



## ABOUT APPSENSE

AppSense is the leading provider of user environment management solutions to the enterprise. AppSense is a Global Citrix Solution Partner, a founding member of the Citrix Ready Program and has a sizable number of joint enterprise customers around the world.

AppSense extends Citrix XenApp and XenDesktop solutions by virtualizing the most important component in application delivery, the user. By separating and managing user data independently from the desktop and application, multiple delivery mechanisms can be used to deliver the user's environment with no impact to the user experience.

## ABOUT THE APPSENSE MANAGEMENT SUITE

The technology behind user environment management is AppSense Management Suite. This comprises four integrated components that build on the Citrix application delivery infrastructure to provide enterprise user environment management:

### PERSONALIZATION AND POLICY MANAGEMENT THROUGH APPSENSE ENVIRONMENT MANAGER™

The only enterprise wide solution to manage all aspects of a user's environment, regardless of how it is delivered to a user - hosted or streamed application virtualization, desktop virtualization, operating system streaming, local install or any combination of the above.

- > Replace complex logon scripts with easy to manage dynamic policy actions to create on-demand desktops.
- > Automatically abstract settings from existing profiles to quicken delivery mechanism, O/S and application migrations.
- > Dramatically improve logon times by streaming settings on demand instead of loading them all at logon.

### APPLICATION ENTITLEMENT THROUGH APPSENSE APPLICATION MANAGER™

Automatically control application access without the management overhead of complex scripts or high maintenance lists. Whether malicious or innocent in nature, unexpected activities are controlled, providing a safe and predictable user environment.

- > Prevent unauthorized execution to ensure compliance and enforce software licensing.
- > Manage outbound application or device connections to control network access without complex hardware controls.
- > Identify all existing executable files on target devices and monitor application usage.

### SYSTEM RESOURCE ENTITLEMENT THROUGH APPSENSE PERFORMANCE MANAGER™

Ensure all environments presented to a user react in a consistent manner by using business policy to allocate CPU, Memory and Disk resources to users and applications. Optimizing resource consumption and improving the number of users on any given hardware provides huge cost savings in physical hardware and carbon footprint.

- > CPU, Memory and Disk resource management and optimization.
- > Ensure a smoother, improved quality of service.
- > Leverage hardware investment by maximizing the number users per server whilst also improving performance

### CENTRAL POLICY MANAGEMENT THROUGH APPSENSE MANAGEMENT CENTER™

An enterprise scalable management framework to centrally manage and securely deploy configurations to thousands of devices across multiple site locations with full failover capabilities. Event monitoring and automated alerts provide instant visibility into the user environment along with the individual actions of each user.

- > Automatically apply configurations to new devices as they are added to a network.
- > Control which administrators can access individual controls in the AppSense framework.
- > Ensure resilience by providing failover support between end point device and AppSense management framework.

### APPSENSE & XENAPP

Citrix XenApp provides a delivery infrastructure that makes it easy to deliver any application to any user with high performance and security at low cost. AppSense extends Citrix XenApp by providing additional levels of policy and personalization management, together with managing application access and system resource allocation - all in one solution.

- > Extend personalization and policy management capabilities
- > Manage application and network entitlement to a granular level
- > Ensure optimal allocation of system resources to users and applications
- > Control application usage and enforce Microsoft software licensing

### APPSENSE & XENDESKTOP

Citrix XenDesktop™ is a next-generation desktop virtualization solution that centralizes Windows desktops and delivers them on-demand to office workers in any location. XenDesktop makes desktop virtualization cost-effective by dynamically assembling desktops from a few standardized master images of desktops and applications. AppSense Management Suite takes those standardized virtual desktops and personalizes them for each individual user. Personal settings are persisted from session to session, enabling a new, pristine corporate desktop to be provisioned to users each time they logon. Combinations of delivery mechanisms can be used with no impact to the user experience. Specific benefits of AppSense Management Suite in a XenDesktop environment include:

- > Dynamic personalization of provisioned desktops - Apply personalization settings to a virtual on-demand desktop, enabling standardized desktops to meet the individual needs of users, while, reducing image maintenance and storage requirements.
- > User Profile Migration - Decouple user settings from the physical desktop and re-apply to a virtual desktop on demand to accelerate XenDesktop adoption
- > Apply Tailored Policy - Creating policy dynamic to each user session provides a tailored desktop and application set

### APPSENSE & CITRIX USER PROFILE MANAGER

Citrix User Profile Manager eliminates some of the pains typically associated with roaming profiles, problems such as profile bloat and corruption. Building on Group Policy, User Profile Manager provides additional capabilities to enable a user's personal settings to be persisted between XenDesktop and XenApp sessions.

In addition to managing user profile data, it is important that the virtual desktop is correctly configured with all salient business rules such as folder redirection and printer drive mapping being set prior to access by the user. Tailored policy configurations must be applied at system startup and throughout the user session to control what a user has access to, how they access it and what they can do with it. By upgrading the traditional means of policy management from complex scripting to user environment management, desktops and applications can be delivered faster and at lower cost.

AppSense adds to the personalization capabilities of Citrix User Profile Manager by also managing desktop setup and policy, in any application delivery mechanism, to any device. The combination of User Profile Manager and AppSense Environment Manager provide a compelling and enterprise-class solution for managing all aspects of the user in a virtual environment.

### APPSENSE & MICROSOFT LICENSING

AppSense Management Suite is the only Microsoft approved method for administrators to reliably enforce software licensing policies on client devices, gaining greater control over the deployment of applications in a Citrix XenApp environment. Using AppSense, application access can be restricted by client name or IP address, enabling administrators to reliably and effectively enforce software licensing policy.

### WHO USES APPSENSE

Organizations such as Alstom, Bank of America, Barclays Bank, CitiGroup, CSC, HSBC, Deutsche Bank, EDS, HP and Lockheed Martin all rely on the Citrix application delivery infrastructure and AppSense Management Suite to deliver an optimal user environment to all their users, all the time.

### APPSENSE CITRIX RELATIONSHIP

A firm and prosperous relationship exists between Citrix, AppSense and their joint customers and partners. This relationship ensures joint Citrix/AppSense customers are provided not only with leading edge application delivery solutions, but also future-proof technologies that they can confidently invest in for the long term.

“Citrix has been working closely with AppSense for a number of years, and we are delighted to extend this relationship into the desktop virtualization market. With Citrix XenDesktop™ and a robust user environment management solution from AppSense, all of our enterprise users will have access to a fresh, new, personalized PC every time they logon.” - **Sumit Dhawan, VP Product Marketing, Citrix Systems.**

#### WEB LINKS

- > For more details about AppSense technology in virtual environments visit our website: [www.appsense.com](http://www.appsense.com)
- > You can also try the AppSense Management Suite for 21 days by visiting: [www.appsense.com/evaluate](http://www.appsense.com/evaluate)