

# AppSense & HP Client Virtualization



Alliance overview

## HP converged infrastructure for Client Virtualization: User virtualization with AppSense & HP



**HP Client Virtualization with AppSense user virtualization helps customers achieve the goals of IT and workforce support, without compromising on performance, operating costs, information security, and user experience. HP Client Virtualization Reference Architectures provide:**

**Simplicity:** with an integrated data center solution for rapid installation/startup and easy on-going operations.

- Self-contained and modular server, storage, and networking architecture - no virtualization data egresses the rack
- 3x improvement in IT productivity

**Optimization:** a tested solution with the right combination of compute, storage, networking, and system management tuned for Client Virtualization efficiency.

- Scalable performance, enhanced security, always available
- 60% less rack space compared to competitors
- 95% fewer NICs, HBAs, and switches; 65% lower cost; 40% less power for LAN/SAN connections

**Flexibility:** with options to scale up and/or scale out to meet precise customer requirements.

- Flexible solution for task workers to PC power users
- Up to 10,500 productivity users in three racks
- Unmatched price/performance with both direct attached (DAS) and SAS tiered storage in a single rack (up to 50% cheaper than traditional fibre channel SAN)

By combining best of breed hardware (devices, rack, backplane, storage, memory, processors, networking, etc.), software (Microsoft, VMware, Citrix, AppSense etc.) and services, HP is able to offer a fully functional rack supporting thousands of users, with minimal data center disruption, and maximum ease of use for IT administrators. HP and partners have tested and qualified the component stack and verified the recommended configuration to save valuable time for you the customer. The architecture is extensible and flexible so that your compute resources for managing desktops can grow with you as you add users and premises.

**User virtualization: the best way to beat complexity**

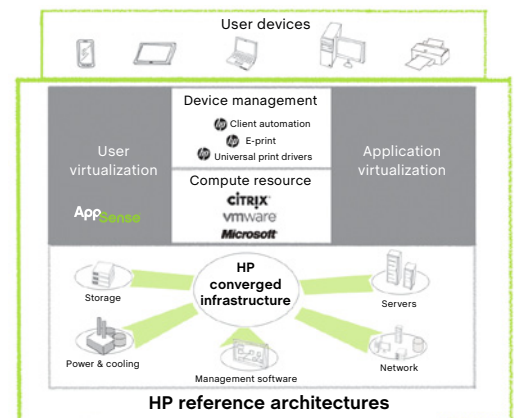
AppSense user virtualization is the first complete solution to unlock the user layer from devices, operating systems, and applications. For the first time, IT needs to manage only a single instance of the user, eliminating the arduous task of running unique configurations on every device.

User virtualization simplifies the management of today's mobile workers, migrations, and the exploding number of user devices. Isolating the user layer lets IT precisely administer users without impairing their experience. Thousands of users can be easily managed with policy templates, and automatically reconfigured by device, location, or application. The user experience remains secure, predictable, and personalized, with bullet-proof reliability.

AppSense user virtualization solves user complexity by satisfying three essential requirements:

- **DE-COUPLE:** Isolate the user layer and all user-specific information from applications, operating systems, and devices
- **MANAGE:** Centrally store and manage all aspects of the user, including user-based corporate policy, personalization settings, user rights, and user-introduced applications
- **DEPLOY:** Share each unique user instance on-demand with any device in any location and delivered by any method

**HP consulting, integration and factory express services**



### 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.

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## Key features of AppSense user virtualization

AppSense user virtualization helps address user acceptance and dramatically reduce IT operations costs by:

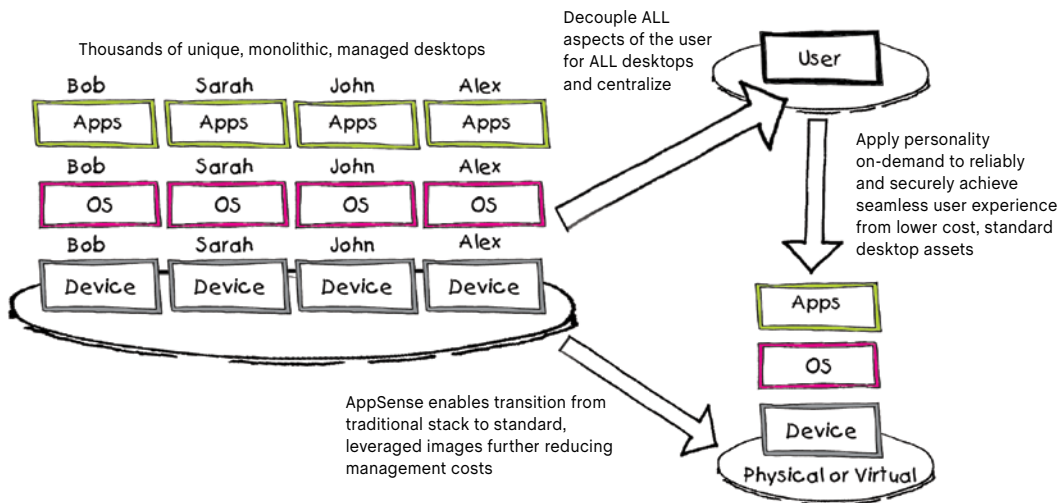
- Removing user complexity by adopting a user-centric view of desktop management
- Precisely controlling every user via role, group, and context-specific policy
- Delivering bullet-proof reliability through a fully fault tolerant and secure architecture that, including user self-healing and rollback capabilities
- Providing freedom of choice for both IT and users by providing a seamless and consistent user experience across delivery mechanisms regardless of device or location

## Why user virtualization with HP Client Virtualization

To provide full-featured user virtualization capabilities, HP has partnered with AppSense to include user virtualization as a core component of their Client Virtualization reference architecture. AppSense virtualizes the user by decoupling the user layer from the underlying computing platform, storing it and managing it in a central location and then applying it on-demand to a collection of standardized compute resources - either physical or virtual.

The AppSense approach to user virtualization provides three key benefits within the HP Reference Architectures.

- AppSense works across compute platforms and Microsoft Windows operating systems. This means your Client Virtualization infrastructure and your desktop infrastructure appear the same to the end user regardless of whether they log onto a desktop running Microsoft Windows XP Professional or a virtual machine (VM) running Microsoft Windows 7
- AppSense offers a single approach to user and application decentralization. Rather than using different software pieces to manage different parts of the user and application stack, AppSense provides a single platform from which to optimize and manage user personalization
- AppSense defines events and triggers that are used to implement business policies and actions. By easily manipulating these triggers, conditions and actions, an administrator can quickly implement business policies which can be shared and utilized across operating system and application delivery boundaries to allow the broadest swath of users to work in the broadest set of circumstances



The evolution of user virtualization