



## VMware Horizon™ Extends Benefits of Cloud-based Application Management to Virtual Windows Applications and Connected Mobile Workspaces

### Overview:

[Announced August 30, 2011](#) at the annual [VMworld®](#) conference in Las Vegas, [VMware Horizon™](#) extends the benefits of its user-centric identity, policy and entitlement engine to virtual Windows applications and connected mobile workspaces.

At its core, VMware Horizon includes an identity-as-a-service hub that securely extends a user's existing identity in systems such as Microsoft Active Directory (AD) or other directory options, into the cloud. This dramatically simplifies the management of multiple access credentials, a necessity brought about by the growing number of application types (cloud, SaaS, Windows, mobile, etc.) now found in a typical enterprise. This simplification benefits both IT and users by collapsing separate identity silos into a single enterprise identity that can secure user access across private and public cloud resources.

### VMware Horizon Application Manager™: The Unified Cloud Services Broker:

Leveraging the application virtualization capabilities of VMware ThinApp®, VMware Horizon Application Manager™ provides an open, user-centric platform for accessing both virtualized Windows and cloud/SaaS applications within a unified application catalog.

Updates to the Horizon Enterprise Connector – a lightweight, on-premise directory synchronization and secure authentication tool that extends Microsoft AD and other identity directories into the Horizon Cloud Identity Hub – enable Horizon Application Manager to discover and aggregate virtualized Windows applications from across an organization. Once aggregated, virtual Windows applications can be delivered and managed as part of Horizon's unified application catalog, establishing a framework to enforce policies that entitle access based on IT-defined users, roles and groups.

Virtualized application management via VMware Horizon Application Manager benefits both IT and users by collapsing separate identity silos into a single enterprise identity that can secure employee access across applications and data from any device, where and when a user needs access.

As a result:

- **Employees** gain the freedom of easy, single sign-on (SSO) access to their cloud and virtualized windows applications through a new desktop agent that blends the traditional Windows desktop with Horizon's unified application catalog. This blending of the traditional with the new, connected workspace provides a consistent user interface and a unified application catalog from which employees can access their work and personal applications across a broad range of devices.
- VMware Horizon Application Manager provides a simple way for **IT administrators** to control entitlement and access to almost any cloud application and ThinApp virtualized applications through a centralized application catalog. User access is controlled by IT via strong policy management that delivers real-time application usage data for greater operational visibility and license management.
- VMware Horizon Application Manager extends and federates existing on-premise identity infrastructure, and, unlike other federation solutions, does not require an **enterprise or public organization** to make additional capital investments in complex and expensive hardware.

### VMware Horizon Mobile™: A Connected Mobile Workspace:

Based on the VMware Mobile Virtualization Platform (MVP) technology previewed earlier this year at Mobile World Congress, VMware Horizon Mobile will enable enterprises to securely manage an

employee's mobile workspace in isolation from an employee's personal environment, while providing greater security for corporate data and manage access via employee-owned mobile devices.

As a result:

- **Wireless subscribers** will gain the freedom to choose a single Android device for both personal and work use, gaining a connected mobile workspace (email, applications, data, etc.) while retaining the privacy and control of their personal mobile environments (email, applications, data, etc).
- VMware Horizon Mobile will provide a simple way for **IT departments** to securely provision, manage and de-provision a corporate mobile workspace to an employee's Android device over-the-air, including access to a catalog of corporate approved applications and corporate data resources.
- Unlike other mobile solutions that require customized application development, **enterprises and public organizations** using VMware Horizon Mobile will be able to access and leverage the more than 250,000 applications available on the Android Market.

"According to our recent primary research, roughly 70 percent of today's enterprise workforce regularly employs a mobile device to achieve business goals," reported Steve Brasen, Managing Research Director for Enterprise Management Associates. "The majority of these devices, more than 90 percent, are either employee-owned or are also utilized for non-business purposes. VMware Horizon Mobile™ will enable organizations to provide secure and reliable business services for mobile devices without encroaching on their employee's personal mobile device space."

Today, VMware Horizon Mobile consists of the following components:

- **Horizon Mobile Manager™** – Delivered as the central point of management for the corporate-owned mobile workspaces, the Horizon Mobile Manager is a management console that securely provisions, monitors, updates and de-provisions the virtual workspace residing on mobile devices. In addition, it provides enterprises the ability to dynamically provision and manage enterprise approved applications over-the-air.
- **Mobile Virtualization Platform** – The Mobile Virtualization Platform (MVP) leverages VMware core technology to securely run a virtual work environment in isolation from a user's personal environment on a single mobile device. An enterprise optimized and managed mobile workspace, the VMware MVP is a second workspace that can be wirelessly provisioned to an employee's personal- or corporate-owned device.

Future releases of VMware Horizon will marry the management of existing Windows applications via application virtualization and publishing technologies from Citrix, Microsoft and VMware, alongside the management of mobile and cloud-based applications. In addition, VMware Horizon will broker the secure delivery of cloud-based personal and enterprise data resources.

#### **Pricing and Availability:**

Available today in the United States and to select early access customers in other regions, **VMware Horizon Application Manager™** starts at \$30.00 per user/per year for SaaS and Cloud application management. The management of ThinApp entitlements is expected later this year. For additional details on VMware Horizon Application Manager or to learn more about the VMware Horizon ISV program go to [HorizonManager.com](http://HorizonManager.com).

Solutions using **VMware Horizon Mobile** are expected to be available from LG, Samsung and other smartphone manufacturers in the coming months.<sup>1</sup> For more information, go to <http://www.vmware.com/products/mobile/overview.html>.

**Additional Resources:**

- [VMworld media resources landing page](#)
- Read the [VMware End-User Computing news announcement from VMworld 2011](#)
- Learn more about “[Smartphones and the New Mobile Workforce](#),” in this VMware Info Graphic
- Read more about “[VMworld 2011: VMware Horizon - Building the Platform for the Post-PC Era](#),” a blog post by Ben Goodman, senior product marketing manager, End-User Computing, VMware
- Read more about “[VMworld 2011: Announcing VMware Horizon Mobile Manager](#),” a blog post by Srinivas Krishnamurti, senior director, Mobile Solutions, VMware
- View screen shots of [VMware Horizon Application Manager](#)
- View screen shots of [VMware Horizon Mobile](#)

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**Forward-Looking Statements**

This media backgrounder contains forward-looking statements including, among other things, statements regarding the expected features and availability of VMware Horizon Application Manager and catalog service and VMware Horizon Mobile, expectations for the future of IT, the role of VMware product offerings and their benefits to users and plans for future VMware technologies. These forward-looking statements are subject to the safe harbor provisions created by the Private Securities Litigation Reform Act of 1995. Actual results could differ materially from those projected in the forward-looking statements as a result of certain risk factors, including but not limited to: (i) adverse changes in general economic or market conditions; (ii) delays or reductions in consumer or information technology spending; (iii) competitive factors, including but not limited to pricing pressures, industry consolidation, entry of new competitors into the virtualization market, and new product and marketing initiatives by our competitors; (iv) our customers’ ability to develop, and to transition to, new products and computing strategies such as cloud computing; (v) the uncertainty of customer acceptance of emerging technology; (vi) rapid technological and market changes in virtualization software and platforms for cloud and desktop computing; (vii) changes to product development timelines; (viii) VMware’s ability to protect its proprietary technology; and (ix) VMware’s ability to attract and retain highly qualified employees.. These forward looking statements are based on current expectations and are subject to uncertainties and changes in condition, significance, value and effect as well as other risks detailed in documents filed with the Securities and Exchange Commission, including our most recent reports on Form 10-K and Form 10-Q and current reports on Form 8-K that we may file from time to time, which could cause actual results to vary from expectations. VMware assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this release.

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<sup>1</sup> Device availability determined regionally in partnership with Verizon Wireless and individual OEMs.

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