

**INTEROP**<sup>®</sup>  
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# *Microsoft Application Virtualization*

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Microsoft  
**Desktop Optimization Pack**  
for Software Assurance

Over 5M Seats



Microsoft  
**Asset Inventory Service**

*Translating software inventory into business intelligence*



Microsoft  
**Advanced Group Policy Management**

*Enhancing group policy through change management*



Microsoft  
**Application Virtualization**

*Dynamically streaming software as a centrally managed service*



Microsoft  
**System Center Desktop Error Monitoring**

*Proactively managing application and operating system failures*



Microsoft  
**Diagnostics and Recovery Toolset**

*Powerful tools to accelerate desktop repair*

Microsoft  
**Enterprise Desktop Virtualization**

*Simplifying deployment and management of Virtual PCs*

# Microsoft Application Virtualization

Dynamically streaming software as a centrally managed service



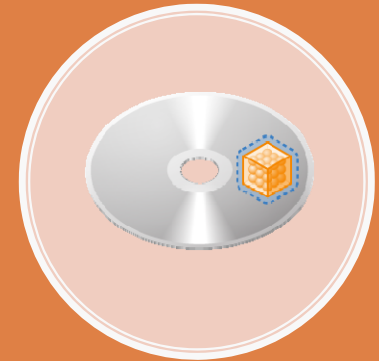
Application  
Virtualization



Multiple  
Delivery  
options  
including  
Dynamic  
Streaming



Policy Based  
application  
management



Standalone  
Mode

Microsoft Application Virtualization Platform

# Microsoft Application Virtualization

Dynamically streaming software as a centrally managed service

## •Diverse Client Base

•Microsoft Application Virtualization supports Windows XP Pro, Windows Vista, Windows Server 2003 and 2008 Terminal Services, and Vista Enterprise Centralized Desktop

## •Permission Based

•User clicks on desktop shortcuts - authentication, authorization and licensing checked **every time** users launch a virtual application.

## •Centrally Served

•The first time the Server delivers “just enough” code (20-40%) to client or TS machine. As more code is needed, it is dynamically delivered.

## •Locally Executed

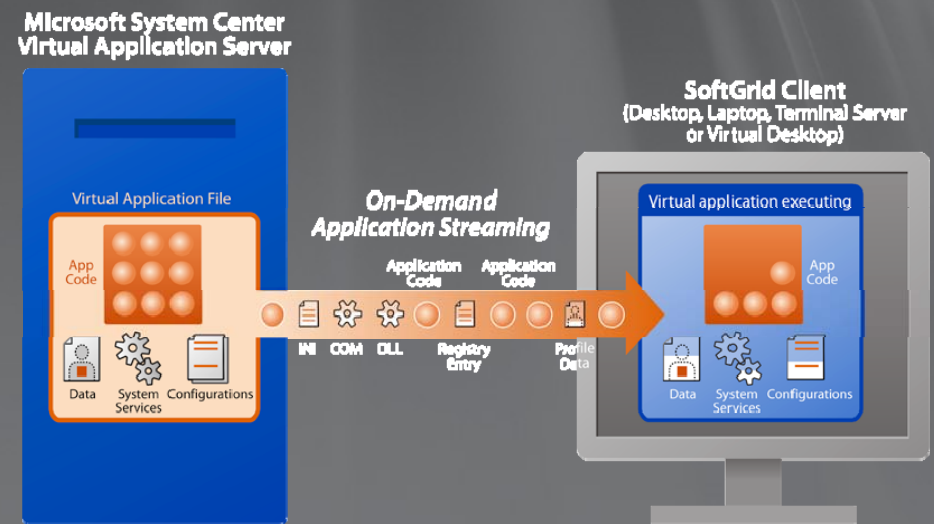
•App executes on desktop, laptop and/or Terminal Server, not on the Application Virtualization Server

## •Cached for Performance

•App code is cached for repeat use  
•Options to cache at login or on first launch

## •Disconnected Use Support

•Entire set of applications are cached for limited time before expiring



# Application Virtualization Solutions and Case Studies

Reduce Application Management Costs



Enable Roaming and Free Seating



Simplify & Accelerate App and OS Migrations



Build Business Continuity for Applications



Reduce App compatibility and Testing



Reduce Help Desk Calls



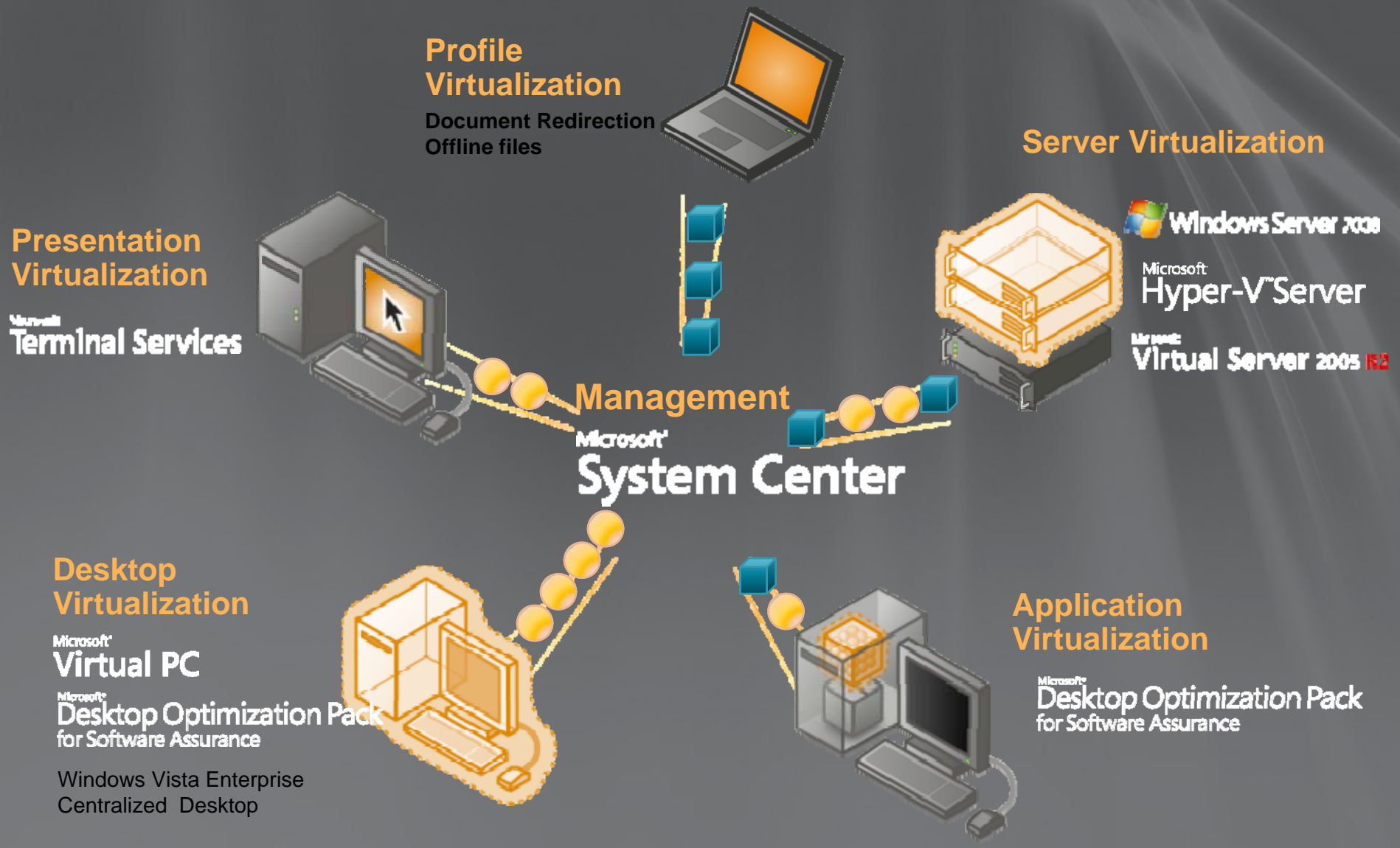
Consolidate, Standardize and Stabilize Images



Consolidate Terminal Services Servers



# Enhancing Virtualization: *From the Datacenter to the Desktop*



The image features the Microsoft logo and slogan centered on a dark gray background. The background is decorated with several light gray, wavy, diagonal streaks that create a sense of motion and depth. The logo is in a bold, italicized sans-serif font, and the slogan is in a smaller, italicized sans-serif font.

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# Real Customers, Real Value – Over 5M Seats

*“We’ve increased the number of desktops we manage by a factor of 25 while increasing staff more like 10 or 15 percent.... That’s an **extraordinary increase in productivity.**”*

Gerry Weaver  
CIO  
Indiana Office of Technology

*“By centralizing application management and eliminating the problem of conflicting applications, Microsoft Application Virtualization helps us **support more computers more efficiently, with the same staffing**”*

Gregory Whiteman  
CIO  
Kent School District

*“SoftGrid resulted in huge benefits right off the bat, including the **ease and speed of deploying applications, true roaming experiences, and the ability to easily swap out desktops.** It’s been a fantastic solution for us.”*

MIKE CRISS  
MANAGER OF INFRASTRUCTURE ENGINEERING,  
SWEDISH MEDICAL CENTER

*“SoftGrid has enabled us to make the most out of our multi-site investments. Instead of increasing our overhead, SoftGrid has enabled us to **improve our support and do so more cost-effectively** than when we were on one site.”*

IRENE BLASTON  
HEAD OF DESKTOP & WEB INFRASTRUCTURE,  
VOCA

*“I’ve been exposed to hundreds of applications, and SoftGrid is one of the most compelling I have seen. **It does everything it promises to do.**”*

ED SIMCOX  
DIRECTOR OF TECHNOLOGY PLANNING,  
CLARIAN HEALTH PARTNERS

*“The solution **reduces application conflicts and compatibility issues** on users’ workstations, as a result, it **reduces the number of service requests** directed to the helpdesk, **reduces costs**, and helps the team focus on strategic, high-value activities.”*

Miroslav Barth  
IT Manager  
Euovia Services