

VRVP

VIRTUALIZATION REVIEW VENDOR PROFILE

AppSense: Leading the Way in User Virtualization



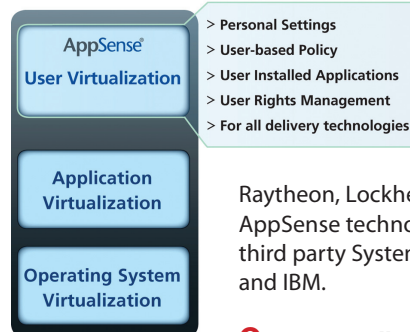
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Q Who is AppSense?

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. AppSense has focused on optimizing the working experience for users for over 10 years and has developed the technology, experience and operational capacity to offer a solution to what has been to date the most challenging yet important aspect of the desktop to manage—the user.

Q What is the AppSense offering?

A In the same way that desktop and application delivery requires an infrastructure solution, so too must the user's environment. The AppSense *Virtualized User Infrastructure* virtualizes the user environment, decoupling it 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/Citrix XenApp, Application Streaming, virtual desktops, provisioned OS or combinations of these mechanisms, AppSense is the only user virtualization vendor that provides one solution across all technologies and OS and bit boundaries. This capability enables users to seamlessly 'roam' across multiple delivery technologies, multiple desktops (both personal and business) and multiple locations. From Terminal Services and Citrix XenApp environments through to desktop virtualization, client hypervisor and cloud-based infrastructures, AppSense technology has evolved to ensure an optimum and seamless working

experience to the user regardless of how they receive their desktop. AppSense are 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 technology is also used in conjunction with many third party Systems Integrators, including CSC, HP, EDS, Dell and IBM.

Q Can you tell us about your relationship with Citrix?

A AppSense shares a user-centric view of desktop virtualization with Citrix and we have many customers using our user virtualization technology with XenDesktop and XenApp. A big reason why they choose this combination is the focus on the user—not just cost reduction but effective, agile, satisfied (and therefore highly productive) employees. AppSense and Citrix have a strong ten year relationship and a track record in creating value for our 4000+ joint customers and 350+ joint reseller partners globally. We see this relationship going from strength to strength as the user environment becomes a vital component of the virtual desktop.

For more information please visit www.appsense.com

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