

User Environment Management - The Third Layer of the Desktop

In order to reap the cost reduction and manageability benefits of virtual client computing, it is essential the user component of a desktop is managed independently of that desktop. The ability to abstract the user 'personality' from the desktop, manage and store this personality separately, and then apply it to a virtual environment "on-demand", are the three tenets of user environment management.

Founded in 1999, AppSense is a technology provider specializing in user environment management (UEM) solutions for enterprise organizations. UEM is a complete solution for managing the user experience across combinations of application delivery mechanisms, user types and site locations. Based on extensive experience in server based computing, AppSense have expanded their solution to desktop virtualization.

UEM enables corporate policy and user personalization data, known as the 'user personality' to be abstracted from the desktop and managed independently. This personality can then be dynamically applied 'on-demand' to any user environment - providing a third layer on top of operating system and applications.

Whether desktops are delivered locally, published, streamed or virtualized - or combinations thereof - UEM ensures tailored policy is applied and personalization settings are persisted for all users. AppSense technology is used around the world to accelerate user migration to virtual environments, manage policy, provide personal and predictable user environments, and leverage investments in desktop delivery technologies. AppSense is a Global Citrix Solution Partner and founding member of the Citrix Ready Program, a Microsoft Gold Certified Solution Partner, and member of the VMware Technical Alliance Program.

UEM IN VIRTUAL DESKTOP ENVIRONMENTS

MIGRATING USERS TO VIRTUAL DESKTOPS

Accelerate and simplify the migration of users from physical to virtual desktops through abstraction and central storage of user settings. UEM ensures that the user receives a seamless experience as they are migrated, ensuring high user adoption and low support costs post migration.

PERSONALIZING STANDARDIZED DESKTOPS

Standardization of desktops reduces management costs, increases business agility and minimizes storage requirements. UEM applies personalization data to a standard desktop 'on-access', ensuring the user experiences a personal environment from a lower-maintenance standardized virtual image.

DYNAMIC DESKTOP ASSEMBLY

UEM participates in the desktop assembly process by dynamically applying computer level and user settings as the desktop is created. This ensures the user receives a consistent personal experience despite their desktop being 'constructed' using various delivery mechanisms and technologies. The user personality is persisted across desktop sessions, even if the sessions themselves are not persisted.

UEM IN SERVER-BASED COMPUTING (SBC) ENVIRONMENTS

ENTERPRISE PROFILE MANAGEMENT

Enables administrators to provide a consistent, yet contextual experience for end users by delivering the security and performance benefits offered by mandatory profiles along with the flexibility offered by roaming profiles.

APPLICATION ENTITLEMENT

The use of unauthorized software is a primary factor in destabilizing user environments. Unauthorized applications are prevented from executing without high maintenance lists or scripts.

RESOURCE ENTITLEMENT

Ensuring applications are responsive to user actions is key to user adoption. Server resources such as CPU, Memory and Disk are utilized and assigned to users and applications according to defined business rules, maximizing 'users-per-box' by 40% on average and ensuring high quality of service.

MANAGING MICROSOFT APPLICATION LICENSING IN SBC AND VIRTUAL DESKTOP ENVIRONMENTS

Microsoft desktop applications are licensed per device; meaning any device that can access the application requires a separate desktop application license. In virtual environments, therefore, a license is required for each client that can connect to the server where the application is installed. AppSense technology restricts access to applications by device name or IP address, providing application access control and in most cases, reducing the required number of Microsoft licenses required. AppSense is officially recognized by Microsoft in this regard.

THE APPSENSE MANAGEMENT SUITE

AppSense Management Suite is the first complete UEM solution for the enterprise. The Suite is comprised of four fully integrated products that provide policy and personalization management, including application and resource entitlement, across desktop delivery mechanisms such as Citrix XenApp™, Microsoft Terminal Services™, VMware VDM, Citrix XenDesktop™, and streamed and local applications.

The value of virtualized desktop environments is proportional to the number of users in the virtualized environment. AppSense Management Suite has therefore been designed with the enterprise in mind. From mass-scalability to system redundancy capabilities to full lifecycle management of the user personality, AppSense technology has been proven enterprise-robust in many large scale implementations around the world.

CUSTOMERS AND ALLIANCES

As the world leading user environment management solution provider to the enterprise, AppSense have an unrivalled install base of over 3,500 enterprise class customers, with many environments supporting in excess of 50,000 users.

AppSense are a core solution to many of the world's largest SBC and virtual desktop implementations, many of these documented in case studies and reference sites. AppSense have a portfolio of leading organizations across many industry sectors and geographies including companies such as HSBC, Barclays, ESPN, Volkswagen, Raytheon, Lockheed Martin, Citigroup, Wal-Mart, UBS, BT and Shell.

AppSense technology is also used in conjunction with many third party Systems Integrators, including CSC, HP, EDS, Dell and IBM.

THE MANAGEMENT TEAM

Charles Sharland
CHAIRMAN AND CEO

Peter Rawlinson
GLOBAL VP MARKETING

Gail Hazley
CHIEF FINANCIAL OFFICER

Simon Rust
VP PRODUCT MANAGEMENT

Rich Morrison
PRESIDENT AND COO

Martin Ingram
VP STRATEGY

Tony Clarke
GLOBAL VP SALES

OFFICES

AppSense are headquartered in New York, with offices in UK, Germany, Holland, Australia and a technology center in Palo Alto, CA.

CONTACT

You can contact AppSense by calling **+1 212 597 5500** or emailing **info@appsense.com**

See **www.appsense.com** for more details.