

# VMware Horizon Application Management Bundle

## Solution Overview

### Q. What is Workspace Environment Management?

A. Workspace Environment Management is an end-to-end approach to application and end-user management across physical, virtual, and cloud-hosted desktop environments. This approach enables IT organizations to effectively isolate and deliver applications in real-time, monitor performance, and map persona and policies to best meet end-user requirements across devices and locations.

### Q. What is the Horizon Application Management Bundle?

A. The VMware Horizon® Application Management™ Bundle is a solution designed to enhance Citrix® XenApp® and XenDesktop® environments. It provides a complete Workspace Environment Management solution for Citrix customers that accelerates application delivery, drives down costs, improves user experience and simplifies user management.

### Q. What are the benefits of using the bundle?

A. The key benefits Citrix customers will receive using this bundle include:

- Faster application delivery to lower management costs and improve TCO
- Simplified user and application management
- Better monitoring capabilities across their desktop and application environment
- Personalized and conflict-free access to applications

### Q. Are the capabilities in the Horizon Application Management Bundle something that Citrix does not offer to their customers today?

A. The Horizon Application Management Bundle is designed to help Citrix XenApp and XenDesktop customers drive down costs, speed application delivery and user management, improve user experience and better manage and monitor their environments. Citrix does not have many of the capabilities offered in this bundle, including real-time application delivery to XenApp servers, user profile and policy management, application isolation and proactive monitoring that spans desktop infrastructure to desktops and applications.

### Q. What is included in the bundle?

A. The Horizon Application Management bundle includes VMware App Volumes™, VMware User Environment Manager™, VMware ThinApp®, VMware Workspace™ Portal, and VMware vRealize™ Operations for Published Applications™ (which is specifically optimized to monitor and troubleshoot Citrix XenApp and XenDesktop environments).

### Q. What is VMware App Volumes?

A. VMware App Volumes (formerly CloudVolumes) provides real-time application delivery to end-users and desktops. IT can use App Volumes to instantly deliver applications and data to users without compromising user experience. Infrastructure and management costs are reduced by utilizing managed volumes. Unlike traditional application management solutions, App Volumes allows IT to deliver a desktop with no trade-off between user experience and costs.

### Q. What is VMware User Environment Manager?

A. VMware User Environment Manager offers personalization and dynamic policy configuration across any virtual, physical and cloud-based environment. User Environment Manager can simplify end-user profile management by providing organizations with a single and scalable solution that leverages existing infrastructure. IT can simply map infrastructure (including networks and printer mappings) and dynamically set policies for end users to securely support more use cases. With this solution, end users can also enjoy quick access to their Windows workspace and applications, with a personalized and consistent experience across devices and locations.

### Q. What is VMware Workspace Portal?

A. VMware Workspace Portal simplifies the end-user experience and reduces IT costs by offering applications in a single enterprise-class aggregated workspace, securely delivered on any device. End users gain freedom of mobility through anytime, anywhere access. For the administrator, the results are simpler, centralized, policy-based management.

**Q. What is VMware ThinApp?**

A. Designed to eliminate application conflicts and streamline management, VMware ThinApp simplifies application virtualization and reduces the cost and complexity of application delivery. ThinApp adds application compatibility to the virtual workspace and helps to reduce the management burden of provisioning, patching and updating applications and images.

**Q. What is VMware vRealize Operations for Published Applications?**

A. VMware vRealize Operations for Published Applications helps IT easily troubleshoot Citrix environments to reduce downtime. Key performance indicators are captured in Citrix environments to help with remediation and to lower support costs. Application metrics help determine application usage. Session metrics help with license planning based on historical session data. User monitoring focuses on comprehensive user metrics to assist with user management. Foundational data available through infrastructure performance metrics allows IT to monitor and tune the underlying infrastructure.

**Q. Is the bundle only available for Citrix customers?**

A. Yes. Horizon customers can take advantage of these capabilities through the Horizon Enterprise Edition. These capabilities can all also be purchased through a la carte products from VMware. Purchasing through the Horizon Enterprise Edition or the Horizon Application Management Bundle provides customers with the best value.

**Q. Where can I get access to demos and/or trials of this offering?**

A. You can get access to the products in this offering through the VMware Hands on Labs.

**Q. Where can I learn more?**

A. For additional information please reach out to your local VMware representative today or visit [vmware.com](http://vmware.com)

## Licensing

**Q. How can my customer purchase the Horizon Application Management Bundle?**

A. The bundle can be purchased from VMware or any VMware channel partner.

**Q. How is the bundle licensed?**

A. The bundle is licensed on a named and concurrent connection basis.

**Q. Do I require vSphere to run this bundle?**

A. No, VMware vSphere® is not required in order to leverage this bundle.

**Q. Is there an upgrade path for customers who already bought VMware App Volumes?**

A. Yes, there is an upgrade SKU available for these customers.

