End-User Computing for the Mobile-Cloud Era

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- 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
- Social
- Identity
- Gateway
- Catalog

VMware Workspace™ 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
- Closed Loop Management and Automation
- Optimized for the Software Defined Datacenter
- Hybrid Brokering
VMware Horizon DaaS on vCloud Air

Key Features

- **Desksops & 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

- **Apps-as-a-Service**
  Deliver Windows Apps to any device

- **EMEA Expansion**
  Now available in the UK

- **Horizon DaaS Enterprise Desktop**
  High-performance desktops for developers and engineers
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
Desktop Demo
Ben Goodman, Lead Evangelist, End-User Computing
The Future of Graphics-Rich Applications

Google
NVIDIA
VMware

Horizon
NVIDIA vGPU
VMware vSphere
GPU
GPU
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
Managed Application Containers

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

Real-Time App Model

User installed applications
Dynamically delivered Application sets
Applications
Middleware
Settings

Software-Defined Data Center
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

Core Apps V2

Deliver, update, and retire any set of applications in seconds.
Dynamically Deliver Application Sets to 1000’s of users

Realize massive storage efficiencies across heterogeneous environments.

- Finance
- Core apps V2
- Marketing

Any Cloud, Virtualized Datacenter or Physical Machine
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

Our Mission: Simplify Enterprise Mobility™
Your Mobile Environment is Becoming Complex

Different Devices & Platforms

- Smartphones
- Tablets
- Desktops & Laptops
- Peripherals
- Rugged Devices

Device Ownership

Corporate Resources

- Device Management
- Email Management
- Application Management
- Content Management
- Laptop Management
- Rugged Management

Access and Control

- VPN
- Wi-Fi
- Apps
- Email
- Content
- Browsing

Network & Security

Cloud

On Premise

- Directory Services
- VPN Connection
- Certificates & PKI
- Content Filtering
- Content Repositories
- Malware Anti-Virus
- Email Infrastructure
- Wi-Fi Networks
- Email
- SDK
- SIEM
- Servers
- SQL
- DNS
- DHCP

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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

Enhance the Customer Experience

Global Operations and Scale

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
Unified User Experience

- AirWatch Agent
- AirWatch Workspace
- AirWatch Inbox
- AirWatch Secure Content Locker
- AirWatch Browser
- AirWatch App Catalog
- Wrapped App
- SDK-developed App
- AirWatch TV
- AirWatch Teacher Tools
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
- BlackBerry

**EVERY Mobile Deployment**
- Corporate Multiuser
- BYOD
- Line of Business
Next-Generation Content Collaboration

- Live Conversations with Collaborators
- Desktop Application
- #links and @tagging
- Content Preview Links
- User Generated Content Repositories
- Activity Feed
- Outlook Plugin
- Dynamic Dashboards
- Confidential Watermarks
- Enhanced External Sharing
Next-generation Laptop Management

Corporate Wi-Fi and VPN
Remote commands
Configuration profiles
Device restrictions
Corporate email accounts
Imaging
Software installation
Compliance polices
Device settings
Product provisioning

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

- Field Workers
- Knowledge Workers
- Management
- Executives
- Contractors
- Suppliers
- Auditors
- Vendors
- Consultants
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

Access
- Client & Launcher
- App Store
- App Catalog

Management
- Application Management
- Content Management
- Device Management

Common Services
- Identity, Authentication, Single Sign-on
- Access Point
- Social
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
Fill out a survey

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