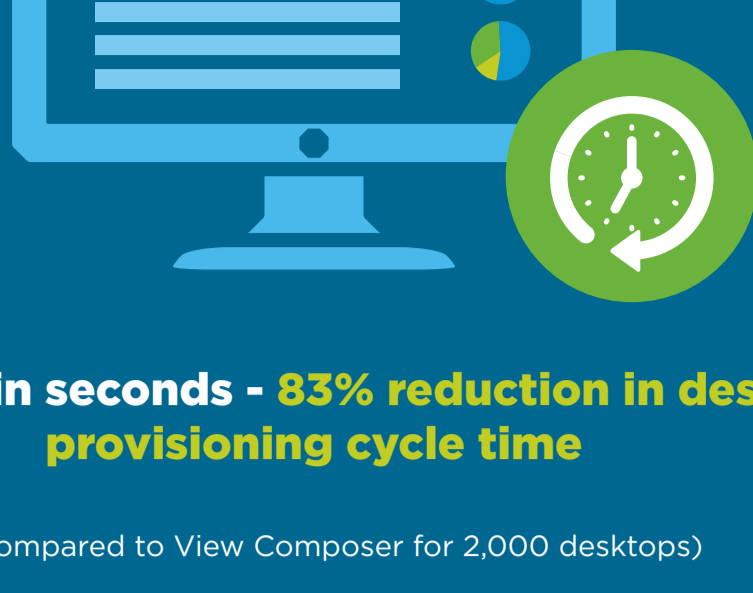


# 7 GREAT REASONS TO UPGRADE TO HORIZON 7 ENTERPRISE

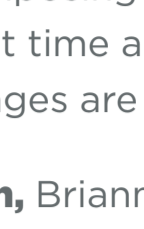
1

## DELIVER PRISTINE, PERSONALIZED DESKTOPS IN SECONDS!



**Desktops in seconds - 83% reduction in desktop provisioning cycle time**

(as compared to View Composer for 2,000 desktops)



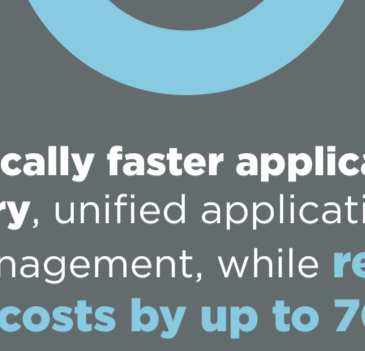
With this technology, you can now deploy and update images exceptionally fast without recomposing or re-balancing them. You simply update the master, and the next time a user starts up their machine the changes are there.

**Gabe Kunth**, Brianmadden.com



2

## DELIVER AND MANAGE APPS LIKE NEVER BEFORE



**Radically faster application delivery**, unified application and user management, while **reducing IT costs by up to 70%**



**Decrease the time** spent managing images **by up to 95%**



App Volumes has been a perfect fit in OGL's Multi-Tenant Hosted VDI Solution and has addressed the shortcomings of the other application delivery models. We have been able to simplify the deployment of new applications, reduce our storage overheads and reduce the time involved in supporting and maintaining applications.

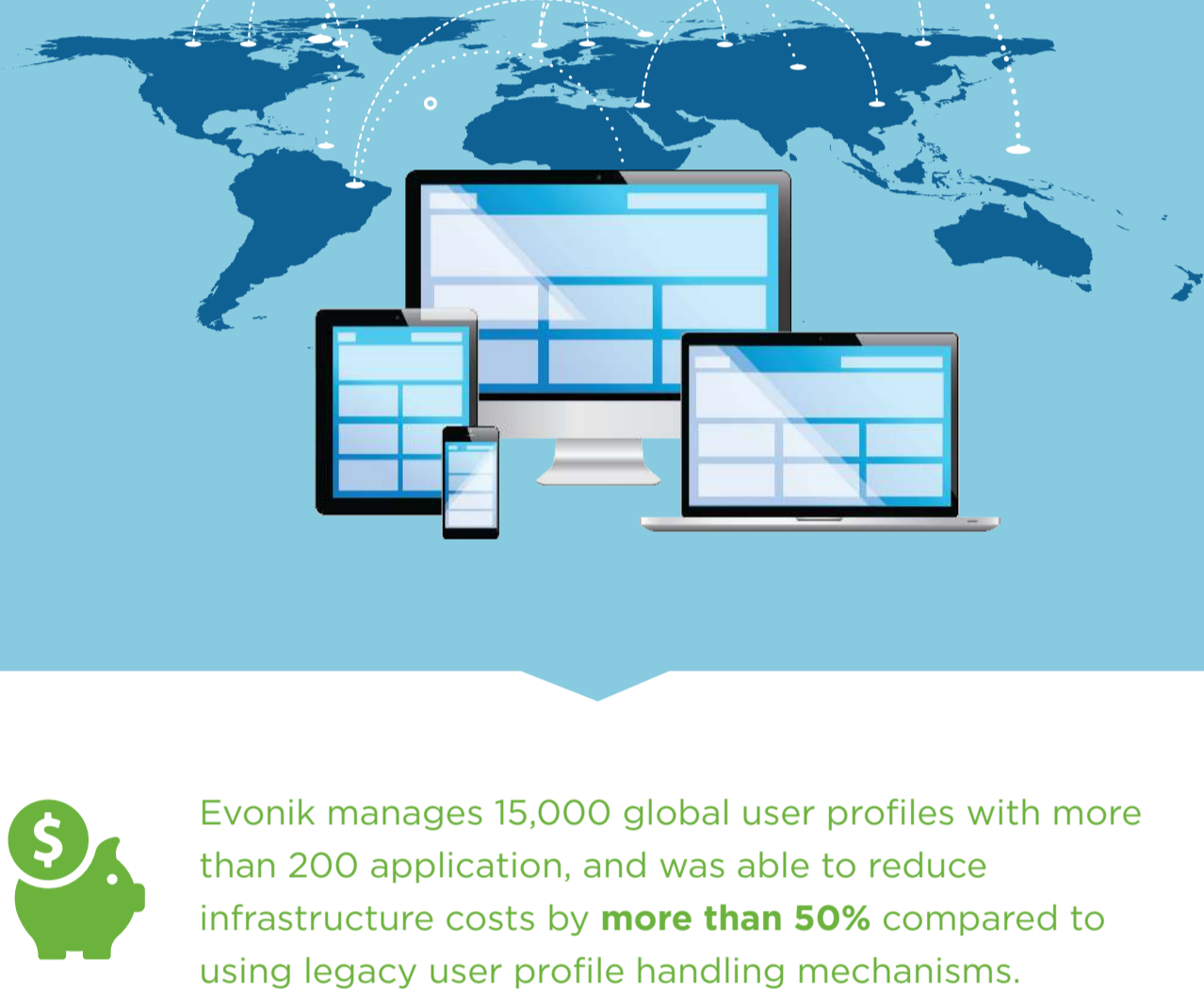
**Mark Slater**, Technical Architect



3

## GIVE YOUR END USERS A CONTEXTUAL, PERSONALIZED EXPERIENCE

**Consistent and personalized experience** follows users and dynamically adapts across devices and locations for **faster application access**



Evonik manages 15,000 global user profiles with more than 200 application, and was able to reduce infrastructure costs by **more than 50%** compared to using legacy user profile handling mechanisms.



4

## GO FROM REACTIVE MONITORING TO PROACTIVE MANAGEMENT



Optimize your end-user experience with end-to-end monitoring and analysis from the data center to device

### Lower Operation Costs

**50%**

Improve staff productivity by up to 50 percent

&

**30%**

Infrastructure efficiency by up to 30 percent



With vRealize Operations for Horizon, an Australian federal government agency with 40,000 employees and hundreds of locations was able to streamline operations and achieve a **20% reduction** in the number of helpdesk tickets.

5

## SUPPORT MORE USE CASES INCLUDING LINUX



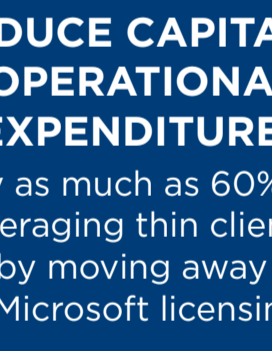
### LEVERAGE A SINGLE PLATFORM

to entitle users a set policy for Linux and Windows desktops from Microsoft licensing



### SUPPORT 3D GRAPHICS

for developers and designers to support even the most powerful and intensive use cases



### REDUCE CAPITAL & OPERATIONAL EXPENDITURES

by as much as 60% by leveraging thin clients and by moving away from Microsoft licensing

6

## ACHIEVE >50% STORAGE SAVINGS WITH VIRTUAL SAN FOR HORIZON



### SIMPLE STORAGE FOR DESKTOPS AND APPS

- Enabled in 2 clicks, not 2 days
- 1 Vendor, 1 integrated software stack
- vCenter tolls for easy management



### HIGH PERFORMANCE AT SCALE

- Predictable, linear performance
- 1,000% more concurrent users\*
- Less than 1 millisecond latency



### PAY AS YOU GROW

- Granular scaling, 1 node at a time
- 75% lower CapEx using server hardware\*
- Lower OpEx with storage-policy-based management

\*Source: Oregon State University

Oregon State UNIVERSITY

**OSU**

26,000 students  
50 states and countries



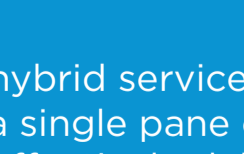
**RECOMPOSE VIRTUAL DESKTOPS IN 80% LESS TIME**



**IBC BANK CHANGED THE ECONOMICS OF ITS VDI ENVIRONMENT WITH A VMWARE VIRTUAL SAN SOLUTION. YOU CAN, TOO.**

Virtual SAN lets us buy what we need, when we need it. We can add capacity or increase performance at any time without interrupting operation.

**Chris Reynolds**, Senior Systems Engineer



7

## POSITION YOURSELF TO EASILY MOVE TO THE CLOUD



Leverage the best of Horizon 7 while trying out VMware Horizon Air Hybrid-mode for less



True hybrid service that provides you with a single pane of glass to simply and cost-effectively deliver and manage on-premises virtual desktops, applications, and infrastructure from the cloud

**95% OFF**

New or existing Horizon 7 Enterprise Edition customers can try out this new service at **95% off the annual rate when they purchase or renew their Sns**

Consult your VMware or Partner representative for more info, terms and conditions apply.

FOR MORE INFORMATION:



Visit [www.vmware.com/go/horizon7](http://www.vmware.com/go/horizon7)



Check out the **Horizon 7 Video**



Review the **Horizon Case Studies**