VMware EUC Strategy

Christopher Reed
February 2017
<table>
<thead>
<tr>
<th></th>
<th>Session Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Challenges and Trends</td>
</tr>
<tr>
<td>2</td>
<td>Client/Server Computing R.I.P.</td>
</tr>
<tr>
<td>3</td>
<td>It’s a Cloud Mobile World</td>
</tr>
</tbody>
</table>
Challenges and Trends
Windows 10 is Disrupting IT and Business

Consumer First Experience
- 400M Monthly active users of Windows 10 in about an year
- 71% Better performance over Windows 7

Enterprise Ready Security
- 4M DoD devices moving to Windows 10
- 61% Better security over Windows 7

Simpler Lifecycle Management
- 40% orgs. using EMM for portion of Windows
- 40% Cost efficient compared to Windows 7

Source: SpiceWorks Windows 10 Adoption research
State and Local Government Market Overview and Trends

2016 US Government IT Spend Forecast to be $118B
State is Expected to be 14.6% and Local is Expected to be 18.5% of the $118B

Explosive Growth in Mobile Technology
3.5 Billion Devices Globally Deployed by 2019

Security Breaches are on the Rise
More than 94+ million citizens’ records, under the care of government agencies, are estimated to have been lost or breached since 2009.

Top IT priority is security
Across cities, counties, and states, cybersecurity is a top priority.
Desktop and App Virtualization is Great! But… There is Room For Improvement

Businesses are migrating to virtualized solutions in droves to address their current operation needs, but complications abound. According to IDG, IT leaders:

- 59% have trouble managing time and cost
- 53% have a hard time maintaining security and compliance
- 45% cannot provide rich features and scalability

In fact, you wouldn’t be alone if you are looking for new solutions to help with these challenges.

60% of organizations are looking to pursue alternative endpoint and application delivery models, according to an ESG market summary report.
Client/Server Computing R.I.P.
Client/Server Computing

Application Installed
Web, Windows, Citrix, IOS, Android and Mac

Data

Diagram showing the flow of application and data transmission between various platforms.
Client/Server Computing

Application Installed
Web, Windows, Citrix, IOS, Android and Mac

Data
Today’s Organizations Operate in a Post-PC Mobile Cloud Era

3.5 BILLION DEVICES WILL BE GLOBALLY DEPLOYED BY 2019

GOVERNMENT CIOs ESTIMATE 80% OF BUSINESS PROCESSES WILL BE IMPACTED BY DIGITAL WITHIN 5 YEARS

SOURCES
Forrester Research World Mobile And Smartphone Adoption Forecast, 2014 To 2019 (Global: August 2014)

People are the Center of the Digital Workspace

Application Installed
Web, Windows, Citrix, IOS, Android and Mac

Data

[Images of various application icons and data storage icons]
It's a Cloud/Mobile World

Providing End User Services is about the People not the PC.
People are the Center of the Digital Workspace

Application Entitlement: Web, Citrix, Windows, IOS, Android and Mac

Data

vmware

13
The Changing Role of IT

Supporter

Provider

Innovator

Broker
Let’s Take a Look
Questions?