

MEDIA BACKGROUNDER

VMware View 4.5 Advances Enterprise End-User Computing Model

Overview:

[Announced Aug. 31, 2010 at the VMworld 2010 conference in San Francisco](#), [VMware View™ 4.5](#) is a complete, virtual desktop solution that enables enterprises to improve security, lower operating costs, and simplify desktop administration and management by establishing a modern, end-user computing architecture.

By breaking the bonds between the physical desktop and the associated OS, applications and end-user profiles, VMware View creates a rapidly deployable private “desktop cloud.” The result is a more flexible computing model that provides IT with greater control and end users with access to their desktop from any device.

Built on [VMware vSphere™](#), the industry’s most widely deployed virtualization platform, VMware View 4.5 takes advantage of a unique Cloud Computing architecture to deliver unsurpassed quality of service for desktop users. Centralized, automated desktop management provided by VMware View 4.5 enables the scalable management of tens of thousands of desktops through a single console and is proven to reduce operational costs by as much as 50 percent while increasing security and compliance levels far beyond levels of traditional PCs.

VMware View 4.5 Features and Benefits:

VMware View 4.5 delivers new innovations, expanding the value of desktop virtualization to the enterprise:

- **Rapid, Cost-Effective Windows 7 Migration** – VMware View 4.5 fully supports Microsoft Windows 7 while providing a model for enterprises to significantly reduce the cost and time required migrating from legacy operating systems. Customers who combine VMware View 4.5 with [VMware ThinApp™](#) for application virtualization can realize even more benefits, reducing the time and cost of [Windows 7 migration](#) by 50 percent. Customers can calculate their expected savings by visiting [VMware’s ROI calculator](#).
- **Offline Desktop Access** – VMware View Client with Local Mode, the industry’s first integrated offline virtual desktop solution, enables users to access their virtual desktops even while disconnected from the network. In addition to offline requirements, VMware View Client with Local Mode delivers solutions to enable use cases such as Bring Your Own PC (BYOPC) and contractor owned IT. Innovative management provides enforcement of consistent security and compliance policies across connected and disconnected virtual desktops.
- **Expanded Administrative Capabilities** – At the core, VMware View Administrator has been enhanced from the ground up to deliver new levels of scalability and efficiencies for IT organizations. With the addition of role-based administration, monitoring dashboards, simplified reporting and support for third-party tools VMware View Administrator continues to drive simplification of virtual desktop management through a single administrative interface.
- **Integrated Application Assignment** – VMware View 4.5 simplifies the delivery of virtualized applications to end-users through integration of application assignment with the VMware View Administrator console. Integration enables VMware ThinApp applications to be centrally managed and easily delivered to pools or individual desktops.
- **Improved User Experience** – With enhancements to optimize delivery of virtual desktops to end-users on the LAN and across the WAN, VMware View 4.5 continues to improve the end-user experience and to address new use cases. Enhancements to the PCoIP protocol in the VMware

View 4.5 release include expanded support for authentication mechanisms, improvements to zero client capabilities and optimized interaction for end-users over wide area links.

- **Reduced Solution Cost** – With the introduction of tiered storage, VMware View 4.5 helps reduce the cost of storage by enabling customers to take advantage of multiple storage tiers, including high performance and locally attached storage. This helps to not only optimize performance but also allows organizations to reduce the cost associated with storage requirements for virtual desktop environments. In addition VMware has worked with partners such as Dell, HP, Cisco, NetApp and EMC to provide prescriptive reference architectures, which enable customers to deploy a desktop virtualization solution that is both scalable and cost effective. Finally, through integration with vSphere 4.1, a key component of the VMware View solution, customers benefit from increased desktop VM consolidation to improve server utilization and further optimize solution costs.
- **Enhanced Security Features** – Improved security management and security card support in VMware View 4.5 enables secure access to virtualized desktops while protecting sensitive data. Enterprises can now deliver a secure, consistent desktop environment for remote and branch offices, mobile workers, and outsourced and contract business models. VMware View 4.5 also supports the [FIPS 140-2 U.S. Federal Government Security Compliance](#), enabling protection of sensitive and secure data for U.S. Federal Government agencies.
- **Flexible Device End-Points** – View delivers a personalized, uncompromising desktop experience across nearly any end-user device, including Microsoft Windows and Mac devices, Zero Clients, Thin Clients, Kiosks and new computing platforms such as the Apple iPhone and iPad as well as Android devices. This capability enables new flexible desktop models, supporting contractors and employees leveraging their own endpoint devices. It provides enterprises and users increased flexibility to choose from new device types while ensuring each system remains managed, secure and compliant. To see a complete list of VMware View Ready clients, visit <http://www.vmware.com/resources/compatibility/view>
- **Optimized Anti-Virus Protection** – Integration of VMware vShield™ Endpoint enables the centralization of anti-virus and malware scanning to optimize virtual environment performance, simplify AV management and improve desktop security.

Pricing & Availability:

Available in the coming weeks, VMware View 4.5 is a family of products:

- **VMware View 4.5, Enterprise Edition:** includes VMware vSphere 4.1 for desktops, VMware vCenter 4.1 and VMware View Manager 4.5, a flexible desktop management server enabling IT administrators to quickly provision and tightly control user access.
- **VMware View 4.5, Premier Edition:** includes VMware vSphere 4.1 for desktops, VMware vCenter 4.1, VMware View Manager 4.5, View Client with Local Mode, VMware ThinApp 4.6, VMware View Composer and VMware vShield Endpoint 1.0 to enable integration of offline capabilities, image management optimization, application virtualization and centralized anti-virus protection with virtual desktop delivery and management.

VMware View 4.5 Enterprise Edition is priced at \$150 per concurrent connection and VMware View 4.5 Premier Edition is priced at \$250 per concurrent connection. For more information, go to <https://www.vmware.com/products/view/>.

VMware Professional Services:

VMware Professional Services offers on-site, end-to-end consulting services to help customers who are interested in beginning the journey to a more modern, user-centric application and data delivery model. For organizations looking to get started with VMware View 4.5, the company offers three core assessment services -- a [Desktop Infrastructure Virtualization Assessment](#) to identify both the users and desktops that are the best candidates to move into a virtual desktop environment; an [Application Virtualization Assessment](#) to identify which applications are the prime targets for virtualization and a [Desktop Virtualization Strategy Assessment](#), which combines both the Infrastructure and Application Assessment with a Strategic Workshop to help organizations prepare and proactively manage for the successful adoption of this technology. For more information, visit VMware.com.

“Enterprises today are facing an ongoing desktop dilemma between the needs of IT (control) and end users (freedom),” said Raj Mallempati, director of product marketing, End-User Computing, VMware. “VMware View 4.5 is the only end-to-end solution that establishes a modern end-user computing model, enabling a personalized user experience and flexible access to data and information across any device. This provides the scalable management, rich user experience, and common virtualization platform you need to energize your business by delivering desktops in an IT-as-a-Service model.”

Industry and Customer Support:

AMD

“With VMware View™ 4.5, VMware has enabled a truly robust virtual desktop experience. AMD has a long history of collaboration with VMware in virtualization and cloud computing. We are excited to see the culmination of VMware View 4.5, a next-generation managed desktop virtualization solution ideally suited to take advantage of systems powered by the AMD Opteron™ 6000 and 4000 Series platforms to enable a secure, flexible user experience.”

—Margaret Lewis, director, Software Solutions Marketing, AMD

Cisco

“In support of VMware View™ 4.5 and the PCoIP display protocol, Cisco offers integrated unified fabric switching and unified computing solutions that provide an ideal infrastructure for virtual desktop environments by delivering higher virtual machine density and performance and improved security.”

—Soni Jiandani, vice president of marketing, Server Access and Virtualization Technology Group, Cisco

Dell

“As a core component of the Dell Virtual Remote Desktop (VRD) solution, the latest release of VMware View™ 4.5 furthers customers’ ability to standardize, simplify and automate desktop IT. Our unique partnership provides customers with complete virtualization solutions from the datacenter to the desktop via a managed service or private cloud customer-hosted implementation.”

—Steve Lalla, vice president and general manager, Commercial Client Product Group, Dell

EMC

“The two things VMware View™ 4.5 is focused on achieving is providing a better user experience and lowering the cost of desktop virtualization. EMC is extending the value of VMware View through technology features such as FAST Cache and compression that control costs and enhance performance and the integration of EMC’s deduplication software and security products to provide a more recoverable and more secure environment. To help remove the risk of deploying a virtual desktop strategy EMC has developed a comprehensive portfolio of service offerings and has jointly developed reference architectures and whitepapers that bring the total cost of storage to \$38 per client.”

—Chad Sakac, vice president, VMware Technology Alliance, EMC Corporation

F5

"With the newest version of VMware View™ 4.5, F5 offers support for the PCoIP display protocol through the BIG-IP Edge Gateway to enable secure access, single-sign-on and high performance, providing joint customers with a robust security and scalability offering. The collaboration between VMware and F5 improves the end user experience over the WAN, maximizes the value gained from desktop virtualization initiatives, reduces costs and improves flexibility."

—*Erik Giesa, vice president of product management and marketing, F5*

Fujitsu

"Fujitsu welcomes the release of VMware View™ 4.5. Leveraging the strong relationship with VMware, we have been providing virtualization solutions to our customers on our PRIMERGY industry-standard servers. With improved customer benefits in PC client management, including cost reductions, security improvements, and Windows 7 support as desktop virtualization OS, we have the ability to provide a complete and effective managed infrastructure in conjunction with our PRIMERGY server line, ETERNUS storage systems, Systemwalker Desktop series and PCs."

—*Yoichi Hori, president, Platform Software Business Unit, Fujitsu Limited*

HP

"Clients need a more reliable, secure and manageable client infrastructure to achieve lower, more predictable costs and desktop virtualization delivers this. HP's thin client solutions and reference architectures provide a simple way to adopt desktop virtualization based on VMware View™ 4.5."

—*Paul Miller, vice president, Solutions and Strategic Alliances, Enterprise Servers, Storage and Networking, HP*

Imprivata

"VMware View™ 4.5 is great news for technology users, particularly in the healthcare industry where there is a heavy reliance on roaming sessions and shared workstations. Imprivata OneSign's architecture is ideally-suited for tight integration with VMware View, taking full advantage of its features. The result is a comprehensive solution for simplifying and securing access to patient data, enabling true one-touch, location-aware 'follow-me' clinical desktops." —*Geoff Hogan, senior vice president, Business Development and Product Management, Imprivata, Inc.*

Samsung

"Samsung is excited about the launch of VMware View™ 4.5. End users will greatly benefit from both the new features of VMware View 4.5 and our all-in-one monitor solutions. Samsung's integrated thin client monitors provide excellent performance and value for desktop virtualization customers."

—*JinHwan Kim, vice president, Visual Display Division, Samsung*

Teradici

"Teradici continues to work closely with VMware to enable full interoperability of the PCoIP display protocol in both hardware and software implementations to enhance and extend the capabilities of the VMware virtual desktop platform in VMware View™ 4.5. Our close collaboration with VMware has enabled broad adoption of desktop virtualization by providing an optimal desktop experience for a wide range of users."

—*Dan Cordingley, president and CEO, Teradici Corporation*

ThinPrint

"We are pleased to continue our successful partnership with VMware," said. With VMware View™ 4.5 and Location Based Printing, VMware has made an important step forward in simplifying and optimizing printer driver administration."

—*Charlotte Künzell, board of directors member, ThinPrint*

VCE Coalition

“To lower IT cost and complexity, CIOs and IT managers are turning to integrated infrastructures. Our Vblock customers appreciate the ability to scale virtual desktop deployments in a pre-configured, predictable manner that removes the guesswork out of architecting virtual desktop environments. VMware View™ 4.5, which improves end user productivity by reducing desktop downtime, brings another layer of value to Vblock customers.” —*Todd Pavone, senior vice president, VCE Solutions*

Wyse

“The ability to manage thousands of end users via a single solution is one of the key benefits of desktop virtualization, and the combination of VMware View™ with Wyse cloud client computing solutions enables our customers to save significant costs and energy savings, all without sacrificing end user performance. The complexity of managing countless PCs through time-consuming and expensive means is soon to become a thing of the past.”

—*Curt Schwebke, chief technology officer, Wyse Technology*

Additional Resources:

- Learn more about [VMware View](#)
- [Read](#) VMware CTO Scott Davis' blog on VMware View 4.5
- [Read](#) VMware View team's blog on VMware View 4.5
- [Read](#) VMware Reference Architecture Brief for Stateless Virtual Desktops with VMware View 4.5
- Watch a [video](#) introducing VMware View 4.5
- Get [product information, datasheets and screenshots](#)

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