ProfileUnity™ 5.0
with FlexApp

Frequently Asked Questions For
VMware® Mobile Secure Desktop Solution
General

Who is Liquidware Labs?

Liquidware Labs is a software company offering solutions that deliver desktop transformation. The Liquidware Labs executive team is comprised of veteran technologists and experts with hands-on knowledge of virtualized environments and solutions. Their corporate mission is to offer sophisticated yet affordable solutions that leverage virtualization technologies to provide enhanced visibility and manageability to heterogeneous desktop environments. All Liquidware Labs products:

- Reduce Cost and Complexity in the Desktop Environment
- Automate Manual or Cumbersome Practices in PC Administration
- Significantly Boost User Productivity and System Uptime
- Fortify Security and Compliance Initiatives

Tell me about your products?

Liquidware Labs offers an integrated suite of products that are purpose-built to support the key phases of a desktop transformation: Assessment, Design, Migration and Validation/Optimization.

Stratusphere™ FIT

The leading assessment solution on the market, this offering is used by channel partners, system integrators, hardware and software platforms, as well as end users, to gain valuable insight into their current state. Our software queries and correlates hundreds of configuration and resource consumption metrics from the desktop to the datacenter so that administrators and practitioners can take the guesswork out of the technology decisions they need to make.

Stratusphere™ IXD™ (GA targeted Q3 2012)

This offering focuses on using the metrics collected from Stratusphere FIT to enable rapid and accurate design of desktop image, host and storage components of the virtual desktop infrastructure. Users can rely on hard measurements and best practices to produce optimized designs that meet their capacity, scalability and cost-control needs.
ProfileUnity™

For Migration Windows XP to Windows 7 & 8

One of the key functions of this offering is the ability to harvest the existing customization, settings, personalization, and user-authored data OFF of existing Windows end points and ONTO the datacenter/cloud. This solution empowers administrators by allowing them to perform unattended migrations of large populations of users without any interaction or loss of productivity on the part of their users.

For User Virtualization

This simple and scalable solution decouples persona, data, and configuration elements from being statically bound to OS / machines. Instead user personalization, including the policies, data paths, and all customizations, are tied to the users’ identities and can be delivered in Windows native formats, to any workspace they utilize. It allows organizations to balance the delicate equation of giving users the freedom to customize their workspaces for maximum productivity, while at the same time giving administrators a context-aware method to provide local resources as well as enforce configuration and policy elements.

FlexApp (ProfileUnity Feature) - User / Departmental Installed Application (UIA available now; DIA targeted Q3 2012)

One challenge that faces enterprise administrators is the desire to maintain a minimum number of corporate desktop images, while at the same time, having methods to deliver departmental and "one-off" applications. FlexApp solves this by allowing administrators to keep a minimum number of base images, use their investments in application virtualization for their "managed" apps, and now enable users to install the "unmanaged" applications they feel they need to be productive. Applications are now natively portable with this technology and follow the user, not the machine.

Stratusphere™ UX

This solution offers true end-to-end visibility into the User Experience. With the increasing complexity of desktop delivery, it is essential to have a clear “pane of glass” through which administrators can validate technology decisions the enterprise has made, and also proactively see, assign, remediate, and validate performance issues and constraints across the desktop population. From the end point, across the network, inside the guest machines, hosts, storage, and cloud, metrics are all collected and
correlated while offering deep analytics into finite metrics for root cause isolation and performance and user experience validation.

**Who are your partners?**

We partner with both the majority of leading hardware and software vendors for desktop virtualization, including VMware, Citrix, NetApp, EMC, DELL, RedHat, and Cisco, as well as hundreds of value-add channel partners around the globe.

**What is your channel strategy?**

Channel partners are the life-blood of our business and Liquidware Labs sells 100% through our global partner network. Our Liquidware Labs Partner Network program enables Channel Partners, System Integrators, and VARS to deliver meaningful and constructive desktop transformation professional services, as well as rewards them with high margin software sales of our products.

**Who are your customers? Why do they buy from Liquidware Labs?**

We have customers ranging from the very largest of the Fortune 500 to smaller organizations with user counts below 1000. Based on our complete lifecycle of offerings, customers purchase either one or all of our offerings as they navigate through their desktop transformation strategies. Again, these strategies may range from VDI to Application Virtualization, to OS/Hardware refreshes, as well as data center, cloud and security-centric projects. We see a great many follow-on orders as our customer organizations scale their virtual desktop environments and/or begin to apply our virtualization products to their physical environments as well as a greater percentage of their virtual environments.

**What is the customer mix by region (APAC, EMEA, NA, LatAm)? Entering new markets?**

Today 75% of our customers are in the Americas. However, we are seeing a great many net new projects internationally as we expand our global presence with technical and sales resources. We have staffed up our EMEA and APAC sales and channel operations with expanded partnerships and additional resources, which has already produced a marked spike in pipeline activity.

**How do you differentiate from your competitors?**

One clear area of differentiation is that we offer a complete suite of integrated offerings that enable customers to proceed through desktop virtualization projects with the confidence that they are adhering to best practices for continual improvement as they scale. We also offer unique products with patented technology that our rivals cannot match. Many competitors
who have point products have been forced to form loose alliances with other vendors in an attempt to deliver a coordinated solution based upon a methodology.

Secondly, with regard to our products, we have, by design, bested the competition in terms of simplicity of installation, overall applicability, price/value and finally, performance and flexibility. Our competitors, with no exceptions, are handicapped because they are limited to a point solution and/or rely on proprietary technology approaches that cannot scale and are cost-prohibitive over time.

Our Stratusphere FIT and UX products are in a class by themselves. Our competition for these products simply cannot match the sophistication and breadth of use cases for these products because they cannot match us for depth, breadth and organization of data these solutions provide. Stratusphere UX, in particular, has become the foundation for another industry-best practice methodology... that is the health check of a desktop environment. Quite a few of our current customers had previously explored and tested alternative solutions, and then decided to standardize on Liquidware Labs solutions for one or many of the reasons above.

**How do you see this space changing in the next 12 – 18 months?**

It is clear we are well past the “exploratory” phase of first adopters in this industry. Virtualized desktops are a proven technology with established value for enterprise organizations. In the next 12 to 18 months we expect an increase in, not only the number of new projects, but a significant increase in the volume of users moving to virtual devices as cloud, BYOD, mobile devices and Windows 7 and Windows 8 collide with the end of life of Windows XP and IT consumerization trends. We’re already seeing the major hardware and software platforms evolve their core offerings to meet customers’ dictates.

**How is Liquidware Labs preparing to meet those changes?**

From a product perspective, we are keenly aware of these trends and are working on both enhancing our current product offerings as well as innovating new technologies to round out solution architectures and to assist partners, platforms, and customers.

**VMware / Liquidware Labs Announcement**

**Explain this new solution?**

VMware is offering use case-focused solutions to the market, one of which is Mobile Secure Desktop. VMware has selected ProfileUnity + FlexApp as the preferred user virtualization and application delivery platform in this architecture.
**What does this mean for VMware and Liquidware Labs joint customers?**

In addition to the product synergies and complementary architectures, this announcement and resulting solution is a **validated** architecture that customers can use as they build out Mobile Secure Desktop environments. Having a standard "stack" will enable channel partners, as well as hardware and software vendors, to engage in a single, documented best practices methodology when approaching these projects. Sales, technical, and reference documents have been created to assist practitioners before, during, and after project inception.

**What is VMware Mobile Secure Desktop (MSD)?**

The need for flexible and secure access to enterprise workspaces has been on the rise for quite some time. With this need accelerated by the consumerization of IT, and the proliferation of non-Windows devices such as thin clients, tablets, and smart phones, desktop administrators are challenged with a myriad of issues, including access, mobility, security, agility, data and application access, and more. Mobile Secure Desktop creates a standards-based way for organizations to provide “anytime, anywhere, any device” access to end users, while at the same time maintaining control, costs, and security. VMware’s MSD initiative offers a highly available and productive workspace for end users, complete with user personalization, including the data, profile, and applications they need. Based on VMware vSphere, VMware View and ThinApp - the foundation of the solution is both battle-tested and innovative.

**What does MSD mean to customers?**

For customers, the MSD offering is a standards-based, validated design. Based upon the industry acknowledged leading solutions, the offering allows customers to adopt MSD without the cost and complexity—or trial and error—of finding complementary solutions on their own. We expect this solution will be very important in industries whose workers have a non-office-based work mode, such as health care, retail, transportation,

**Why are these solutions in demand now?**

As mentioned, the increasing proliferation of device and OS types, coupled with the highly mobile nature of today’s end users, and the need for stringent corporate security and heightened agility, has created a perfect storm that requires defined solutions like MSD.