1513: Simplify and Enable BYOD and VDI

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Pop Quiz

• What get consumed in Las Vegas more than the rest of the USA combined?
• How many people get married in Las Vegas each day?
• How long would it take to sleep in each hotel room in Las Vegas?
• In Eureka, Nevada men who wear moustaches are forbidden to do what?
• It is still "legal" to hang someone for what?
• Nevada is the largest ?-producing state in the nation.
• Nevada takes its name from a Spanish word meaning?
Why VDI

- Centralized Security
- BYOD
- Mobility
- Reducing Support Costs
- Reducing Network Usage
- Reducing Power Consumption
What are the challenges for VDI

• Difficult to Implement
• High Costs
• Security
• Outages have larger workforce impact
Getting to the Single Image and Non Persistent
What is it?

**Application Virtualization**
- Application is *encapsulated or isolated* from operating system
- Virtualized apps are not “installed” in traditional sense
- Virtualization layer replaces part of the runtime environment

**Application Streaming**
- Transporting the application specific data/resources at the time the application is executed
- Application begins *running quickly using just minimum resources* (typically 10-30% of total app)

**Separate Application from OS**

**Deliver it as Fast as possible**
Do you already have it?

• SWM includes Workspace Virtualization
• CMS includes Workspace Virtualization
• ITMS includes Workspace Virtualization
• Workspace Streaming includes Workspace Virtualization
• SWV/SWS 7.5 Released in August 2013
  – SWV/SWS/SWC/LDF/ASDK
## Why use application virtualization and streaming?

<table>
<thead>
<tr>
<th>Application Virtualization</th>
<th>Application Streaming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simplified application delivery and packaging</td>
<td>BYOD/On-demand application provisioning</td>
</tr>
<tr>
<td>Run incompatible applications at same time</td>
<td>Real-time software license management</td>
</tr>
<tr>
<td>Enable OS Migrations Simplified</td>
<td>Instant application Delivery/upgrade s</td>
</tr>
</tbody>
</table>
Example Use Case #1: Video
Enable VDI, Simplify Image and Reduce Costs

- This video example shows Adobe being streamed on Demand and only 10% of the application required to start.

Applications are advertised on VDI and not actually installed.

Only when the application is launched it is then streamed On Demand.
Example Use Case #2: Windows OS Migrations, Run Two Versions of Same Application at Same Time
Example Use Case #3: Enable, Disable, or Isolate Applications Instantly. Enhance Application Security and Reduce Risk.

Apps Deactivated
Turned Off

Apps Activated
Turned On

Simplify and Enable BYOD and VDI
Example Use Case #4: Instantly Reset Broken Applications

1. App Not working

2. Simple Reset and Back to work – no problem
Example Use Case #5: Application Self Service and BYOD/BYOC

Search App Store

Request App

Simplify and Enable BYOD and VDI
Example Architecture

Simplify and Enable BYOD and VDI
<table>
<thead>
<tr>
<th>Customer Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>On-demand application provisioning</strong></td>
</tr>
<tr>
<td><strong>SIEMENS</strong></td>
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<tr>
<td>- Easily deploy software to classrooms across 35 sites, 3,000 endpoints, 1,000 apps</td>
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<tr>
<td>- $1.3 M annual savings via simplified application delivery, reduced application support costs</td>
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</tbody>
</table>

| Simplified application delivery and packaging (VDI) |
| **Lone Star College System** |
| - 6,300 students get customized virtual desktops from any device, anywhere, anytime |
| - Reclaimed $1.2 M by redeploying 6 FTE’s to other projects |
| - One gold image, one copy of each application |
How does Symantec compare to the competition?

- **Application Virtualization Smackdown White Paper** 2014 Edition
  - 200 features compared, Symantec had the most at 65% (130/200)

![Feature Comparison Matrix](image)

- **White Paper comparing Citrix, Microsoft, and Symantec**
What makes Symantec unique?

- Highest packaging success rate
- Normal visibility
- Applications work as expected
- Integration with client management tools
- 40+ applications “pre-baked”
Helpful Links and additional resources

- Demo (Short): Symantec Workspace Virtualization
- Infographic: Why You Should Add App Virtualization and Streaming
- Product Information: Symantec Workspace Streaming
- Product Information: Symantec Workspace Virtualization
- White Paper: Application Virtualization Smackdown
- Video: Emory Healthcare Presentation at BriForum – Application Delivery in VDI
- Video: Getting Started with Symantec Workspace Virtualization and Streaming
- Video: Intro to Symantec Workspace Virtualization and Workspace Streaming
- Video: The Making of Brian Madden’s Symantec Video
- Video: Symantec and Large VDI Customer Presentation at BriForum Chicago
- Video: What's New in Symantec Workspace Streaming 7.5
- User Group: Symantec Workspace Virtualization & Streaming
- Webcasts: Symantec Workspace Virtualization & Streaming
What is new in SWS 7.5 SP1
Released May 6th 2014
What is new in SWS 7.5 SP1

- Windows 8.1/ Windows Server 2012 R2 (RM Whitelisting)
- Driver Load Order Change
- Improving User Experience
- Network Mode Streaming
- Portable RW Layer
DEMO
What is coming in the future!
Important Usage Information

- This information is about pre-release software.
- Any unreleased update to the product or other planned modification is subject to ongoing evaluation by Symantec and therefore subject to change.
- This information is provided without warranty of any kind, express or implied.
- Customers who purchase Symantec products should make their purchase decision based upon features that are currently available.
Themes for 2014

• Improve Package Distribution
• Improve ITMS Integration
• Improve Non Persistent
• Improve Package ACL
• Improve Package Dependencies Mgmt

Simplify and Enable BYOD and VDI
What should I do next?

• Join our Group on Symantec Connect (700+ members)
• Attend our monthly webcasts
• Download Trialware for SWV or SWS

By 2016, 40% of organizations will use PC application streaming, up from fewer than 10% today.
- Gartner
Questions?
Recap

Why use application virtualization and streaming?

**Application Virtualization**
- Simplified application delivery and packaging
- Run incompatible applications at same time
- Reduced application conflicts

**Application Streaming**
- On-demand application provisioning
- Real-time software license management
- Instant application upgrades
Thank you!

Joseph Carson