Enterprise Desktop Solutions: VMware ThinApp

What is VMware ThinApp™?
VMware ThinApp simplifies application virtualization to enable IT administrators quickly deploy, efficiently manage and upgrade applications without risk to accelerate desktop value. With ThinApp an entire application and its settings can be packaged into a single executable and deployed to many different Windows operating systems without imposing additional cost and complexity to the server or client. Application virtualization with ThinApp eliminates conflicts at the application and OS level, minimizes costly recoding and regression testing to speed application migration to Windows 7.

What is new in VMware ThinApp 4.5?
Full Support for Windows 7
ThinApp now supports Windows 7. You can now package legacy applications from older versions of Windows such as Windows XP, Windows Vista into ThinApp packages for deployment on Windows 7. Avoid costly recoding, time consuming regression testing and accelerate deployment of business applications to Windows 7 more quickly, securely.

Easily Upgrade Older ThinApp Applications with Relink
If you’ve used previous versions of ThinApp to create application packages, these existing packages can be upgraded to the new ThinApp 4.5 format without the need of associated project files for the applications. This command line utility speeds up the upgrade process of existing ThinApp packages.

Performance Accelerator
Reduced page file usage for virtual applications and increased memory sharing between multiple instances of applications allows for quicker application invocation and improved application delivery to end users. This helps to improve user experience with ThinApp at the same time reduces network bandwidth consumption.

Benefits at a glance
1. Minimize costly recoding & regression testing to ease application migration to Windows 7
2. Agentless architecture to accelerate deployment and streamline application management
3. Eliminate application installation and conflict at endpoints
4. No additional investment required for server hardware or software
5. Seamlessly fits into any environment

Eliminate conflicts with VMware ThinApp
With ThinApp an entire application and its settings can be packaged into a single executable that can be deployed to many Windows operating environments. The applications are isolated from each other and the Operating System. The packaged applications have awareness of each other but execute independently and make no changes to the underlying operating system to ensure there are no application-to-application conflict and no application-to-operating system conflict.
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VMware ThinApp Benefits

• **Eliminate costly application recoding in OS migrations**—ensuring application compatibility in moving from one OS to another is a costly endeavor. The process of recoding, regression testing is time consuming and very costly. By virtualizing these existing applications, you can extend the life of your business applications without the expensive and time-consuming porting effort.

• **Accelerate application deployments**—ThinApp single file images are simply deployed, no installations required. ThinApp agentless architecture does not require any client code to be installed. Whether deploying to a few or thousands of endpoints, applications can be quickly deployed in one click.

• **Reduced helpdesk support by eliminating application conflicts**—virtualized applications are fully isolated images and do not introduce any changes to the underlying OS or interfere with other applications on the same desktop.

• **Minimize costly regression testing**—Virtualized applications can be packaged once and deployed to any Windows platform and will continue to behave the same on any OS configuration minimizing regression testing efforts.

• **Seamless fit into any management framework**—single file .MSI and .EXE generated from ThinApp can easily be integrated into any existing management framework to ensure you maintain a single-pane-of-glass console experience.

• **Built in security**—ThinApp packages run in user-mode only and do not require administrator privilege. Administrators can deploy ThinApp packages on “locked-down” PCs and allow end users to run their favorite apps without compromising on security.

• **Enhanced savings on storage costs for desktops when deployed with View**—Using View Composer to manage OS image and application image, fewer desktop images are needed. One or many Applications can be streamed from the same server to many endpoints.

• **Deliver application mobility**—Applications can be automatically delivered and updated to desktop or mobile users. In the office or on-the-go, employees can easily access the latest application without any hassle.

VMware ThinApp Key Trigger Events

• OS Migrations – Windows 7
• Hardware or Software Refresh
• Desktop Virtualization Initiative
• Merger & Acquisitions
• Internal Cloud delivery of applications
• Consolidate or reduce “Citrix silos”
• Application conflicts with difficult applications (IE 7; IE 8; Microsoft Office)
Target Customers

<table>
<thead>
<tr>
<th>KEY VERTICALS</th>
<th>MARKETS</th>
<th>SWEET SPOT—DESKTOP</th>
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<tbody>
<tr>
<td>Primary</td>
<td>Primary:</td>
<td>• 500 endpoints +</td>
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<tr>
<td>Healthcare</td>
<td>• Enterprise</td>
<td>• Physical &amp; Virtual Desktops</td>
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<tr>
<td>Finance</td>
<td>• Commercial</td>
<td>• Win 7 migration</td>
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<tr>
<td>(Services &amp; Banking)</td>
<td></td>
<td>• Citrix server ‘silos’ consolidation</td>
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<tr>
<td>Government</td>
<td>Secondary:</td>
<td></td>
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<tr>
<td>(Federal, State &amp; Local)</td>
<td>• Systems Integrators</td>
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<td>• Education</td>
<td>• Original Equipment Manufacturers</td>
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<tr>
<td>Secondary</td>
<td>• Technology Partners</td>
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<td>• Telco</td>
<td>(PC Config, Desktop)</td>
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<td>• Utilities</td>
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<td>• Insurance</td>
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Qualifying Questions

• Are you planning to migrate to Windows 7?
• Do you have legacy applications on Windows XP or older versions of Windows that are incompatible with Windows 7?
• Do you need to run multiple versions of the same application on the same desktop, example, IE7, IE8, Office 2003, 2007, 2010, Visio, etc...?
• Do you experience application conflicts in your desktop environment?
• Is it a challenge to update applications at remote sites?
• Are you looking to deploy applications more quickly to end users?
• Are software upgrades & updates consuming a lot of time for your staff?
• Are you looking to consolidate your Citrix Server ‘silos’ to reduce cost and enable more applications to be delivered?

Key Use Cases

OS Migration—Windows 7 migration
Migrating to a new operating system is a disruptive and costly event. For the desktop environment, this process is even more challenging as many organizations have thousands of desktops in operation. Existing business applications need to be recoded, tested and recertified for the new OS. Each step in this lifecycle is an expensive and time consuming process. Porting an application to a new operating system requires recoding and many regression testing cycles including down time for upgrades. With VMware ThinApp, you can virtualize line of business legacy applications to quickly deliver application compatibility, minimize huge costs associated with recoding and regression testing to ease your desktop migration journey.

Simplify application management
VMware ThinApp agentless architecture does not require any client code to be installed on endpoints eliminating any additional management burden on IT. Whether on the road on in the office, applications can be easily deployed to virtually any device without an agent footprint.

VMware ThinApp creates a single file .MSI or .EXE. These files can easily be integrated into existing management framework to seamlessly fit into existing process and tools.
Streamline application updates & upgrades
With VMware ThinApp, application updates and upgrades can be done in place. Changes take place upon subsequent invocation of the application. Only affected components will be dynamically updated so end users can continue to perform their tasks without any interruptions.

Reduce application Citrix Server ‘silos’
Many enterprises are using XenApp and leveraging ThinApp on their existing Citrix Presentation Server or XenDesktop for greater performance and flexibility. ThinApp packages do not need to be physically installed on a Citrix Server, whereas traditional applications deployed using a Citrix Server normally do. The need to install traditional applications on the Citrix Server is the heart of silo effect and potential application conflict issue. With ThinApp, Citrix administrators can publish whatever applications they need without worrying about how well the applications will interact with each other. For example, IE7, IE8, Office 2003, 2007 or 2010 can all be running on the same server without any conflicts.

Buyer Landscape
# Objection Handling

<table>
<thead>
<tr>
<th>QUESTION</th>
<th>FACTS</th>
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</thead>
<tbody>
<tr>
<td>ThinApp is not an enterprise product due to it’s lack of a management console</td>
<td>ThinApp architecture is designed for interoperability. The single file format generated .MSI or .EXE can easily be managed by any existing management framework. The design is intended not to introduce yet another management console but to easily fit into your existing management environment without changing current process or impose additional costs in acquiring new server hardware or software. ThinApp Fortune 500 and Fortune 1000 customers have deployed virtualized applications to thousands of end points for many years and have a long proven enterprise presence.</td>
</tr>
<tr>
<td>VMware ThinApp is expensive</td>
<td>Compared to Microsoft App-V or Citrix XenApp, ThinApp has the lowest cost of acquisition and proven long term OpEx savings. There is no additional client or server software and no server hardware required to deploy ThinApp.</td>
</tr>
<tr>
<td>I don’t want to violate my software license agreements</td>
<td>Many organizations already have management frameworks where ThinApp .EXE or .MSI files can easily be included, such as Active Directory groups for access control. In addition, vendors such as <a href="http://www.SoftwareKeyMetering.com">www.SoftwareKeyMetering.com</a> have created integrations with their solutions to control and report on license access &amp; usage.</td>
</tr>
<tr>
<td>I get App-V for free (or at lower cost) than ThinApp</td>
<td>App-V although seemingly cheaper than ThinApp but this is misleading. App-V is part of the MDOP package. Although per client license cost is low but there is the recurring annual Software Assurance subscription. In addition, unlike ThinApp, App-V requires SQL server license, and streaming server hardware in order to deploy packaged applications into an enterprise configuration. ThinApp does not require any of these components.</td>
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</table>

## ThinApp vs. Microsoft App-V or Citrix XenApp

1. VMware ThinApp is an agentless architecture requiring no client software to be installed on client end points. Both Microsoft & Citrix require agent foot prints.

2. No expensive server license or hardware required to be purchased or maintained like MS or Citrix

3. Award winning product—ThinApp is chosen by the user community as the best application virtualization product in 2009. Virtualization Review. [www.virtualizationreview.com](http://www.virtualizationreview.com)
Understanding the Application Lifecycle & where ThinApp fits

Plan & Develop
• Eases Migrations by eliminating interdependencies between applications & OS.
• Streamlines Resources & Processes with no integrations, less time for packaging.

Package & Test
• Simplify packaging process with one that requires no layering or sequencing of apps.
• Create fully isolated applications for conflict free execution from each other and completely independent from the OS.
• Reduce regression testing requirements—no agents or OS dependencies.

Deliver & Audit
• Deploy packaged applications without the need of additional hardware or server software
• ThinApp can easily register to host OS to enable IT to inventory ThinApp packages just like natively installed ones.

Access
• Enhance Citrix XenApp or Terminal Services with block by block streaming and application isolation.
• Enable user mobility—Pull from Self Service Portal, USB Key, Laptop, or Network Share.
• Provision based on User Role—Independent of HW and OS (Contractor – ACE/USB, Execs – Physical PC, Knowledge Worker – Hosted desktop or Network Share).

Best with VMware View

Additional efficiency & cost savings with View: Use VMware ThinApp to reduce storage & reduce operational expense
• Reduce application conflicts inside of View desktops.
• Create fewer desktop images resulting in fewer upgrades and ease of maintenance.
• Reduce desktop storage costs with common application base images.
• Fast to deploy with reduced regression testing.
• Lock down images while allowing user flexibility with user-specific configurations.

When is VMware ThinApp not a good fit
VMware ThinApp is not a good fit for applications that require installation of the underlying device drivers such as Anti-Virus software; Firewall software and VPN drivers.

Application Sync feature of VMware ThinApp is not intended to replace Configuration Management tools but to complement them by enabling single application updates to unmanaged PC’s such as Home Office, Extended Enterprise, Contractors, or users that do not connect with network frequently.
ThinApp Service Offerings
VMware offers a complete set of service offerings on application virtualization designed to help customers quickly achieve application packaging and deployment.

- A two days ThinApp JumpStart for partners and beginners to VMware ThinApp products
- VMware ThinApp Package and Design Workshop to help large enterprises, outsourcers, and customers design their application packaging.

VMware ThinApp Pricing & Packaging

<table>
<thead>
<tr>
<th></th>
<th>VMWARE THINAPP SUITE</th>
<th>VMWARE THINAPP CLIENT</th>
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</thead>
<tbody>
<tr>
<td>VMware ThinApp Packager</td>
<td>1</td>
<td>—</td>
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<tr>
<td>VMware ThinApp Client Licenses</td>
<td>(50 included)</td>
<td>(sold individually)</td>
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<tr>
<td>VMware Workstation for Windows</td>
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<tr>
<td>Price</td>
<td>$5,000 USD</td>
<td>$39 USD</td>
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<tr>
<td>(1 license of ThinApp Suite required)</td>
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<tr>
<td>Support Requirements</td>
<td>Support and Subscription (SnS)</td>
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<tr>
<td>Required &amp; Sold Separately</td>
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Additional resources

www.vmware.com/go/thinapp