

AppSense user virtualization and VMware



Alliance overview

Accelerating the VMware user-centric computing vision



AppSense and VMware share a common vision of user-centric computing; to enable customers on their journey to IT as a service. As a VMware Elite-level Technology Alliance Partner, AppSense collaborates closely with VMware to deliver complementary technology innovation and extend the value of VMware user computing solutions. Customers globally have benefited from making AppSense User Virtualization Platform an integral component of their VMware user computing implementations.

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.

When used in combination with VMware end-user computing solutions, the AppSense User Virtualization Platform:

■ Enables faster and more successful deployments of VMware View and VMware ThinApp

Accelerates project rollouts by eliminating user-related project barriers

Encourages wide adoption and use of VMware View and VMware ThinApp throughout the customer environment

■ Lowers virtual desktop implementation and operating costs

Uses highly scalable best practices to simplify and manage user-related data, policies, and settings, making VMware View easier to scale and deploy

Enables faster and easier integration of VMware View with customer's current desktop environment and user data

■ Seamlessly integrates across physical and virtual desktop environments

Provides one system that works across any desktop and any application delivery method

Extends solution reach across all user usecase scenarios

Personalizes VMware ThinApp applications on-the-fly

AppSense user virtualization - the best way to beat complexity

The AppSense User Virtualization Platform is a complete solution to unlock the user layer from devices, operating systems, and applications. With AppSense, 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 Platform solves user complexity by satisfying three essential requirements:

DECOUPLE

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

VMware View - your cloud, your desktop, just got better

VMware View simplifies IT management, increases security and control of end-user computing, and decreases costs by centrally delivering desktop services from your private cloud. VMware View enables highly available, scalable, secure and reliable desktop services unmatched by physical PCs. VMware View with PCoIP delivers the highest fidelity experience to users across devices and networks and enables a rich, personalized access to desktop services like applications, unified communications and 3D graphics for real world productivity. IT administration is quick and efficient allowing fast response to changing business requirements.

AppSense user virtualization and VMware



AppSense.com
iwanttoknowmore@AppSense.com

VMware View Persona Management enables IT administrators to deliver user data and settings persistently to non-persistent virtual desktop pools. With just-in-time loading of data and settings, it provides better performance than traditional Windows Roaming Profiles. The addition of the AppSense User Virtualization Platform brings added benefits to VMware View customers. For example, AppSense User Virtualization Platform provides a consistent, personalized experience in hybrid environments where customers want to manage profiles for both physical and virtual desktops or need the ability for their users to move seamlessly between Windows XP and Windows 7 (Type 1 and Type 2) profiles.

How AppSense user virtualization extends the value of VMware View

Joint value proposition	AppSense "Value-Add"	Customer benefit
Support heterogeneous desktop environments (multi-platform, multi-OS and mixed virtual desktop environments)	AppSense user virtualization overcomes the limitations of traditional profile management technology in larger, enterprise-class, hybrid environments. By abstracting all user-related information, AppSense provides policy and personalization management in heterogeneous desktop estates, enabling a seamless user experience regardless of the client OS, delivery technology or accessing device.	<ul style="list-style-type: none"> ■ Use any combination of physical and virtual desktops (streamed, published or virtualized) and Terminal Services, while preserving a seamless user experience ■ Allow users to seamlessly move between multiple OS platforms (Windows XP, Vista, Windows 7) ■ Use multiple application delivery models including VMware ThinApp. ■ Deploy across multiple geographical sites and concurrent desktop sessions
Faster and more successful VMware View implementations at lower costs	AppSense eliminates user-related complexity associated with migrations by de-coupling all user-related data from the underlying applications, OS and devices and centrally managing this user-specific data	<ul style="list-style-type: none"> ■ Rapidly migrate from physical to VMware View desktops without driving up implementation costs ■ Lower the cost of management since user-related data is centrally managed outside of the desktops
Enhance the end-User experience	AppSense decouples and centrally manages all user-related data and then streams that information on-demand to any device, independent of the delivery mechanism and location	<ul style="list-style-type: none"> ■ Enable a seamless and consistent user experience regardless of the client OS, delivery technology, location or accessing device ■ Enhance user experience through faster logon times
Improve IT security and control; enhance IT efficiency	AppSense enables a user-centric view of desktop management. This allows for granular view to all user-related personalization settings and enforcement of context-specific policy and application access. Additionally, AppSense also supports off-line caching	<ul style="list-style-type: none"> ■ Deliver more efficient help-desk services such as user self-healing and rollback capabilities on a per application basis ■ Dynamically elevate or restrict user privileges to applications ■ Lockdown and remove menus, features, accessibility ■ Ensure high-availability with disaster recovery and failover support for offline devices and locally installed applications
Reduce IT management costs	AppSense enables non-persistent VMware View desktops through the dynamic personalization of virtual desktops. Additionally, AppSense also helps with the management of policy, personalization and profile data for a VMware View environment.	<ul style="list-style-type: none"> ■ Configure and personalize a standard desktop image ■ Reduce desktop image maintenance and management complexity ■ Eliminate intensive scripting work and bloated profiles ■ Significantly reduce storage requirements and costs