

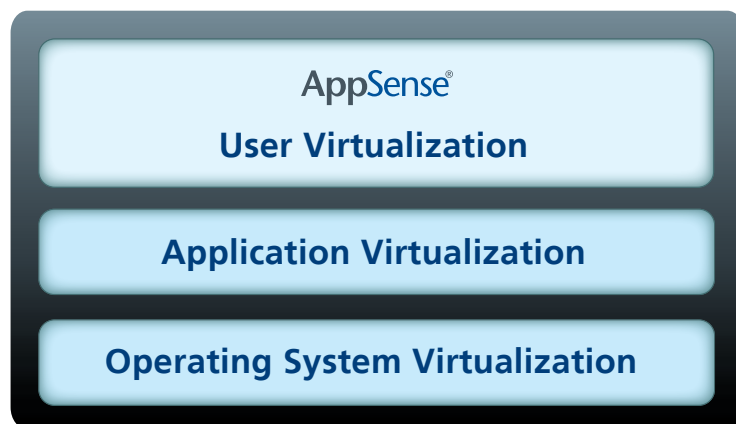
AppSense®



User Virtualization

For the past three decades, the predominant method of delivering computing capability to an employee has been the desktop PC. In this distributed model of client computing, the desktop is one holistic asset consisting of an operating system, applications and user information, all tied to one piece of hardware - either a desktop or laptop. Since each of these physical desktops is unique, the complexity of the desktop estate has increased in line with PC adoption. With the resulting increase in management costs due to updating, patching, security, backup, support and also a lack of agility from such a distributed model, the corporate desktop is now undergoing a paradigm shift in both its construction and delivery. In addition, the arrival of Windows 7 signals the start of enterprise-wide desktop upgrades and with it an opportunity to re-assess the way desktops are managed and leveraged throughout the organization.

Rather than one monolithic desktop unique to the employee, the new model for desktop computing is the component model; where operating system, applications and user data are separated into three individual components that can be managed independently and brought together only when required by a user. Since the user data is the only unique aspect of the desktop, and this is managed independently of the operating system and applications, the desktop can now be truly standardized across the organization. Also, since the component-based desktop need not persist across sessions, there is no requirement to manage thousands of unique desktops across the estate. Now only the 'golden' corporate operating system and 'golden' corporate applications need be managed, updated, patched and upgraded for thousands of users. This provides tremendous opportunities for desktop management cost reduction, as well as efficiencies in the delivery of computing capabilities to the user, increasing business agility and continuity.



The independent management of all aspects of the user on the desktop is called **User Virtualization**, and the inclusion of this capability into the component desktop is essential in securing user adoption across the organization. AppSense is the leading provider of User Virtualization technology to enterprise organizations around the world. The virtualized user data is managed and delivered through the **AppSense Virtualized User Infrastructure**.

## THE VIRTUALIZED USER INFRASTRUCTURE FROM APPSENSE (VUI)

In the same way that delivery of operating systems and applications to the user requires an infrastructure, so too must the user environment. The **AppSense Virtualized User Infrastructure** manages everything specific to a user. This user environment contains; user-based corporate policy, personalization settings, user rights management and user-introduced applications. Infrastructure management tools optimize the user environment. Enterprise-class reporting and auditing tools provide visibility into the user environment; ensuring users have the best working experience. The infrastructure delivers the user environment into virtual, physical and streamed desktops and applications - or combinations of those mechanisms - and also can apply the user environment across operating system versions (e.g. XP, Vista and Windows 7, Server 2008, 32/64 bit). For existing desktops, migration capabilities move employees into dynamically delivered, standard desktops seamlessly.

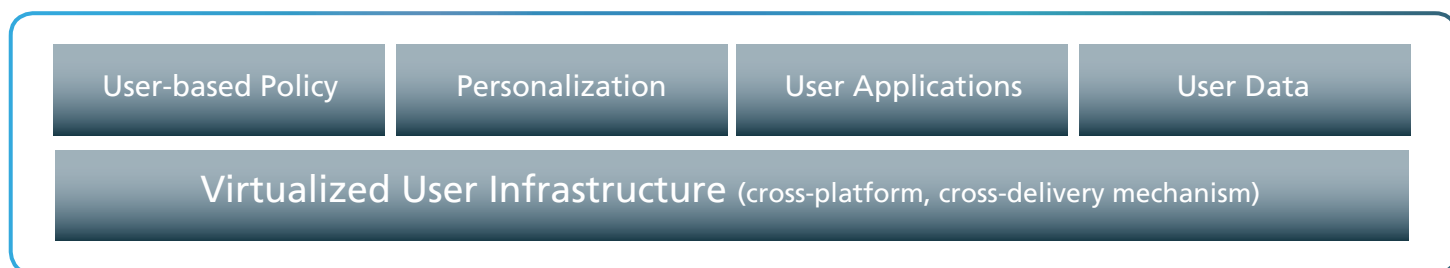
# AppSense User Virtualization | Solution Overview

## KEY CAPABILITIES OF THE VUI

- ✓ **Cross-platform**  
The same user experience across multiple desktop and application delivery mechanisms, client OS versions and 32/64 bit enables best of breed desktop delivery with one virtual user platform.
- ✓ **Enterprise Scalability**  
Multi-tier architecture ensures all users, regardless of delivery technology, accessing device, connected status, geography or context, receive a predictable, personal working environment.
- ✓ **Intelligent Personalization**  
Automated abstraction and storage of existing user personalization settings. Selective application of personal data back into desktop on-demand.
- ✓ **User environment monitoring**  
Ensure optimum working experience through reporting and auditing of the user environment.
- ✓ **User Rights Management**  
Provide lowering or raising of user access rights according to business rules.
- ✓ **Policy-based access rights**  
Control user access depending on role-based rules and context. E.g. application, feature, network, printer access.
- ✓ **User migration**  
Migrate user personality between desktops and OS versions (e.g. XP-to-Win7) to provide a seamless experience to the user and an accelerated migration.
- ✓ **Self-healing desktop**  
Automatic detection of unexpected/unauthorized changes with immediate resolution. No manual intervention required.
- ✓ **“Follow-me” personality**  
The same desktop wherever and whatever the user’s situation. Including off-line.
- ✓ **User Installed Applications (coming soon)**  
The ability for the user to install non-standard applications into their ‘personality store’ and have these applications persisted during their sessions.
- ✓ **User Data Management (coming soon)**  
Seamless view of network and document regardless of desktop and accessing device.

## OPEN ARCHITECTURE

The Virtualized User Infrastructure provides full management of the user environment for all desktop and application delivery mechanisms - including physical PC, virtual desktop, streamed applications, published desktop and applications, provisioned operating system, XP, Vista, Win7, 32/64 bit and any combination of the above. The infrastructure is fully compatible with Citrix XenDesktop and XenApp, VMware View and Microsoft VDI technologies and combinations thereof, seamlessly.



For more information, please contact AppSense at [info@appsense.com](mailto:info@appsense.com) or visit us at [www.appsense.com](http://www.appsense.com)

# AppSense®

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