

VMware View 4

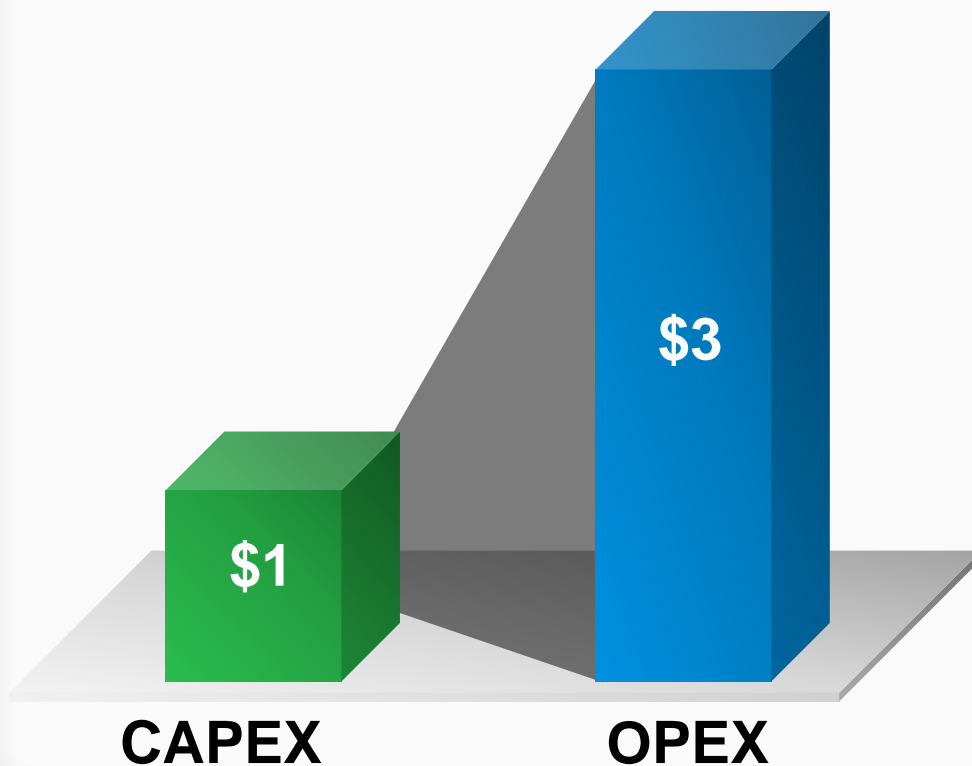
The Virtual Desktop Revolution is Here

Scott Davis
Chief Technology Officer
Desktop Business Unit

vmware®

The costs of managing PCs is staggering

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



Source: IDC Study 2009

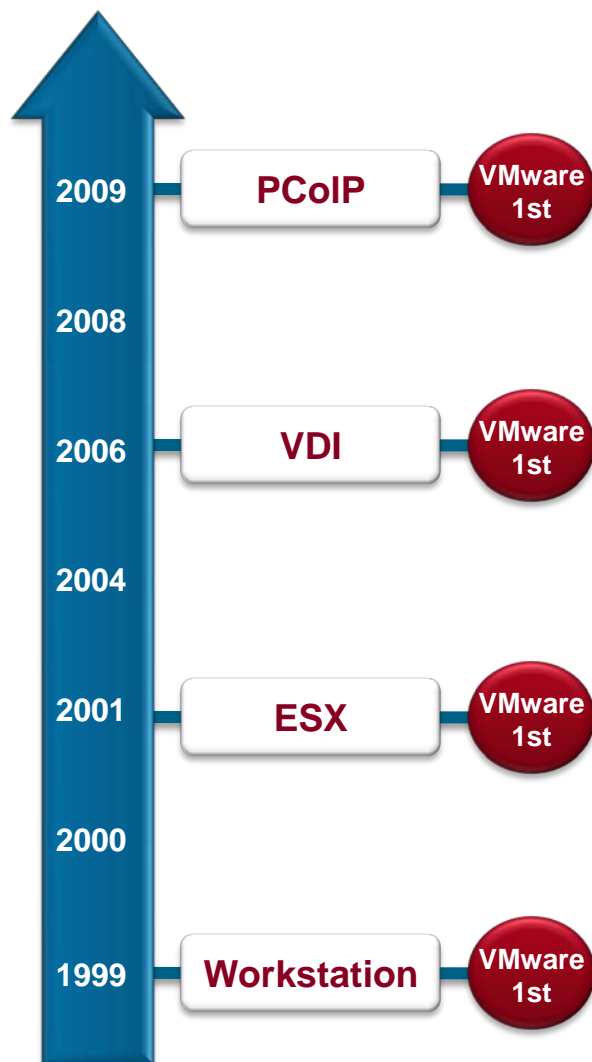
Desktop virtualization is the answer now

**“...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

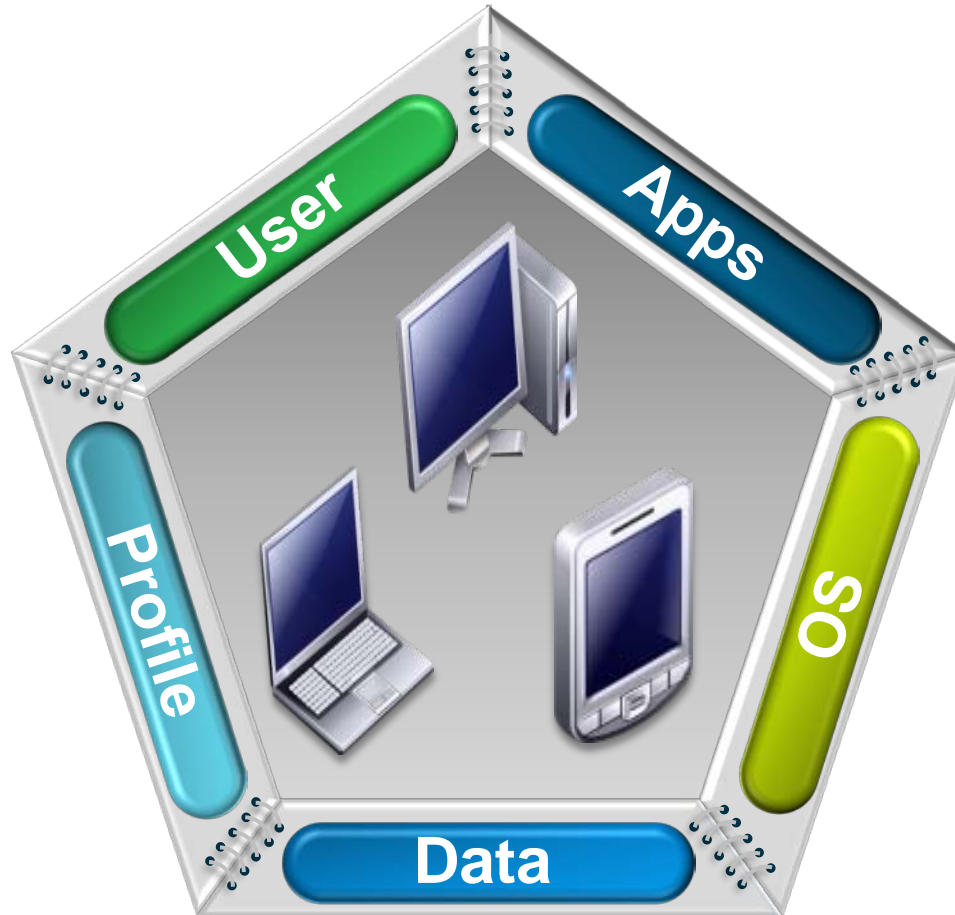
VMware is the leader in desktop virtualization

- 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

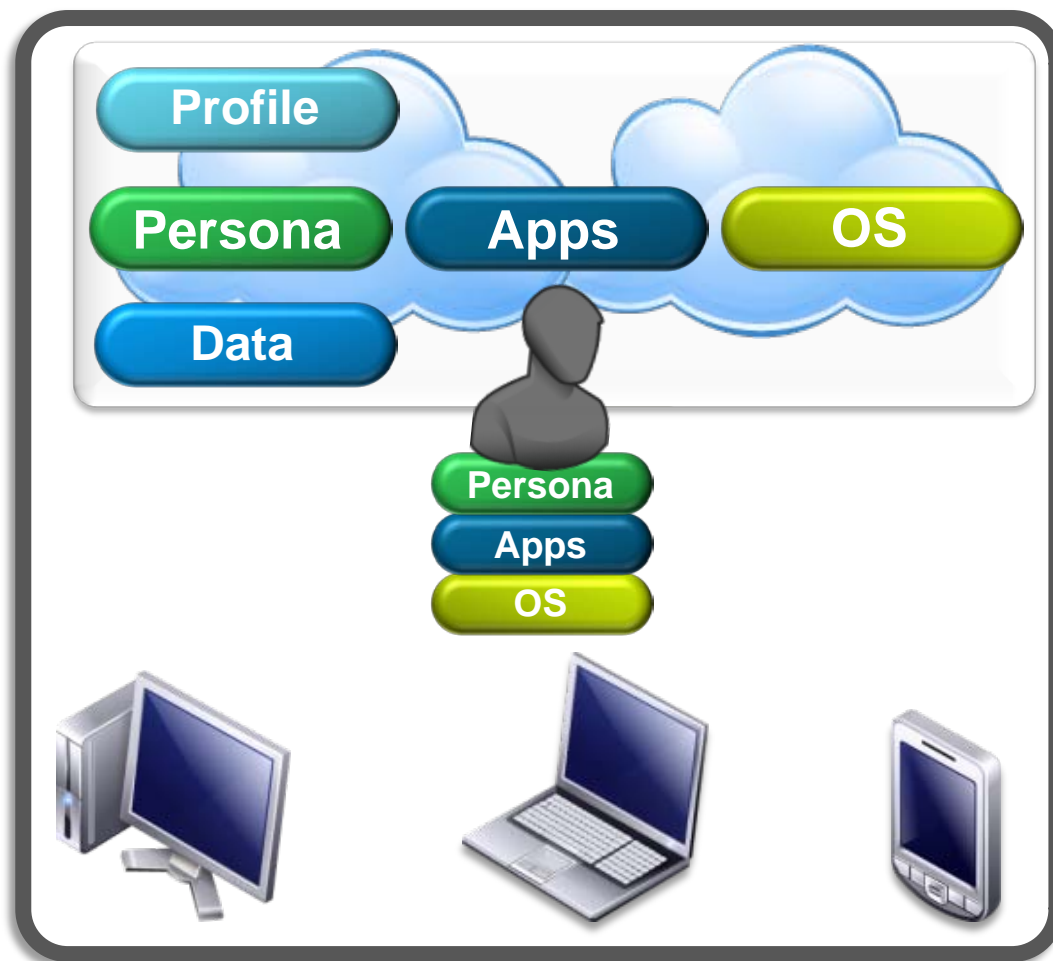


Virtualization unlocks components

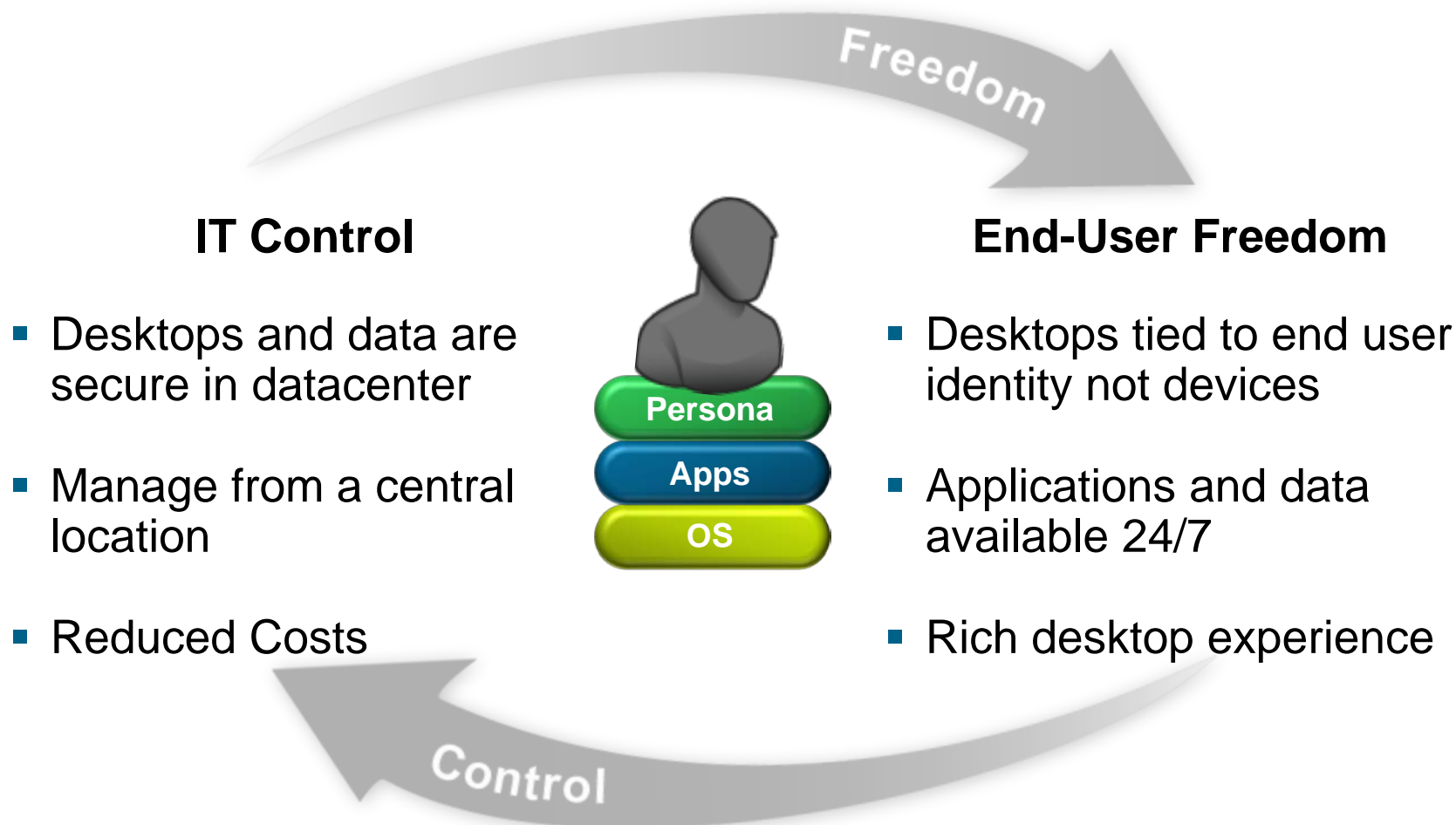
Freedom for users, efficiency and control for IT



Deliver desktops as a managed service



Benefits of delivering desktops as a managed service



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

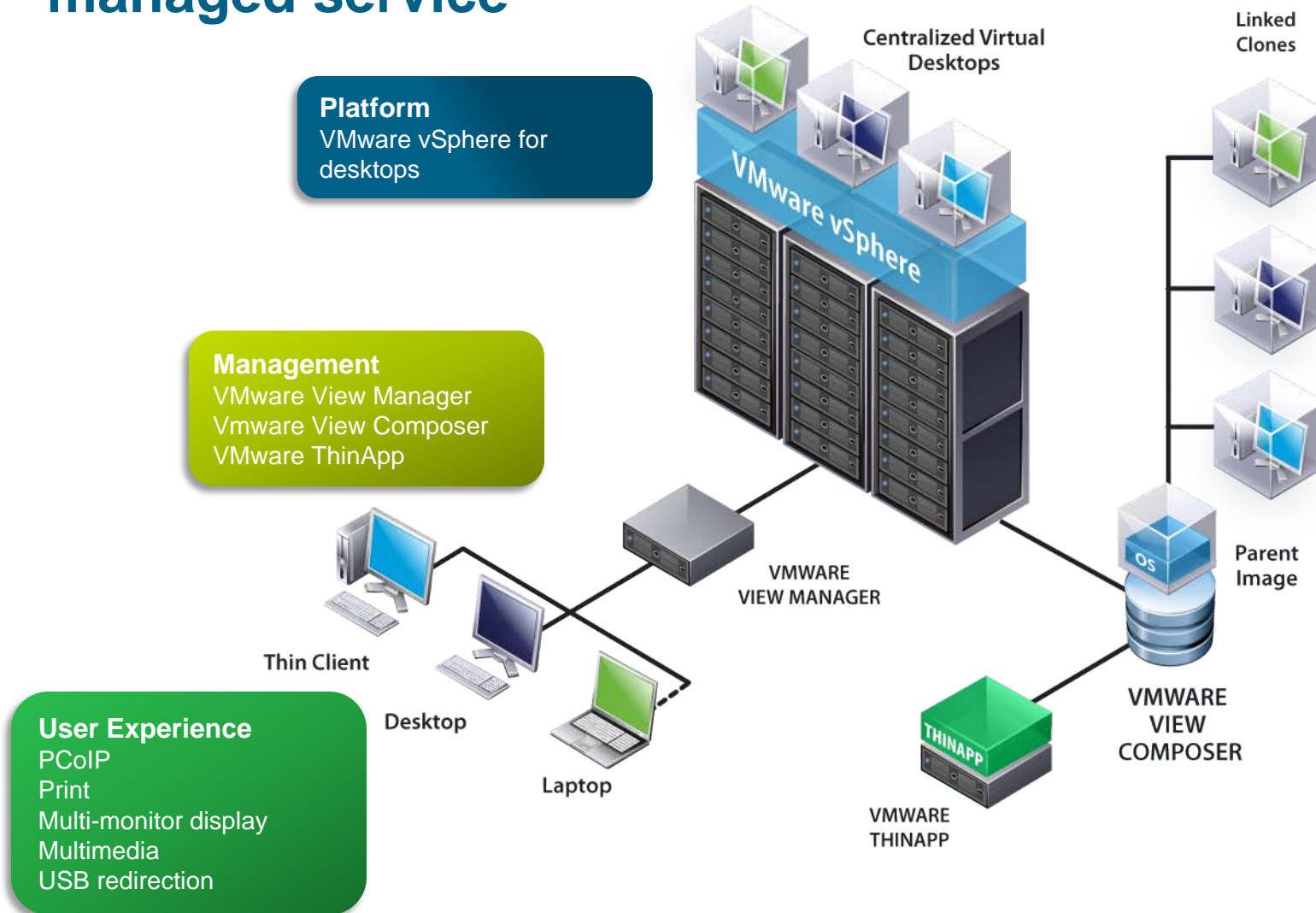
68% reduced end-user downtime

Automated desktop and data backup

VMware View 4 Reduces
Desktop TCO by up to
50%

* Customer examples compiled from typical cases in the industry

VMware View 4 – Built to deliver desktops as a managed service



Reduce Desktop TCO by 50%

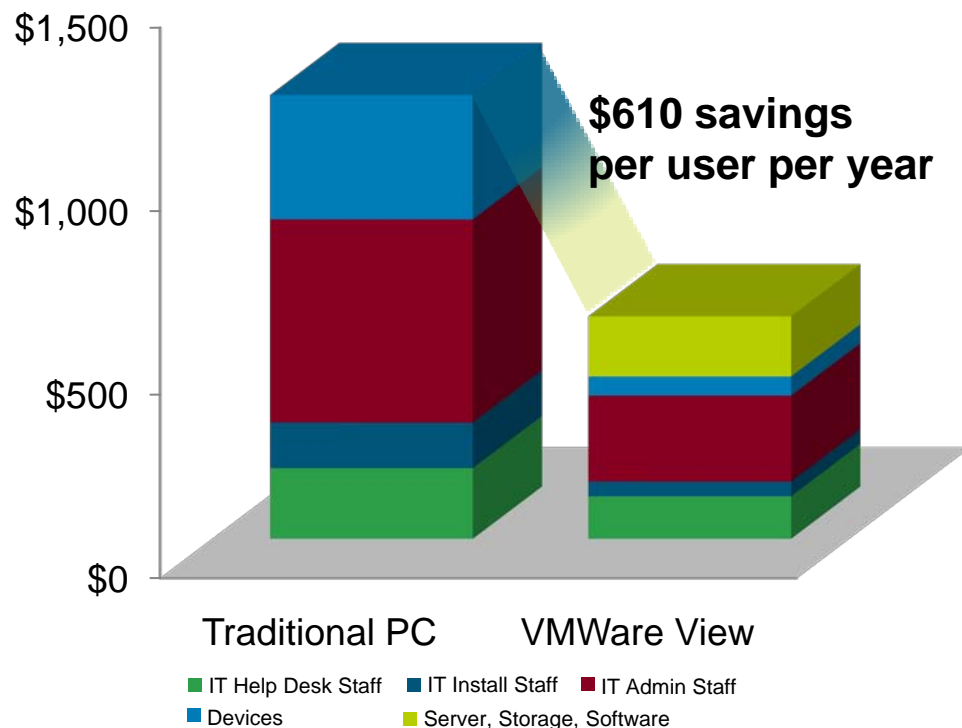
VMware View:

- 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

Annual Cost of Supporting a User/Year



Source: IDC White Paper 2009