

# Horizon 6 - Extend the Power of Desktop and Application Virtualization

## Customer Solution Overview

Customer Solution Description	VMware Horizon™ 6 delivers virtualized or remoted desktops and applications through a single platform to end users. These desktop and application services—including RDS hosted apps, packaged apps with VMware ThinApp®, SaaS apps, and even virtualized apps from Citrix—can all be accessed from one unified workspace across devices, locations, media and connections. Leveraging closed loop management and optimized for the software defined data center, Horizon 6 helps IT control, manage and protect all of the Windows resources end users want, at the speed they expect, with the efficiency business demands.
Target Audience Persona	Head of IT, IT Director, IT Practitioner
Opportunity Overview	60,000+ VMware View™ customers who are looking to extend the power of virtualization to deliver more virtual desktops or just applications as a service
Offers	<ul style="list-style-type: none"> <li>• Upgrade from Horizon View to Horizon Advanced or Enterprise Edition and receive <b>40 percent off</b> of the list price. Offer valid through Dec 15, 2014</li> <li>• Citrix XenApp or XenDesktop customers who want to move to Horizon Advanced or Enterprise are eligible to receive <b>60 percent off</b> of the list price when they purchase as part of a VMware ELA. Offer valid through Dec 15, 2014</li> </ul>
Anxiety Questions	<ol style="list-style-type: none"> <li>1. Are you making the most of your existing View licenses?</li> <li>2. Are you aware of the new capabilities that Horizon 6 brings to the table?</li> <li>3. Do you have use cases within your environment that you would like to support with application virtualization/ remote apps that don't necessarily require a full virtual desktop?</li> <li>4. Do you have remote or distributed users on physical or BYO PCs that you would like to centrally manage if you could?</li> <li>5. Are you struggling to build the business case to extend your View environment</li> <li>6. Do you have Citrix XenApps within your environment and would it be valuable for you to be able to support users with access to all of their desktops and apps in one place?</li> <li>7. Are you looking for a way to move off of XenApp moving forward due to cost or complexity?</li> <li>8. Are you already supporting end users with MS RDS hosted apps or desktops in your environment and would you like to have an easier way to manage these Windows assets alongside your View virtual desktops and ThinApp packaged apps?</li> </ol>
Business Issues	<ul style="list-style-type: none"> <li>• Many organizations are on older versions of View and do not have the latest features to allow them to fully address all of their use cases</li> <li>• While many customers embraced View for virtual desktops, they may have users that do not require full desktops and only require access to a limited number of apps. Providing these users with a full desktop is overkill, more costly and often involves paying Microsoft Virtual Desktop Assurance (VDA).</li> <li>• Every organization that we have sold View to has a mix of physical and virtual desktops as well as end users who are disconnected for the majority of their day from the network. Managing these physical and virtual environments separately can be time consuming and resource intensive.</li> <li>• Making the business case add up to roll out more virtual desktops can be difficult for some organizations, particularly if they have not done an in-depth analysis of their use cases and end users</li> <li>• Customers who have sunk costs associated with investments made in Citrix XA and MS RDSH can find it difficult and costly to move away from these investments.</li> </ul>
Market Opportunity	<ul style="list-style-type: none"> <li>• \$312 Million in 2014 Globally</li> </ul>

Probing Questions and Value Statements

PROBLEM PROBING QUESTIONS	SOLUTION PROBING QUESTIONS	CUSTOMER VALUE STATEMENTS
<p><b>Use Cases</b></p> <p>Do you have end users in your environment that don't need a full desktop that may only need secure access to a few apps?</p> <p>Are you looking for a more streamlined way to manage images for your physical and BYO devices alongside your virtual machines?</p>	<p>What if you were able to securely support virtual desktops as well as applications from a single platform to support more end users within your environment</p> <p>Would it help you if you could simply and centrally manage images for all of your virtual, physical and BYO devices?</p>	<ul style="list-style-type: none"> <li>• Securely support 2X the number of users and devices per IT admin with Horizon 6</li> <li>• Reduce image drift and streamline image management for all of your end users—including end users on physical, virtual and BYO PCs.</li> </ul>
<p><b>Optimizing Investments</b></p> <p>Do you feel that you are maximizing your View investment across all of your end users today?</p> <p>Are you struggling to build the business case to roll out more virtual desktops?</p> <p>Have you made investments in either Citrix XenApp or Microsoft RDSH that you want to protect as you move forward?</p>	<p>What if you could support more use cases with your virtual desktop environment including power users with 3D, employees needing unified communications and even workers bringing in their own devices. What if you could now also support remote, BYO and mobile users that just need access to apps in a more cost-effective and streamlined manner?</p> <p>What if you could drive down the costs of your virtual desktop environment?</p> <p>How important is it for you to be able to protect your existing Microsoft RDSH or Citrix XA investments?</p>	<ul style="list-style-type: none"> <li>• In addition to virtual desktops, Horizon 6 now allows you to deliver virtual applications through a single platform. Deliver virtual desktops to more users by leveraging the latest features including support for 3D, unified communications and multimedia redirection. Extend the benefits of virtualization and centrally manage images for all endpoints including virtual, physical and BYO PCs.</li> <li>• Leverage VMware® Virtual SAN™ to drive down the cost of storage. Take advantage of closed loop management to automate day to day operations and reduce operational expenses even further.</li> <li>• Protect your Citrix XenApp investments or your Microsoft RDSH investments as you move forward with VMware. Horizon 6 supports access to RDSH apps and Citrix XenApps alongside View desktops, packaged ThinApps, web apps and SaaS apps through a unified workspace.</li> <li>• Move forward with Horizon 6 and save. Customers with Citrix XA can move to the Horizon Advanced Edition at 60 percent when purchasing through a VMware ELA.</li> </ul>
<p><b>Resource Contention</b></p> <p>Are you finding that your plans to roll out more virtual desktops have been curbed due to cost or resource related issues?</p> <p>Is managing and remediating your virtual desktop environment something that still takes up too much time?</p>	<p>What if you were able to reduce the IT resources required to manage your desktops, applications and online services even further?</p> <p>How much more cost effective would it be to automate more of your desktop management processes while allowing you to quickly remediate and troubleshoot issues?</p> <p>What if you could centrally manage all of your distributed end users without having to drive out to do break fix, upgrade and patches?</p> <p>What if you could leverage new delivery models like the public or hybrid cloud to drive down costs and outsource the day to day management of your end user environment?</p>	<ul style="list-style-type: none"> <li>• Cut down full clone virtual desktop set up and deployment times from hours to minutes by leveraging a vCO plug in for VMware vCloud® Automation Center</li> <li>• Take advantage of closed loop management and automation to streamline image management, desktop remediation and desktop deployments</li> <li>• Centrally manage images for virtual, physical and even BYO PCs</li> <li>• Deliver desktops and apps on demand with hybrid brokering through VMware Horizon™ DaaS® for as little as \$1.20/user per day</li> </ul>

## Customer Success Stories and Reference Assets

<p><b>Customer Success Stories:</b></p> <p><a href="#">Foley and Lardner</a>  <a href="#">Bank of Tokyo Mitsubishi</a>  <a href="#">Northrim Bank</a>  <a href="#">TELUS</a>  <a href="#">Mecklenburg County</a>  Eli Lily (peer to peer)  GM (peer to peer)</p>	<p><b>Reference Assets on Vault:</b></p> <p><a href="#">TCO Calculator</a>  <a href="#">IDC Building the Business Case for Desktop Virtualization</a>  <a href="#">Gartner VDI Smackdown Webcast</a>  Horizon 6 Datasheet (coming soon)  <a href="#">Horizon 6 Hands on Labs</a>  For a full list, visit the <a href="#">Horizon 6 Vault Page</a> (coming soon)</p>
--	---

## Common Claims and Objection Handling

WHAT THEY MAY SAY...	HOW YOU SHOULD RESPOND...
<p>I have already invested in View and have virtualized all the users that can be supported with virtual desktops today?</p>	<ul style="list-style-type: none"> <li>• We have made significant enhancements to the product that allow you to address a wider set of use cases than ever before including users that need support for 3D, unified communications and end users that want to bring in their own PCs.</li> <li>• With Horizon 6 we now let you expand beyond desktop virtualization to end users in your organization that may just need access to a few applications. <ul style="list-style-type: none"> <li>— Customers with mobile users, remote workers or BYO workers that just need access to a few apps can be supported from a single platform alongside View desktop users.</li> <li>— Customers with Citrix XA in their environment can now provide access to XA alongside SaaS, RDSH hosted apps and even virtual desktops to end users through a single portal</li> </ul> </li> <li>• Horizon 6 additionally allows organizations to support and centrally manage not just virtual machines-but physical and BYO PCs as well. This allows organizations to support new use cases.</li> </ul>
<p>I already have XenApp in place and while I want to move off of Citrix, there is no easy way out</p>	<p>VMware allows you to protect your XenApp investments while you move forward with Horizon 6.</p> <ul style="list-style-type: none"> <li>• Customers can virtualize their XA server farms with VMware vSphere®</li> <li>• With Horizon 6, IT can deliver virtual desktop and application services through a unified workspace—including RDS hosted apps, packaged apps with ThinApp, SaaS apps, and even virtualized apps from Citrix.</li> <li>• Between April 1 and Dec 15 2014, customers with Citrix XenApp or XenDesktop can make the move to Horizon Advanced or Enterprise at 60% off when they purchase as part of an existing or new ELA.</li> </ul>
<p>How does this tie into your mobile platform? Citrix tells me that this will take VMware at least a year to tie together—and I want to have a solution that helps me address my mobile and desktop needs.</p>	<p>VMware acquired Airwatch, the leading provider of enterprise mobility management and security solutions earlier this year. We have a large number of customers leveraging Airwatch and VMware desktop solutions within their environments today and we are committed to driving deeper levels of integration between these two portfolios as we move forward.</p>

WHAT THEY MAY SAY...	HOW YOU SHOULD RESPOND...
I can't make the business case work when it comes to desktop and application virtualization.	<p>VMware continues to drive down the cost of acquisition when it comes to desktop and application virtualization, making it easier than ever to build a business case today.</p> <ul style="list-style-type: none"> <li>• The amortized cost over 3 years for a Horizon virtual desktop is \$698—which is well below the cost of a physical PC at \$810 or a laptop at \$1133.</li> <li>• Optimized for the software-defined data center, Horizon is able to drive down capital expenses associated with storage by leveraging Virtual SAN</li> <li>• Delivering cloud hosted virtual desktops with Horizon DaaS can drive down costs to as low as \$1.15 per user per day.</li> <li>• From April through to Dec 15, 2014 customers who move from Horizon View Premier to Horizon Advanced or Enterprise can get 40 percent off the Horizon 6 list price.</li> </ul>
I don't have the time or resources to roll out desktop or application virtualization solutions in my environment—plus I've found that there are several costs I didn't anticipate	<p>VMware is making it easier than ever to manage and deliver desktop and application virtualization solutions</p> <ul style="list-style-type: none"> <li>• VMware provides you with the ability to centrally manage images for virtual, physical and BYO PCs</li> <li>• End-to-end management inclusive of the ability to quickly troubleshoot your environment and automate desktop and application provisioning helps simplify and streamline day to day operations and management</li> <li>• VMware provides the option through Horizon DaaS to move desktops to the cloud and have these be managed by a third party service provider to offload day to day desktop and application management.</li> </ul>

### Competitor Positioning and Rebuttal

COMPETITOR	FOCUS ON
<b>Citrix</b>	<ul style="list-style-type: none"> <li>• Our ability to provide image management across not just virtual—but additionally physical and BYO PCs</li> <li>• Closed loop management and our optimization for the software defined datacenter which allows customers to truly extend the power of virtualization from the data center to devices with VMware.</li> <li>• Hybrid delivery through Horizon DaaS to provide customers with choice when it comes to delivering services to end users</li> </ul>
<b>Microsoft</b>	<ul style="list-style-type: none"> <li>• VDI solution is still not enterprise-ready</li> <li>• Closed loop management and our optimization for the software defined datacenter which allows customers to truly extend the power of virtualization from the datacenter to devices with VMware.</li> <li>• Hybrid delivery through Horizon DaaS to provide customers with choice when it comes to delivering services to end users (however expect to see an offering out soon from them)</li> </ul>
<b>Amazon</b>	<ul style="list-style-type: none"> <li>• Choice of delivery with support for private cloud and cloud hosted services.</li> <li>• With Horizon DaaS and our PCoIP and HTML extensions, we provide customers with a rich user experience (e.g. Amazon provides no USB device support, no microphone support, no Webcam support, no HTML5 Client, no GPU enabled desktops for 3D support, no self-service for end users, no AD integration, etc.)</li> </ul>

