

# VRVP

VIRTUALIZATION REVIEW VENDOR PROFILE

## AppSense: Leading the Way in User Virtualization



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### Q Who is AppSense?

**A** AppSense is a software vendor providing user virtualization technology to enterprise organizations around the world. User virtualization is way of managing all user data independent of the desktop, and applying this information into any desktop on-demand. Virtualizing all that is user-specific about a desktop enables IT to standardize the desktop build, automate desktop delivery, and migrate users to new desktops—all while ensuring the user experience is seamless, personal, predictable and easily manageable.

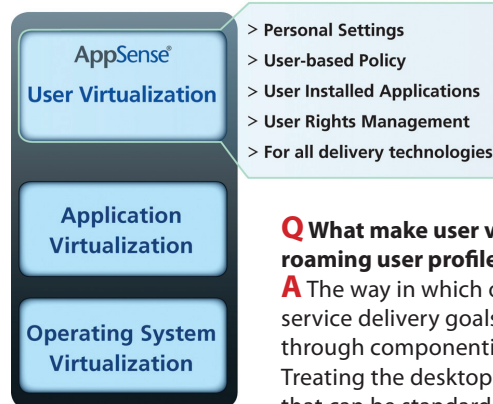
### Q What is the AppSense offering?

**A** The AppSense Virtual User Infrastructure virtualizes all aspects of the user, decoupling user data from the desktop, and storing and managing it separately. The user environment contains everything specific to a user, including user-based corporate policy settings, personalization settings, user access rights and user-introduced applications. Infrastructure management tools optimize this user environment and reporting and auditing tools provide visibility into the environment, ensuring users have the best working experience at all times. The infrastructure delivers the user environment as needed into virtual, physical and streamed desktops and applications—or combinations of those mechanisms—and also can apply this user data across operating system versions (e.g. XP, Vista and Windows 7, Server 2008, 32/64 bit). For existing desktops, migration capabilities move employees into dynamically delivered, standard desktops seamlessly.

### Q What is unique about AppSense?

**A** Most organizations use combinations of different technologies to deliver applications and desktops to their

users. Whether that is physical PC, Terminal Server, VMware View, Citrix XenDesktop, Microsoft App-V, provisioned OS or combinations of these mechanisms, AppSense is the only user virtualization vendor that provides one solution across all technologies. This capability enables users to seamlessly 'roam' across multiple delivery technologies, multiple desktops (both personal and business) and multiple locations. AppSense is a core solution to many of the world's largest virtual desktop implementations and we have a portfolio of leading organizations including companies such as HSBC, Barclays, ESPN, Volkswagen, Raytheon, Lockheed Martin, Citigroup, UBS, BT and Shell. AppSense is also used as the exclusive user personalization component in Systems Integrator desktop management offerings, including CSC, HP, EDS, Dell and IBM.



### Q What make user virtualization different to traditional roaming user profiles?

**A** The way in which organizations are achieving cost and service delivery goals through desktop virtualization is through componentization, standardization and automation: Treating the desktop as a number of separable components that can be standardized and delivered automatically, on demand. Those components consist of OS, corporate apps and the user—not just a user profile, but ALL aspects of the user. Profile management delivers user personalization settings only—this is by no means everything that constitutes a user. Profile management technology was developed to solve the issues of Roaming Profiles in Server Based Computing environments where profiles were subject to bloat, corruption and led to increased logon times. We see more of our customers realize the only way to truly manage the user population in a scalable and cost effective way, is by using user virtualization solutions across their entire desktop estate.

For more information please visit [www.appsense.com](http://www.appsense.com)

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