

NO
LIMITS

EUC3319-S

End-User Computing for the Mobile-Cloud Era

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vmworld® 2014

Disclaimer

- This presentation may contain product features that are currently under development.
- This overview of new technology represents no commitment from VMware to deliver these features in any generally available product.
- Features are subject to change, and must not be included in contracts, purchase orders, or sales agreements of any kind.
- Technical feasibility and market demand will affect final delivery.
- Pricing and packaging for any new technologies or features discussed or presented have not been determined.

End-User Computing Vision

Secure Virtual Workspace for Work at the Speed of Life

Desktop



Laptop



Tablet



Phone



Machine



The Most Comprehensive Portfolio in the Industry

VMware End-User Computing

Desktop



Horizon™
Horizon™ DaaS®
VMware Mirage™
VMware ThinApp®
Fusion® Workstation™ Player™

Mobile



Mobile Device Management
Mobile App Management
Mobile Email

Content



Secure Content Locker

Workspace Services



VMware Workspace™ Portal

Social

Identity

Gateway

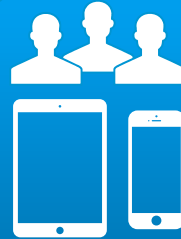
Catalog

vmware® Workspace™ Suite

Windows Apps and
Desktops Anywhere

Complete Enterprise
Mobility Management

Secure Content
Collaboration Sync & Share



Horizon™ 6

AirWatch® EMM

Secure Content Locker™



Unified Access and
End User Experience

vmwareWorkspace™ Portal



HORIZON 6

A Complete Solution for
Applications and Desktops

Key Innovations Horizon 6

Desktop & Application Virtualization From a Single Platform



Unified Workspace with Blast Performance



Central Image Management for Physical, Virtual and BYO Devices

PERSONA
APP
OS

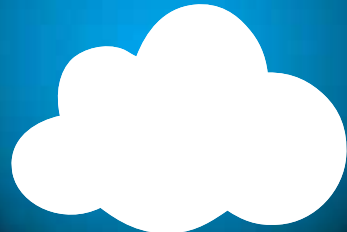
Closed Loop Management and Automation



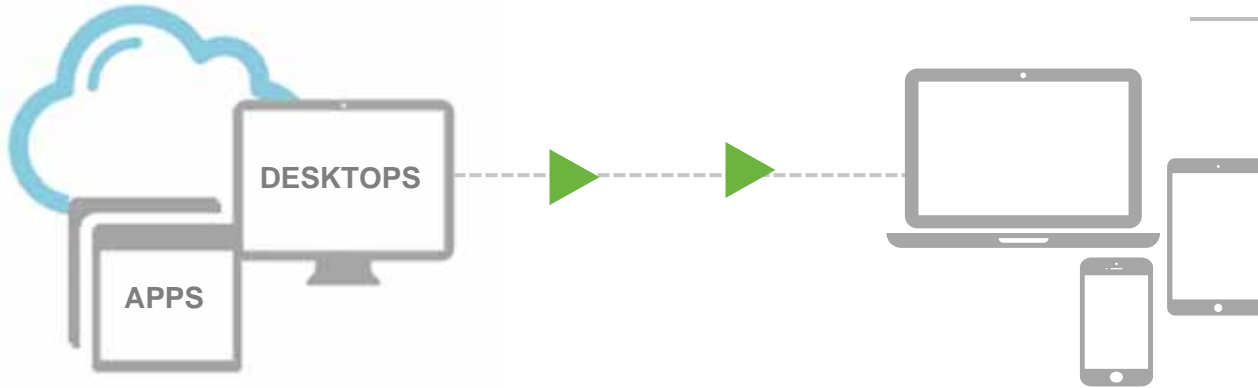
Optimized for the Software Defined Datacenter



Hybrid Brokering





VMware Horizon DaaS on vCloud Air



Key Features

 **Desktops & Apps Made Simple**
No operational skills required

 **Global Reach**
Data centers throughout North America and EMEA

 **No CAPEX**
Utility-based pricing

 **Hybrid**
On-prem and off-prem integration

New Features

-  **Cloud Bursting**
Monthly terms for seasonal use cases **NEW**
-  **Apps-as-a-Service**
Deliver Windows Apps to any device **NEW**
-  **EMEA Expansion**
Now available in the UK **NEW**
-  **Horizon DaaS Enterprise Desktop**
High-performance desktops for developers and engineers **NEW**

VMware Mirage

Centralized Image Management Across Physical and BYO PCs



Containerized Desktops



Dynamic Layering

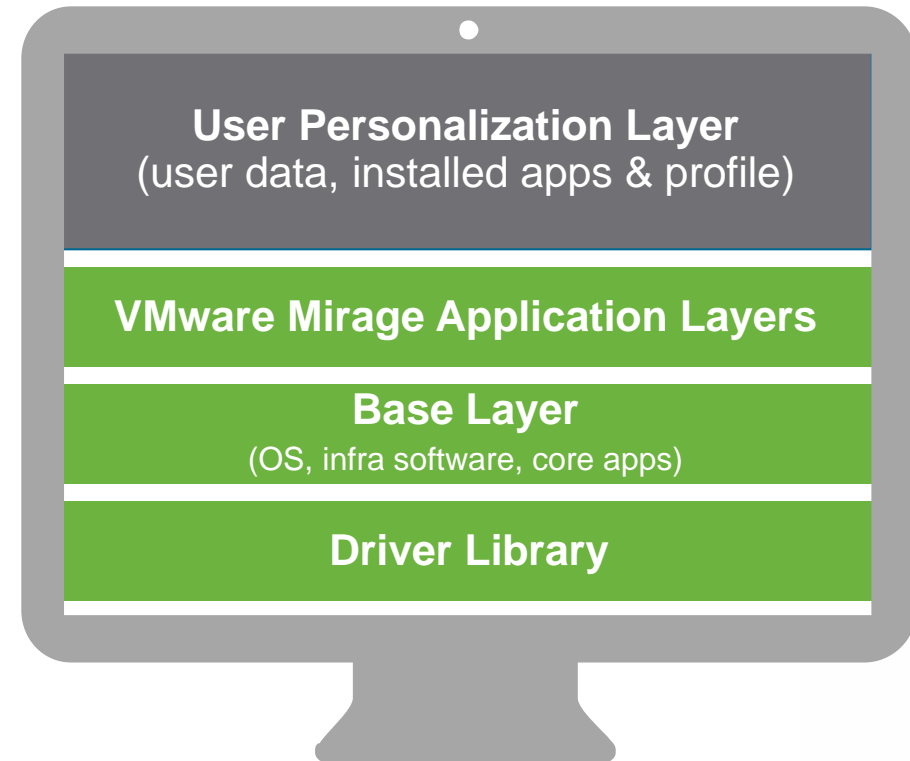


Designed for Distributed Environments



Easy Extension of PC Lifecycle Management Tools

End-User Desktop



Desktop Demo

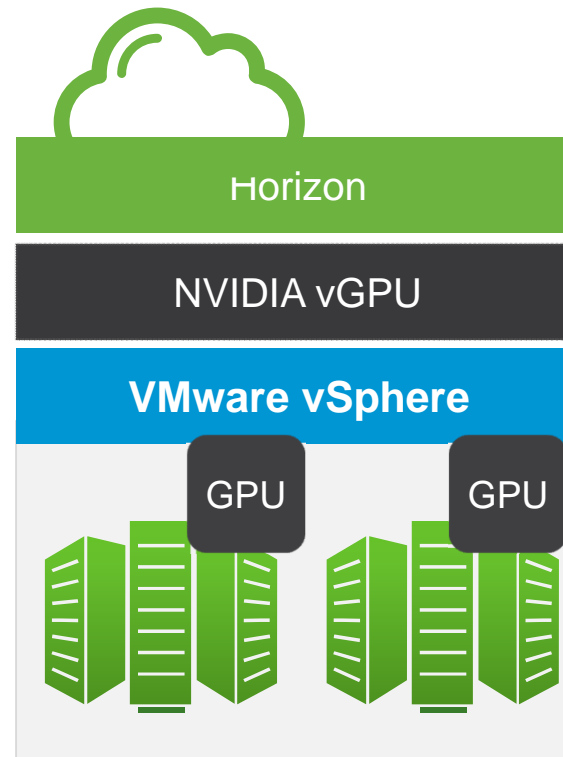
Ben Goodman, Lead Evangelist,
End-User Computing

The Future of Graphics-Rich Applications

Google



vmware®



Desktop Virtualization Journey

Phase 1 Desktop Virtualization

Lift and shift

Performance – Cost trade-offs

Proprietary protocols

Up-front Investment



Next Generation Desktop & App as a Service

Transformed: JIT desktops

New desktop every time

Mobile friendly standards based

Hybrid delivery - Utility costs

Innovations driving this change



Real-time
app delivery



3D Graphics
Apps anywhere



Apps-as-a-service
Global DaaS expansion



Hyper-Converged
Infrastructure

VMware EVO:RAIL Hyper-Converged Infrastructure for VDI

Optimal environment for Horizon

- Easy to buy, deploy and manage
- Drives down on-premises VDI costs
- Predictable performance
- Highly Resilient by Design

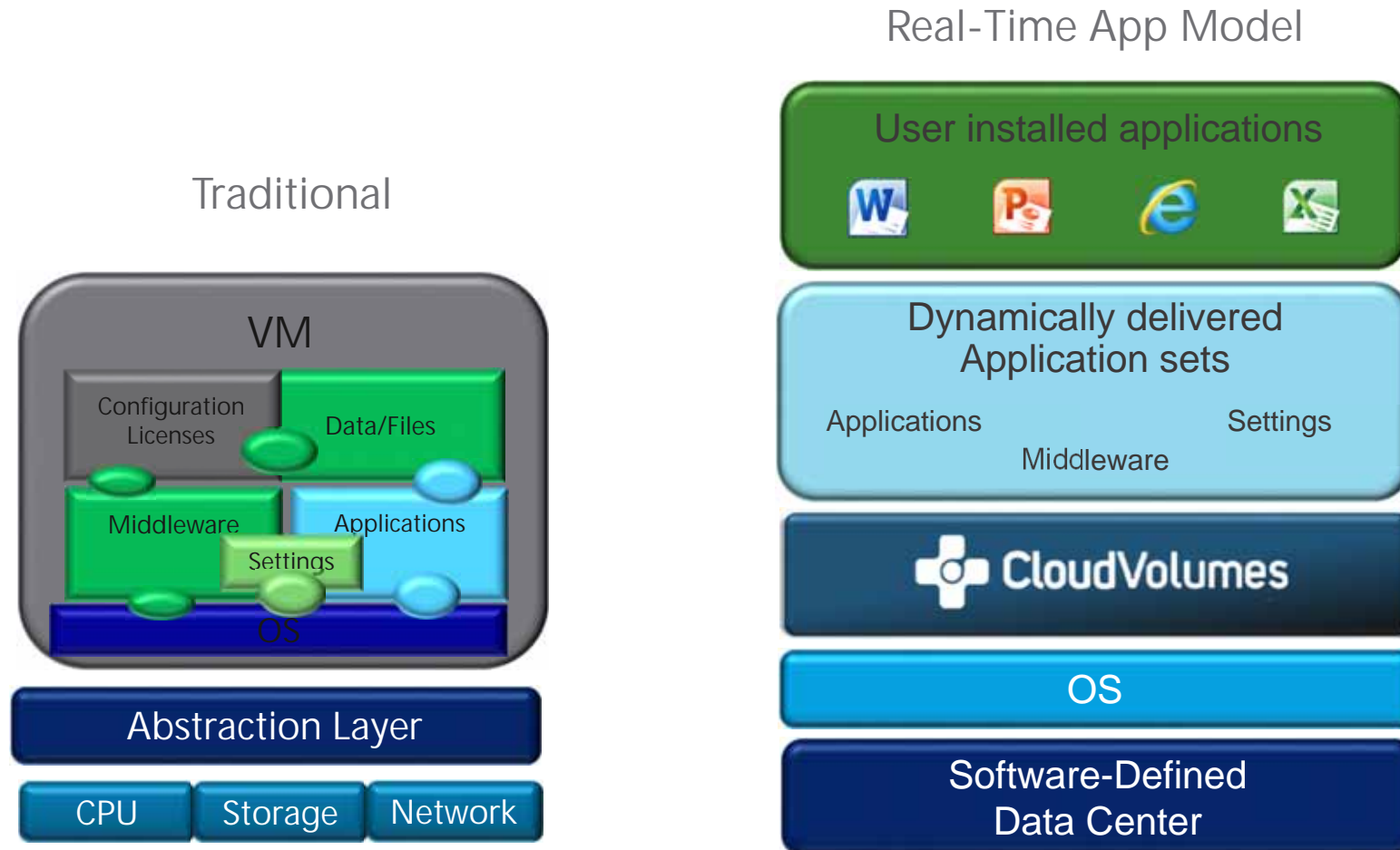


Real-time Application Delivery

Harry Labana, VP Products, EUC

Managed Application Containers

Imagine the possibilities when adding a second abstraction layer above the OS.



Real-time Application Delivery

No packaging, no modification, no streaming. Simply install applications natively.
Provision applications as easily as installing them.



Complete Application Lifecycle Management

Logically manage applications based on Line Of Business requirements.

Specialized

Marketing

Finance

Core Apps

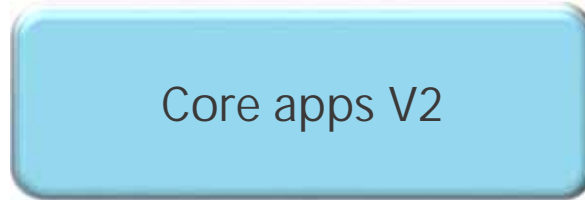
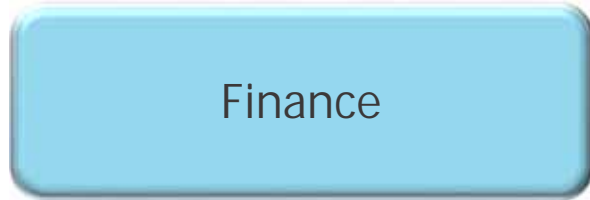
Desktop/RDSH/Physical

Deliver, update, and retire any set of applications in seconds.

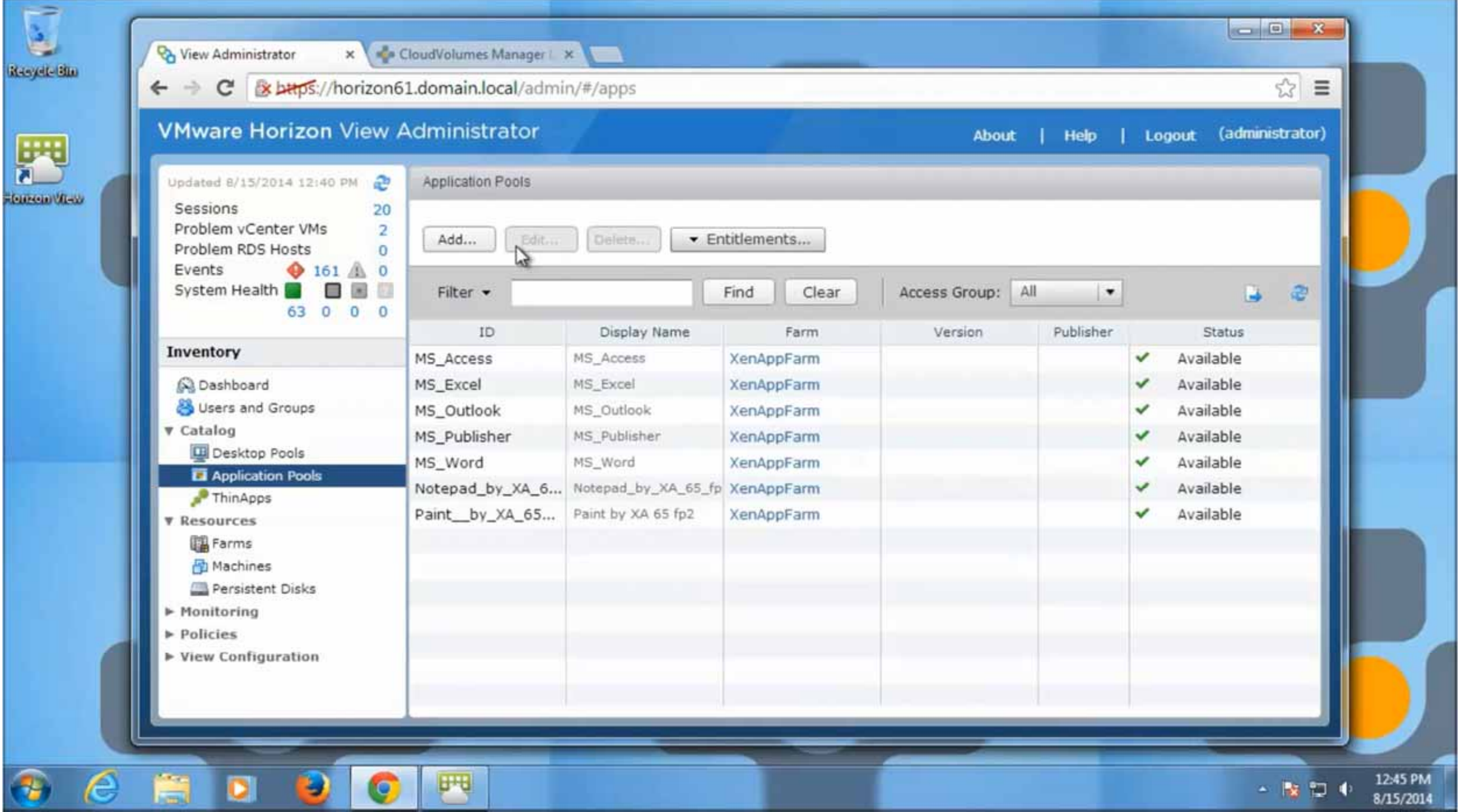
Core Apps V2

Dynamically Deliver Application Sets to 1000's of users

Realize massive storage efficiencies across heterogeneous environments.



Any Cloud, Virtualized Datacenter or Physical Machine



Updated 8/15/2014 12:40 PM

- Sessions 20
- Problem vCenter VMs 2
- Problem RDS Hosts 0
- Events 161 0
- System Health 63 0 0 0

- Inventory**
- Dashboard
 - Users and Groups
 - ▼ Catalog
 - Desktop Pools
 - Application Pools**
 - ThinApps
 - ▼ Resources
 - Farms
 - Machines
 - Persistent Disks
 - Monitoring
 - Policies
 - View Configuration

Application Pools

Add... Edit... Delete... Entitlements...

Filter Find Clear Access Group: All

ID	Display Name	Farm	Version	Publisher	Status
MS_Access	MS_Access	XenAppFarm			✓ Available
MS_Excel	MS_Excel	XenAppFarm			✓ Available
MS_Outlook	MS_Outlook	XenAppFarm			✓ Available
MS_Publisher	MS_Publisher	XenAppFarm			✓ Available
MS_Word	MS_Word	XenAppFarm			✓ Available
Notepad_by_XA_6...	Notepad_by_XA_65_fp	XenAppFarm			✓ Available
Paint__by_XA_65...	Paint by XA 65 fp2	XenAppFarm			✓ Available

Real-time Application Delivery

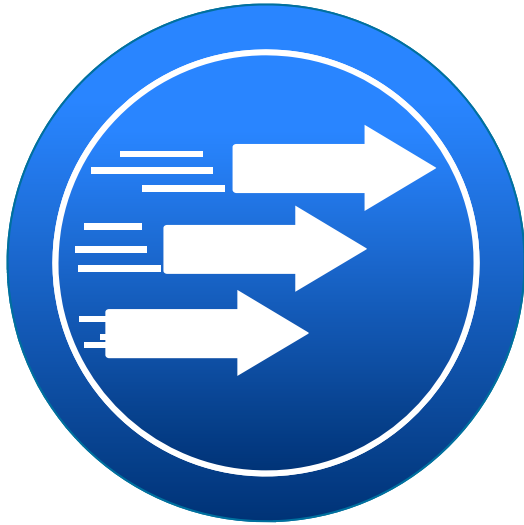
Harry Labana, VP Products, EUC

Project Meteor



- Critical for the next-generation desktop
- Instant access to desktops and apps
- Instant creation of live powered-on VMs
- Rapidly deliver hundreds of desktops
- Advanced guest customization, VMs ready to use almost instantly
- Accelerated performance of desktop lifecycle operations

Driving the Path to Horizon



MOMENTUM



PRODUCT LEADERSHIP



INNOVATION

SAFE PASSAGE



BEST PRACTICES



MIGRATION TOOLS



FINANCIAL INCENTIVES



Company Facts



1,800 employees



150 countries

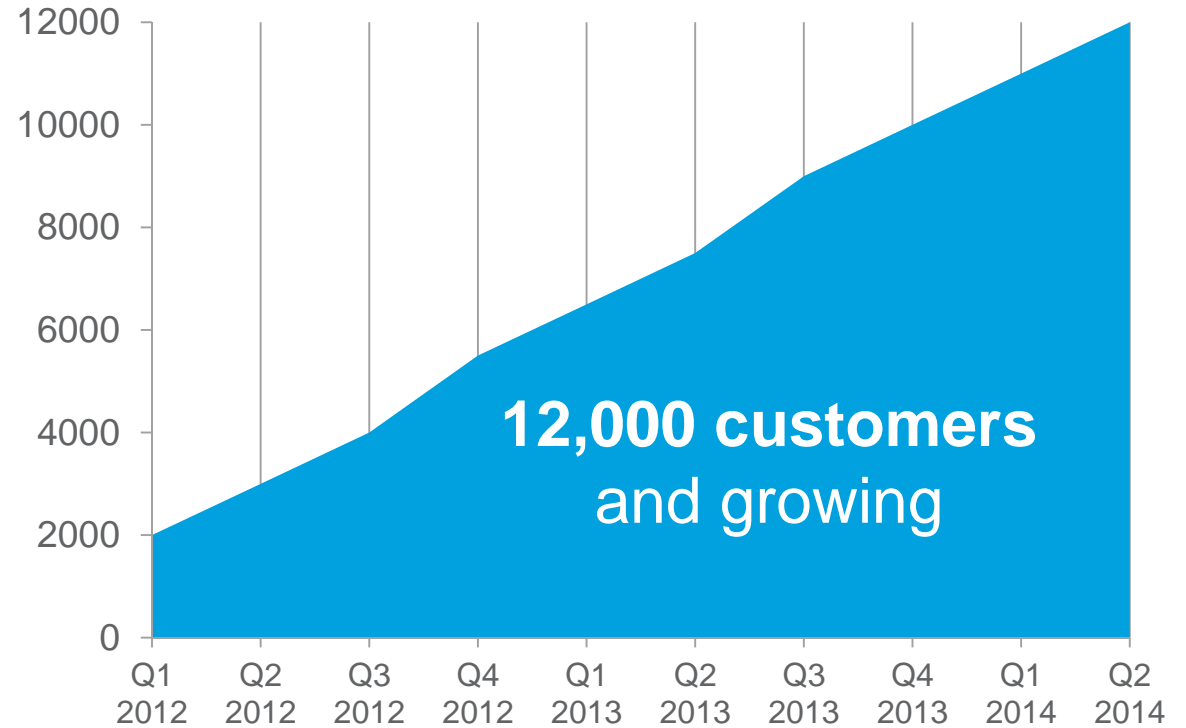


17 languages



11 global offices

vmware®



Our Mission: Simplify Enterprise Mobility™

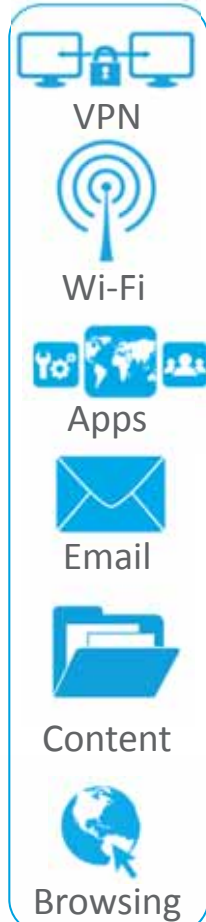
Your Mobile Environment is Becoming Complex

Different Devices & Platforms



Device Ownership

Corporate Resources



Access and Control



Device Management



Email Management



Application Management



Content Management



Laptop Management



Rugged Management



Directory Services



Certificates & PKI



Content Repositories



Email Infrastructure



SDK



VPN Connection



Content Filtering



Malware Anti-Virus



Wi-Fi Networks



SIEM

Network & Security



Cloud



On Premise



Servers

SQL

DNS

DHCP

You Have Multiple Mobile Initiatives Going On

Enforce Governance Policies

Collaborate across the Extended Enterprise

IT Process Automation

Comply with Industry Regulations

Deliver Best-in-Class Mobile Services

Extend Backend Systems to Mobile

Mobilize a Business Process

Digitize Content and Paper-based Workflows

Technology Migration or Refresh

Global Operations and Scale

Enhance the Customer

Experience

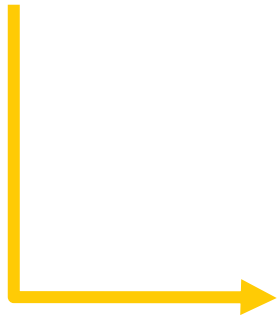
Secure BYOD Program

Ensure Data Security

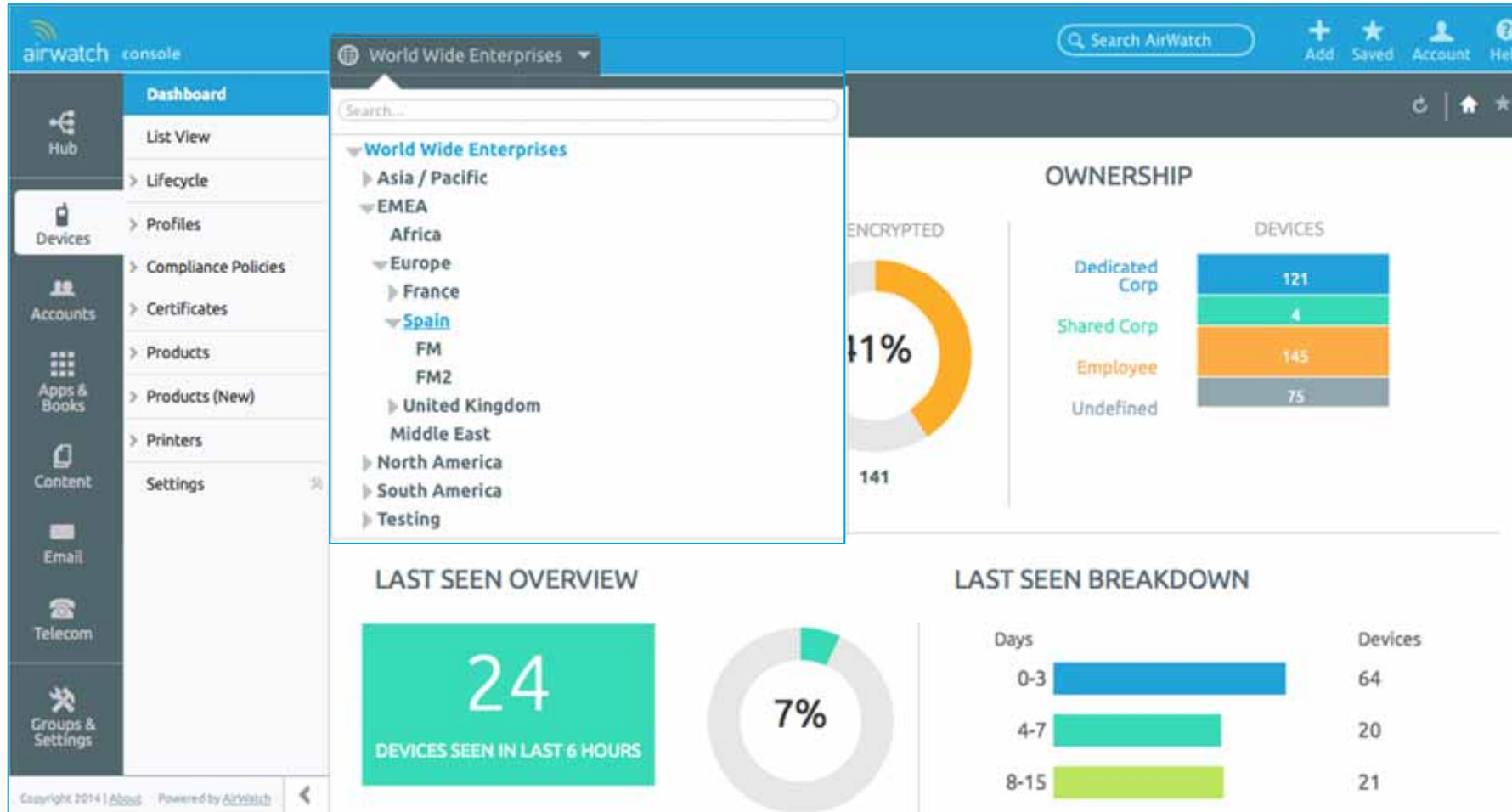
Device Ownership and Use Cases

Single Pane of Glass

Manage any device, anywhere in the world, from a single console



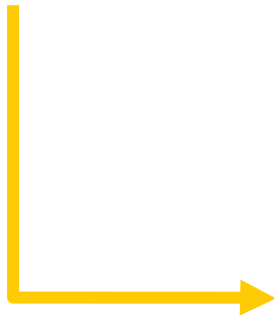
Scale and Multitenancy



Absorb fragmentation within your corporate infrastructure

Intuitive Console Interface

Software that is powerful, yet easy to use

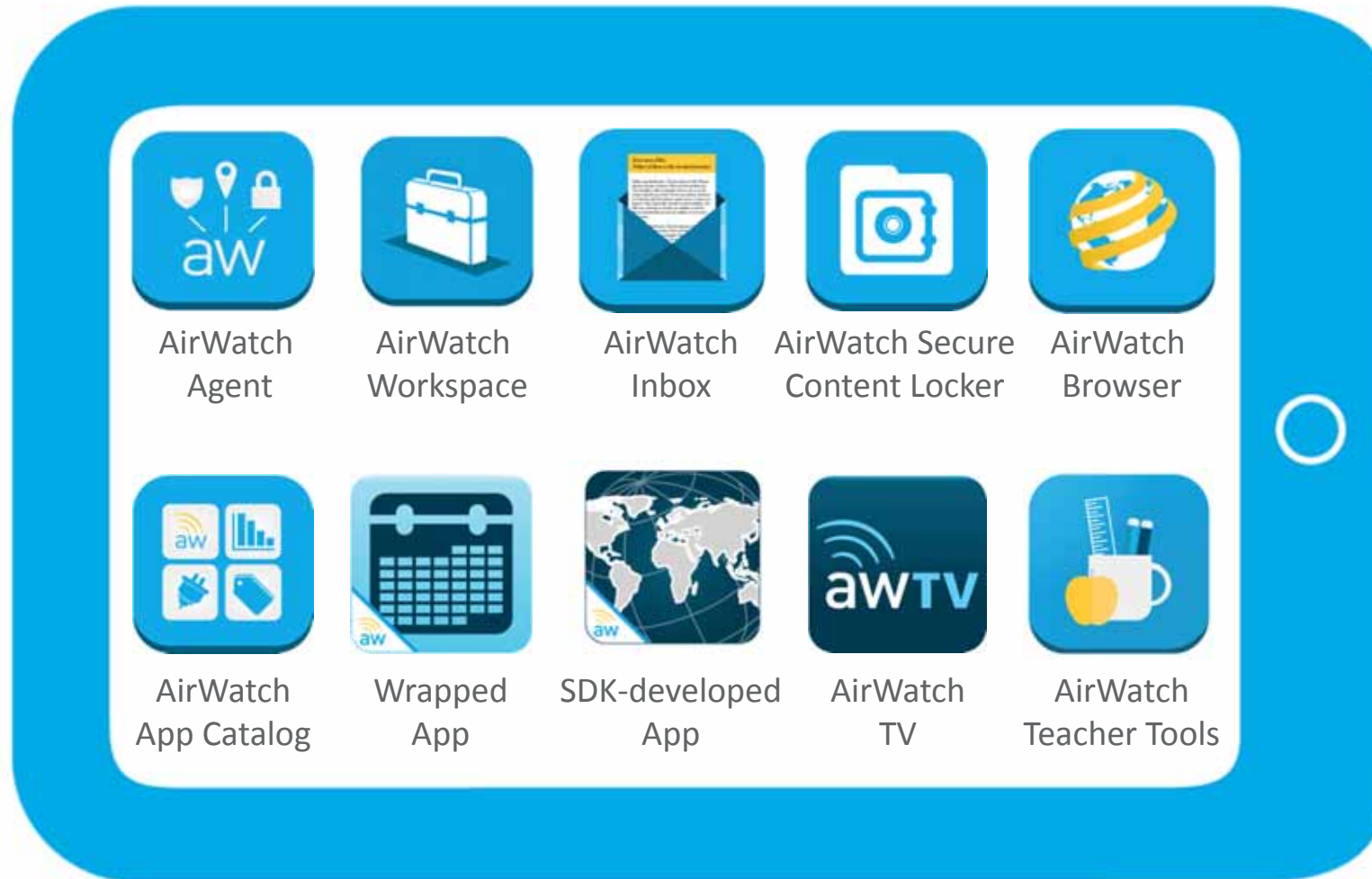


The screenshot displays the AirWatch console interface. On the left is a vertical navigation sidebar with icons and labels for: Devices, Accounts, Apps & Books, Content, Email, and Telecom. The main dashboard area is titled 'AirWatch Hub' and includes a search bar and user profile. Below the header, there are several data visualization components:

- Status Breakdown:** A horizontal bar chart showing device statuses: Registered (13), Enrolled (35), Enterprise Wide Pending (6), and Unenrolled (24).
- Platform Breakdown:** A vertical bar chart showing device counts by platform: iOS (20), Android (86), X (16), Linux (15), OS (17), PC (35), and Win (2).
- Enrollment History:** A summary box showing enrollment counts for different time periods: Past Day (17), Past Week (64), and Past Month (125).

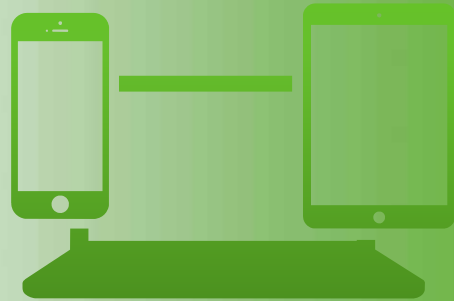
At the bottom of the dashboard, there is a section for 'Compliance'.

Unified User Experience



Leader in Enterprise Mobility Management

Manage the
Device



Manage the
Workspace



Apps



Content



Email



Browsing

Across Device Types, OSs and Use Cases

EVERY Mobile Device



Phones & Tablets

Laptops

Rugged

Wearables & Peripherals

EVERY Mobile Platform



Windows

Android

Apple

BlackBerry

EVERY Mobile Deployment



Corporate Multiuser

BYOD

Line of Business

Next-Generation Content Collaboration



Live Conversations
with Collaborators

Desktop Application

#links and @tagging

Confidential Watermarks

Content Preview Links

User Generated
Content Repositories

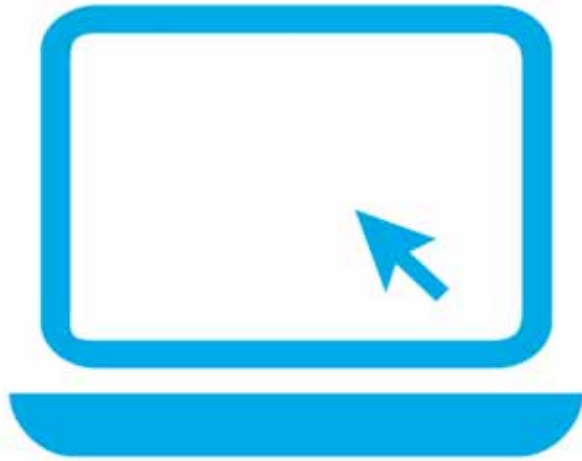
Activity Feed

Outlook Plugin

Dynamic Dashboards

Enhanced External Sharing

Next-generation Laptop Management



Manage Mac OS X and Windows laptops alongside your smartphones and tablets with AirWatch® Laptop Management



Corporate Wi-Fi and VPN

Asset Tracking

Remote commands

Corporate email accounts

Configuration profiles

Imaging

Device restrictions

Software installation

Compliance polices

Device settings

Product provisioning

Bring Your Own Device (BYOD)



Build a BYOD program that meets your security requirements and enables your users

Flexible Deployment Options



Manage the Device



Manage the Workspace

Manage Enrollment

- Open or restricted enrollment
- Customizable Terms of Use

Ensure Employee Privacy

Separate corporate and personal data on device based on device ownership model



Empower Employees

Reduce burden on IT and enable employees to manage their devices with AirWatch Self-service Portal



Maintain Visibility

View and manage devices regardless of ownership type in a single pane of glass

Future of Mobile Innovation

Transforming Business Processes



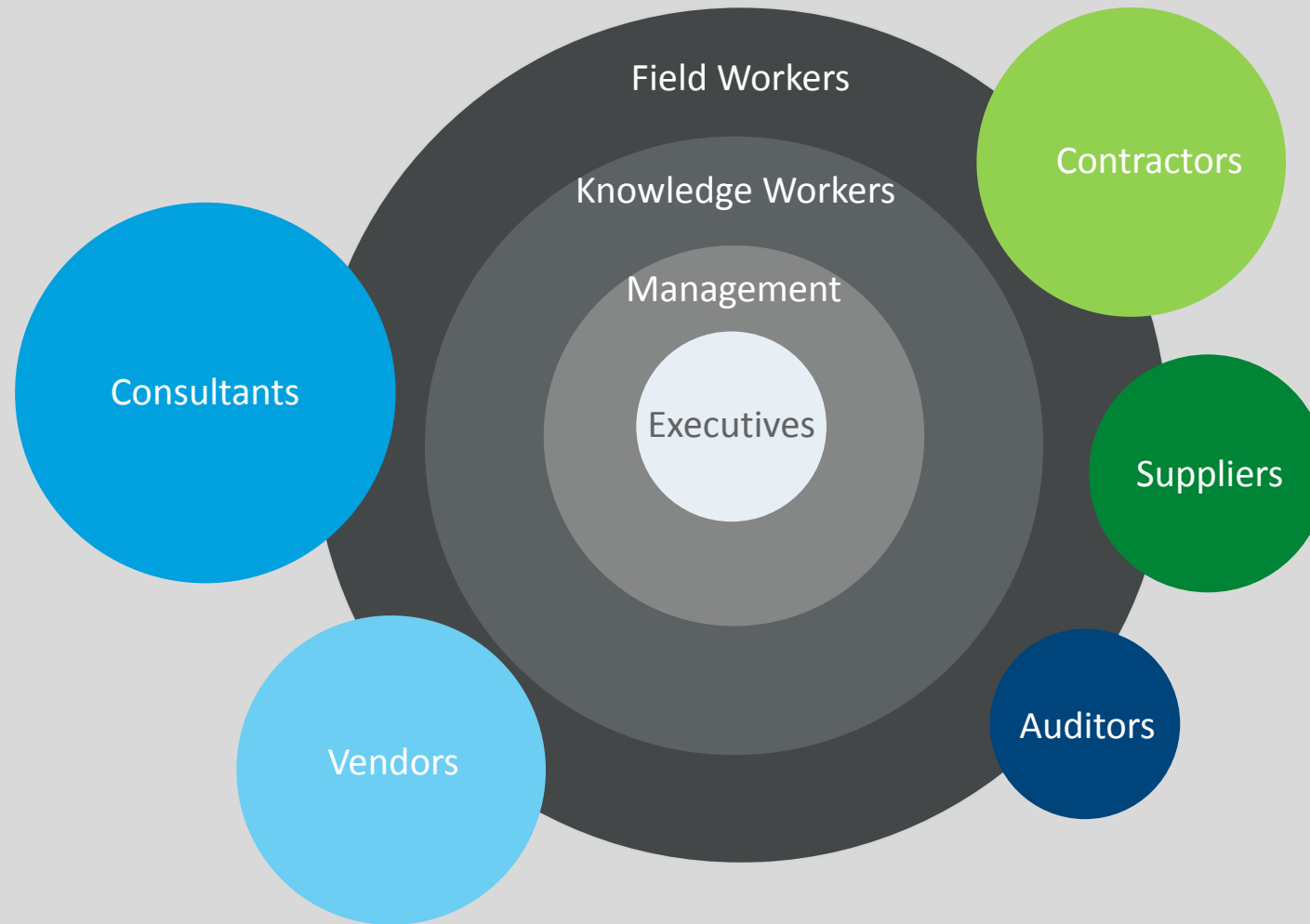
Integrating the Device Ecosystem



Extending the End User Experience



Addressing Multiple Use Cases



Unifying End-User Computing

- EUC Integration Points

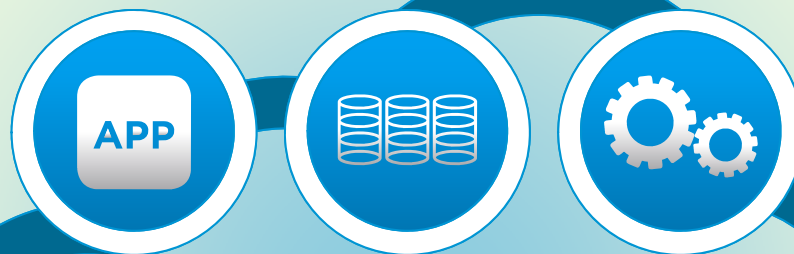
Kit Colbert, CTO, End-User Computing

The Lines Between Desktop and Mobile Device are Blurring

Laptop or Tablet?



Bottom line: A device is a device

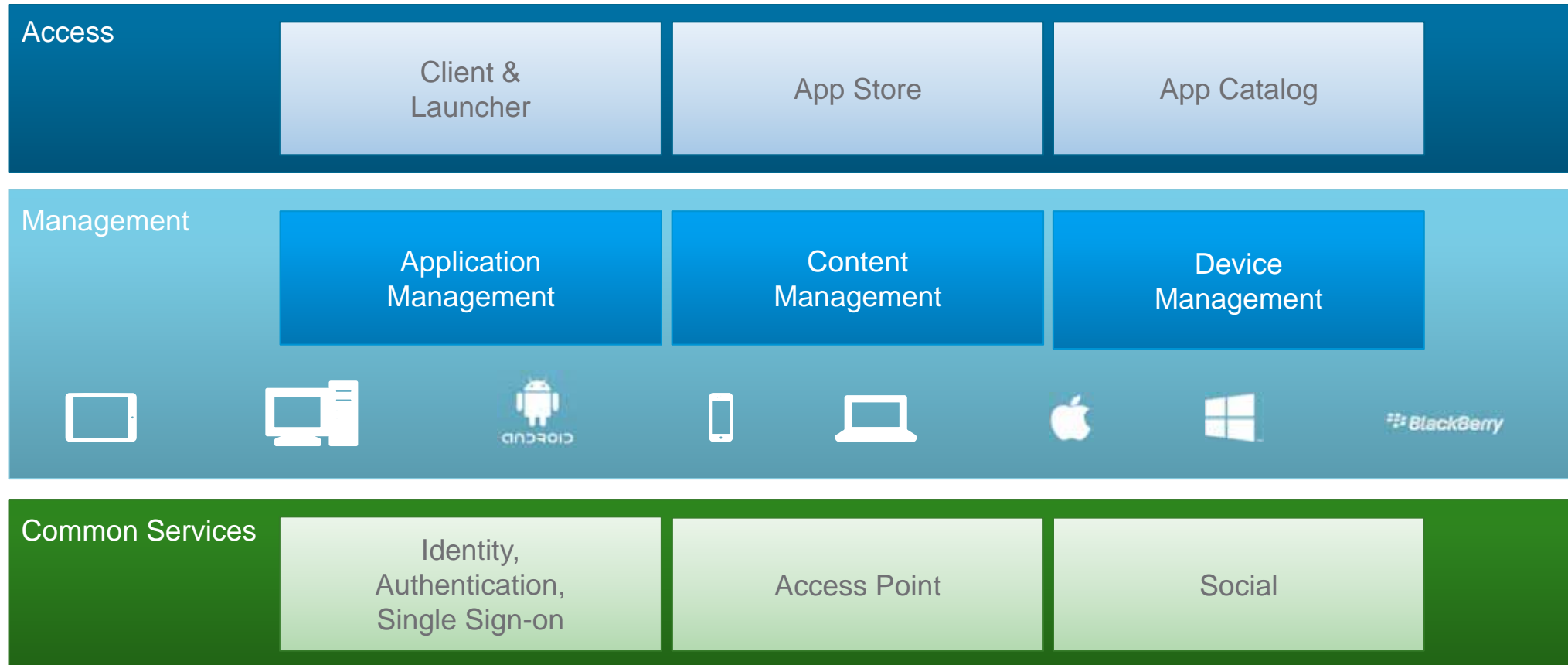


Mobile Cloud Architecture

Define Centrally, Implement Locally



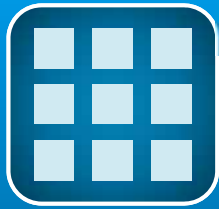
Virtual Workspace Marketecture



EUC Integration Points

For End Users...

1. Single App Catalog



2. Single Identity/SSO



3. File, Sync & Share from any Device

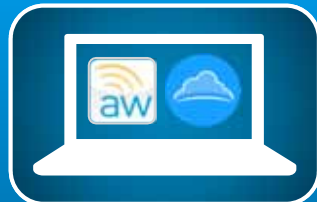


4. Integrated Content & Social

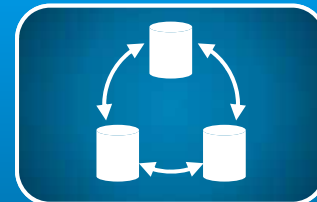


For Admins...

5. BYO & Container for Laptop and Mobile



6. End-to-end Service Catalog & Automation w/vCAC



7. Single Access Point w/Scenario Policies



End-User Computing News

–Technologies, Innovations, Partnerships



VMware Workspace Suite

- VMware Unifies Mobile, Desktop and Content Management
- New Integrated Platform Combines AirWatch Mobile and Content Management with VMware Horizon to Deliver Unified End-User Experience, Comprehensive Management



VMware, NVIDIA and Google

- Graphics-Rich Applications Delivered On Enterprise Cloud Desktops
- Fluid, remote user experience with any Windows apps on Google Chromebooks

VMware and SAP

- Mobile Security and Simplified User Experience for Mobile Applications



Project Meteor

- Real-Time apps, desktops combining CloudVolumes, Project Fargo

VMware Expands Horizon DaaS Offering

- New Applications-as-a-Service – only DaaS solution to integrate published apps, shared desktop sessions and full virtual desktops
- New European Expansion, Horizon DaaS Enterprise for high performance desktops

Deeper Discussion on Workspace Suite and CloudVolumes

- **EUC3103 VMware Workspace Suite**
 - Tuesday 5-6pm
 - *Marriott, Yerba Buena Level, Salon 1*

- **EUC3605 CloudVolumes Acquisition Overview: Simplifying App Delivery**
 - Wednesday 12-1pm
 - *Moscone West Room 3012*



Thank You

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Fill out a survey

Every completed survey is entered into a drawing for a \$25 VMware company store gift certificate