

# Seven Great Reasons to Upgrade to Horizon 7 Enterprise Edition

## AT A GLANCE

Upgrading to VMware Horizon® 7 Enterprise Edition enables you to go beyond traditional VDI and securely deliver any application to any user, on any device. With Horizon 7 Enterprise Edition, you can take advantage of cloud-like speed and scale, simplified app delivery and management, fully personalized user experience, and dramatically lower TCO.

Upgrade to Horizon Enterprise Edition and transform how you deliver, manage and support desktops and applications across your environment. You'll save more money and time, address more use cases, and improve the quality of services across your entire organization.

## 1. Deliver Pristine, Personalized Desktops in Seconds!



Deliver truly stateless desktops in record speed that retain user customization, persona, and user-installed apps between sessions while allowing you to pool infrastructure and dispose of the desktop every time the user logs out. Just-in-Time Delivery with Instant-Clone Technology delivers virtual desktops that benefit from the latest OS and application patches automatically applied between user logins, without any disruptive recompose, making maintenance windows a thing of the past. This capability delivers

the “nirvana” of fully customized and personalized desktops, with the economics and security of stateless, nonpersistent desktops.

## 2. Deliver and Manage Apps Like Never Before



When you upgrade to Horizon 7 Enterprise Edition, not only can you continue to support end users with virtual desktops, you can also deliver published applications—including VMware RDSH apps as well as Citrix XenApps—through a single unified workspace. What's more, you can deliver these applications to your end users as soon as they log in (or even while they are logged in), with VMware App Volumes™.

App Volumes effectively removes the need to package applications. It helps consolidate desktop images and it can reduce your storage costs by as much as 70 percent. Supporting both VMware as well as Citrix virtualized environments, App Volumes provides an end-to-end application lifecycle management tool that supports application provisioning all the way through to application retirement.

## 3. Give Your End Users a Contextual, Personalized Experience



User Environment Management (UEM), now integrated within App Volumes, ensures that Horizon 7 Enterprise Edition customers can enjoy contextual, policy-based management across any virtual, physical, and cloud-based Windows desktop environment and device.

Not only will UEM help simplify any physical-to-virtual or virtual-to-virtual migration you may have planned, it will also provide your end users with a consistent, familiar experience across all sessions—even if you choose to only support low-cost, nonpersistent desktops.

### Make the Move Today

Upgrade to Horizon 7 Enterprise Edition today by reaching out to your local partner or VMware sales representative for more information. Be sure to also preview all of these capabilities through [VMware Hands-On Labs](#) and the [VMware TestDrive](#) demo environment.

### Learn More

For more information:

- Visit <http://www.vmware.com/go/horizon7>.
- Check out the [Horizon 7 Video](#).
- Review the [Horizon Case Studies](#).

## 4. Go from Reactive Monitoring to Proactive Management



Looking to proactively monitor and troubleshoot your Horizon environment to ensure your end users always get the best possible experience? With Horizon 7 Enterprise Edition, you can optimize your end-user experience with VMware vRealize® Operations for Horizon, a solution that provides end-to-end monitoring and analytics from your data center all the way through to your devices, desktops, and applications.

With vRealize Operations for Horizon, you can eliminate bottlenecks, reduce help desk costs, improve utilization, and plan for success.

## 5. Support More Use Cases—including Linux



Looking to move away from Microsoft licensing? Supporting developers and power users who need access to basic or even high-end 3D Linux applications? With Horizon 7 Enterprise Edition, you can now seamlessly deliver Windows and Linux desktops (including Ubuntu, RHEL, CentOS, and NeoKylin) through a single platform more cost-effectively than ever before.

## 6. Achieve >50% Storage Savings with Virtual SAN for Horizon



VMware Virtual SAN™ (available in Horizon 7 Enterprise Edition) turns inexpensive, industry-standard x86 servers into high-performance, flash-accelerated data stores for your virtual desktops, eliminating the need to overprovision IOPS or spend a lot of money. Designed with grow-as-you-go affordability in mind, Virtual SAN delivers predictable desktop and application performance that scales—and allows you to reduce your storage costs by as much as 50 percent.

## 7. Position Yourself to Easily Move to the Cloud



Thinking of moving to the cloud down the road? As a limited-time offer, Horizon 7 Enterprise Edition customers can purchase VMware Horizon Air™ Hybrid-mode (a brand new VMware service that allows you to pair cloud management with on-premises desktops and infrastructure) for 95 percent off the list price, when you buy or renew your Horizon 7 Enterprise Edition SnS (Service and Support Plan), as part of a VMware Enterprise Licensing Agreement (ELA). Consult your VMware sales representative for more information on the terms and conditions of this offer.

