

# VMware Horizon Application Manager

Your Cloud. Your Policy. Your Choice.

## AT A GLANCE

VMware® Horizon Application Manager™ is a cross-platform management solution that unifies, secures and controls access to software-as-a-service (SaaS), Web and Windows applications for end-user devices. It centralizes policy-driven control of applications, integrating with your enterprise directory environment to enable access to virtualized Windows applications from every end-user device. It also extends enterprise policy and visibility to the cloud, modernizing IT control of SaaS and Web applications for any device. Simple, on-demand application access results in improved security, increased productivity and a more satisfying overall experience for your workforce.

## BENEFITS

- Lower operating expenses through unification of your applications into an enterprise catalog for fast, secure access by users
- Better control through centralized, enterprise-scale, user-centric, policy-driven management
- Increased workforce productivity through simple, secure access to all end-user applications

## Cloud Is Changing the Game

Dramatic changes in the ways people work have increased pressure on organizations and their IT departments to be competitive. End users today expect access to their information assets anytime, anywhere. Mobility is no longer optional, and employees are increasingly using nondesktop devices for work. With these changes, the post-PC-era has begun.

Information assets valuable to many organizations now reside in the public cloud, often outside of IT control. They require separate management that does not scale well, which adds costs and makes management more complex. In addition, many users are bringing their own applications to the workplace—often on their own devices—creating even greater problems for IT management.

The resulting IT challenge is to have the flexibility to enable the productivity and user experiences that today's workforce demands—while reducing the complexity of managing and maintaining enterprise-level control over all the organization's information assets.

## What Is VMware Horizon Application Manager?

In response to this challenge, VMware has introduced Horizon Application Manager. This cross-platform solution gives organizations the flexibility to make the transition to the post-PC era without added complexity and cost. Now, from one central platform, IT can manage all SaaS, Web and Windows applications and view their usage. End users gain easy, on-demand access to applications via their preferred devices, which increases their productivity and simplifies their overall experience.

## How Does VMware Horizon Application Manager Work?

Horizon Application Manager provides a cloud-identity platform for managing secure access to all of your SaaS applications, Web applications and Windows applications that are virtualized with VMware ThinApp®. IT managers can use Horizon Application Manager to provide applications to users, report on usage and control the user experience—all from a central console.

The identity access management (IAM) technology in Horizon Application Manager unifies silos of user identities into a single identity, leveraging your enterprise directory and enabling organizations to define access through enterprise policies. This increases the security, control and accountability of all information assets. Managers gain control over user-access policies and can integrate Horizon Application Manager into their existing workflow systems. They can also track activity holistically via usage reports to account for and optimize software licenses. Users gain on-demand access to all applications through an easy-to-use application catalog, a single Web-based workspace and one secure login.

In addition, administrators can use ThinApp—now part of Horizon Application Manager—to package and deliver virtualized Windows applications to users. The result is a simple, fast and secure way for end users to access all their applications.

## Key Features

### Horizon Application Manager Appliance

- Simpler onsite installation and quicker time to value with Horizon Application Manager as a virtual appliance
- Support for multitenant environments from a single installed appliance
- Nondisruptive patches and updates
- Connectors to SaaS applications maintained centrally by VMware and pulled to Horizon Application Manager Appliance

### Horizon Connector Appliance

- Virtual appliance integrating Horizon Application Manager Appliance and your enterprise directory service
- Centralized user authorization and facilitated communication for authentication
- Federated user identity integrated with enterprise directory user profiles
- User credentials and directory services unchanged as user profile information pulled from enterprise directory service

### Horizon Administrator

- Unified console for single-organization or multitenant-level administration
- Ability to manage users, applications, policies and reporting
- Application provisioning to users and groups, with quick, easy removal of user access to reduce IT discovery and risk from unauthorized users
- Single integrated platform-management console with roles-based administration control
- Generated holistic reporting for managing and monitoring application launches and license usage
- Device-based awareness and reporting for determining which user devices are accessing which applications
- Integration with the virtual appliance for easy implementation

### Horizon Application Catalog

- Third-party SaaS applications prepopulated in the catalog
- Multitenancy management through a single instance of the product
- Ability to securely add Web applications via Security Assertion Markup Language (SAML) or OAuth, and applications virtualized by ThinApp

- Management of ThinApp virtualized Windows applications
- Control of ThinApp offline leases and updates, providing access to users any time
- Application provisioning via an approval workflow or on-demand
- Integration with the virtual appliance for easy implementation

### Horizon Policy Manager

- Easy definition of policies for end-user access based on context such as location and connectivity
- Ability to create device policies that enable access to applications on specified or trusted domains
- Reduced complexity, increased security control and time savings for IT because Horizon Application Manager intelligently determines resulting permissions
- Integration with the virtual appliance for easy implementation

### Horizon Workspace

- Single, consistent end-user experience across all devices for application access
- Single entry point for viewing all entitled applications
- User self-service via the application catalog to applications provided by IT, on-demand or by approval request
- Optimized end-user experience via device awareness
- Seamless, secure single sign-on across entitled applications

## Includes VMware ThinApp (Packager, Workstation, Client Licenses)

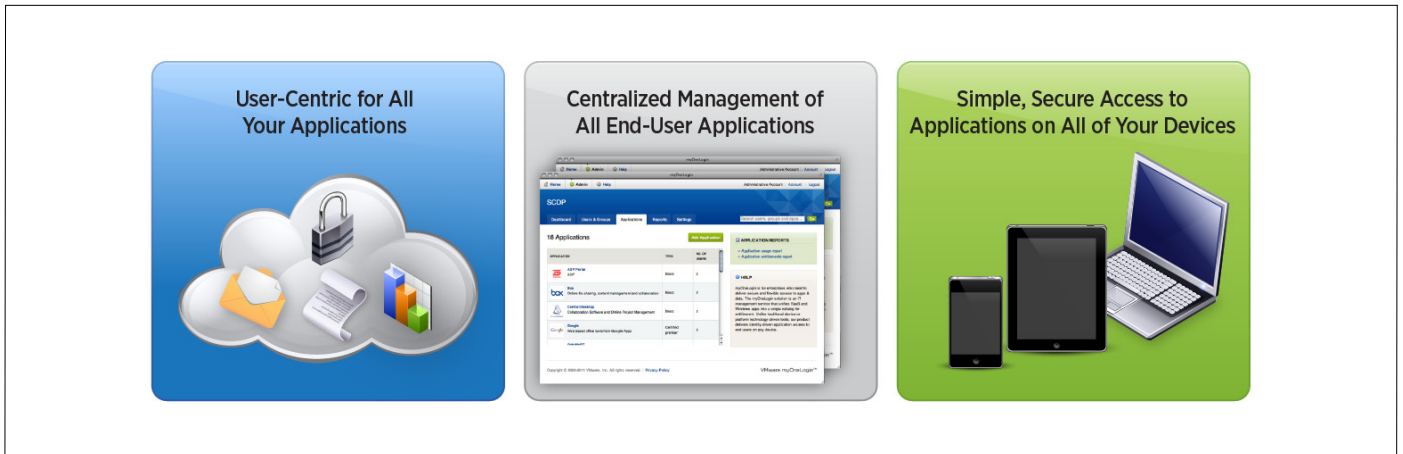
Accelerate application deployment and simplify application migration with agentless application virtualization. With ThinApp, applications are packaged into single executables that run completely isolated from one another and from the operating system for conflict-free execution on endpoint devices. Because application packages can be deployed to multiple Windows platforms—eliminating costly recoding and regression testing—you can easily migrate existing applications to [Windows 7](#).

- Eliminate application conflicts, reducing the need for recoding and regression testing.
- Deliver reliable and flexible application access to all user profiles.
- Eliminate the need for additional server hardware or software investments.

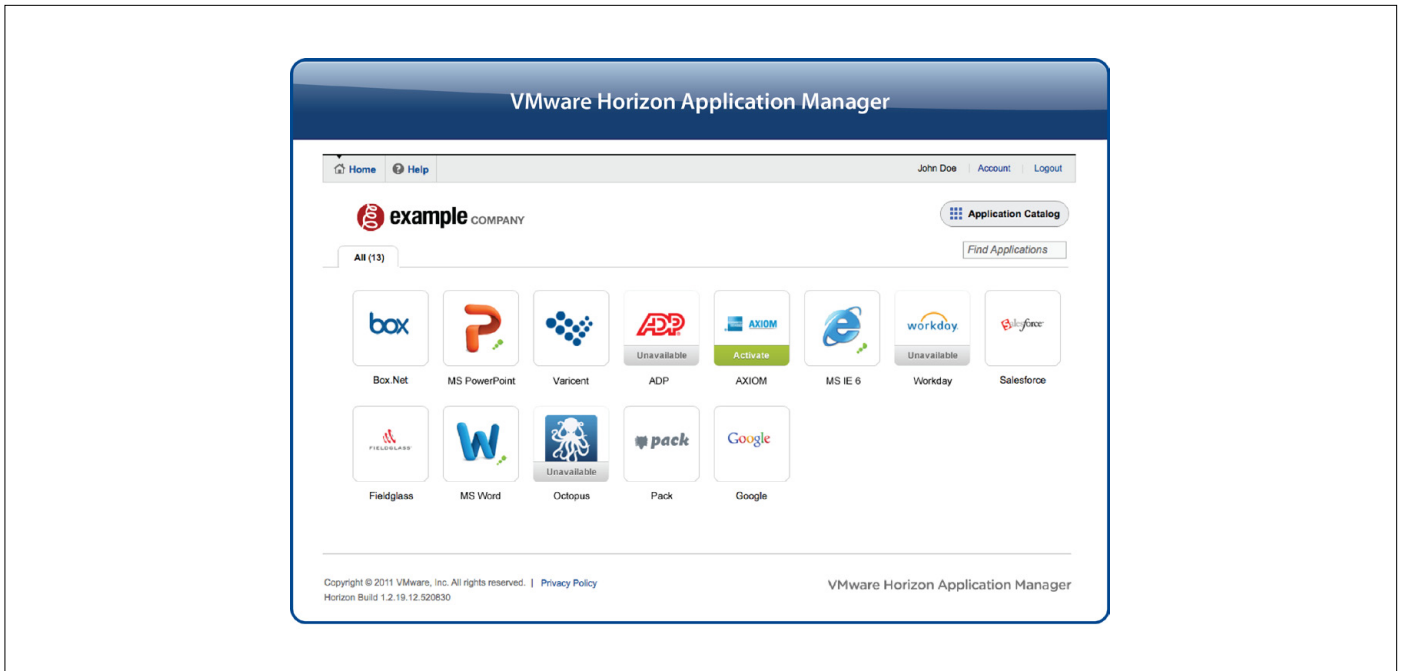
## Find Out More

For more information, visit <http://www.vmware.com/go/horizon>

For information or to purchase VMware products, call 877-4-VMWARE, visit <http://www.vmware.com> or search online for an authorized reseller. For detailed specifications and requirements, refer to the product documentation.



**Figure 1.** VMware Horizon Application Manager centralizes application management, provides user-centric identity management and enables secure on-demand access to all your applications.



**Figure 2.** Access to Windows applications virtualized via VMware ThinApp is fast and easy for users.

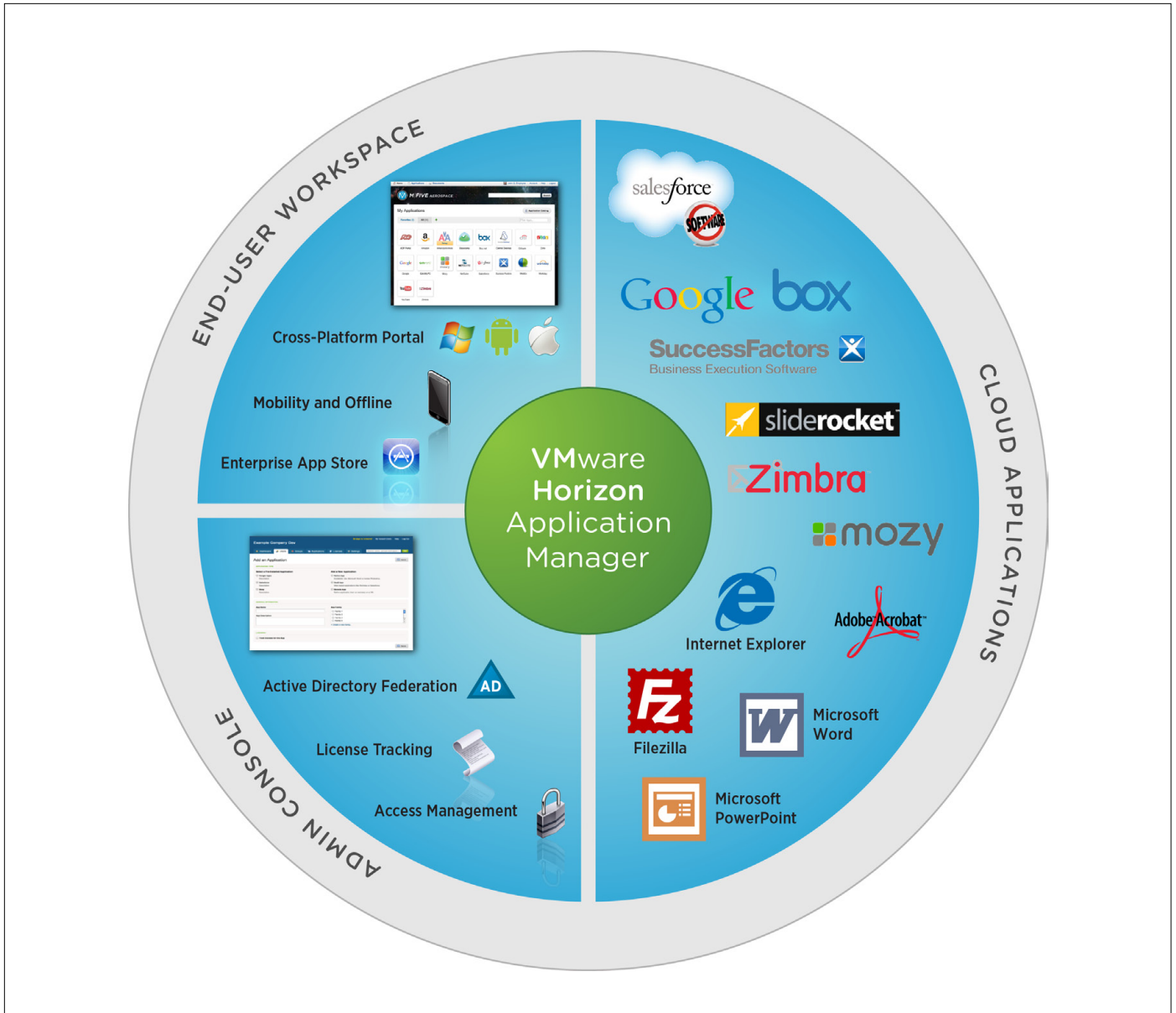


Figure 3. Horizon Application Manager is a holistic management platform for all your end-user applications.

