

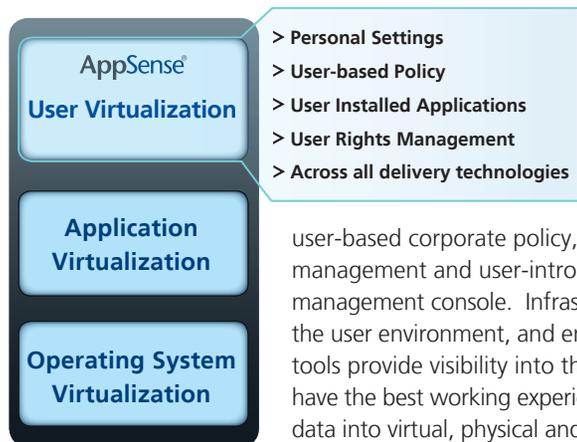
Using AppSense with Microsoft and Citrix VDI

Citrix and Microsoft VDI Solution

Microsoft and Citrix have teamed to deliver an integrated end-to-end suite of technologies that represent a comprehensive and cost effective virtual desktop solution. This combined solution enables organizations to dynamically assemble virtual desktops on-demand and ensure that high levels of performance are maintained. Citrix XenDesktop together with the Microsoft® VDI Suite gives IT organizations the tools to maximize operational flexibility while greatly simplifying desktop lifecycle management by separating the delivery of the desktop OS, applications and user.

About AppSense

AppSense is the leading provider of user virtualization solutions for enterprise organizations. User virtualization is way of managing user-specific information independent of the desktop, and applying this information into any desktop (local install, virtualized, published, streamed etc) on-demand. Virtualizing the user enables IT to standardize the corporate desktop and split it into components (OS, Application, User), automate desktop delivery, and migrate users to new desktops - all while ensuring the user experience is seamless, personal, predictable and easily manageable.



AppSense is the only technology provider to offer an infrastructure solution for managing the user aspect of the corporate desktop. The AppSense Virtualized User Infrastructure is scalable to tens of thousands of users, and manages

user-based corporate policy, personalization settings, user rights management and user-introduced applications through one management console. Infrastructure management tools optimize the user environment, and enterprise-class reporting and auditing tools provide visibility into the user environment, ensuring users have the best working experience. This infrastructure delivers user data into virtual, physical and streamed desktops and applications and across operating system versions (e.g. XP, Vista and Windows 7, Server 2008, 32/64 bit).

How AppSense extends the value of Citrix and Microsoft VDI

AppSense technology is unique in its ability to enable organizations to adopt a mix of Citrix and Microsoft desktop delivery technologies (and in combination with other desktop and application delivery technologies), while ensuring all user specific information seamlessly follow the user to ensure a consistent experience.



Specifically, using AppSense technology with the Citrix and Microsoft VDI solution will:

- > Increase the scale and adoption of desktop virtualization in complex (heterogeneous) environments
- > Ensure a personal and flexible user experience across all desktop delivery technologies
- > Accelerate and reduce complexity of user migration to VDI
- > Reduce desktop management costs by enabling true image standardization

AppSense and Application Virtualization

Unique to AppSense, user personalization settings can apply to virtualized applications and automatically transfer settings from the virtualized application to the same application delivered by any other means such as local install or published. Without AppSense, settings are typically tied to the application delivery mechanism. Using AppSense with Citrix and Microsoft application virtualization technologies you can:

- > Ensure the same user experience across App-V, Citrix Streamed Applications, Citrix Published Applications, and locally installed applications
- > Apply contextual policy to configure applications based on who the user is, the device they are using and their location - enabling standardization of corporate applications
- > Automatically capture, virtualize and redirect 'user installed applications' to ensure they persist across (stateless) desktop sessions.

AppSense and Citrix XenDesktop

AppSense is recommended by Citrix as a leading user virtualization solution to automatically configure and personalize complex Citrix XenDesktop environments and is used by thousands of joint customers around the world. Combined with Citrix XenDesktop, AppSense provides:

- > Personalization of complex environments such as multi OS platform and delivery mechanism environments, where Roaming Profiles and Citrix User Profile Management are unsuitable
- > A 'follow-me personality', providing consistent look and feel across all delivery mechanisms
- > Virtual desktop configuration to set up a desktop based on user or device context

AppSense and Windows 7

AppSense ensures a seamless migration to a virtualized Windows 7 desktop, and since IT only need manage a single standardized instance of Window 7, a more agile and lower cost Windows 7 desktop estate.

AppSense automatically captures all existing user specific information from the physical desktop, stores this centrally, and reapplies it into the new virtual Windows 7 environment on-demand. This enables:

- > The replacement of cumbersome and resource-intensive user profiles
- > Users to use a combination of Microsoft Windows Server and Windows Desktop operating systems by ensuring user settings apply across the OS platforms

AppSense and Citrix

AppSense shares a user-centric view of desktop virtualization with Citrix and we have many customers using our user virtualization technology with XenDesktop. AppSense and Citrix have a strong ten year relationship and a track record in creating value for our 4000+ joint customers and 350+ joint reseller partners globally.

AppSense and Microsoft

AppSense technology is design specifically for the Windows desktop and as such, AppSense and Microsoft have close working relationship. As one of only a handful of high potential managed partners, AppSense works with Microsoft on technology development, joint marketing programs and product roadmap planning. AppSense technology is also certified for use with MS System Center, Server 2008 R2 and Windows 7.

More Information

For more details about AppSense in virtual Citrix and Microsoft environments please visit www.appsense.com