

Consumer Cloud Experience for the Enterprise



What Do Users Demand Today?

Diverse Access



Diverse Devices



Diverse Apps



Enterprise Challenge: Apps? Data? Passwords? Devices?

Devices

Mobile device growth rate is 2.5 times that of PCs

Over 2 million iPads sold in 2 months

Over 30 new tablet devices debuted at industry shows this summer

Personal Cloud

500M+ active Facebook users

51% of active Twitter users follow companies, brands or products on social networks



Applications

85% of New Applications Delivered as SaaS

Fortune named Salesforce #4 fastest growing company

User Data

4M+ Dropbox Users

25+ petabytes at Mozy

The Recipe for Tomorrow

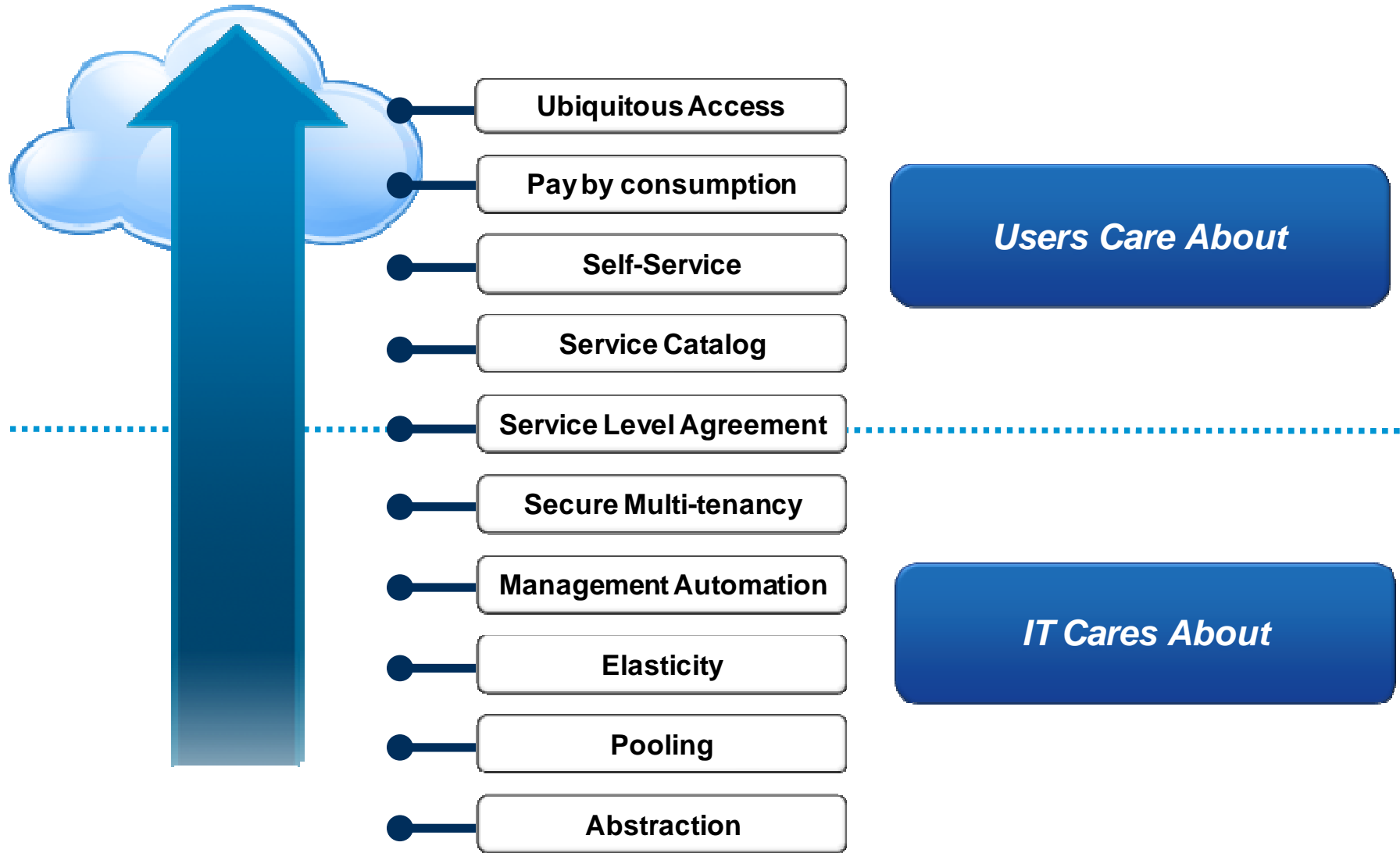
Embrace Cloud Computing

Bridging Legacy and Cloud Architectures

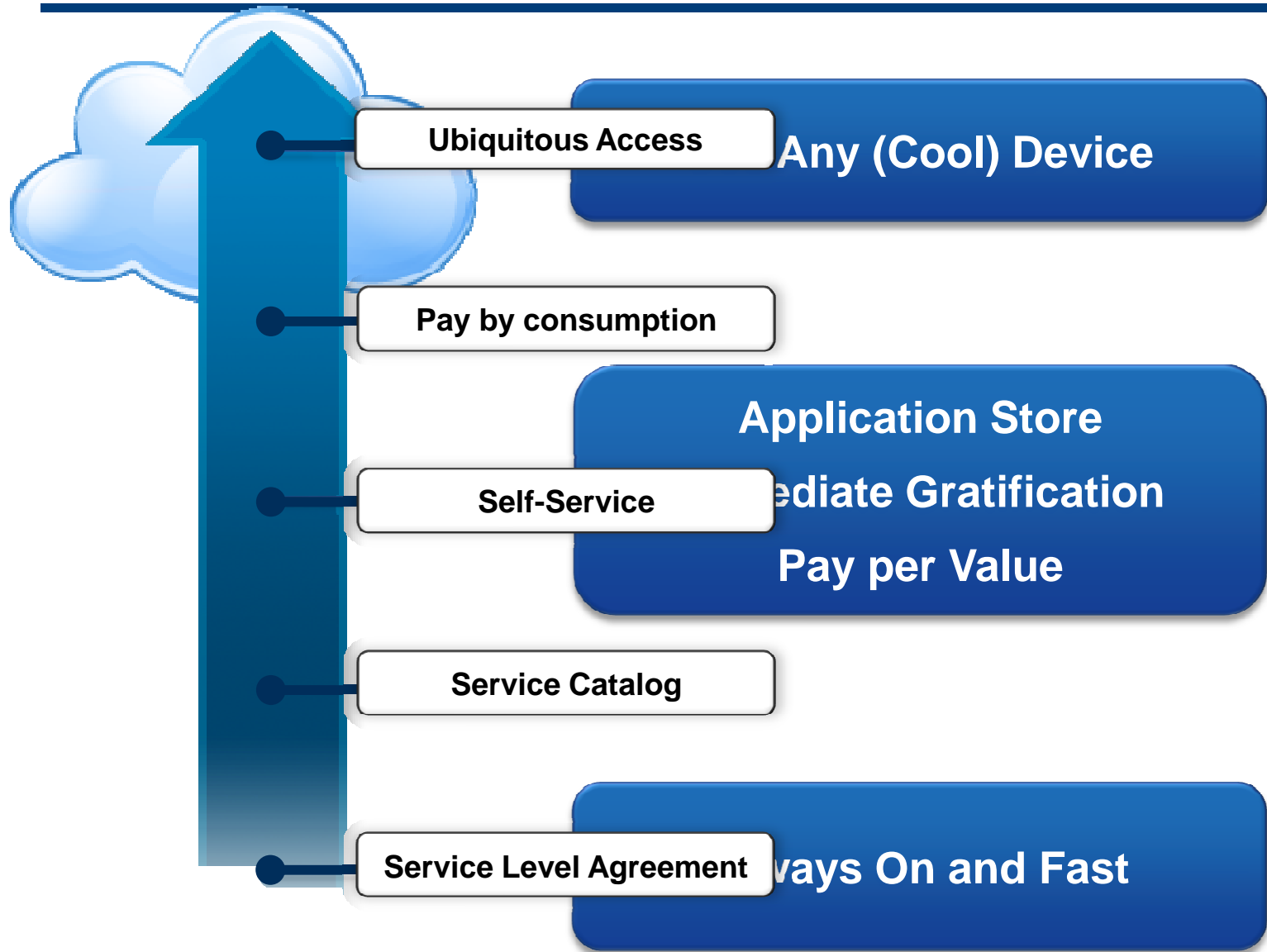
In an Evolutionary Way

Entitle Users to Data and Applications

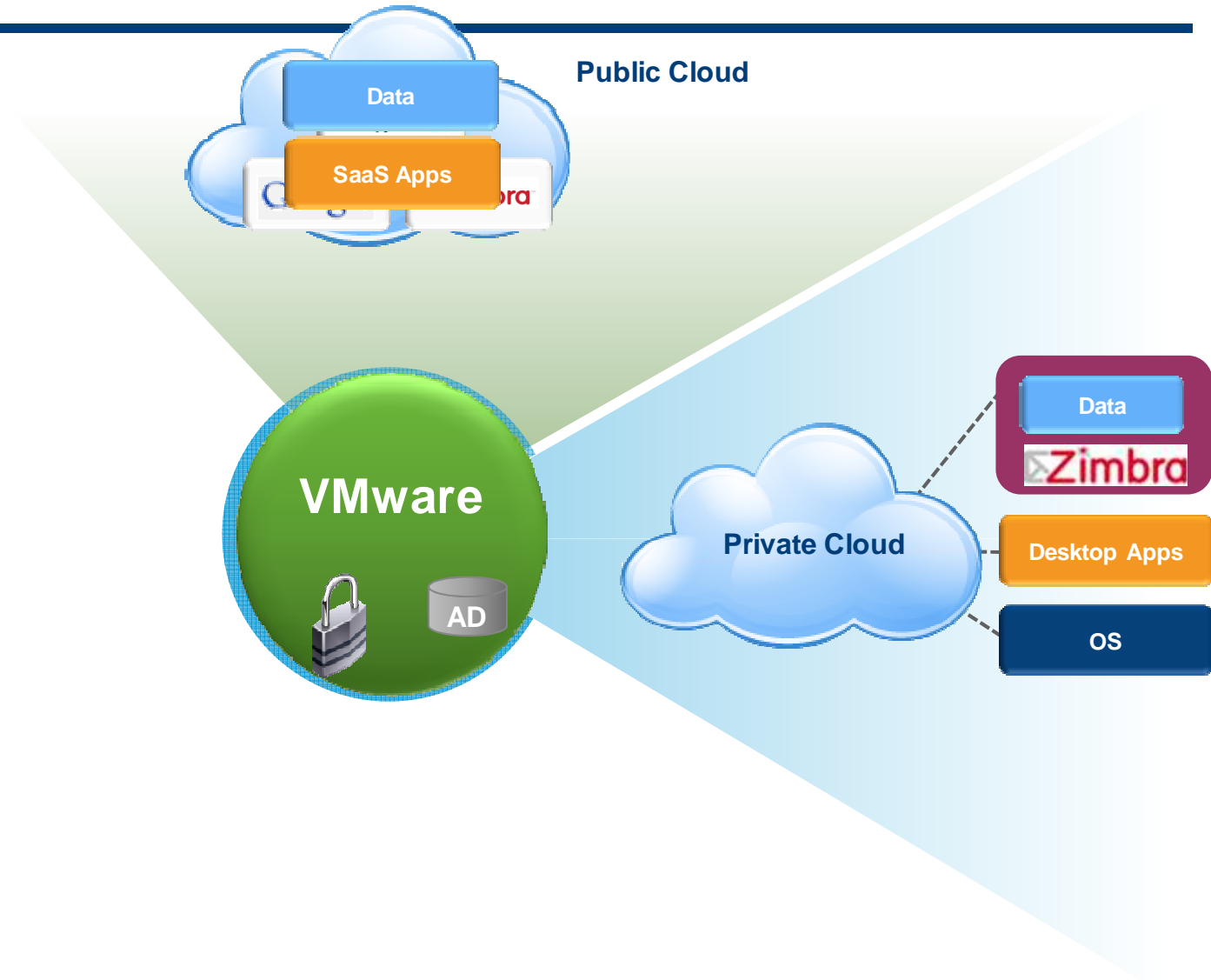
What is Cloud Again? More Details Please...



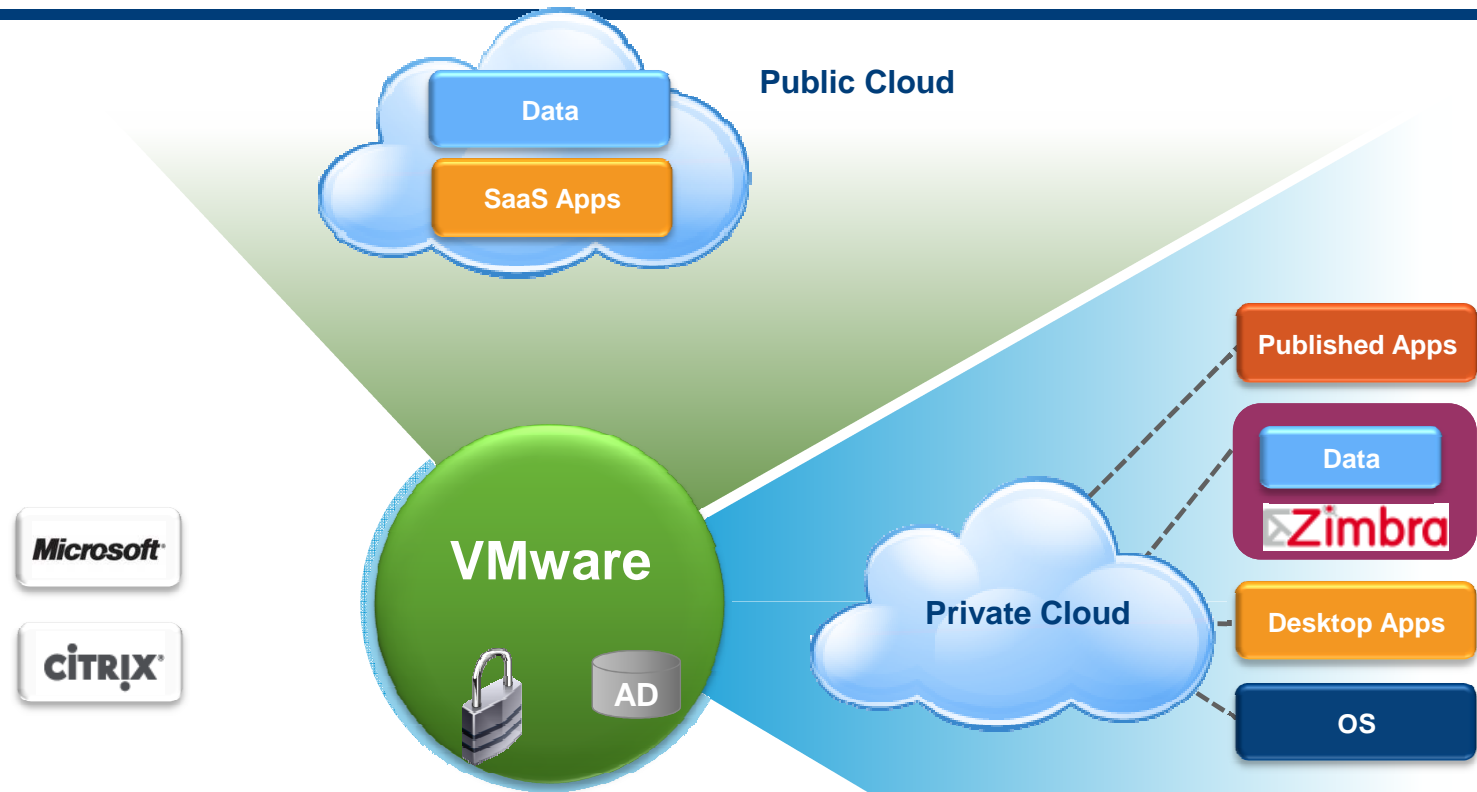
I don't care about the IT details... I am a user



Embracing SaaS and Cloud Data

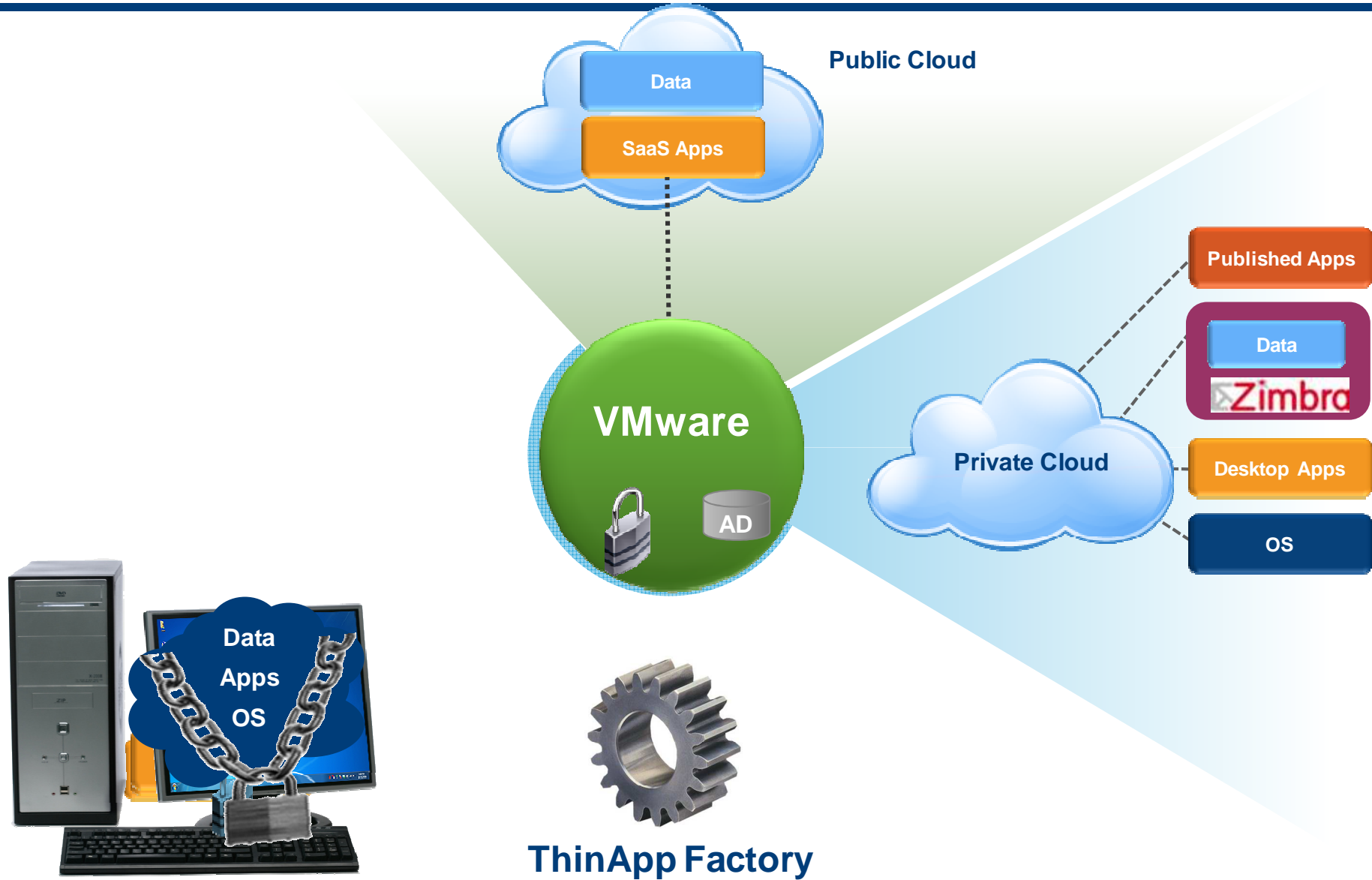


Embrace Legacy Applications

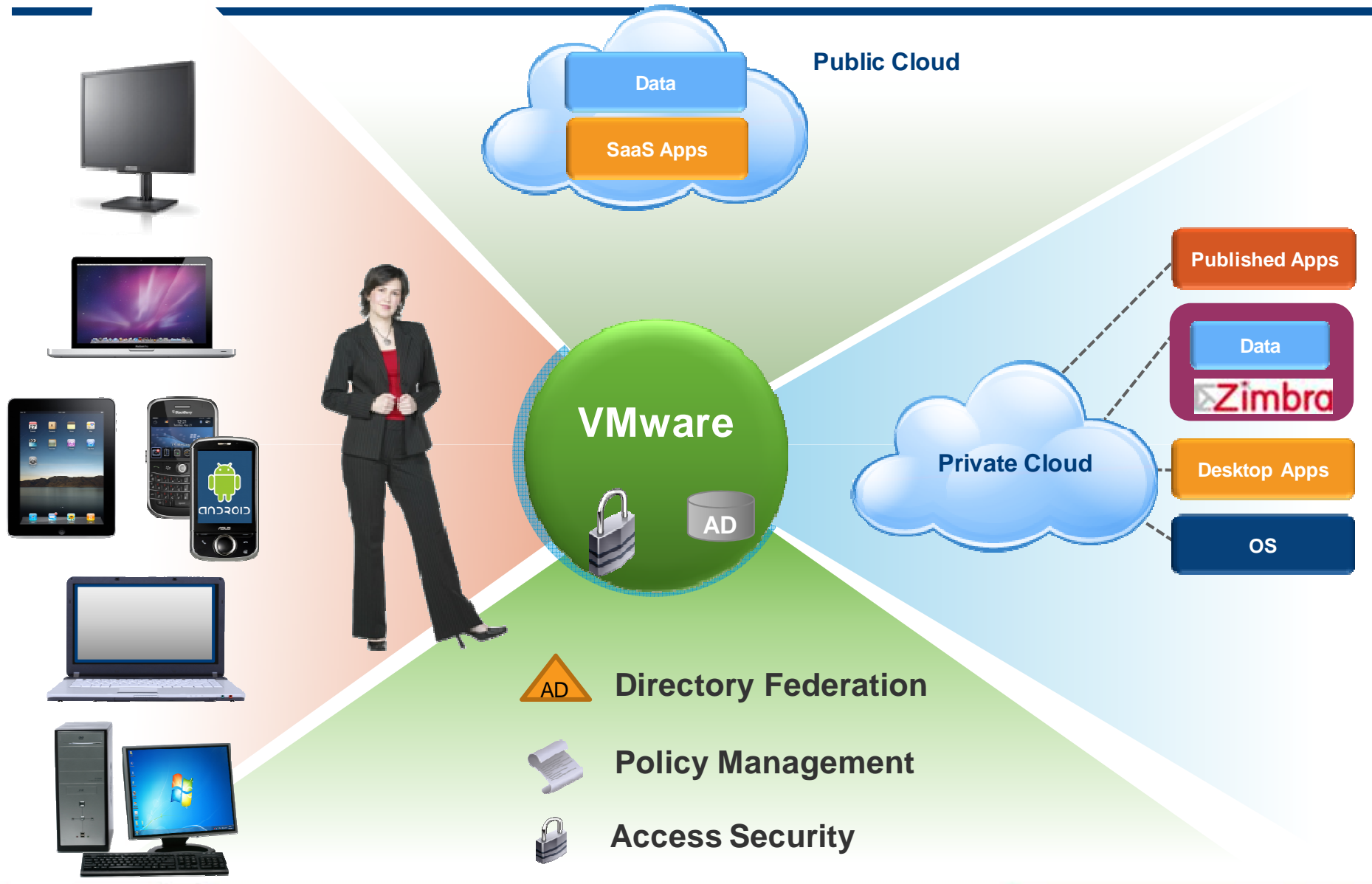


Legacy Published Applications

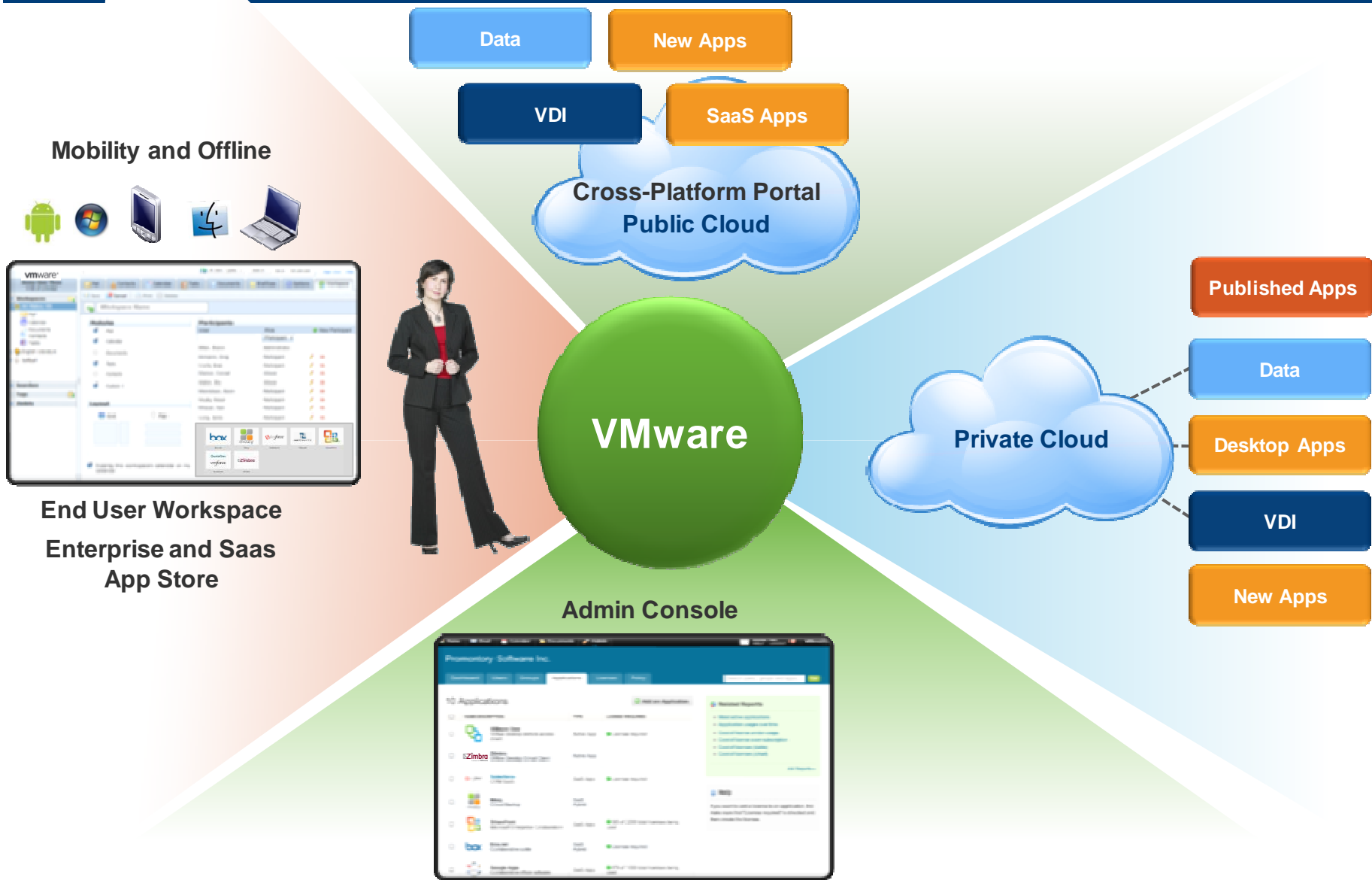
Automate Application Virtualization



Policy Based User Provisioning and Management



Use Centric Computing

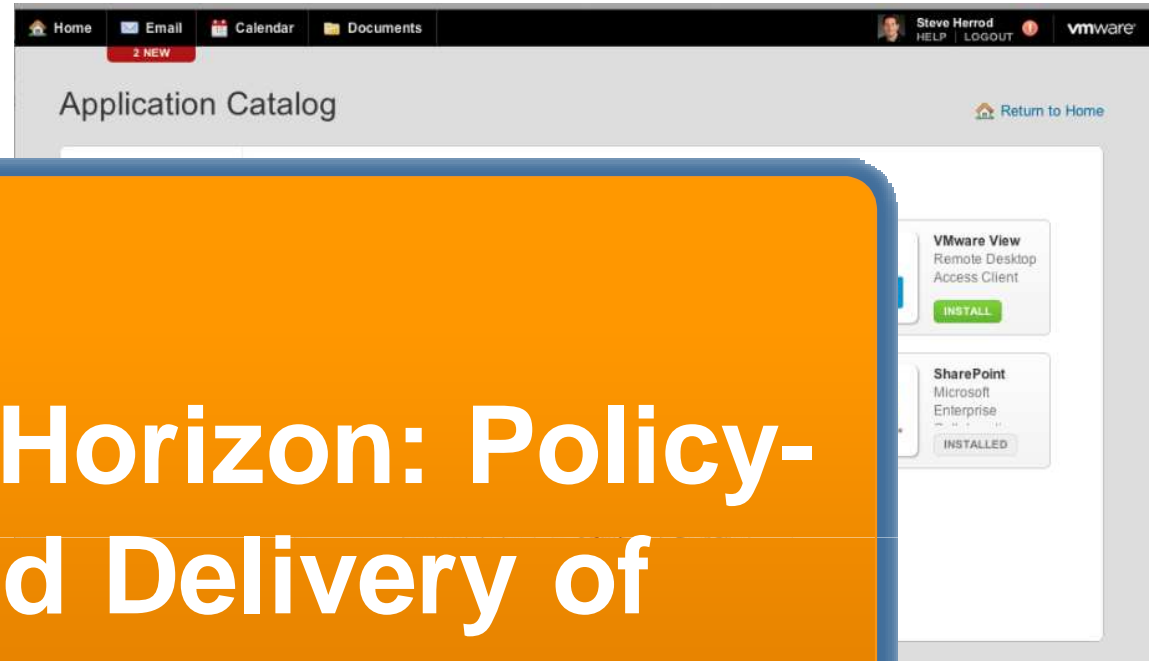


Roadmap: Project Horizon

Industry First: Unified user management and cloud

- **User Experience**
 - Single Sign-On
 - Self-Service
 - Cross-Device
 - Scalable
 - Offline
- **Cloud**
 - Legacy
 - Extended
 - Secure
- **ThinApp Factory**
 - Automated packaging and updating of native applications

Project Horizon: Policy-based Delivery of Diverse Apps and Data

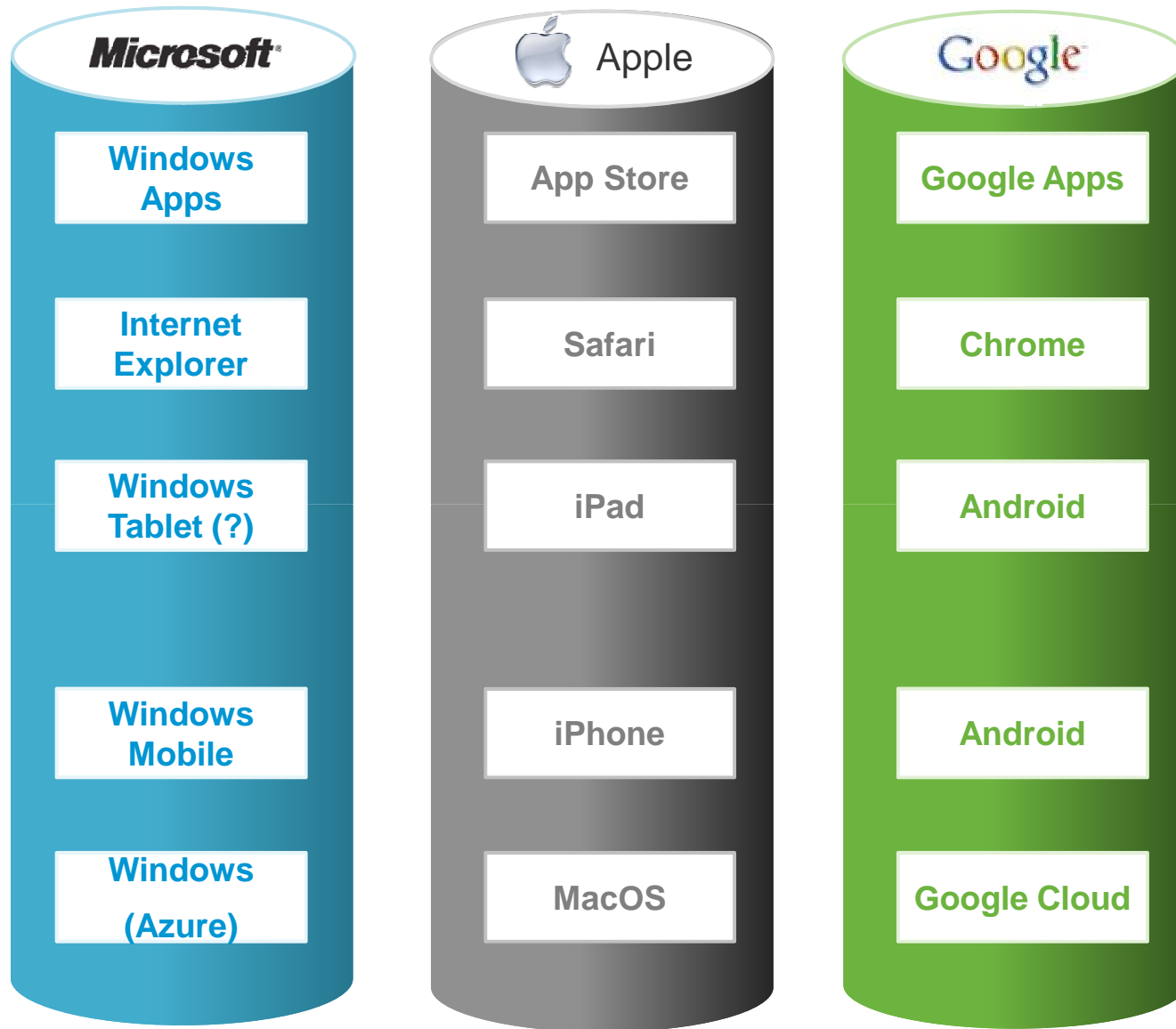


Zimbra Collaboration Suite

- **Collaboration**
 - Document Collaboration
 - Team Workspaces
- **Enterprise**
 - Across Organizations
 - Broad Client Support
- **Improved productivity**
 - Integrated Social Communication

Team Collaborative Workspaces

The VMware Difference



The VMware Difference

**We have the key end user assets required:
Virtualization, Application Virtualization,
End User Data management and Collaboration**

Heterogeneity is our DNA

**Choice: Run in the Enterprise or
on a vCloud Provider**

**We have the fundamental cloud building
blocks**

VMware End User Computing Benefits

End User Freedom

- Next generation collaborative workspace
- Context aware experience
- Device and platform independence
- Flexible access data and apps anywhere, anytime



IT Control

- Secure policy driven service delivery across clouds
- CAPEX + OPEX control
- Security & Compliance
- Simplified, automated user management



Thank you

