

MEDIA BACKGROUNDER

VMware ThinApp™ 4.6 Accelerates App Virtualization and Deployment for Windows 7 Migration

Overview

[Announced Aug. 31, 2010 at the VMworld 2010 conference in San Francisco](#), VMware [ThinApp™ 4.6](#) simplifies application virtualization by encapsulating applications into a single package that can be deployed, managed and updated independently from the underlying operating system – helping to reduce the cost and complexity of app delivery for customers.

VMware ThinApp allows enterprises to quickly migrate existing applications to Microsoft Windows 7, delivering application compatibility to virtual desktop environments to reduce the management burden of desktop apps and images.

VMware ThinApp 4.6 Features and Benefits:

Designed to eliminate application conflicts and streamline management, VMware ThinApp simplifies application virtualization and reduces the cost and complexity of mission critical application delivery. New advanced enterprise features of ThinApp 4.6 include:

- **Microsoft Internet Explorer 6 support** – ThinApp now offers complete support for virtualizing Microsoft Internet Explorer 6 (IE 6), making it easy to virtualize and deploy legacy IE 6 applications to 32- and 64-bit Windows 7 desktops.
- **ThinDirect** – By automating the redirection of admin specified URLs to a virtual browser, ThinApp's ThinDirect feature ensures that end-users can seamlessly run IE 6 on Windows 7 desktops alongside newer, natively installed browser versions.
- **ThinApp Converter** – ThinApp works with VMware vSphere, ESX and Workstation images to convert silently installed applications into ThinApp packages through a command-line interface that allows for automation of application conversion and management.
- **Integrated application assignment in VMware View™ Manager** – ThinApp packages can be assigned to individual desktops or groups of desktops in VMware View Manager to allow for streamlined application deployment.
- A full list of new features and capabilities available in VMware ThinApp 4.6 can be found on the [product datasheet](#).

Pricing and Availability

VMware ThinApp 4.6 is generally available now, through VMware sales and the company's extensive network of OEM partners and channel partners. Pricing for VMware ThinApp Suite is \$5,000. VMware ThinApp is also bundled in VMware View Premier for \$250 per concurrent user. For more information on how to purchase ThinApp 4.6, go to: <http://www.vmware.com/products/thinapp/howtobuy.html>

Application Virtualization Assessment Services

The first step for enterprises looking to successfully leverage application virtualization is to understand which applications – including mission critical applications - are and are not good candidates for virtualization. Offered as part of VMware Professional Services, Desktop Application Virtualization Assessment is an on-site consulting service that can help customers fully leverage the benefits of application virtualization. This service helps companies identify which Windows-based applications are the best fit for virtualization -- the first step in realizing the maximum savings and flexibility possible from using VMware ThinApp with the least amount of disruption to the day-to-day business.

For more information about VMware Desktop Application Virtualization Assessment Services and other VMware Professional Services offerings, go to: <http://www.vmware.com/services/>

"With the release of Windows 7, enterprises need a way to migrate legacy applications that is both simple and cost effective," says Raj Mallempati, Director of Enterprise Desktop Product Marketing for VMware. "The cost of testing, coding, and migrating years of these legacy applications can be a huge expense and time commitment, which is why customers are looking to application virtualization via VMware ThinApp to overcome this challenge and extend the life of their existing application investments."

Industry and Customer Support

"As an education and research intensive institution, the number of applications, and variable versions of applications we need to maintain is extensive," said Michael Getz, director of technology at the [University of Alberta, School of Business](#). "We use VMware ThinApp™ to virtualize our entire application catalog. With the enhanced features in VMware ThinApp 4.6, such as fast, flexible app packaging and seamless integration with our existing infrastructure, we are confident that this will help accelerate the migration of our legacy applications. We are able to deploy any application and/or application version into any new operating system we choose, and in a way that is simple, cost-effective and gets the end-user working quickly."

"Like many companies right now, we are looking to application virtualization to help with our transition to Windows 7," said Dwayne Lessner, manager of IT operations at [Prairie North Regional Health Authority](#). "We are confident that VMware ThinApp™ 4.6 will help us accelerate the migration of our legacy applications, like Microsoft Internet Explorer 6, into the new browser environment for Windows 7, quickly and cost-effectively."

Additional Resources:

- Learn more about [VMware ThinApp 4.6](#)
- Get [product information, datasheets and screenshots](#)
- Download a [free 60-day trial](#) of VMware ThinApp 4.6

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