VMware View 4
The Virtual Desktop Revolution is Here

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The costs of managing PCs is staggering

For every $1 spent on hardware, companies spend $3 to manage...

Source: IDC Study 2009
Desktop virtualization is the answer now

“…Conditions are ripe for virtual PCs…”
—Wall Street Journal

- Lower TCO by 50%
- Ease Windows 7 migration
- Technology is ready
- User adoption on the rise
- Broad partner ecosystem support
VMware is the leader in desktop virtualization

- Most proven, mature technology
- Over 1 million seats sold, 7000+ customers
- Over 1700 channel partners selling View
- Broadest technology ecosystem
Device-centric computing is the problem
Components (Apps, OS, profile and data) bound to device
Virtualization unlocks components
Freedom for users, efficiency and control for IT
Deliver desktops as a managed service
Benefits of delivering desktops as a managed service

**IT Control**
- Desktops and data are secure in datacenter
- Manage from a central location
- Reduced Costs

**End-User Freedom**
- Desktops tied to end user identity not devices
- Applications and data available 24/7
- Rich desktop experience

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Driving and Enabling Forces for VMware View Adoption

**Desktop Business Continuity and Disaster Recovery**
- Provide a continuous availability of desktops
- Provide a cost-effective, simpler, and more reliable disaster recovery solution

**Desktops as a Secure, Managed Service**
- Eliminate the need for moves, adds, or changes
- Allow third parties to access corporate applications in secure, controlled way

**Remote or Branch Offices and Secure Remote Access**
- Provide offshore developers control while keeping IP in data center
- Expedite integration of companies in mergers and acquisition scenarios

**Windows 7 Migration**
- Reduce high costs, application compatibility with OS migrations
- Extend life of existing desktop hardware to access virtual Windows PC desktops
- Reduce application conflicts and costly application porting
Where do the cost savings come from?

**CAPEX Savings**
- Lower cost Storage and Hardware
- Concurrent user pricing
- Delayed Hardware Refresh

**OPEX Savings**
- Average 50% fewer help desk calls
- 55% reduced desktop management time
- Ability to provision users in minutes
- Patch or update from a single image

**Increased Productivity**
- 68% reduced end-user downtime
- Automated desktop and data backup

* Customer examples compiled from typical cases in the industry
VMware View 4 – Built to deliver desktops as a managed service

Platform
VMware vSphere for desktops

Management
VMware View Manager
Vmware View Composer
VMware ThinApp

User Experience
PCoIP
Print
Multi-monitor display
Multimedia
USB redirection

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Reduce Desktop TCO by 50%

VMware View:

- Lowers TCO by 50%
- Saves $610 per user per year
- Delivers an ROI of 367%
- Provides payback in as little as 5.6 months

If you are a large or diverse organization that uses server virtualization, but don’t run virtual desktops, you aren’t thinking hard enough!

—Michael Rose, IDC

Source: IDC White Paper 2009