



VMware Enterprise Desktop Solutions: What's NEW with VMware View 3

John Hinkle
Professional Services
Practice principal
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Agenda

- > Market Momentum
- > What's new with VMware View 3
- > Microsoft Licensing

The Desktop Dilemma

IT Requirements

- Manage disparate desktop images easily
- Manage explosion in multitude of devices
- Provide secure, continuous access to desktops, apps
- Manage Legacy, Win32 and Web apps
- Low management costs

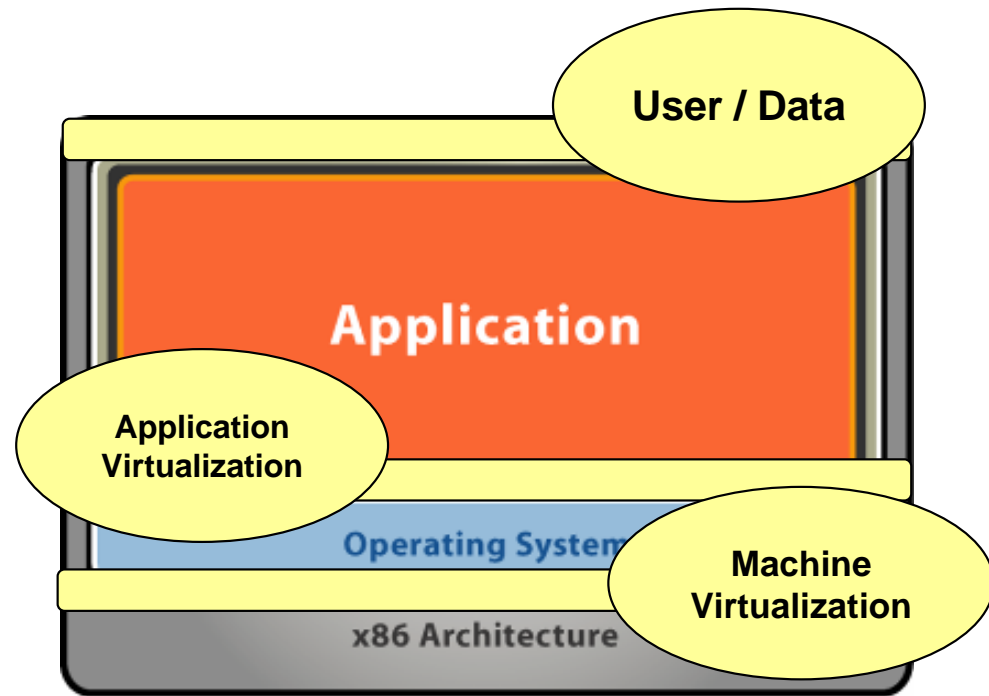
User Requirements

- Personalized Desktops that follow them
- Flexible access anywhere using multiple devices
- Desktop Biz Continuity & Disaster Recovery
- Legacy, Win32, Web apps work well together
- Rich Application Interface

Virtualization is the Solution

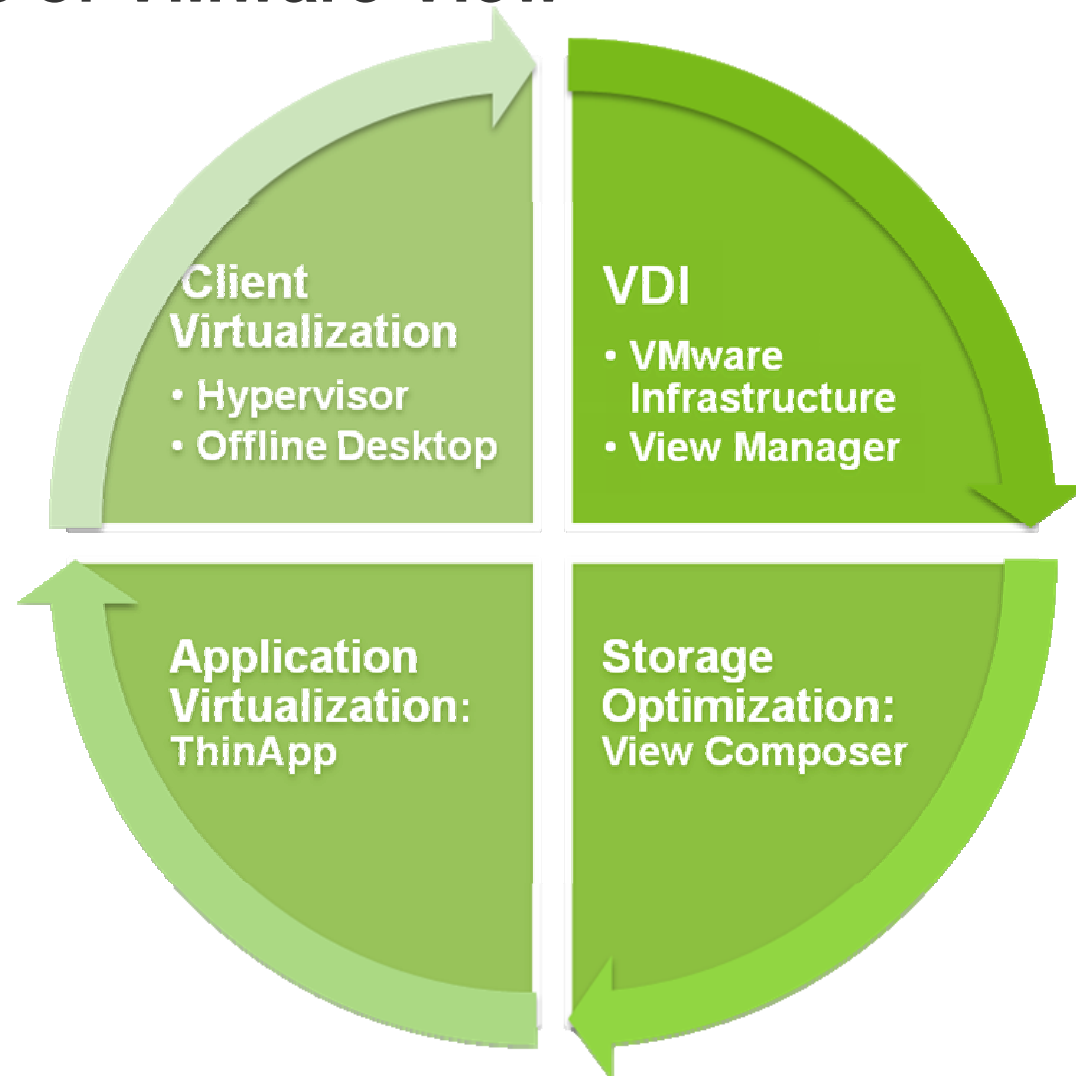
Virtualization enables Isolation, encapsulation, and mobility

- Run different operating systems side by side
- Run legacy Win32 apps next to web 2.0 applications
- Move OS, apps, desktop to different devices
- Separate user data and settings into a universally accessible VM



VMware View Extends VMware VDI

Components of VMware View



Agenda

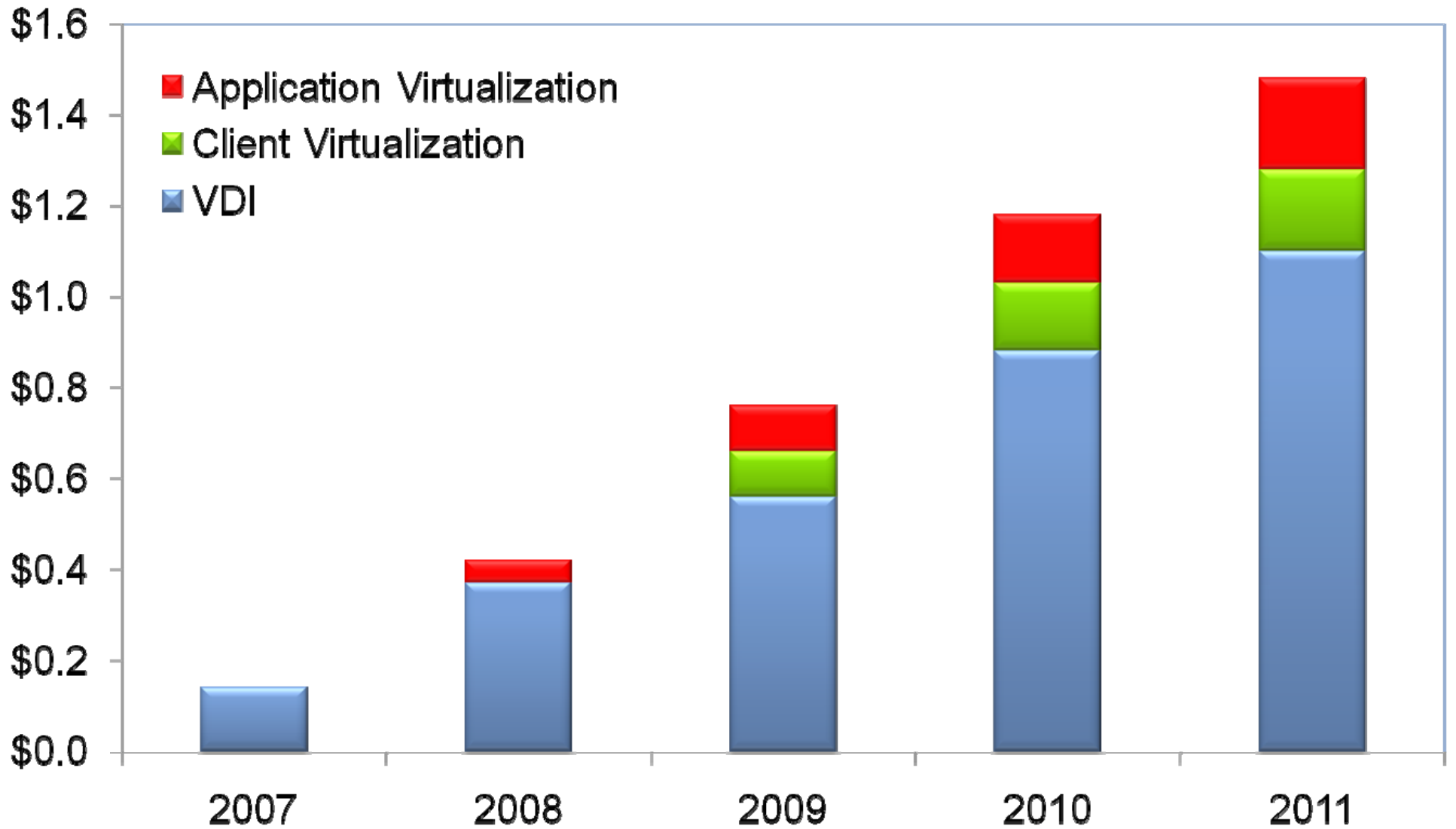
- > What is VMware View 3



- > What's new with VMware View 3

- > Selling VMware View 3

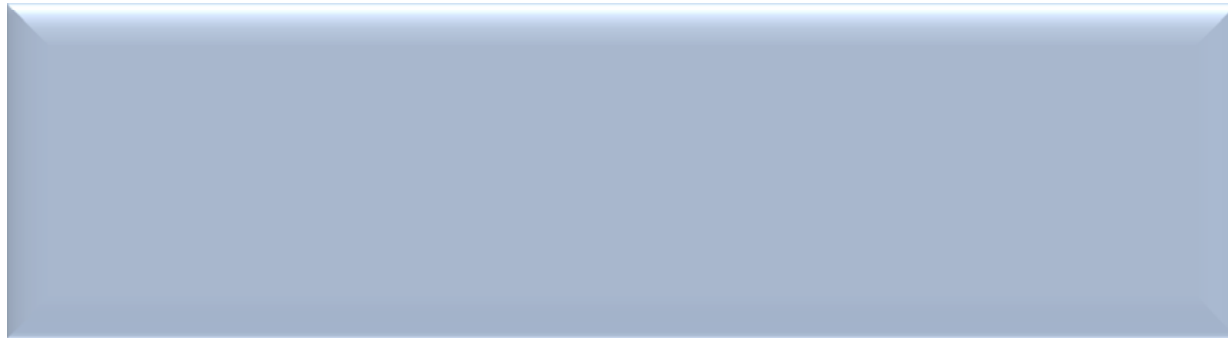
VMware View Total Potential Market (\$Billion)

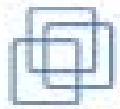


Source: IDC March 2007

Agenda

- > What is VMware View 3
- > Market Momentum





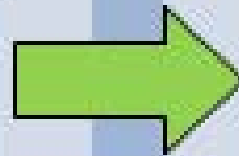
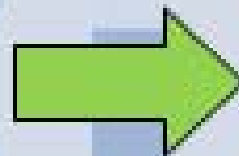
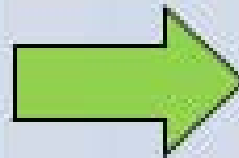
Product Name Changes

Current

VMware VDI

Virtual Desktop
Manager 2

Scalable Virtual
Images



New

VMware View 3

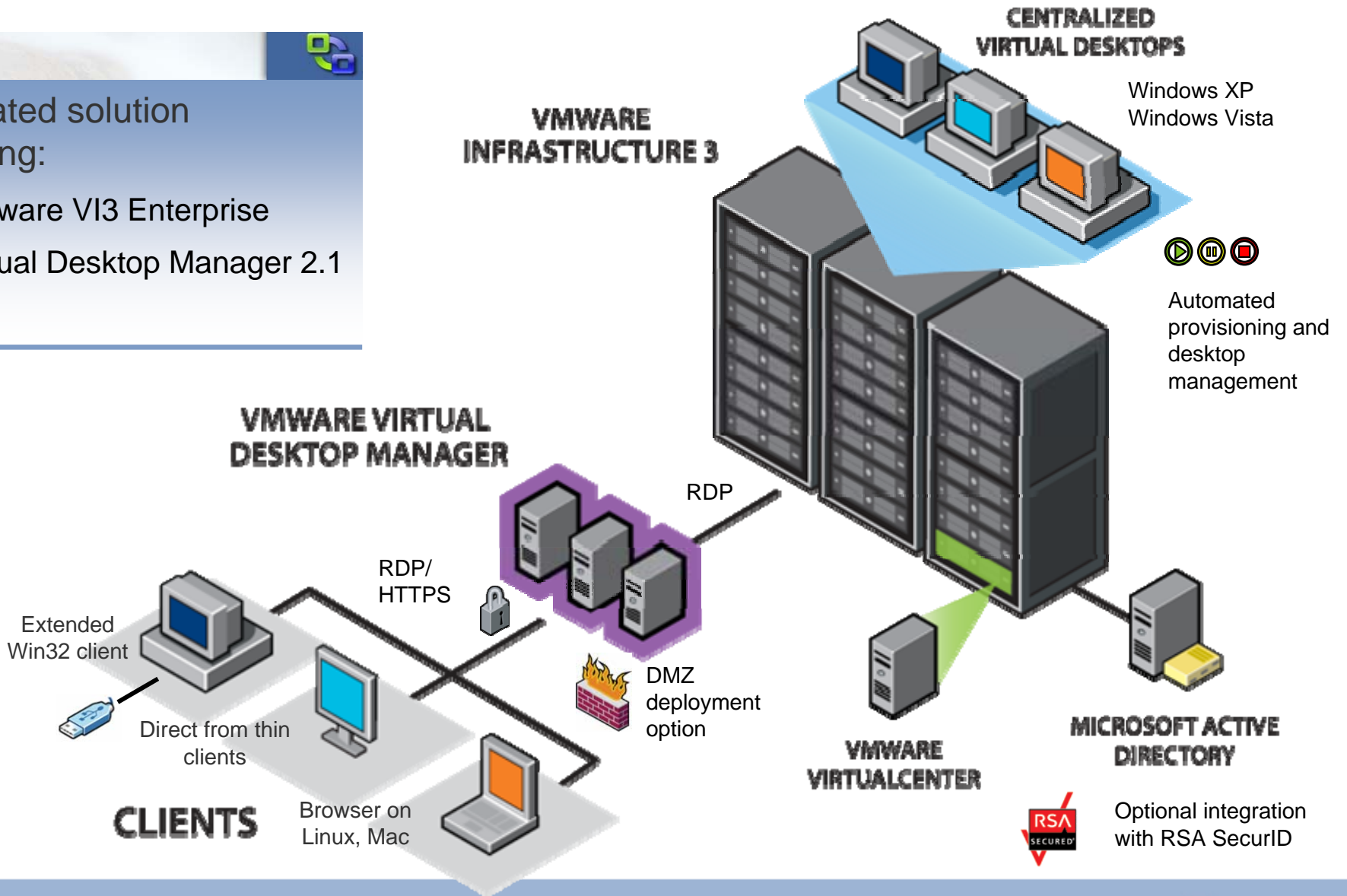
View Manager 3

View Composer

Current VMware VDI Solution Overview

Integrated solution including:

- > VMware VI3 Enterprise
- > Virtual Desktop Manager 2.1



What's new with VMware View 3



VMware View 3



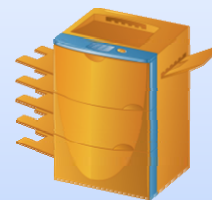
View Composer



ThinApp



Unified Access



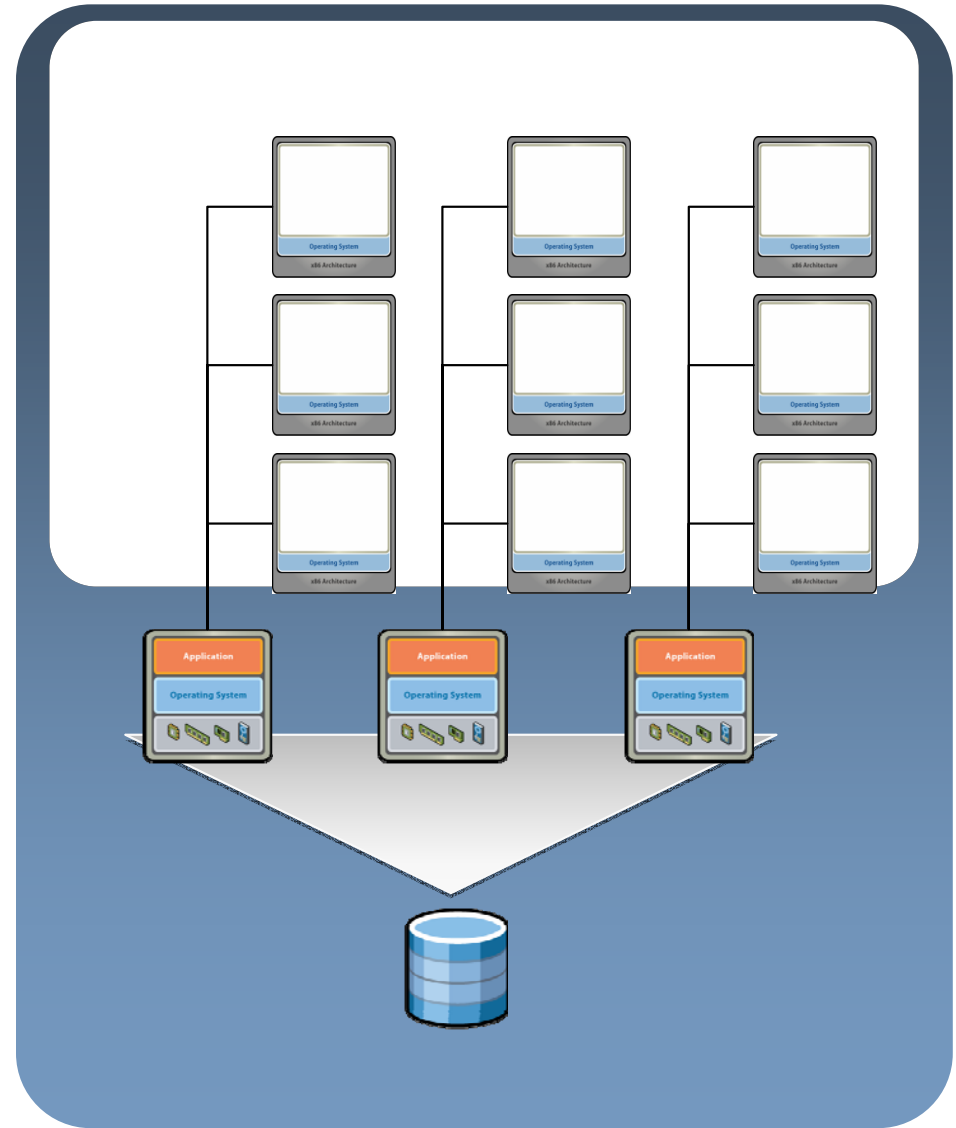
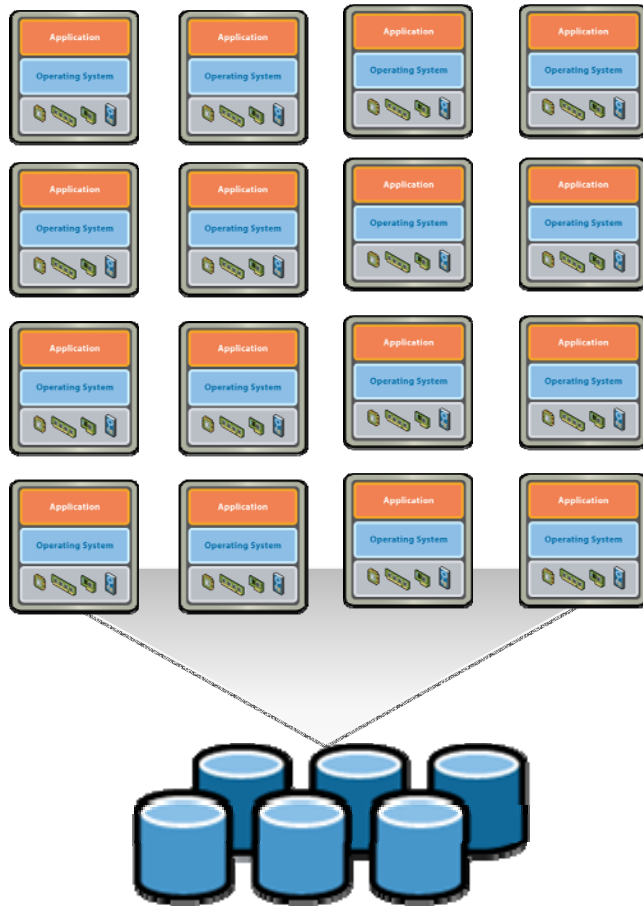
Virtual Printing



Offline Desktop
(experimental)

View Composer: Image Management

Traditional VDI



View Composer: Image Management

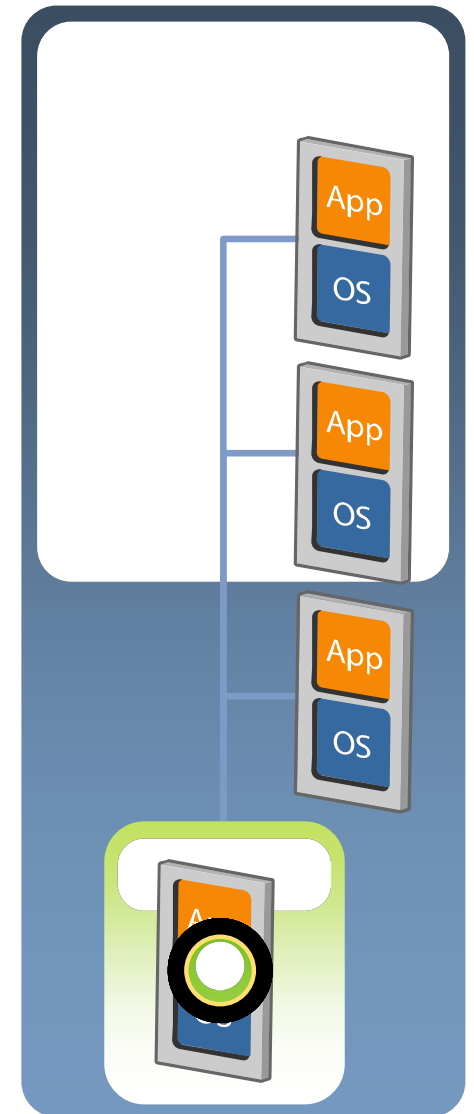
Lowering Overall Storage Costs

- > Up to 90% reduction

Manage 1000s of desktops

Streamline Desktop Management

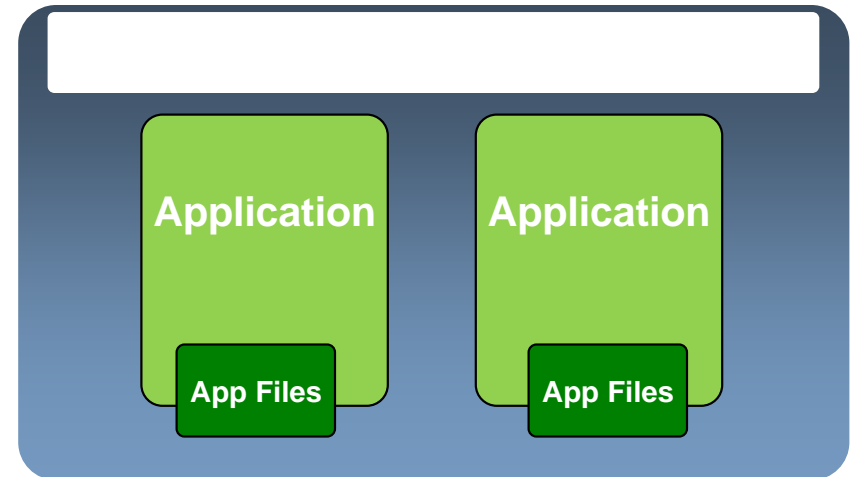
- > Quick Provisioning
- > Simplified updating, patching and upgrading while retaining user settings
- > Guarantee updates applied to every desktop



ThinApp: Application Management through Virtualization

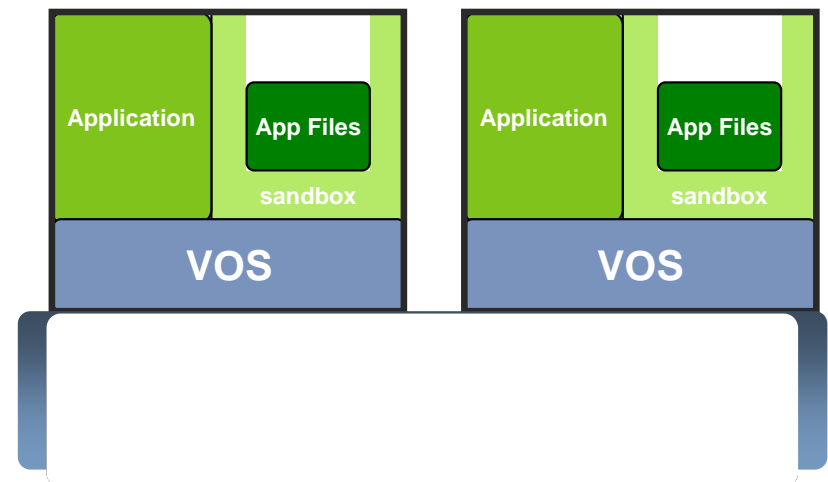
Features

- Decouples applications & data from OS
- Agent-less architecture
- Wide platform and application support
- Plugs into existing Application Management tools



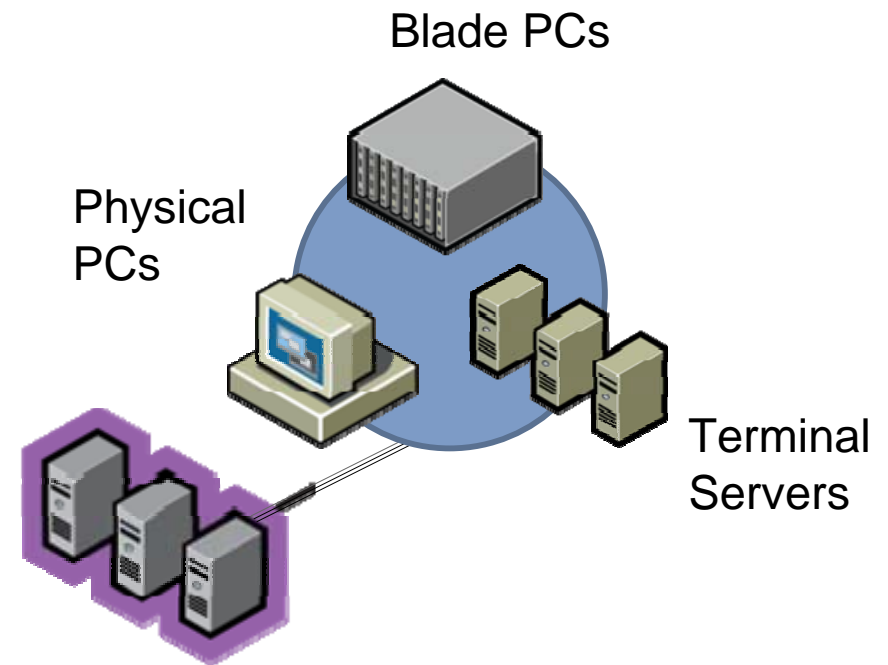
Benefits

- Reduces Storage Costs
- Minimizes desktop images to be managed
- Streamlines application patch updates
- Allows multiple versions of applications to be used



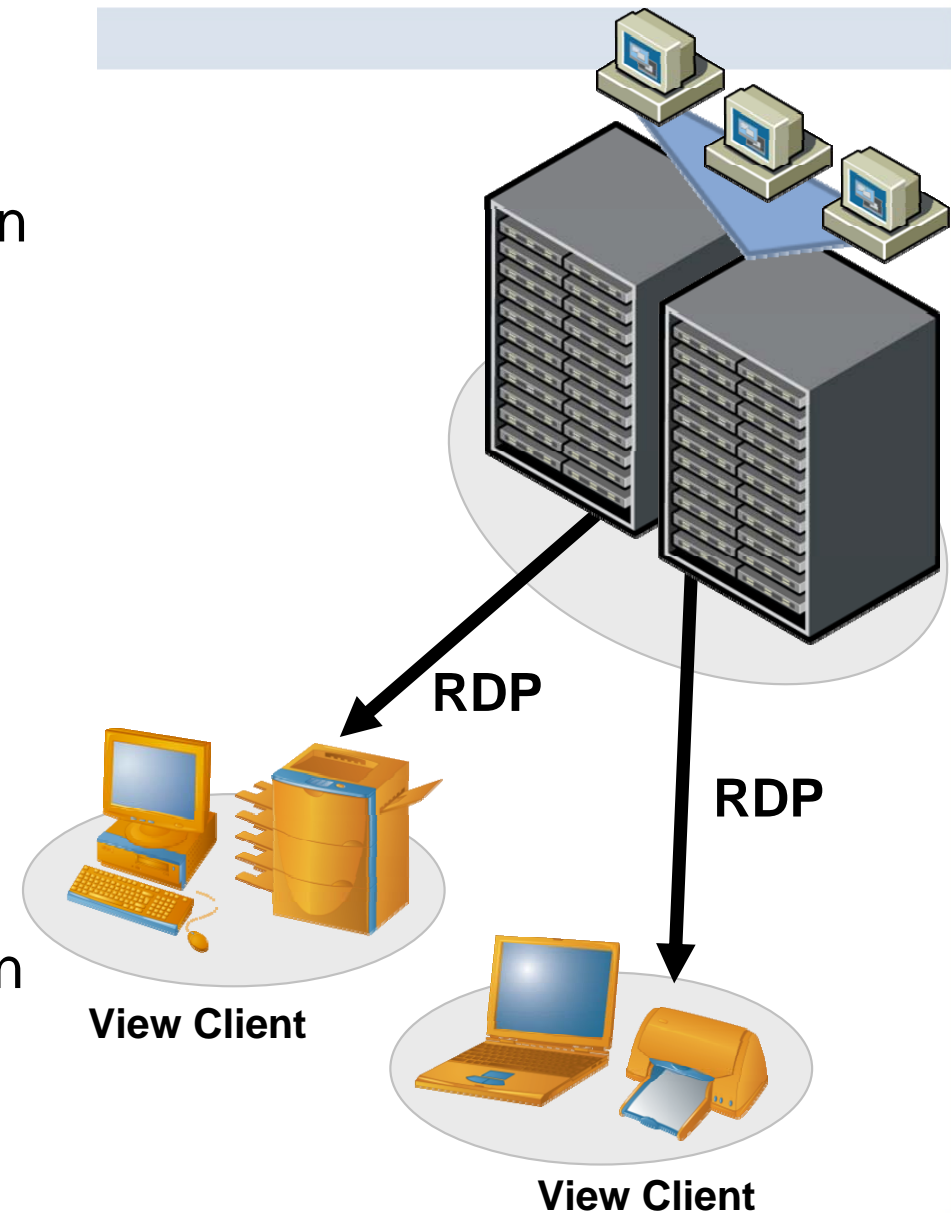
Unified Access

- > Leverage View Manager's secure connection brokering capability for other platforms accessible by RDP
 - ▣ Terminal Servers
 - ▣ Blade PCs
 - ▣ Physical PCs
- > Load Balancing of multiple Terminal Servers.
- > Monitoring and auditing within View Manager



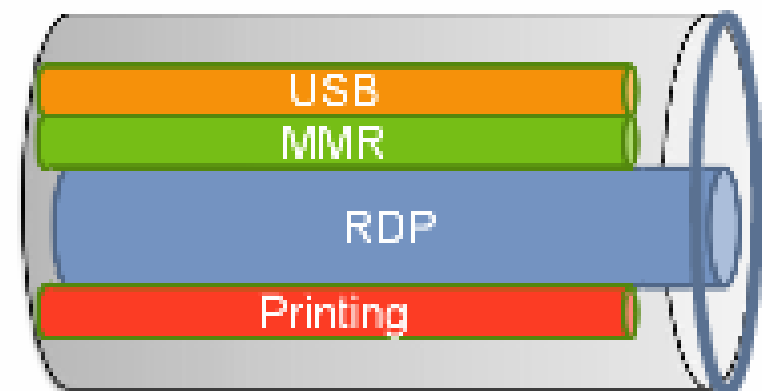
Virtual Printing

- Driver Free Printing: No Installation and Maintenance of printer drivers on Virtual Desktops
- All necessary printers automatically available
- Minimize network utilization up to 98% with advanced print stream compression
- High quality printing even over WAN connections
- Use of client printer driver rather than complicated server installations



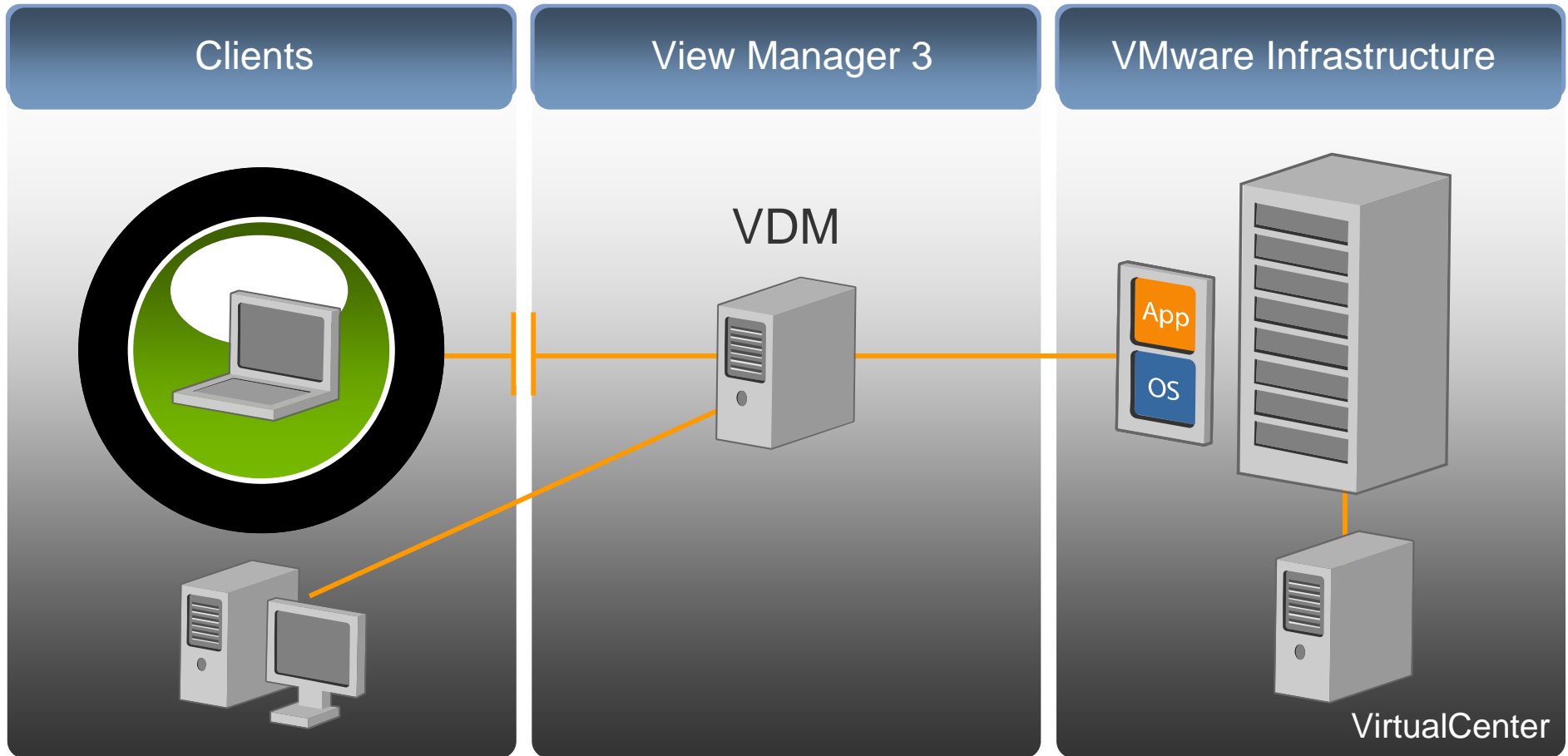
View Manager: Better User Experience

- **Multimedia Redirection:**
 - Multimedia stream decoded at client
 - Better user experience
 - Min impact on servers, bandwidth consumed
 - Win XP, Win XPe clients supported
- **Support of critical codecs**
 - MPEG-1, MPEG-2, MPEG-4-part2
 - WMV 7/8/9
 - WMA, AC3, MP3
- **Granular policies for USB Redirection**
- **Flash support soon with VMware View 3.1**



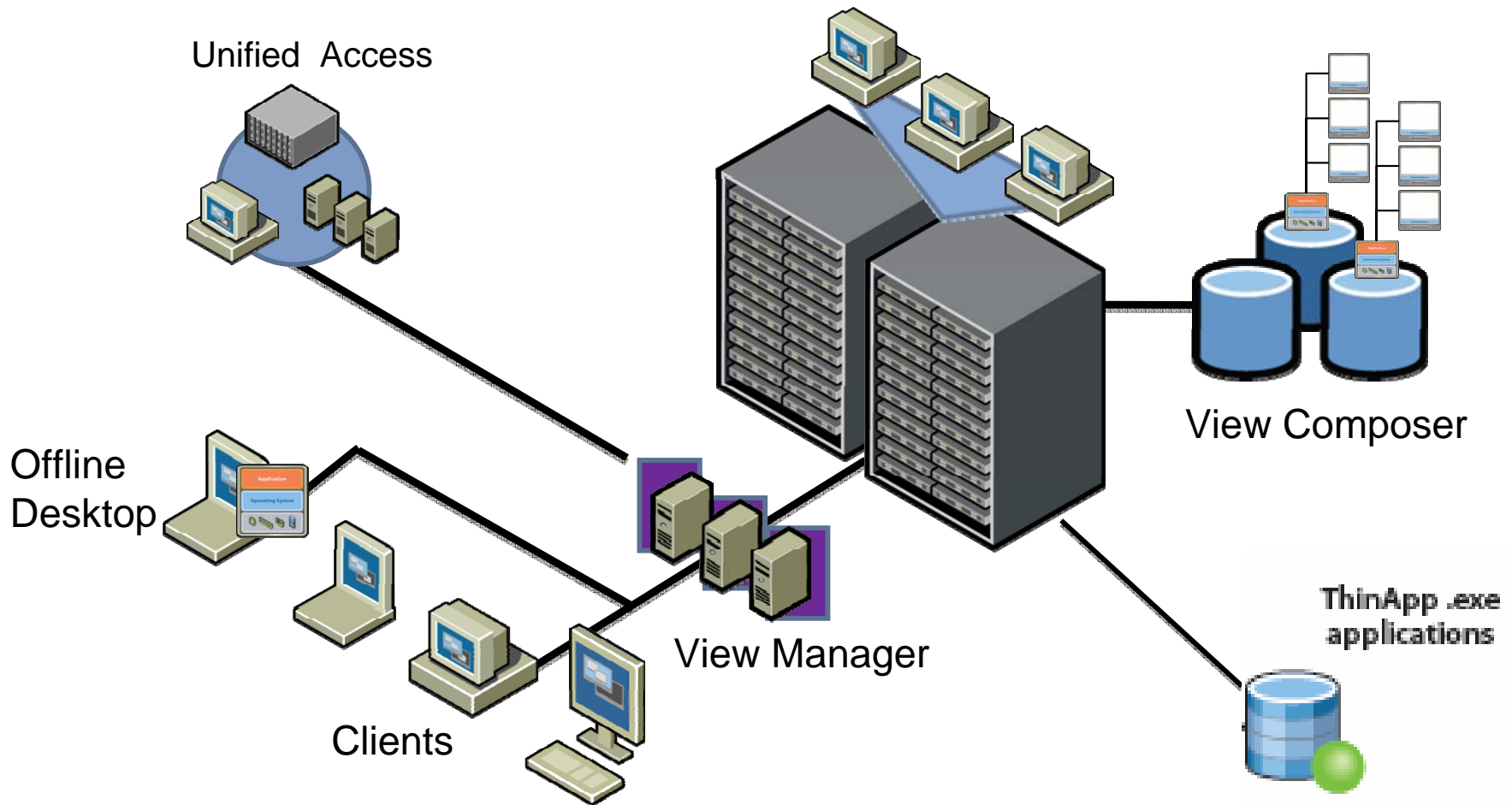
Remote User experience

Offline Desktop (Experimental)







- End-users can check their Virtual Desktops in and out
- Administrators can extend security policies to the local PC
- Full user experience

Summary Overview for VMware View 3



Current VDI/VDM 2 Pricing and Packaging

	VDI	VDM
VI3 Enterprise		
Virtual Center		
Desktop Manager		
Pricing (per concurrent user)	\$150	\$50

VMware View 3 Pricing and Packaging

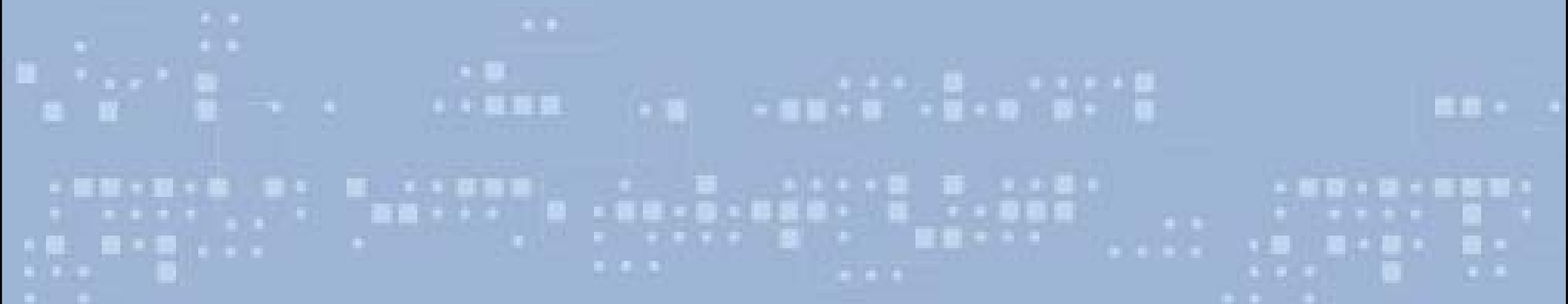
	View Enterprise	View Enterprise add-on	View Premier	View Premier Add-on	View Premier Upgrade
VI3 Enterprise					
Virtual Center					
View Manager					
View Composer					
Offline Desktop*					
ThinApp					
Pricing (per concurrent user)	\$150	\$50	\$250	\$150	\$100

* Experimental in View 3.0

 New set of SKUs

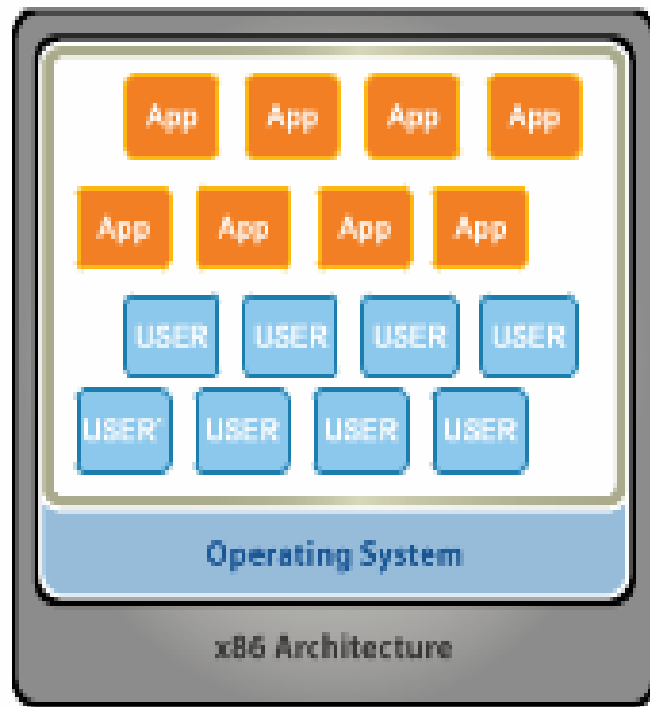


The Competition



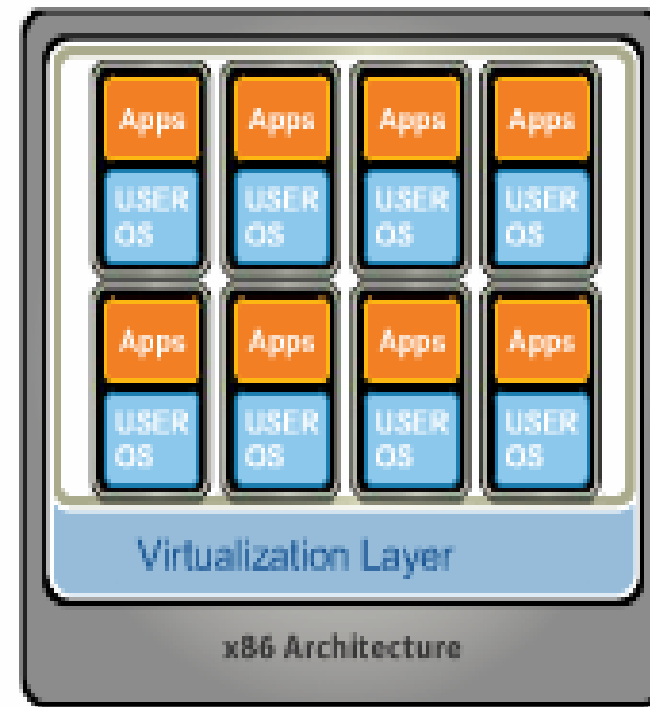
Server Based Computing - Architectures

Terminal Servers



- > No Isolation
- > Challenges with Resource Control
- > Challenging if users want different apps

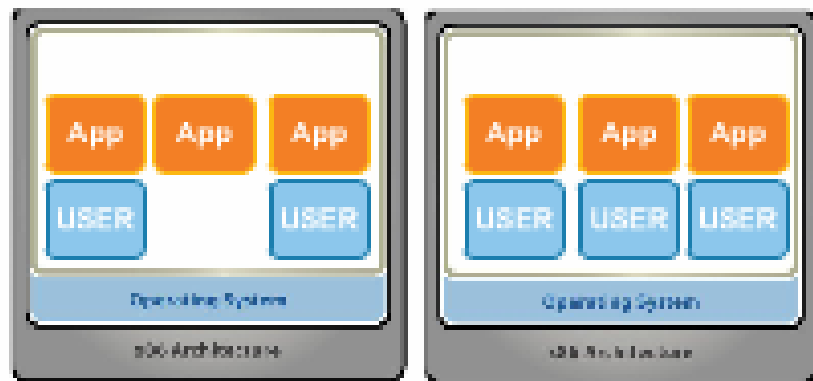
Virtual Desktop Infrastructure



- > Full Isolation
- > Complete and predicable resource control
- > Every user can have their own environment

Server Based Computing – Load balancing

Terminal Servers



VMware View



















































Full VMware View and VI3 Benefits:

- > Fail Over support with VMware HA
- > Offline backup options with VMware VCB
- > VMware Update Manager for OS/Application
- > Automatic NIC / HBA redundancy with Nic Teaming and Multipathing




Competitive Pricing/Packaging Comparison

	XenDesktop			VMware View	
	Advanced	Enterprise	Platinum	Enterprise	Premier
Virtualization Platform					
Connection broker					
Secure remote access					
Storage Optimization					
Multi-backend support					
Application Virtualization					
Offline Desktop*					
High Availability					
Dynamic Provisioning					
Desktop Monitoring				Partner	Partner
Pricing	\$195	\$295	\$395	\$150	\$250

* Experimental support only

Why Choose VMware View over Citrix Zen Desktop

- **Standardising on the best platform is a strategic decision**
 - More than 10 years of innovation, 120,000 customers
 - >85% deployed in production
- **XenDesktop is complex to deploy and its future is uncertain**
 - Microsoft Hyper-V likely to replace XenServer
 - Early adopters face significant technical risks and uncertainties
- **No one protocol will fit all use case scenarios**
 - VMware is committed to supporting multiple protocols such as
 - Sun ALP, HP RGS, Teradici, and RDP
 - VMware  includes Client virtualisation for best end user experience, off-line usage
 - RDP performs as well as ICA in LAN environments
 - RDP and ICA gap narrowing: MSFT is aggressively investing to further enhance RDP (e.g. Calista technology acquisition)

Licenses for Windows Desktops

There are two ways to purchase Microsoft Windows Desktop licenses for VMware View

- Full Packaged Product (FPP)
- Vista Enterprise Centralized Desktop (VECD)

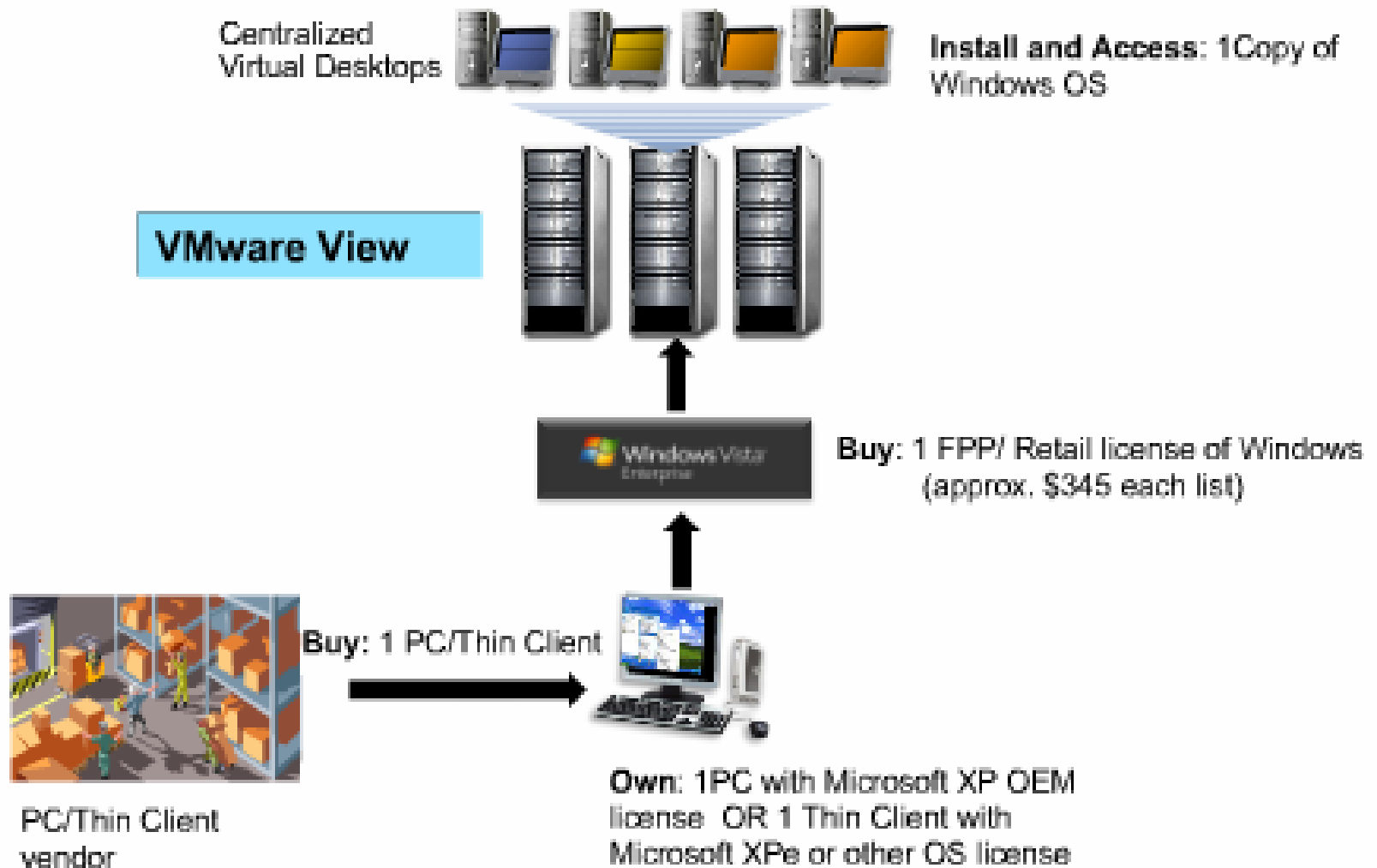
Full Packaged Product

- FPP licenses can be deployed as virtual desktops
- Cannot re-use existing OEM licenses for virtual desktops
- Each client device requires license for physical device

This information is subject to change, contact your Microsoft sales representative for the latest licensing policies or visit the web:

<http://www.microsoft.com/windows/industry/windowsvirtualenterprise/howto/licensing.mspx>

Windows Fully Packaged Product (FPP) / Retail license for any device



Licensing Microsoft Windows for VMware View

Vista Enterprise Centralized Desktops (VECD)

- Allows access to hosted virtual desktops
- Single end device can access up to four remote desktops
- Subscription based licensing
- Need to have MSFT volume license agreement
- Thin clients and regular PCs priced differently

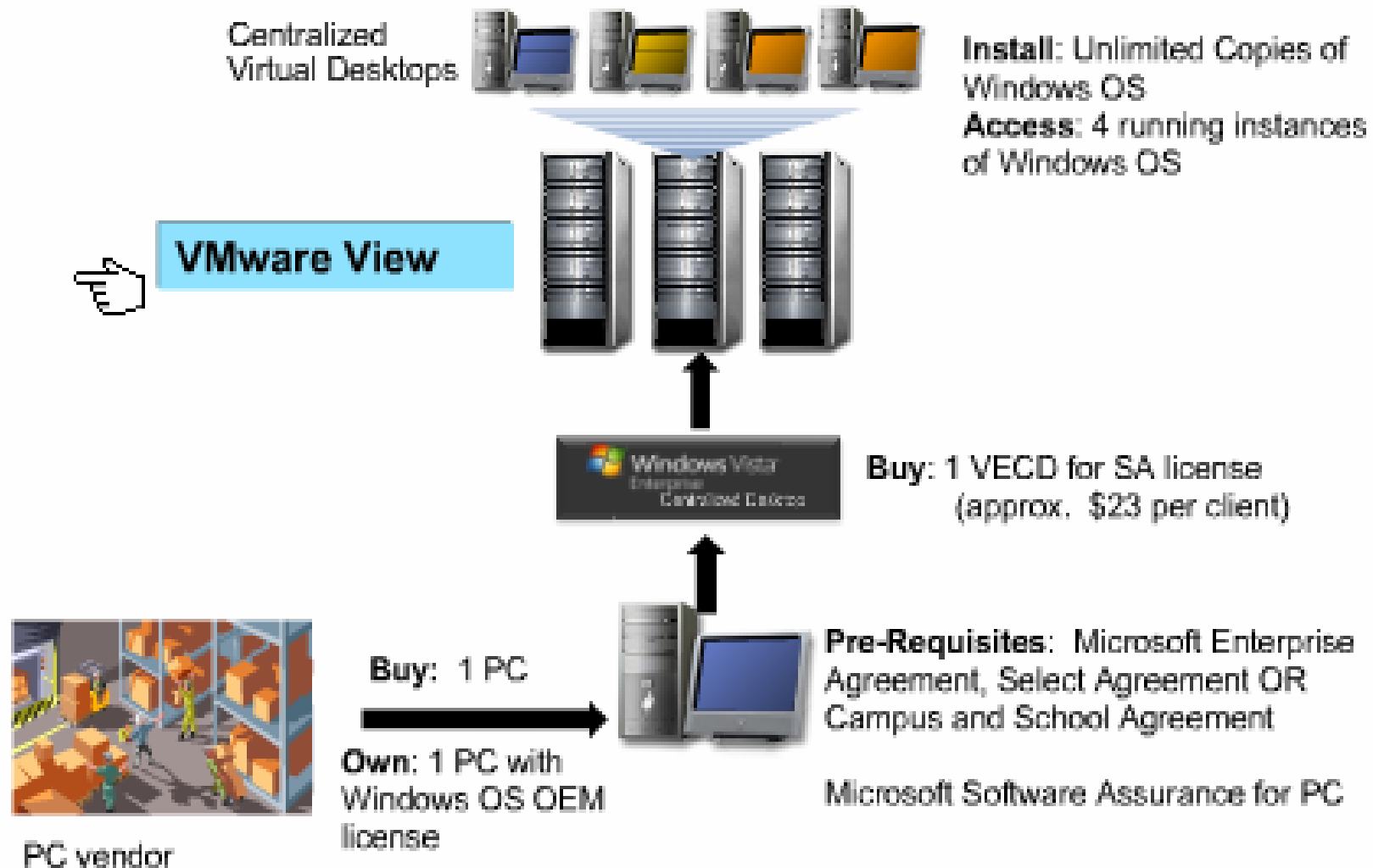
VECD covers “business” versions of Windows

- Windows Vista Business and Windows Vista Ultimate
- Downgrade rights apply to Windows XP Professional and Windows 2000 Professional

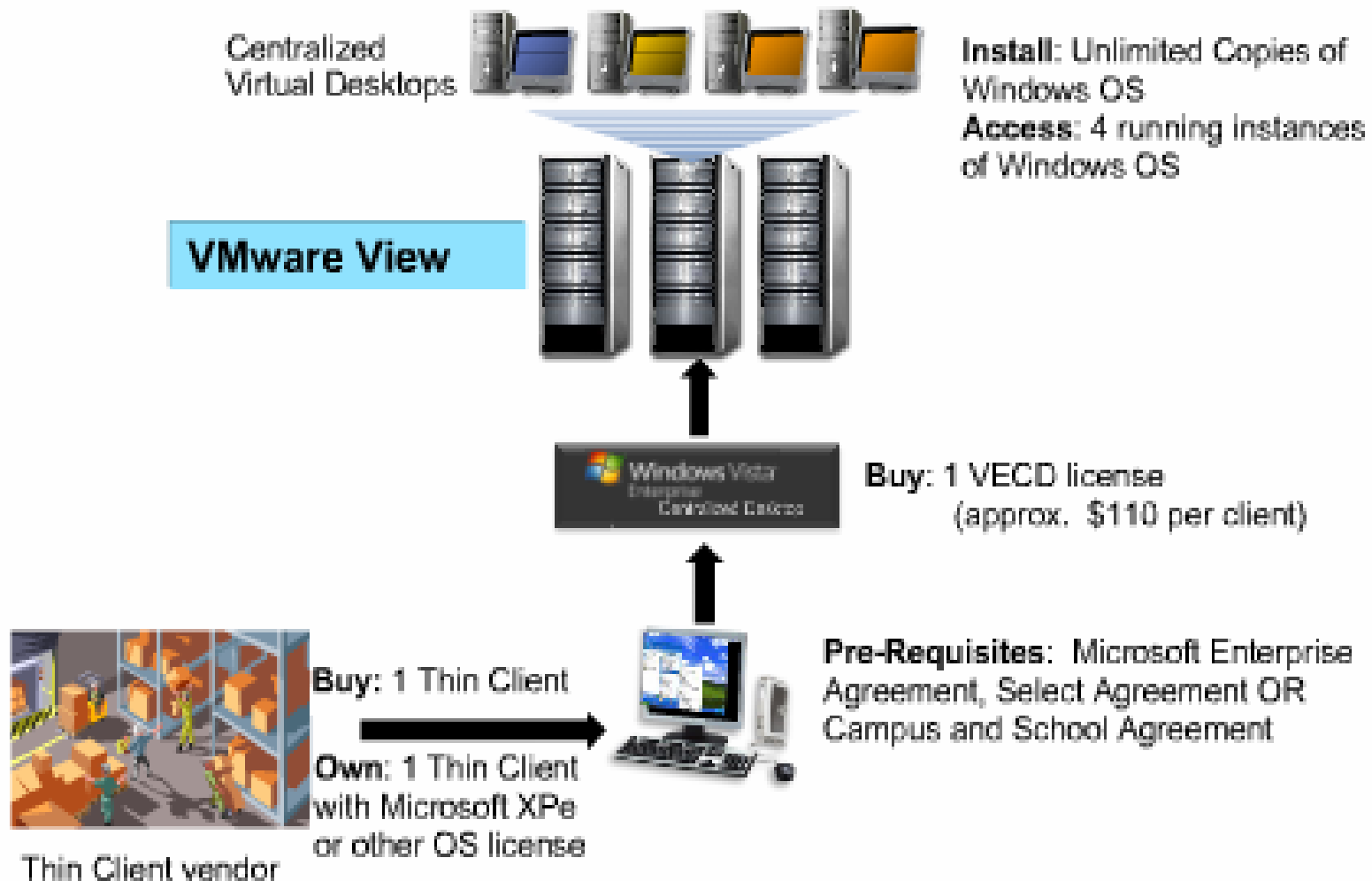
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<http://www.microsoft.com/licensing>

Windows Vista Enterprise Centralized Desktop for regular PCs



Windows Vista Enterprise Centralized Desktop (VECD) for thin clients



Questions?

