

# AppSense user virtualization and Microsoft Flexible Workstyle



Alliance overview

## Accelerate Windows 7 migrations, maximize App-V deployment and increase management capabilities



**“AppSense and Microsoft have a long standing relationship, share the same vision of flexible workstyles and anywhere access, and together enable organizations to adopt technologies that improve user experience, reduce IT workload and improve operational efficiencies and costs,”**

Ian Moulster, Desktop Virtualization Product Manager at Microsoft

**The Microsoft world of work is changing; work-life blur, digital generation, multiple devices, fast paces, tech savvy are all replacing the old, monolithic desktop computer.**

The Microsoft Flexible Workstyle promotes anywhere connection, intelligent infrastructure, work on the road, cloud management and multiple Windows-based devices. The flexibility that comes with this new style of working is liberating for users, but it challenges enterprise IT teams to provide anytime, anywhere access, increase productivity, keep system and data safe and streamline IT operations for competitive advantage.

The primary desktop challenge is that the hardware, operating system, applications and user state are bound together making hardware and software difficult and expensive to manage, upgrade and replace.

The solution is to break apart the layers of the standard operating environment (SOE) model and provide a dynamic, Flexible Workstyle on any Windows device.

The desktop is now a composition of layers; user state, applications, operating system and hardware. The whole orchestration and assembly of these layers must be user-specific, configuring the desktop around the user at a specific point in time.

The AppSense User Virtualization Platform adds value to the Flexible Workstyle by managing all user-specific information independent of the Microsoft desktop, and applying this information into any desktop on-demand. Virtualizing all that is user-specific on the desktop enables IT to standardize the corporate base build, automate desktop delivery, and migrate users to new desktops - all while ensuring the user experience is seamless, personal, predictable and easily manageable.

AppSense user virtualization solutions span both physical and virtual Microsoft desktops, providing a comprehensive infrastructure to manage all aspects of the user independent of the method of desktop delivery, enabling you to take full advantage of a wide selection of Microsoft technologies.

In essence, the AppSense User Virtualization Platform streamlines Windows desktop management, improves user experience and simplifies operating system and application migrations by managing all aspects of the user in accordance to enterprise requirements as a significant extension to Microsoft User State Virtualization.

#### **Combined solution benefits include:**

- User centric delivery of applications and data, flexibly enabling IT as a service
- Consistent user experience across devices and Windows versions
- Online and offline user productivity
- Centralized control, management and deployment

As a Managed ISV Partner, AppSense is part of Microsoft's ISV Circle of Excellence and is present in the Microsoft Partner Solutions Center (MPSC), a facility that showcases some of Microsoft closest and most valued partners and their solutions for business and demonstration purposes. AppSense enjoys a close collaboration with Microsoft which spans technology development, joint marketing initiatives, product planning and active hand-in-hand field engagement on customer projects. In addition, AppSense technology is part of the Microsoft System Center Alliance program in recognition of its position as a strong and valuable addition to Microsoft System Center, Windows Server 2008 R2 and Windows 7. AppSense is also acknowledged by Microsoft as a valid software asset management approach to control application access, and assist in the reduction of software licensing requirements.

#### **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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**“AppSense solutions extend Microsoft’s USV offering. AppSense is a leading provider of user virtualization technology to enterprise organizations – making transitions to Windows 7 and App-V faster and without user disruption.”**

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

## Accelerate Windows 7 migrations

AppSense ensures a seamless and accelerated migration to Windows 7 desktops by automatically capturing user settings from existing desktops, storing this data centrally, and reapplying them on-demand into both physical and virtual Windows 7 desktops. Moving users over to Windows 7 is quick and easy and can be done across thousands of users simultaneously.

- Seamlessly migrate personalization settings to Windows 7 desktops
- Migrate users to physical or virtual Windows 7 desktops
- Share user settings across Windows XP, Windows Vista and Windows 7 desktops
- Solve certain application compatibility issues by providing the user rights that the application requires

## Maximize App-V deployment

Unique to AppSense, user personalization settings can be applied to App-V delivered applications and shared with applications delivered by other means, such as traditional local installation approaches. For example, a user with Microsoft Office 2010 physically installed on their PC can share the personalization settings with Microsoft Office 2010 delivered by App-V. Applications can now be delivered using App-V in combination with other mechanisms seamlessly to the user, maximizing the adoption of App-V technology.

- Provide a consistent user experience across App-V apps
- Share personal settings across App-V apps and other apps
- Apply policy to dynamically configure App-V applications without requiring multiple packages