VMware Introduces End-User Computing Strategy and Products to Drive IT as a Service

New VMware View(TM) 4.5 Advances Secure, Managed Enterprise Desktop Virtualization Model VMware View 4.5 Shatters Datacenter Infrastructure Cost Barrier by More Than 60 Percent -- Less Than $300 per User Preview of 'Project Horizon' Showcases New, User-Centric Application and Data Delivery Architecture

SAN FRANCISCO, CA, Aug 31, 2010 (MARKETWIRE via COMTEX) -- Today at VMworld 2010, VMware, Inc. (NYSE: VMW), the global leader in virtualization and cloud infrastructure, outlined its vision for the future of end-user computing with new products and services to help organizations evolve their legacy desktop computing environments to a more modern, user-centric application and data delivery model. The company's strategy seeks to free users and IT from more than two decades of complex, device-centric computing and deliver a more consumer-focused cloud experience for the enterprise.

More than ever, enterprises are dealing with two fundamental client computing pain points -- providing secure access to an increasingly mobile workforce, and managing the burgeoning diversity of data, applications and devices needed to run their business. A user-centric approach to personal computing ensures secure access to applications and data from any device, where and when a user needs it. Establishing a new end-user computing model is a fundamental component of the VMware vision for IT as a Service.

IT as a Service is the transformation of IT to a more business-centric approach, focusing on outcomes such as operational efficiency, competitiveness and rapid response. This means IT shifts from producing IT services to optimizing production and consumption of those services in ways consistent with business requirements. This changes the role of IT from a cost center to a center of strategic value.

"The future of enterprise computing goes way beyond a desktop, a physical platform or a single operating system," said Vittorio Viarengo, vice president, End user Computing Products, VMware. "Growing user demand for ubiquitous access coupled with the efficiencies of cloud computing create an opportunity for a new user-centric computing paradigm. Through the abstraction and control of user data and applications, IT can deliver what end users really need -- anywhere, anytime, any-device access. VMware is uniquely positioned to help CIOs operate in this emerging heterogeneous environment, unshackling end users from independent and un-tethered to the legacy desktop model that has plagued IT for the past two decades."

An Evolutionary Approach to End-user Computing

In support of its end-user computing vision, VMware is launching new products that help CIOs move their organizations forward in an evolutionary journey, from today's PC-centric environments to a future where users have access from any device to any application, enabled by cloud computing:

-- Modern Desktop Management and Delivery: At the core of VMware's end-user computing model, VMware View™ 4.5 establishes a modern, user-centric desktop management and delivery architecture. Available in the coming weeks, VMware View 4.5 enables enterprises to improve security and compliance, lower operating costs, and simplify desktop administration and management for an even greater number of use cases than before.

VMware View 4.5 is the first enterprise-class solution that delivers rich user experiences across an organization on a growing number of devices at any location -- online or offline. High-performance PC-over-IP technology enables users to work with their virtual desktops over a LAN or WAN connection, while VMware View with Local Mode enables secure offline access while leveraging local processing resources. The result is a seamless user experience designed to combine the best of desktop and client virtualization.

VMware View 4.5 delivers a simplified, integrated desktop and application management platform designed to enable IT organizations to manage tens of thousands of virtual desktops. VMware View 4.5 also manages applications from a centralized administrative interface while simplifying key IT processes such as provisioning, configuration management, connection brokering, policy enforcement and application assignment.

VMware View 4.5 also strengthens security and control by hosting virtual desktops centrally to prevent data leakage while leveraging VMware vShield™ Endpoint for enabling centralized anti-virus protection. VMware vShield Endpoint, in tandem with solutions from VMware ecosystem partners, will protect virtual machines and their hosts against malware, viruses and other intrusions by optimizing antivirus and other host and endpoint security for use in VMware-virtualized and cloud environments. VMware vShield Endpoint is designed to eliminate the need for antivirus agent footprints by enabling the offloading of antivirus and anti-malware functions to hardened, tamper-proof virtual machines delivered by VMware security partners.
Unprecedented cost advantages with VMware View 4.5 -- Tiered storage enhancements unique to VMware View 4.5 enable an unprecedented level of cost savings. Enterprises leveraging existing client devices can now deploy a secure, flexible, and highly responsive, stateless virtual desktop at a datacenter infrastructure cost under $252 per user, more than 60 percent lower than previously published architectures. Learn more in a new reference architecture brief titled VMware Reference Architecture Brief for Stateless Virtual Desktops with VMware View 4.5.

"This is a completely different way of thinking about VDI storage," said Scott Davis, CTO, end-user computing, VMware. "Instead of storing a virtual desktop as a single object on physical storage, View 4.5's tiered storage capabilities enables the optimal placement of portions of the image based on their own unique operational characteristics and desired SLAs. By decentralizing the operating system storage, the desktop environment not only scales linearly, but it can also scale with extremely low latency. The simplicity of the architecture enabled by View 4.5's storage flexibility and performance optimizations allows for a new era in VDI cost modeling."

Additional information on VMware View 4.5 can be found at www.vmware.com/files/pdf/vmworld/view4.5-backgrounder-en.pdf

Application Independence: Available now, VMware ThinApp™ 4.6 simplifies application delivery by encapsulating applications into a single package that can be deployed, managed and updated independently from the underlying operating system -- helping to reduce the cost and complexity of application delivery for customers. A key component of VMware View, VMware ThinApp enables enterprises to quickly migrate existing applications to Microsoft Windows 7, adding application compatibility to virtual desktop environments to reduce the management burden of desktop applications and images. Additional information on VMware ThinApp 4.6 can be found at www.vmware.com/files/pdf/vmworld/thinapp4.6-backgrounder-en.pdf.

Enterprise-class Collaboration in the Cloud: Recently announced, Zimbra™ Appliance is a next generation email and collaboration solution delivered as a virtual appliance. Designed to run on the VMware vSphere™ platform, Zimbra Appliance combines powerful enterprise features with maximum administration simplicity. Flexible enough to run either within a customer datacenter or the public cloud, Zimbra Appliance, along with all of the Zimbra Collaboration Suite products, delivers rich application experiences on any device, online or offline, and provides them with a collaboration platform that enables rapid, seamless and secure access to corporate and personal applications and data. In addition, Zimbra software is easier to deploy, manage and update, driving down TCO and increasing deployment flexibility. As a result, customers and partners can manage their email and collaboration needs with fewer resources, lower costs and fewer risks. Additional information on Zimbra and the Zimbra Collaboration Suite can be found at www.zimbra.com.

VMware will deliver these solutions to customers the way they need them -- either as enterprise-ready configurations or as a cloud-based service from VMware vCloud™ partners.

"Siemens IT Solutions and Services and VMware share a common vision for a new, user-centric computing model," added Ralf Eichler, vice president, Portfolio & Innovation, Siemens IT Solutions and Services. "As one of the world's leading providers of managed client infrastructures, we are working on services to shift from traditional IT services to an open, demand-based model for our customers. Together we will offer solutions that help CIOs embrace end-user demand for anytime, anywhere, any-device access while enabling IT to easily maintain control over their client infrastructures."

Project Horizon: Architectoring the Next Generation End-user Computing Model

At VMworld 2010 in San Francisco, VMware will preview a cloud-based management service -- codenamed Project Horizon -- that will securely extend enterprise identities into the cloud and provide new methods for provisioning and managing applications and data based on the user, not the device or underlying operating system.

Project Horizon will establish a user's "Cloud Identity," securely extending on-premise directory services between private and public clouds and enabling customers to take advantage of the flexibility and new services in the public cloud while maintaining the security and control from their private clouds.

"A cohesive desktop strategy should provide secure, direct access to many types of applications, including SaaS and legacy and mobile applications, regardless of device type or location," said Mark Bowker, senior analyst, Enterprise Strategy Group. "Project Horizon is an example of how VMware has the potential to help dramatically transform desktop and application delivery services, maintain IT control, and ensure a productive, personalized experience for the end user."

Navigate the End-User Journey: with Assessment Services

Helping customers navigate their journey to a new model requires a plan. VMware Professional Services offers on-site, end-to-end consulting services to help customers who are interested in beginning the journey to a more modern, user-centric application and data delivery model. For organizations looking to get started with VMware View 4.5, VMware offers three core assessment services: a Desktop Infrastructure Virtualization Assessment to identify both the users and desktops that are the best candidates to move into a virtual desktop environment; an Application Virtualization Assessment to identify which
applications are the prime targets for virtualization; and a Desktop Virtualization Strategy Assessment that combines the Desktop Infrastructure Virtualization and Application Virtualization assessments with a strategic workshop to help organizations prepare and proactively manage for the successful adoption of this technology. For more information, visit VMware Professional Services Organization.

"The Bank of Tokyo-Mitsubishi UFJ, Ltd. is leveraging VMware View™ as our platform for migrating our traditional desktop users to a new, modern model," said Mr. Satoshi Murabayashi, general manager and executive officer, System Division, The Bank of Tokyo-Mitsubishi UFJ, Ltd. "We've already achieved security, compliance and cost savings with better user experience for our initial deployment of 3,000 users. With the enhanced scalability and management capabilities in VMware View 4.5, we expect to migrate our remaining user base to a virtualized model delivering the unique combination of flexibility and agility for our users with increased manageability and control for our IT teams."

Additional Resources

-- VMworld media resources landing page
-- Learn more about VMware View
-- Learn more about VMware ThinApp 4.6
-- Read VMware CTO Scott Davis' blog on VMware View 4.5
-- Watch a video introducing VMware View 4.5

About VMware VMware delivers virtualization and cloud infrastructure solutions that enable IT organizations to energize businesses of all sizes. With the industry leading virtualization platform -- VMware vSphere™ -- customers rely on VMware to reduce capital and operating expenses, improve agility, ensure business continuity, strengthen security and go green. With 2009 revenues of $2 billion, more than 190,000 customers and 25,000 partners, VMware is the leader in virtualization which consistently ranks as a top priority among CIOs. VMware is headquartered in Silicon Valley with offices throughout the world and can be found online at www.vmware.com

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Forward-Looking Statements This press release contains forward-looking statements including, among other things, statements regarding the future of end-user computing, expectations for the evolution of desktop computing environments and user demands, our future Horizon technology and future benefits that can be achieved by customers. 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 or information technology spending; (iii) competitive factors, including but not limited to pricing pressures, industry consolidation, entry of new competitors into the virtualization market, and new product and marketing initiatives by our competitors; (iv) our customers' ability to develop, and to transition to, new products and computing strategies such as cloud computing and IT-as-a-service, (v) the uncertainty of customer acceptance of emerging technology; (vi) rapid technological and market changes in virtualization software and platforms for cloud and desktop computing; (vii) changes to product development timelines; (viii) our ability to protect our proprietary technology; (ix) our ability to attract and retain highly qualified employees; and (x) 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 release.

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