What’s New at VMware?
End-User Computing

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Technical Services

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TeleTech
VP of IT
ZDNet Survey of Most Important Technologies to Future of IT

ZDNet Survey of Most Important Vendors to Future of IT

Bridging Two Worlds

Client-Server Era

Mobile-Cloud Era
### Any Device

**Business Mobility:** Applications | Devices | Content

<table>
<thead>
<tr>
<th>Any Application</th>
<th>Traditional Applications</th>
<th>Modern, Cloud Applications</th>
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### Any Application

**Cloud Management**

**HYBRID CLOUD**

- **PRIVATE**
  - Your Data Center

- **MANAGED**
  - vCloud Air Network

- **PUBLIC**
  - vCloud Air

**Software-Defined Data Center**

Virtualized Compute, Network, Storage

**Build-Your-Own**

Converged Infrastructure

Hyper-Converged Infrastructure

### One Cloud

- **Converged Infrastructure**
- **Hyper-Converged Infrastructure**
$60B Overall TAM for VMware in 2017

- EUC: $10B+
- SDDC: $33B+
- Hybrid Cloud: $17B+

Source: Analyst Data and VMware Internal Analysis, 1H2014
A Very Strong Run for End-User Computing

>$200M & strong growth
AirWatch Bookings in 2014

Stronger growth in last four quarters in Desktop license bookings vs. competition *

>16,000 & 50% YoY growth in AirWatch customers as of Q1-15

* Based on VMware internal analysis, Q2-14 thru Q1-15
End-User Computing: Accelerating Pace of Innovation and Partnerships

Cisco resell partnership with Desktoine for DaaS
Google Chromebooks, F5, NVIDIA partnerships with VMware Horizon
Horizon Air
horizon FLEX
VIP AV CDPC FOR ENTERPRISE
Project Enzo

VMware strengthens End-User Computing team

Source: Gartner, Vendor Rating: VMware, Cameron Haight, et al., December 24, 2014
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What Organizations Need to Do to Deliver Business Mobility

Deliver the Digital Workspace
Users

Enable Any Application
LOB

Build a Mobile Cloud Architecture
IT

Deliver the Digital Workspace

Enable Any Application

Build a Mobile Cloud Architecture
**The VMware Advantage: Addressing the Market From Data Center to Device**

<table>
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<tr>
<th>End-User Computing – Workspace Suite</th>
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<td>Desktop</td>
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<td>Mobile</td>
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<td>Content Collaboration</td>
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<td>Identity Management</td>
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<th>Software-Defined Data Center – vCloud Suite</th>
<th>Management &amp; Automation</th>
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<tr>
<td>Compute</td>
<td>Virtualized Infrastructure</td>
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<tr>
<td>Storage</td>
<td>Hybrid Cloud Computing</td>
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<td>Networking</td>
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Horizon Desktop & AirWatch Mobile Integration

Product

Workspace Suite brings many integration points across Desktop & Mobile, as well as integrations to VMware SDDC

For End Users...

- Single App Catalog
- User-Centric Identity and SSO
- File, Sync & Share from Any Device
- Integrated Content & Social

For Admins...

- BYO & Container for Laptop and Mobile
- End-to-end Service Catalog & Automation
- Single Access Point w/ Policies
- Modernize EUC Security With NSX

GTM

Separate swim lanes for Desktop & Mobile, yet collaborating together to sell the “single pane of glass” with Workspace Suite
**We Continue to Invest in the Ecosystem, The Ecosystem is Embracing Us**

<table>
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<tr>
<th>Device OS</th>
<th>Apple</th>
<th>Google</th>
<th>Samsung</th>
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<td>SIs</td>
<td>CSC</td>
<td>Wipro</td>
<td>IBM</td>
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<td>Telcos</td>
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<td>verizon</td>
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<td>SPs</td>
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<td>Security</td>
<td>paloalto</td>
<td>FireEye</td>
<td>Lookout</td>
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<td>Cloud/Mobile Apps</td>
<td>Office 365</td>
<td>Salesforce</td>
<td>Box</td>
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<td>Storage for Desktop</td>
<td>VMware</td>
<td>vSAN</td>
<td>EMC²</td>
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In Summary, Why Are We Winning in End-User Computing…

- We have recruited and groomed the World’s Best Team in End-User Computing.

- Our Desktop/Apps portfolio (Horizon 6, AppVolumes, etc.) bring big innovations and lower TCO.

- Our Enterprise Mobile Management & Security breadth and depth is unrivaled in the industry.

- Workspace Suite combines best-of-breed with integration, for a “single pane of glass”.

- Built on the power of VMware SDDC (Compute, Storage, Network Security, Management).

- EUC is betting big with the ecosystem, the ecosystem is betting big with us!
VMware EUC Customer Panel

Wendy Aks, Sprint
Sandy Mandair, TeleTech
Jon Merritt, United Airlines
Cliff DuPuy, Mecklenburg County, NC

Moderated by Matt Hedberg, RBC Capital Markets
Sprint – Wendy Aks

Company Business Overview
• American telecommunications provider providing wireless services to over 55 million customers

Business Mobility Objectives
• Improve employee productivity and the customer experience leveraging mobile
• Increase sales success and point of sale transactions

VMware EUC Value Proposition
• Policies on mobile devices protect and secure Sprint's data and intellectual property.
• Access to all internally-developed mobile applications through a customizable app store.
• Deliver secure email to the sales organization.
• Enable secure access to internal websites previously unavailable on non-corporate managed devices.
• Deliver product and marketing materials to share presentations with customers.

Deployment Status
• SprintConnect is Sprint’s internal deployment of AirWatch EMM, piloted in 2013 and in production since 2014.
• 20,000 user devices under AirWatch management, expected to double over the next 18 months.
• AirWatch MDM, MAM, and Content Locker.
TeleTech – Sandy Mandair

Company Business Overview
• A global business process outsourcing company with approximately 45,000 employees.

Business Mobility Objectives
• Reduce log-in time for call-center agents to boost productivity and revenue.
• Lower cost per virtual desktop to optimize hardware procurement and shrink data-center footprint.
• Easier execution in Disaster Recovery situations.

VMware EUC Value Proposition
• Increased productivity – automated agent logins for a desktop ready in seconds (vs. 9-minute login time).
• Greater productivity driving revenue growth opportunities for TeleTech.
• Centralized management of desktops driving better security and consistency in performance.
• Reduced costs – over $3.3M* in server and storage savings over 3 years.

Deployment Status
• Horizon Suite managing a 10,000 user environment.

* VMware internal analysis
Company Business Overview
• The world’s leading airline serving 376 destinations and over 5,000 daily departures.
• Based in Chicago, United has 85,000 employees of which 11,000 are pilots.

Business Mobility Objectives
• Replace 45-pound paper-based flight bags with a mobile solution in order to save costs and increase pilot efficiency.
• Continuing to identify use cases and develop software to help the airline operate more efficiently.

VMware EUC Value Proposition
• Saved 16 million sheets of paper and 326,000 gallons of fuel annually.
• Reduction injuries to pilots from cumbersome flight bags.
• Pinpoint critical data and information the moment it is needed.
• Ability to wipe device if lost or stolen securing sensitive flight data and airport information.
• Automatic sync and manual updates with policies for annotation, edits, and collaboration.

Deployment Status
• AirWatch MDM, MAM, and Content Locker.
• Currently have 12,000 devices under management with many thousands more slated for deployment this year.
Company Business Overview

- The most densely populated county in North Carolina. Mecklenburg’s county seat and largest city is Charlotte.

Business Mobility Objectives

- Mobilize 6,000 employees to cut costs, increase productivity, and improve response time.
- Securely access and input information on-the-go to better protect and serve the community.

VMware EUC Value Proposition

- Massive cost avoidance of $3.2M per year.
- Simplifies and streamlines the county’s service offerings from multiple departments.
- Secure access to data and systems that are compliant with healthcare and payment-industry standards.
- Improve employee efficiency and quality of life.

Deployment Status

- Horizon Suite and AirWatch.
Q&A
Forward Looking Statements

This presentation contains forward-looking statements including, among other things, statements regarding expected trends and developments in information technology, including the importance of technologies such as EUC and mobile computing and expected importance of VMware; expectations for VMware’s total addressable market in 2017, the benefits of EUC and AirWatch products; acceleration of EUC innovation and partnerships; continuing investments in and development of the EUC ecosystem; and expectations that VMware will continue to win in the EUC marketplace. These forward-looking statements are subject to the safe harbor provisions created by the Private Securities Litigation Reform Act of 1995. Actual results could differ materially from those projected in the forward-looking statements as a result of certain risk factors, including but not limited to: (i) adverse changes in general economic or market conditions; (ii) delays or reductions in consumer, government and information technology spending; (iii) competitive factors, including but not limited to pricing pressures, industry consolidation, entry of new competitors into the virtualization software and cloud, EUC and mobile compute industries, and new product and marketing initiatives by our competitors; (iv) our customers’ ability to transition to, new products and computing strategies such as cloud computing, desktop virtualization, mobile device management and the software defined data center; (v) the uncertainty of customer acceptance of emerging technology; (vii) rapid technological changes in the virtualization software and networking, cloud, end user and mobile computing industries; (viii) changes to product and service development timelines; (ix) VMware’s relationship with EMC Corporation and EMC’s ability to control matters requiring stockholder approval, including the election of VMware’s board members; (x) our ability to protect our proprietary technology; (xi) our ability to attract and retain highly qualified employees; and (xii) the successful integration of acquired companies and assets into VMware. These forward-looking statements are based on current expectations and are subject to uncertainties and changes in condition, significance, value and effect as well as other risks detailed in documents filed with the Securities and Exchange Commission, including our most recent reports on Form 10-K and Form 10-Q and current reports on Form 8-K that we may file from time to time, which could cause actual results to vary from expectations. VMware assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this presentation.