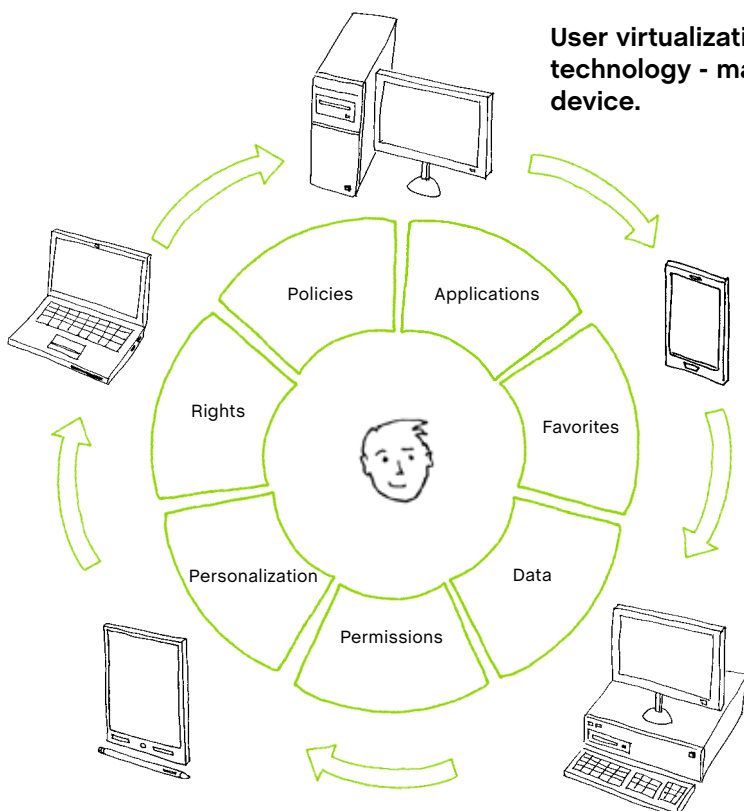
IT budgets are not growing at the same rate as these increasing user demands. In fact, many are shrinking. The only way IT teams can win is by changing the game.

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.

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

A sound IT transformation strategy brings this rapidly expanding collection of challenges and priorities together into a cohesive lifecycle that will both optimize your existing IT management activities and allow you to embrace the diverse set of devices and applications that users are demanding.

**User virtualization: You are the technology - manage the user, not the device.**



## What are the benefits of a people-centric computing strategy?

Embracing a people-centric strategy enables IT to become more flexible by removing the need to manage at the device, platform or application level. This gives both IT and employees greater freedom of choice, while retaining control over what is delivered and how it is used. Among many things, managing the user independently from the specific devices and desktops they use enables:

- **Freedom of choice** – selecting fit-for-purpose technology without compromising employee experience
- **Consumerization** – empower employees to use their own tools to get their jobs done
- **True IT-as-a-Service** – managing and delivering desktop components as needed
- **Device independence** – ensure an optimum employee experience across all devices
- **An end to migration** – never again need to migrate users to new platforms – they're already there!



## The journey to user centric computing

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 building a user centric model

Without understanding the existing environment, what the user has introduced, and 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....

### Assessing the existing user environment

Working in partnership with our partners such as Lakeside Software and Centrix Software, their end-user computing analytics solutions give organizations deep insight into their users' existing computing environments, providing the ability to track application usage at a detailed, session level. This enables IT to make informed decisions, plan their desktop transformation projects more effectively and ongoing software asset and license management optimization.

### Analyzing compatibility with the new desktop environment

Transformation projects can be simplified and accelerated by addressing potential compatibility issues up front, reducing testing and OS provisioning time, and avoiding lost end-user productivity.

By understanding any application compatibility issues, possible remediation options can be considered prior to migration testing. By assessing compatibility, you can now identify which deployment methods are most suitable for specific applications and also highlight any applications that are incompatible with one another

Assessment also includes understanding which applications require administrator privileges and as such, can help remove the need for local administrator users in your next generation of the desktop

### 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.

# Lifecycle Management & AppSense Affinity Partners

## Introducing the AppSense Affinity Program; An integrated eco-system

While AppSense user virtualization can serve as a centerpiece of your IT transformation lifecycle, through our AppSense Affinity program we have brought together a collection of leading solution providers who can bring further insights and capabilities to your transformation project. AppSense and our Affinity Partners provide proven, repeatable best practices and best in class technology to enable rapid project completion and maximum user acceptance at minimal cost and complexity.

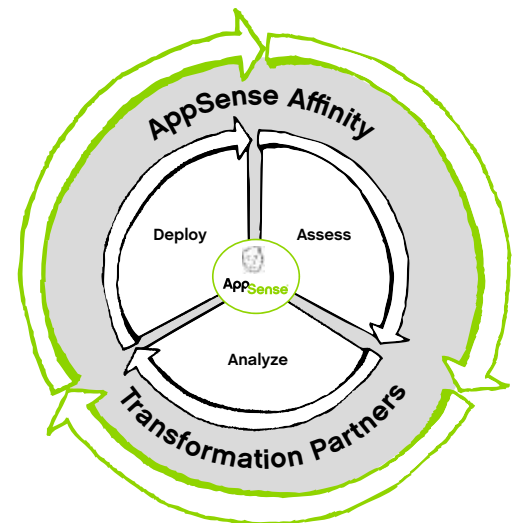
AppSense Affinity Partners provide the desktop and application delivery platforms to the deliver the underlying assets to a user, where they are then brought together and dynamically configured and personalized focusing on the user as the central point of the desktop, through the use of AppSense user virtualization technology.

Working together with leading solution providers in each of the Transformation Lifecycle stages, AppSense and our Affinity Partners provide proven, repeatable best practices to enable rapid project completion and maximum user acceptance at minimal cost and complexity.

We view IT transformation as comprised of three key competencies:

- **Assess** – the existing user environment
  - **Understand:** the existing user environment
  - **Optimize:** decide what needs to be migrated
  - **Prioritize:** the most critical aspects to transform
- **Analyze** – how what you plan to migrate with interoperate
  - **Compatibility:** Will my applications work in the new environment
  - **Remediation:** how best to fix incompatibilities
  - **Automation:** virtualize and be ready for deployment
- **Deploy** – the desktop, operating system, applications and the user to any device
  - **Flexibility:** with multiple options on how best to deliver assets
  - **Efficiency:** utilize standardized assets across multiple users
  - **Centralization:** of IT services and end user services

All three of these transformation phases are unpinned by user virtualization technology. User virtualization ensures that all aspects of the user are abstracted from the existing environment during the transformation process, enabling the organization to capture everything about an employee, setting them on a course for true independent user management and accelerating the transformation of the desktop and applications to a 'mixed desktop' world.





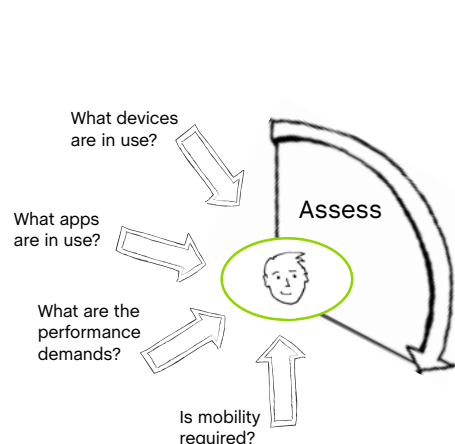
## The Transformation Lifecycle

No matter what your current or next project is, approaching transformation as continuous lifecycle will make managing change part of your IT team's collective DNA. For many organizations, the next major project on the horizon is Windows 7 adoption. Other initiatives such as application and desktop virtualization, cloud computing and bring your own device are on the horizon. User virtualization can help organize, simplify, and remove cost from these projects, further reducing on-going operational spend and improving the user experience.

- Windows 7 migration – reduced migration costs, simplified execution, shortened project time
- Application virtualization – decreased packaging requirements and IT overhead, increased user adoption
- Desktop virtualization – enable stateless virtual desktops with a personalized and responsive user experience
- Cloud computing – de-risk cloud delivery, a personal experience with retained control and ownership
- BYOD – device independence with secure and optimum employee experience

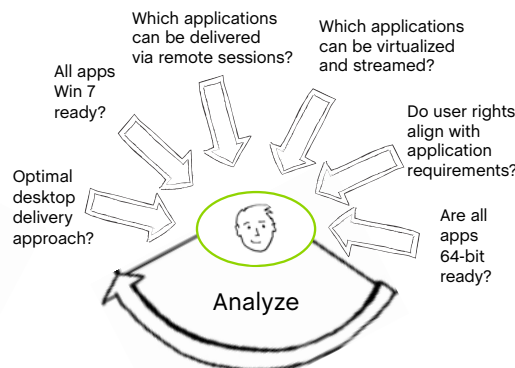
### Assess (Analyze and plan)

Partners such as Lakeside Software and 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; By providing such detailed analytics, these partners enable IT to prioritize what needs to be migrated up upgraded and plan based on usage information. When IT understands what is happening on an existing desktop, it leads to a faster testing and compatibility project.



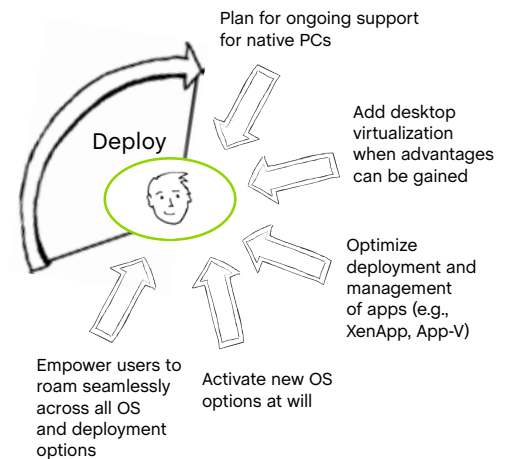
### Analyze

Partners such as App-DNA ensure that whatever you plan to migrate from your existing environment to your next environment is evaluated to interoperability and compatibility. This reduces project times as any potential hazards are identified ahead of time and are also resolved with a comprehensive set of remediation tools. This reduces reactive workload within the project, removes risk and reduces transformation costs.



### Deploy

As users become more demanding; accessing corporate desktop assets and data from mobile locations from unknown devices, a range of solutions available Citrix, Microsoft, VMware, Cisco and Symantec are designed to facilitate the delivery of such components to end users in enterprise environments.



# Lifecycle Management & AppSense Affinity Partners

## The user

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, 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.

### **The evolving and continuous lifecycle process**

It is this combination of understanding the existing environment, planning your next desktop environment and then having the ability to separate the user and provision IT services to the user, on any device, operating system or deployment mechanism that enables user centric computing and rapid adoption of new technologies, at lower cost, time and risk.

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 form of implementing Windows 7. With AppSense user virtualization 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, bring your own device initiatives and an IT-as-a-Service strategy.



## Key transformation projects and AppSense benefits

### Windows 7 migrations

- Reduce migration costs
- Enable simplified phased approach
- Decrease migration time by months

Together, AppSense and our partners provide you with analysis of the existing user environment, assess device and application compatibility with 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 and remains separate so that other transformation projects can now rapidly take place.

### Application virtualization

- Reduce migration costs
- Simplify future transformations
- Increase user experience and adoption

By understanding application usage patterns and resource utilization, you can effectively plan your application virtualization project and identify areas for optimization. You can target the most commonly used applications and in addition 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.

### 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.

### Bring Your Own Device

- Remove user complexity
- Ensure data security
- Enable greater flexibility

Studies show that many users expect to be able to utilize their own personal devices as part of their working life, and that organizations can reduce desktop TCO by embracing a BYOD policy, however user complexity and retaining control over the desktop is a major barrier for many organizations. User virtualization ensures the desktop remaining both personal, and secure at all times – no matter what device the user chooses to use.

# Conclusion

## The result – user centric computing

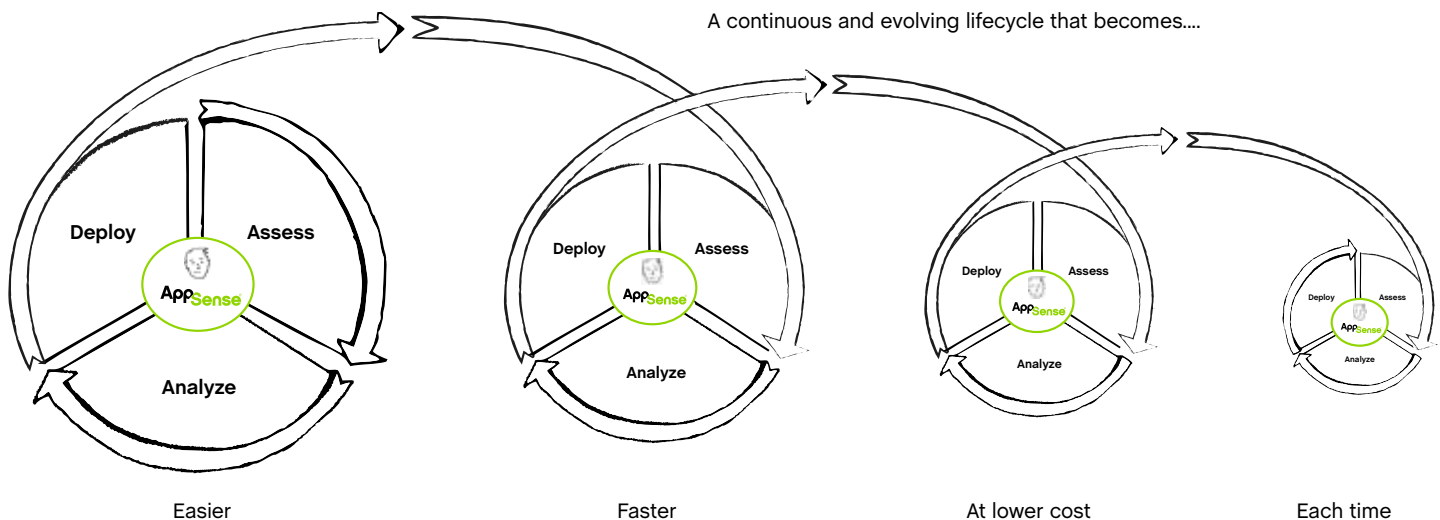
- On-going lifecycle with analysis at each stage
- Further services can be designed around the user
- Ready for any new computing project

With our partners providing 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 our 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 items such as Windows 8 and personal clouds become 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.



# Desktop transformation supporting comments



## AppSense Affinity “assess” partners

### 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 on-going cycle that will allow new technologies to be seamlessly adopted into each environment. 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.”

Lisa Hammond, CEO at Centrix Software at Centrix Software.

### Lakeside Software

“The rise of interest in the past year for user virtualization technology has been astounding and AppSense has been leading this market since the beginning. By partnering with AppSense we are taking out the risk of a failed VDI project by allowing customers to manage the process from initial assessment through delivery, ensuring the use of the right VDI technology. Both companies understand the critical impact the user experience is having in the desktop environment and this partnership is recognizing this change from a technology-centric to a user-centric approach.”

Dan Salinas, VP of Business Development, Lakeside Software.

### IBM

“AppSense and Lakeside Software are key partners for IBM’s Smart Migration and Application Delivery solution. Assessment, user virtualization and monitoring are key elements of any Desktop Transformation, and by having a tightly integrated solution from AppSense and Lakeside Software integrated into our solution, customers will benefit from faster, smarter migrations to the new workplace and Windows 7.”

MJ Couldridge, Director, Workplace Services Strategy and Sales for IBM

### HP

“HP delivers Client Transformation solutions including virtualization and migrations to Windows 7 globally, providing a full spectrum of products and services. Solutions from Lakeside and AppSense are used extensively by our services organization in customer engagements. Understanding the current infrastructure, modeling the virtualized environment and architecting a consistent and flexible user experience is critical for current as well as next generation client environments. Having the two products more tightly integrated will allow enterprises to appropriately plan for the fully virtualized client, above the operating system and applications into the user experience.”

Tom Norton, Global Practice Director, Microsoft and Client Consulting Services, HP.

### Entelechy Associates

“Centrix Software is currently leading the market in providing next generation workspace transformation solutions. 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.”

Simon Bramfitt, Founder and Principal Analyst at Entelechy Associates.

# Desktop transformation supporting comments

## AppSense Affinity “analyze” partners

### Gartner

“The traditional end-user desktop is undergoing a period of significant transformation. Emerging application and data delivery scenarios are often derived from several complementary technologies such as physical endpoints, virtual desktops, published applications, and SaaS services. Organizations cannot wait for tomorrow’s desktop to fully mature and then hit a switch. Instead they must begin the multi-year transformation process today, and leverage proven enterprise-grade tools to take them there.”

Chris Wolf, Research VP, Gartner.

### App-DNA

“By leveraging App-DNA, customers accelerate desktop migrations which saves time, lowers cost and dramatically reduces application migration risks. Providing customers with a proven method to analyze and understand their application inventory, performance and transition risks before deployment, allows them to plan ahead and manage migrations far more effectively. Saving time, money and potential downtime allows them to work within the constraints of their IT budgets.”

Kurt Heusner, chief customer officer, App-DNA.

## AppSense Affinity “deploy” partners

### Microsoft

AppSense extend Microsoft’s USV offering - making transitions to Windows 7 and App-V faster and without user disruption.”

Karri Alexion-Tiernan, Director of Product Management for Microsoft Desktop Virtualization

“One of Microsoft Premium partners AppSense extends Microsoft’s USV offering by providing additional capabilities that helps in migration of XP to Windows 7. It can also abstract both user’s desktop personalization and application settings, providing a consistent application experience across physical AND virtual applications.”

Skand Mittal, Product Manager with Desktop Virtualization Team

### VMware

“VMware has been working closely with AppSense for many years, and we are delighted to continue our relationship as VMware VDI implementations accelerate. Through our collaboration with AppSense, customers can further improve the cost-effectiveness and manageability of VMware virtual desktops.”

Jeff Jennings, Vice President of Desktop Products and Solutions at VMware

### Citrix

“The Citrix and AppSense partnership has enabled customers to obtain the highest quality experience today.”  
John Fanelli, VP of Solutions and Community Marketing, Citrix.

“AppSense exemplifies how partnering with Citrix enables both of our companies to deliver desktop management solutions that benefit customers worldwide and increase market leverage. AppSense has a long standing relationship with Citrix, and together we enable our joint customers to obtain the highest quality user experience available today. We congratulate AppSense on being awarded Citrix Ready Solution of the Year and look forward to a continued successful partnership with Citrix”

Al Monserrat, senior vice president, sales and services, Citrix Systems

“Citrix has been working closely with AppSense for many years, and we are delighted to extend our relationship into the desktop virtualization market. With Citrix XenDesktop and a user virtualization solution from AppSense, all of our enterprise customers receive a familiar, personalized desktop from standardized components every time”

Sumit Dhawan, VP Product Marketing, Citrix Systems.

#### 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.