

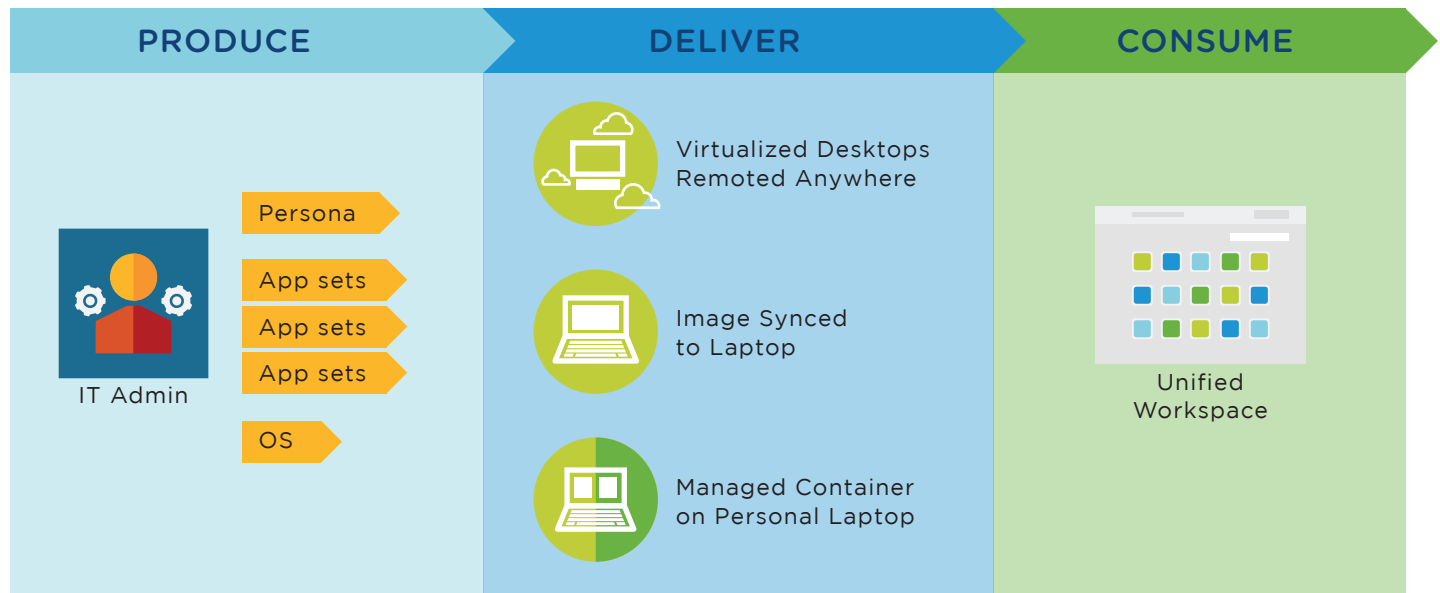
VMWARE'S DESKTOP STRATEGY



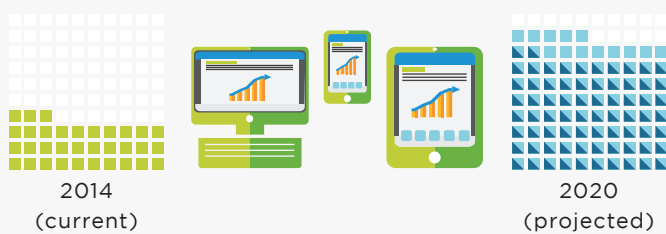
Gone are the days of client/server computing where Windows ruled the day and end users were tasked to do their work from one device and one location.

Today, end users are leveraging new types of devices for work, accessing Windows applications alongside non-Windows-based applications and are more mobile than ever.

SUPPORT FOR PHYSICAL AND VIRTUAL



CHANGING WORK STYLES



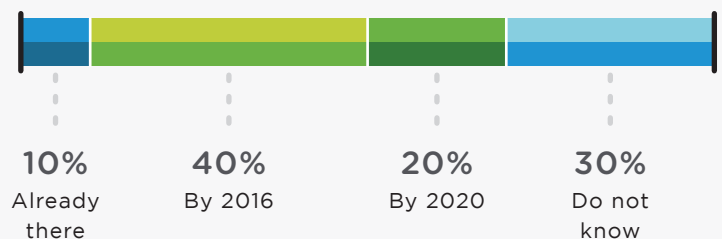
Today, **33%** of companies support Bring Your Own Device (BYOD) for PCs, Tablets and Smartphones.*

By 2020, **85%** will support BYOD for PCs, Tablets and Smartphones. **72%** are open to some form of BYO for PCs, Tablets and Smartphones.*

Already **60% of workers** report using a personal device at work at least once a day.*

The Top 10 Strategic Technology Trends for 2014, David W. Cearley; 19 February 2014

When will the enterprise go with 100% laptop and mobile computing? CIOs revealed their enterprises:



38% of companies expect to stop providing devices to workers by 2016.*



Only **15%** of companies will never provide any BYOD option.*



The remaining **40%** of companies will offer both styles of programs.*

As of February 2014, **30% of Windows desktops** still run Windows XP.**

*Gartner, Bring Your Own Device: The Facts and the Future, David Willis, April 11 2013

**NetMarketshare.com March 2014

WHAT VMWARE® HORIZON 6™ GIVES YOU



Desktop and Application Virtualization: A single platform to deliver Windows desktops and applications to end users



Unified Image Management: Centrally manage virtual, physical and cloud-hosted Windows images to streamline management, reduce costs and maintain compliance



Unified Workspace: A single place for users to securely access Windows apps and web based services



Closed Loop Management: End-to-end management and automation



Optimized for SDDC: Ability to leverage Software Defined Data Center (Graphics, storage, security, management)

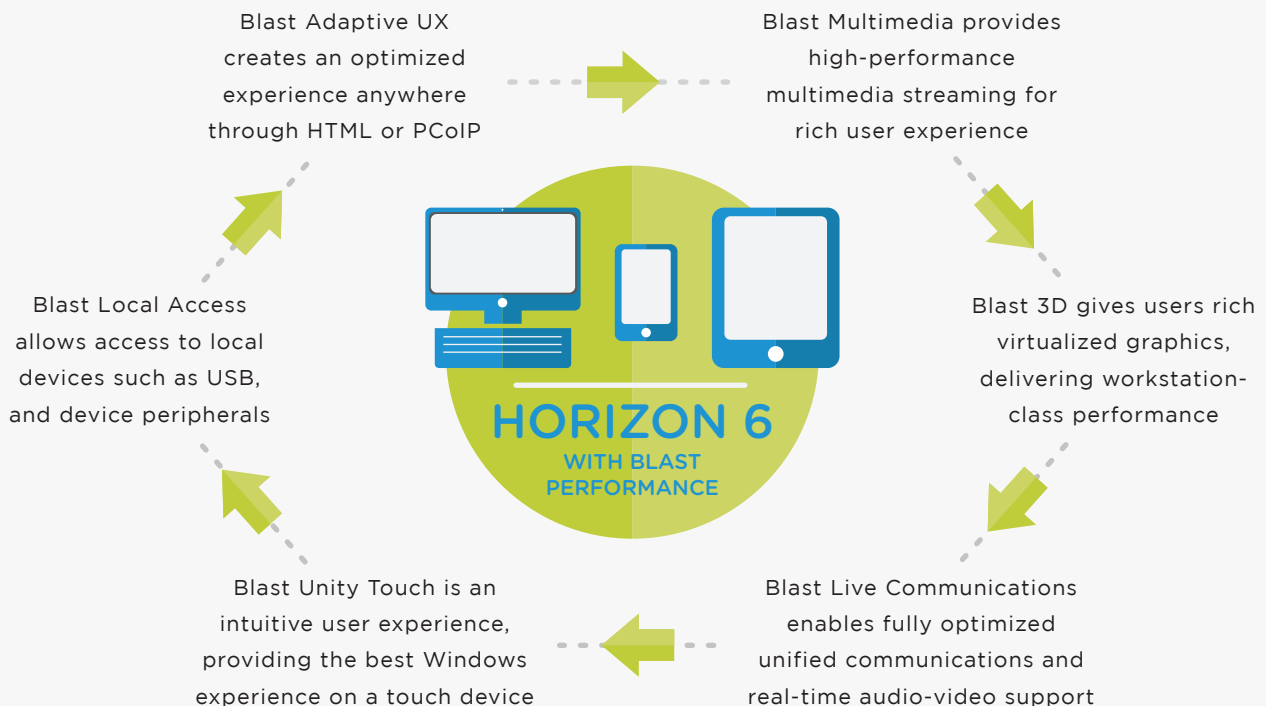


Hybrid Delivery: Choose from an array of on premise or cloud based deployment options

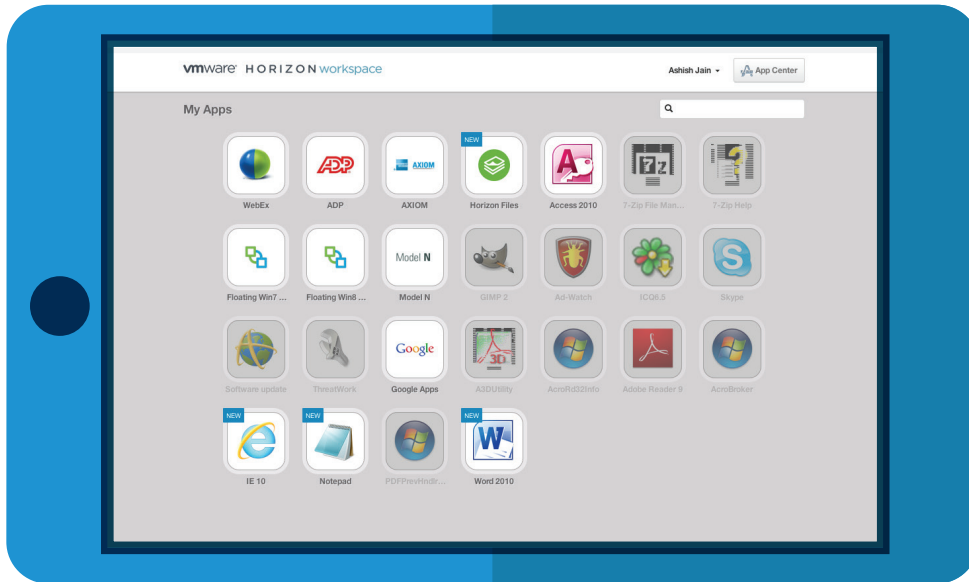
HORIZON 6 PRESENTS THE BEST USER EXPERIENCE:

Horizon 6 allows IT to securely deliver Windows desktops, applications and online services to end users across virtual, physical and BYO devices.

With Horizon 6, IT can deliver desktops and applications to end users through a unified workspace with Blast Performance to enable consistently great experiences across devices, locations, media, and connections.



A SECURE, UNIFIED WORKSPACE: ONE LOGON | ONE EXPERIENCE | ANY DEVICE



THE FOLLOWING WILL BE ACCESSED FROM ONE UNIFIED WORKSPACE:

Virtual Desktops
SaaS and Web Based Apps
Citrix Virtualized Apps
Packaged ThinApp
Hosted RDS Apps

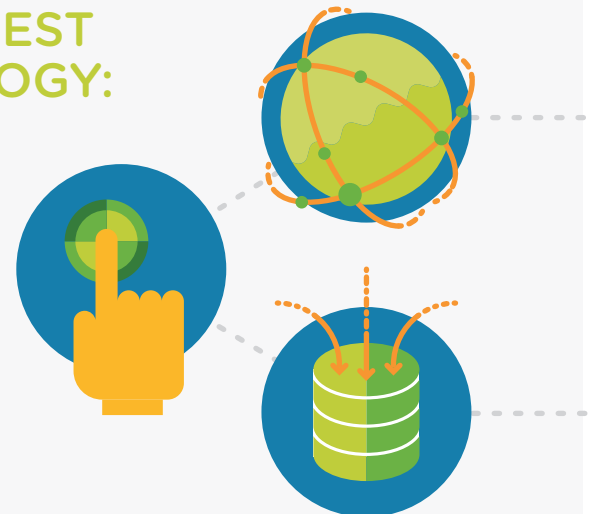
"Mobile-centric trends and technologies increasingly define the client environment and the core end-user app and experience."

- GARTNER*

*THE TOP 10 STRATEGIC TECHNOLOGY TRENDS FOR 2014, DAVID W. CEARLEY; 19 FEBRUARY 2014

HORIZON LEVERAGES VMWARE'S BEST OF BREED DATA CENTER TECHNOLOGY:

Horizon 6 extends the power of virtualization with virtual compute, virtual storage, and virtual networking and security to drive down costs, enhance the user experience, and deliver greater business agility.



HORIZON 6 NOW INCLUDES SUPPORT FOR:

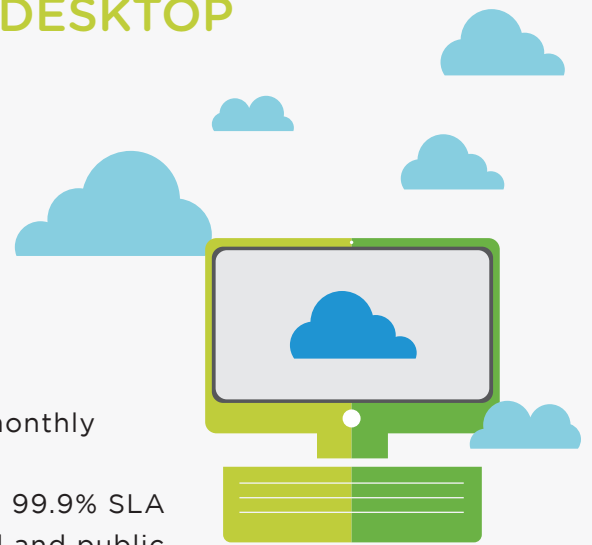
- Unified image management of physical and full clone virtual machines
- VMware's vSAN technology drives down storage costs for desktop workloads
- Multi datacenter cloud pod architecture
- Optimize the health, availability, performance, and efficiency of desktop services with VMware's vCenter Operations Manager
- New application and in-guest metric capabilities to identify and prioritize problems affecting multiple users
- Cloud orchestration automated provisioning of desktops, applications, and data

HORIZON BRINGS YOUR DESKTOP TO THE CLOUD AND THE CLOUD TO YOUR DESKTOP

Horizon DaaS, built on vCloud Hybrid Service, simplifies the delivery of Windows desktops and applications as a cloud service, to any device, anywhere, at an affordable price.

WHAT MAKES HORIZON DAAS DIFFERENT?

- **Fast & Flexible:** Easy to try & easy to buy. Get desktops immediately when needed
- **No CapEx:** All OpEx. No upfront costs
- **No Operational Skills Needed:** Consume desktops as a monthly subscription service
- **Security:** Integrated security, control, and support with a 99.9% SLA
- **Hybrid:** cloud flexibility lets you balance business-owned and public cloud-based infrastructure



"Cloud and mobile are two tightly linked forces, with the cloud becoming the major delivery vehicle and "remote brain" for these devices."

- GARTNER*

*THE TOP 10 STRATEGIC TECHNOLOGY TRENDS FOR 2014, DAVID W. CEARLEY; 19 FEBRUARY 2014

Business process owners, line of business (LOB) managers, application managers and senior IT managers need to use the hybrid IT model to reinvent business processes as part of their digital business strategies.

- GARTNER*

*THE TOP 10 STRATEGIC TECHNOLOGY TRENDS FOR 2014, DAVID W. CEARLEY; 19 FEBRUARY 2014

THE HORIZON FAMILY DELIVERS DESKTOPS AND APPLICATIONS AS A SERVICE FROM ANY CLOUD.

By securely delivering Windows desktops, applications and online services to end users through a unified workspace with closed-loop manageability and hybrid brokering, Horizon allows IT to deliver and protect Windows resources users want, across private, public and hybrid clouds, at the speed they expect, with the efficiency business demands.

