

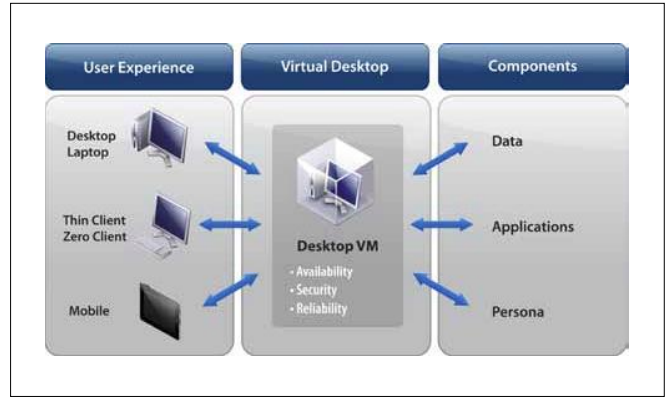
# VMware View

Your Cloud, Your Desktop, Just Got Better

## AT A GLANCE

VMware View™ delivers desktop services from your cloud to enable end user freedom and IT management and control.

VMware View allows IT to simplify and automate the management of thousands of desktops and to securely deliver desktop as a service to users from a central location with levels of availability and reliability unmatched by traditional PCs. By delivering secure access to applications and data to any device, when and where the user needs it, VMware View provides end users with the highest levels of mobility and flexibility.



VMware View encapsulates the OS, applications, profiles, and user data into isolated layers for better desktop management and dynamically assembles desktops on demand to provide users with a personalized view of their individual desktop.

## VMware View: Begin the Journey to User-Centric Computing

Enterprises today are caught in a desktop dilemma. On one hand, IT organizations face pressures around cost, compliance, manageability and security. This is aggravated by the existing PC-centric computing paradigm which is expensive to manage and restricts IT agility to respond to changing business dynamics. On the other hand, end-users increasingly require the freedom and flexibility to access their applications and data from more devices and locations. This desktop dilemma—which pits end user freedom against the need for IT control—can drive up costs, impact security, and overwhelm IT resources. To break free from this dilemma, organizations are looking for an agile and adaptive approach to computing that enables IT to balance the needs of the enterprise with the needs of end users for a flexible, high performance computer experience.

Desktop virtualization with VMware View allows organizations to do more with less and adopt a truly user-centric and flexible approach to computing. By decoupling the applications, data and operating system from the end point, and by moving these components into the datacenter where they can be centrally managed in your cloud. Desktop and application virtualization offer IT a more streamlined, secure way to manage users and provide agile desktop services that can be accessed on-demand.

VMware View is the only end-to-end solution that simplifies IT management, increases security and control of end-users while decreasing costs by centrally delivering desktop services from your cloud. VMware View enables highly available, scalable, secure and reliable desktop services unmatched by physical PCs. Delivering the highest fidelity performance and user experience across locations, VMware View with PCoIP provides users with a rich, personalized desktop for access to data, applications, unified communications and 3D graphics.

## Key Benefits

### Simplify Management and Increase Control

Easily manage tens of thousands end-users from a centralized administrative interface. Streamline key IT processes such as provisioning, connection brokering, policy enforcement, performance monitoring and application assignment. Increase security and compliance by moving data into the datacenter, centrally enforcing endpoint security and policy configuration and streamlining antivirus processes.

### Reduce Total Cost of Ownership (TCO) up to 50%

Do more with less resources, time and money. Centralizing desktop infrastructure with VMware View makes it faster, easier and less costly for IT staff to provision, maintain and monitor desktop images and applications across their entire life cycle. Decrease support calls and reduce end-user downtime for improved overall workplace productivity.

*IDC Research reports that VMware View customers have been able to lower the total cost of ownership for their desktop infrastructures by 50 percent, saving more than \$500 annually per user.<sup>1</sup>*

<sup>1</sup> IDC Research, "Quantifying the Business Value of VMware View"

### Deliver a Better Desktop Experience

VMware View delivers users the best end-user experience across locations and devices. VMware View with PCoIP adapts to the end users network connection to provide a high-quality customized desktop experience over the LAN and WAN. Users can flexibly connect to their View desktop from a variety of devices including desktops, thin or zero clients, and mobile devices. Mobile end-users can access their View desktop even when disconnected from the network. View delivers maximum productivity for all types of end-users and provides support for 3D graphics rendering, unified communications, and service continuity even in the event of high packet loss, as well as multi-monitor and rich media capabilities. This results in a rich seamless user experience for maximum productivity.

### Simplify and Standardize on the Industry Leading Platform

VMware View is built on the industry-leading VMware vSphere® virtualization platform, providing unparalleled performance, scalability, reliability and availability for virtual desktop environments. Your organization can standardize on a single common platform for your entire IT infrastructure, from the desktop to the datacenter, to enable private and public cloud based desktop services.

### How is VMware View Used?

View is used to deliver virtual desktops as a service to a broad range of use cases in the enterprise, delivering the best user experience for maximum productivity. IT administrators can easily provision and customize the environment to comply with corporate policy and end-user needs.

### Reduce the Time and Cost of Windows 7 Migration by 50%

Double the speed of Windows 7 migrations and cut costs in half by rapidly provisioning virtual desktops for end-user access without hardware upgrades. Virtualize applications to reduce OS and application conflict issues and streamline deployment.

### Simplify Remote and Branch Office IT Operations

Centrally deliver high-performance virtual desktops to remote or branch offices such as bank branches, medical offices, and even offshore facilities to empower users while reducing support and maintenance costs.

### Enable Agile Business Process Outsourcing

Rapidly extend IT resources to third-party service providers as an integrated desktop with unified communication capability and minimal bandwidth requirement without sacrificing control over security policies or administrative privileges. VMware View delivers a purpose-built "business process desktop" for secure, remote access to easily managed centrally hosted virtual desktops.

### Extend Business Continuity and Disaster Recovery to Desktops

Leverage automated failover, load balancing, backup recovery and other built-in datacenter-class business continuity and disaster recovery capabilities to protect desktop data and ensure continuous availability for end-users at a fraction of the cost and complexity of traditional solutions.

### Accelerate Innovation and Business Agility

Easily integrate new technologies and updates without disruption to end-users. Rapidly respond to changing business dynamics like mergers, acquisitions and divestitures by easily scaling up and down on demand.

### Support End-User Productivity with Follow-Me Desktops

Enable end-users to roam freely from location to location and device to device by enabling access to centrally hosted virtual desktops to increase workplace productivity without sacrificing security or compliance.

### Enable Flexible Hardware Utilization Policies

Allow employees to access their data and applications across their traditional PCs, thin or zero clients, tablets or even personal devices while maintaining corporate security and compliance policies.

### Provide a Consistent and Personalized Experience

Enable a seamless end-user experience across sessions by maintaining the user persona with faster login times. View Persona Management also reduces costs by enabling more cost-efficient, stateless floating desktops.



VMware View improves desktop and application management by delivering desktop services from your cloud to enable end users over any network on any device.

## Customer Success Stories

### Columbia Memorial Hospital

Columbia Memorial caregivers use View for instant access to patient care applications and patient data as they roam throughout the healthcare system.

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*“Our providers have found it extremely beneficial to have all their files and applications—instantly available on a desktop they can access from any workstation.”*

— Michael LaForge, network administrator  
at Columbia Memorial

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### Center Grove Community School Corporation

VMware View enables anywhere, anytime access to education resources for teachers and students while adding sustainability, manageability and cost reduction.

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*“We’ve gained so many benefits by virtualizing our Early College 1:1 laptops, we’re able to manage all of the laptops from one central location. We can see in real time who is logged in. If we want to deploy or change the students’ software, we can do it for every laptop from one place. We can troubleshoot or reset systems remotely as well.”*

— Julie Bohnenkamp, Director of Technology

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### Amway

VMware View with PCoIP allowed Amway to consolidate financial processes into a central location in Costa Rica without the need to build a datacenter outside of the United States.

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*“You can’t tell that it’s not running locally. VMware View with PCoIP protocol delivers a LAN-like end-user experience to employees in Costa Rica accessing datacenter resources in Michigan.”*

— Josiah Becker, Systems Support Analyst

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## What’s Included in VMware View

### VMware vSphere Desktop

Designed specifically for desktops, this edition of VMware vSphere provides a highly scalable, reliable and robust platform for running virtual desktops and applications, with built-in business continuity and disaster recovery capabilities to protect desktop data and availability without the cost and complexity of traditional solutions.

### VMware vCenter Server for Desktops

This edition of VMware vCenter™ Server is the central management hub for VMware vSphere and gives you complete control and visibility over clusters, hosts, virtual machines, storage, networking and other critical elements of your virtual infrastructure.

### VMware View Manager

View Manager enables IT administrators to centrally manage thousands of virtual desktops from a single console to streamline the management, provisioning and deployment of virtual desktops. In addition, end-users connect through View Manager to securely and easily access VMware View virtual desktops.

### VMware ThinApp

VMware ThinApp™ is an agentless application virtualization solution that streamlines application delivery while eliminating conflicts. As part of VMware View, ThinApp simplifies repetitive administrative tasks and reduces storage needs for virtual desktops by maintaining applications independently from the underlying OS.

### VMware View Persona Management

Persona Management dynamically associates the user persona to stateless floating desktops. Administrators can easily deploy pools of lower cost stateless, floating desktops and allow users to maintain their designated settings between sessions.

### VMware Composer

VMware View Composer lets customers easily manage pools of “like” desktops by creating gold master images that share a common virtual disk. All cloned desktops linked to a master image can be patched or updated through VMware View Manager by simply updating the single master image, without affecting users’ settings, data or applications.

### VMware View Client

Enables access to centrally hosted virtual desktops from Windows PCs, Macs, thin clients, zero clients, iPads, and Android-based clients. View Client with Local Mode allows access to virtual desktops running on a local Windows based endpoint regardless of network availability.

### VMware vShield Endpoint

Offloads and centralizes antivirus and anti-malware (AV) solutions, eliminating agent sprawl and AV storm issues while minimizing the risk of malware infection and simplifying AV administration in virtualized environments.

## How to Buy

VMware View is available in two primary editions: VMware View Premier, and VMware View Enterprise.

VMWARE VIEW 5 EDITIONS		PREMIER	ENTERPRISE
VMware vSphere Desktop	Provides the best platform for building cloud infrastructures	X	X
VMware vCenter Server for Desktops	Delivers highly scalable management for VMware vSphere	X	X
VMware View Manager	Centralizes control over desktops, applications user data and settings	X	X
VMware View Persona Management	Centrally manage user persona	X	
VMware View Composer	Simplify image management and reduce storage needs using VMware Linked Clones	X	
VMware vShield Endpoint	Offloads AV processing, centralizes and simplifies AV deployment and management	X	
VMware ThinApp	Simplifies application management and assignment	X	
VMware View Client with Local Mode	Ensures online and offline user access to virtual desktops	X	

## Support & Professional Services

VMware offers enterprise-class support to all VMware View customers. For customers that require additional services, VMware also offers several professional services engagements on best practices and getting started with your VMware View deployment.

## Find Out More

For information or to purchase VMware products, call 1-877-VMWARE (outside of North America dial +1-650-427-5000), visit [www.vmware.com/products](http://www.vmware.com/products), or search online for an authorized reseller. For detailed product specifications and systems requirements, please refer to the VMware View documentation.

