VMware Launches VMware Horizon(TM) DaaS(R) to Enable Simple and Flexible Delivery of Desktops in the Cloud

**New Solution Extends Desktops to the Public Cloud on VMware vCloud Hybrid Service and Offers Industry's First Hybrid DaaS**

PALO ALTO, CA -- (Marketwired) -- 03/10/14 -- VMware, Inc. (NYSE: VMW), the global leader in virtualization and cloud infrastructure, today launched VMware™ Horizon DaaS® a new cloud-based desktop service that delivers cost-effective enterprise-class virtual desktops running on VMware vCloud® Hybrid Service™.

The service offers the industry's first hybrid desktop as a service (DaaS) solution that gives customers the ability to blend public cloud desktops and on-premise VMware Horizon View™ private cloud desktops for a seamless end-user experience. Following a few simple steps, IT can provision, deploy and manage high quality, full Windows desktops to end-users that can be accessed from laptops, desktops, zero/thin clients, Chromebooks, tablets (Apple iOS, Google Android) and mobile devices.

"Having pioneered the market for DaaS back in 2007, VMware continues to lead by introducing industry-first capabilities and technology innovations to deliver a best-in-class service and solution to our customers," said Sumit Dhawan, vice president and general manager, desktop products, End-User Computing, VMware. "Our experience working with customers deploying DaaS the last several years have shown that the majority prefers a blended environment with both on-premise and cloud desktops. However, very few solutions in the market can deliver a seamless end-user experience across multiple clouds like VMware Horizon™ DaaS®"

**VMware Horizon DaaS**

Unlike other DaaS offerings that only offer Windows server or Remote Desktop Services (RDS) environments, VMware Horizon DaaS® supports both types of desktops in addition to full Windows Client Desktops -- all at an affordable price point. The service provides an adaptive user experience across devices, locations, and media for consistent quality and exceptional user experience. It simplifies the delivery of high quality desktops and applications as a cloud service so customers can quickly bring up desktops from the cloud for any number of end-users in just a few clicks.

VMware Horizon DaaS supports enterprise mobility by enabling end-user access to full Windows desktops and applications through the cloud -- from anywhere, at anytime -- using desktops or laptops (PC or Mac), zero/thin clients, Chromebooks or mobile devices (Android or iOS). As a result, the total cost of ownership is significantly reduced by offloading operational overhead and eliminating upfront capital costs. With monthly subscription fees that are predictable and flexible, customers can increase the speed of deployment with an architecture built for the right blend of on-premise and off-premise/cloud virtual desktops.

VMware Horizon DaaS is built on the VMware vCloud Hybrid Service, a platform that enables customers to extend the same applications, networking, management, operations and tools across both on-premise and off-premise environments. By leveraging vCloud Hybrid Service, Horizon DaaS enables customers to extend their data center seamlessly to the cloud and deploy additional hybrid applications alongside their hybrid desktop environment.

"Businesses today are betting big on the cloud and Chromebooks used with web applications like Google Apps for Business fit the way we work today," said Caesar Sengupta, vice president, product management, Google. "VMware Horizon™ DaaS helps companies transition to the cloud while supporting existing Windows applications. Chromebooks are secure, manageable and cost effective, making them a great option for businesses with the impending end of support and security updates on Windows XP."

**Options To Fit Any Customer**

The VMware Horizon DaaS cloud service is built on the VMware Horizon DaaS platform, the industry's first end-to-end software platform for desktop-as-a-service. The platform includes the industry's leading secure multi-tenant broker and orchestrator, mobile and cloud-optimized Horizon View desktops, and key components of the world's most widely used virtualization and cloud platform -- VMware vSphere® and vCenter™.

With today's announcement, customers now have a choice between three unique virtual desktop deployment models from a single vendor to match their specific needs. They include:

- **Off-Premise Public Cloud Desktops** - VMware Horizon DaaS is ideal for organizations that want to offload desktop
virtualization completely to a third party service provider and move from a CAPEX to an OPEX model. It enables a new way for IT to deliver Windows desktops and applications that goes beyond the walls of the corporate datacenter. IT can gain greater control, security and flexibility while embracing cloud economics. End-users are able to access cloud desktops from any device, anywhere.

- **On-Premise Private Cloud Desktops** - Customers who prefer desktop services from an on-premise private cloud deployment to enable end-user freedom and IT management and control can use VMware Horizon View. By delivering secure access to applications and data to any device -- when and where users need it -- on-premise private cloud desktops give end-users maximum mobility and flexibility.

- **Hybrid Cloud Desktops** - For many organizations, one size does not fit all so VMware Horizon DaaS is also ideal for organizations that want the flexibility of deploying on-premise and off-premise virtual desktops. It provides a seamless end-user experience across multiple clouds for end-users and quick deployment along with simple management for IT.

"Modernizing desktop infrastructure gives our technology teams greater mobility and access to solutions that serve students and student-facing advisors," said Claudiu Budurlean, director of IT, client-computing architecture, Apollo Education Group, Inc. "DaaS allows our IT organization to accelerate the adoption of a modern virtual desktop infrastructure in an efficient way. With DaaS, our IT administrators need not worry about provisioning hardware, software, design and implementation of enterprise desktops; this frees-up valuable time for our teams to focus on other student-facing IT projects within our organization."

**Opportunities for Partners**

VMware Horizon DaaS will be delivered by partners and compatible with other VMware-based cloud services. VMware Horizon DaaS can be sold the same way as on-premise VMware virtual desktops with a standard SKU, and partners can retain the billing relationship with customers. In addition, cloud service providers can deliver value added services around the desktops to increase market opportunity.

"Customers want simple deployment and management of enterprise cloud desktops without the capital expense required to modernize their desktop infrastructure and VMware Horizon™ DaaS helps them achieve this," said Sam Gross, chief technology officer, CompuCom. "VMware Horizon™ DaaS wrapped with additional solutions from CompuCom will enable customers to offload many of the desktop administration responsibilities for a truly hosted offering. For CompuCom -- who is positioned as a, ‘Leader’ in Gartner's Magic Quadrant for End-User Outsourcing Services, North America -- partners like this help us further strengthen our value to clients."

**Pricing and Availability**

VMware Horizon DaaS is available immediately from VMware or through select channel partners and resellers in the United States with global expansion expected later in the year. Pricing starts at $35 per month per user for a full Windows client experience.

**Additional Resources**

- Watch a [video message](#) from VMware CEO, Pat Gelsinger
- Read a [blog post](#) by Sumit Dhawan, vice president and general manager of desktops, End-User Computing, VMware
- Read a [blog post](#) by Dave Grant, senior director of product marketing, DaaS, End-User Computing, VMware
- Watch a [video demo](#) of VMware Horizon DaaS
- Follow us on [Twitter](#) and [Facebook](#)

**About VMware**

VMware is the leader in virtualization and cloud infrastructure solutions that enable businesses to thrive in the Cloud Era. Customers rely on VMware to help them transform the way they build, deliver and consume Information Technology resources in a manner that is evolutionary and based on their specific needs. With 2013 revenues of $5.21 billion, VMware has more than 500,000 customers and 75,000 partners. The company is headquartered in Silicon Valley with offices throughout the world and can be found online at [www.vmware.com](http://www.vmware.com).

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**Forward-Looking Statements**

This press release contains forward-looking statements including, among other things, statements regarding the expected expansion to global availability of VMware Horizon DaaS, its potential benefits to customers and partners and the significance of cloud-based desktops to future enterprise computing. 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) changes to priorities and levels of government spending; (ii) adverse changes in general economic or market conditions; (iii) delays or reductions in information technology spending; (iv) competitive factors, including but not limited to pricing pressures, industry consolidation, entry of new competitors into the virtualization, end user and cloud computing markets, and new product and marketing initiatives by our competitors; (v) our customers' ability to develop, and to transition to, new products and computing strategies such as cloud computing and DaaS; (vi) the uncertainty of customer acceptance of emerging technology; (vii) rapid technological and market changes in virtualization software and platforms for cloud and desktop computing; (viii) changes to product development timelines; (ix) VMware's ability to protect its proprietary technology; and (x) VMware's ability to establish the necessary infrastructure for global expansion of hybrid DaaS; and (xi) VMware's ability to attract and retain highly qualified employees. 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.

Gartner, Magic Quadrant for End-User Outsourcing Services, North America, David Edward Ackerman, William Maurer, Bryan Britz; 26 September 2013

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