End User Computing Strategy

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VMware Solutions for IT as a Service

- Secure
- Manageable
- Open

VMware End User Computing
- Management
- Security
- Compliance

VMware Cloud Application Platform
- Management
- Security
- Compliance

VMware Cloud Infrastructure and Management
- Management
- Security
- Compliance
Evolution to End User Computing

PC Centric

User-Centric
Desktop is Being Pulled Apart

Desktop Is Being Pulled Apart Into the Cloud
Benefits of Cloud Computing for Consumers

- Better Experience
  - Personalized
  - Available and Reliable
- Always ON
  - Small Always
- Beyond the PC
  - Simplicity
  - Instant Gratification
  - Multi-device
- Available
  - Backup & Sync
  - Ubiquitous Access
- Engaging Native Apps
  - Pay as you go
  - Excitement & Anticipation

You are about to live the ultimate consumer cloud experience.
The Cloud – IT Dichotomy

Pressure to Innovate
Pressure to Maintain

Budget
Security
Compliance
Legacy Apps
Manageability

End-users Expectations
Consumer Cloud Experience for the Enterprise

While maintaining corporate policy, SLA and flexible service delivery at a lower cost
The End User Computing Journey

MODERNIZE
THE DESKTOP

Secure and Optimize the Traditional Windows Environment

Desktop, Desktop App, User Data, Virtual Machine
Today’s Challenges

PC Centric

- Rigid, Complex and Fragile Architecture (HW+OS+Apps+Data)
- Security Exposures
- High Maintenance Costs
- Difficult to Maintain and Upgrade
- Reactive, poor SLA
- Downtime costs

PC is the center of the universe
Modernize, Optimize and Secure the Desktop

VMware View 4.6 and ThinApp 4.6
Modernize, Optimize and Secure the Desktop

VMware View 4.6 and ThinApp 4.6
Zimbra: Managing and Delivering End User Data
Zimbra - Managing and Delivering End User Data

- iPhone
- BlackBerry
- Palm
- Android

Public Cloud

- User Data
- VMware

Private Cloud

- Data
- Desktop Apps
- OS

Zimbra Client

- MS Outlook

VMware

User Data

23
Use Cases for the Modern Desktop

- Remote Office
- Business Process Outsourcing
- Student Computer Labs
- Remote Campuses
- EOIT / BYOPC
- Mobile Users
- Federal COOP
- Federal Telework
- Windows 7 Migration
- Healthcare Follow Me Desktop
View 4.0 Momentum

- 10,000+ View Customers
- 270% Growth in Net New Customers Y/Y
- 86% Growth in Number of Deals
- 2,500+ Partners Selling View
- 500+ Desktop Competency Partners
The Bank of Tokyo-Mitsubishi UFJ, Ltd.
3000 seats

“We are working with VMware to migrate our traditional desktop users to a new, modern model using VMware View 4.5.”

Mr. Satoshi Murabayashi
General Manager and Executive Officer, System Division
The Bank of Tokyo-Mitsubishi UFJ, Ltd.
4.6 View Priorities

Scalability and Management
Mobile Users

Go Deeper
Go Wider
Increased Scalability, Simplified Administration

Scalable & Robust Management Interface

Role Based Administration

Support vSphere and vCenter 4.1

Broader scalability up to 10,000 VM pods

Tiered Storage Support

View 4.6 is THE Easiest and Most Powerful VDI Solution on the Market Today
View 4.6 – Now for Mobile Users Too

- View Client with Local Mode (BYOPC)
- Check out Virtual Desktop from Data Center
- Take it on the road while kept in Synch

View 4.6 is the first integrated online and offline solution

Native Mac Client
The View 4.6 new Architecture Delivers sub $500 Virtual Desktop
Breaking the Acquisition Cost Barrier with Partners

Dell Virtual Remote Desktop Featuring VMware View, Reference Architecture Brief

- Sub $40 Enterprise Storage for View
- Largest Windows 7 Migration Practice
- 60% increase in desktop performance

HP Reference Architecture for VMware View, Reference Architecture Brief

- Sub $40 Enterprise Storage for View
- 50,000 seat View Deployment Architecture
60,000 – 70,000 desktops being provisioned

480 concurrent VMs in the hybrid cloud (Miami, Ashburn, VA and San Francisco)

Type of Desktop: Knowledge Worker, Dual Monitor, Kiosk Mode

PCoIP bandwidth consumption: 150K/session with 130 ms latency
2010 Releases: Zimbra

**Zimbra: Cloud UI, Cloud Scale, Install to Inbox in 10 Minutes**

**Innovative**
- Cross platform online, offline and mobile access
- Zimbra Briefcase for enterprise data storage and sharing

**Open**
- Seamless access to corporate & personal applications
- Zimlets for rapid application integration

**Simplify**
- Application portability across public and private clouds
- Zimbra Appliance - install to inbox in 10 minutes
The End User Computing Journey

UNIFY USER MANAGEMENT
Bridge Legacy and Cloud Architectures

Legacy, SaaS, and Device Apps, User Data, Users

MODERNIZE THE DESKTOP
Secure and Optimize the Traditional Windows Environment

Desktop, Desktop App, User Data, Virtual Machine
I don’t care about the IT details… I am a user

Ubiquitous Access

Any (Cool) Device

Pay by consumption

Application Store

Mediate Gratification

Pay per Value

Self-Service

Service Catalog

Always On and Fast

Service Level Agreement

Devices
Mobile device growth rate is 2.5 time that of PCs

Over 2 million iPads sold in 2 months

Over 30 new tablet devices debuted at industry shows this summer

Applications
85% of New Applications Delivered as SaaS

Fortune named Salesforce #4 fastest growing company

Personal Cloud
500M+ active Facebook users

51% of active Twitter users follow companies, brands or products on social networks

User Data
4M+ Dropbox Users

25+ petabytes at Mozy

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Embracing SaaS and Cloud Data

Public Cloud

SaaS Apps

Data

VMware

Private Cloud

Data

Desktop Apps

Zimbra

OS

AD
Embrace Legacy Applications

Legacy Published Applications
Automate Application Virtualization

Public Cloud

VMware

Private Cloud

ThinApp Factory
Policy Based User Provisioning and Management

Public Cloud
- SaaS Apps

Private Cloud
- Published Apps
- Desktop Apps
- OS
- Data
- Zimbra

VMware
- Directory Federation
- Policy Management
- Access Security
Roadmap: Project Horizon

Industry First: Unified user management of legacy and cloud applications

- **User Experience**
  - Single sign on
  - Self Service
  - Cross Platform Support
  - Scalable
  - Offline
- **Cloud Ready Identity**
  - Legacy, SaaS, Published apps under unified management
  - Extend enterprise policy to the cloud
- **Diverse Apps and Data**
- **ThinApp Factory**
  - Automated packaging and updating of native applications

Project Horizon: Policy-based Delivery of Diverse Apps and Data
Team Collaborative Workspaces

- Collaborative Team Workspaces
  - Document Sharing
  - Team Calendar management
  - Application Catalog

- Enterprise Data Synchronization
  - Across multiple devices
  - Broad Synch Support

- Improved productivity
  - Integrated Social Communication
The End User Computing Journey

**DELIVER USER CENTRIC COMPUTING**
- Collaborative User Workspace
  - Users and Policies, Any App and Data

**UNIFY USER MANAGEMENT**
- Bridge Legacy and Cloud Architectures
  - Legacy, SaaS, and Device Apps, User Data, Users

**MODERNIZE THE DESKTOP**
- Secure and Optimize the Traditional Windows Environment
  - Desktop, Desktop App, User Data, Virtual Machine
User Centric Computing

Mobility and Offline

End User Workspace
Enterprise and SaaS
App Store

Admin Console

VMware

Cross-Platform Portal
Public Cloud

Published Apps
Data
Desktop Apps
VDI
New Apps

Private Cloud

SaaS Apps

New Apps

Data
The VMware Difference

Microsoft:
- Windows Apps
- Internet Explorer
- Windows Tablet (?)
- Windows Mobile
- Windows (Azure)

Apple:
- App Store
- Safari
- iPad
- iPhone
- MacOS

Google:
- Google Apps
- Chrome
- Android
- Google Cloud
The VMware Difference

We have the key end user assets required:
Virtualization, Application Virtualization, 
End User Data management and Collaboration

Heterogeneity is our DNA

Choice: Run in the Enterprise or 
on a vCloud Provider

We have the fundamental cloud building 
blocks
VMware End User Computing Benefits

**End User Freedom**
- Next generation collaborative workspace
- Context aware experience
- Device and platform independence
- Flexible access data and apps anywhere, anytime

**IT Control**
- Secure policy driven service delivery across clouds
- CAPEX + OPEX control
- Security & Compliance
- Simplified, automated user management
What is Cloud Again? Details Please…

**Users Care About**
- Ubiquitous Access
- Pay by consumption
- Self-Service
- Service Catalog
- Service Level Agreement
- Secure Multi-tenancy

**IT Cares About**
- Management Automation
- Elasticity
- Pooling
- Abstraction
Thank you