Microsoft

Microsoft Application Virtualization

For Software Assurance Customers

- Improving end user productivity by eliminating application installation
- Applications follow users not devices

Microsoft Application Virtualization 5.0: Virtually Any Application, Anywhere

Microsoft Application Virtualization (App-V) enables virtualization of a broad range of desktop Windows applications. By removing barriers between virtualized applications and Windows, enabling rich interaction between virtual and physical applications, and providing powerful management capabilities, App-V lets users and IT work in familiar ways while reducing desktop total cost of ownership.

Challenges with Enterprise Applications: Rigid, Costly, and Time-consuming to Deploy

Today's business desktops are awash with applications. Each installed application requires lengthy regression testing and deployment processes before reaching production. Because applications are only available where they are installed, users are tied to their computers. All this makes complex yet critical business projects, such as OS and application migrations, security refreshes, and disaster recovery, harder to complete.

Microsoft App-V helps transform desktop administration into a simpler, more automated process for deploying, patching, updating, and terminating applications, with minimal resources and superior results.

*"With App-V 5.0 and Virtual Application Connection, we can deliver even highly complex applications to employees in one-third of the time that was required with installed applications."**

HERMAN VAN DRIE
TECHNICAL CONSULTANT, KPN

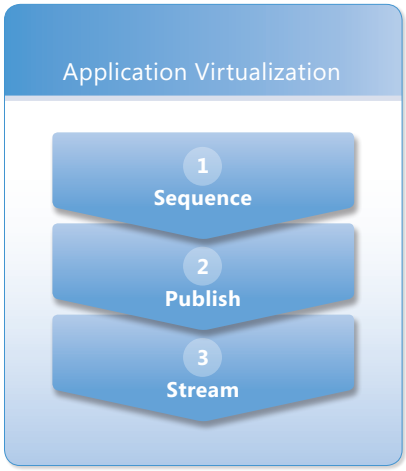
Microsoft Application Virtualization: Advantages

- Makes application packaging easy, fast, and predictable even for complex applications with App-V Templates, actionable diagnostics, and built-in guidance and best practices.
- Streams applications on demand via the corporate network or over the Internet to desktops, laptops, or virtual desktop environments.
- Isolation enables multiple application versions to coexist, prevents application conflicts, and simplifies the application management lifecycle by significantly reducing regression and interoperability testing.
- Reduces the end-user impacts associated with application upgrades, patching, and terminations. No reboots are required, and there is no waiting for applications to install and no need to uninstall when retiring applications.
- Accelerates Windows and application deployments by reducing the image footprint.
- Enables controlled application use when users are completely disconnected.

WHAT'S NEW IN APP-V 5.0

- Virtual applications act like and communicate with locally installed applications, making them easy for employees to use and for the help desk to support.
- Enables IT to package applications separately and connect them seamlessly when they need to interact, simplifying communications between multiple App-V applications.
- Seamlessly optimizes server disk storage by supporting a shared content store in virtual desktop infrastructure (VDI) and remote desktop services (RDS) environments.

Microsoft Application Virtualization abstracts applications from the operating system to prevent application conflicts. The application is never installed, and files and registry settings are never changed. Virtual applications appear to the user just like any other application, no user learning curve with improved productivity benefits.



Virtualization

Microsoft Application Virtualization has the patented ability to virtualize applications—without changing source code. This means applications can execute without installation, with appropriate levels of operating system and inter-virtual application interaction, while minimizing conflicts, or changes to the host computer. Microsoft App-V decouples applications from the OS and enables them to run as network services. This simplifies image management of the desktop and reduces degradation of the host OS or other applications.

Streaming

Rather than "pushing" down and installing entire applications, the first time an application is requested the client rapidly "pulls" only the code necessary to start the program from a central server—typically 20 to 40 percent of the total code. When the session terminates, application settings and profiles are saved in a non-volatile cache, providing instant access for subsequent use. The cached code enables applications to run locally with full functionality, even without a network connection.

Flexibility

Customers have a number of choices to deliver virtualized applications, including a scalable management and delivery infrastructure that comes with the platform. Application management tasks—including mobile, branch office, and disconnected users—are more easily administered.

Microsoft Active Directory services integration simplifies application assignment and change management to a few clicks. Streaming delivery may also be integrated with existing electronic software distribution systems. These capabilities are further extended to rarely-connected, remote field users using the MSI-based standalone deployment option.

Microsoft Application Virtualization for Remote Desktop Services is included in the client access license for Windows Server Remote Desktop Services.

For more information on App-V
www.microsoft.com/mdop

Technical tips on the App-V blog
http://blogs.technet.com/appv

To learn how Microsoft Application Virtualization and the Microsoft Desktop Optimization Pack for Software Assurance can help you, go to
http://www.microsoft.com/mdop

Technical tips on the App-V blog
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