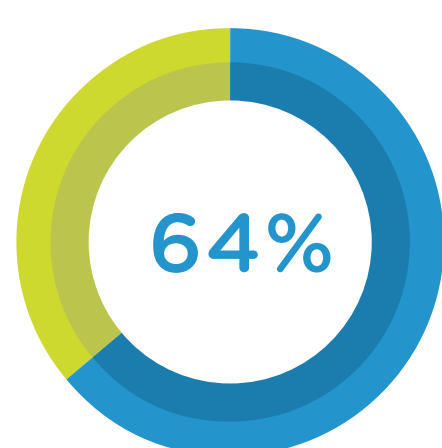


WINDOWS 10: IT'S TIME TO THINK DIFFERENT

Deploy it on any device, anywhere with desktop virtualization

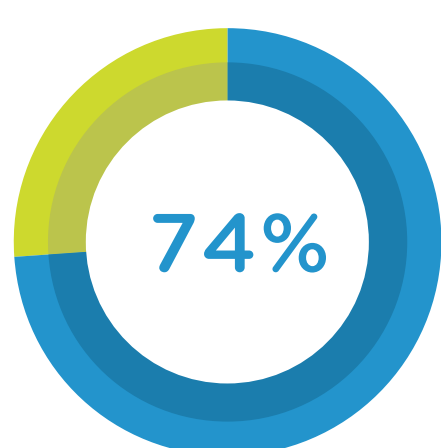
Microsoft has stated that Windows 10 will be the final version of its operating system and that they'll be releasing software updates to constantly improve the user experience.

With more than **400 million** monthly active devices operating Windows 10, enterprises are eager to make the switch.



of businesses rated Windows 10 migration as a top 3 end-user computing priority.

And time is running out. As Gartner states, "Windows 10 is inevitable for PCs. Eventually, every organization will run it."



of businesses rated the eventual obsolescence of Windows 7 and 8 as a key motivator.

As you consider migrating, think outside the end-point box. A virtual desktop solution lets you deploy in the datacenter once—and deliver anywhere, on any device.

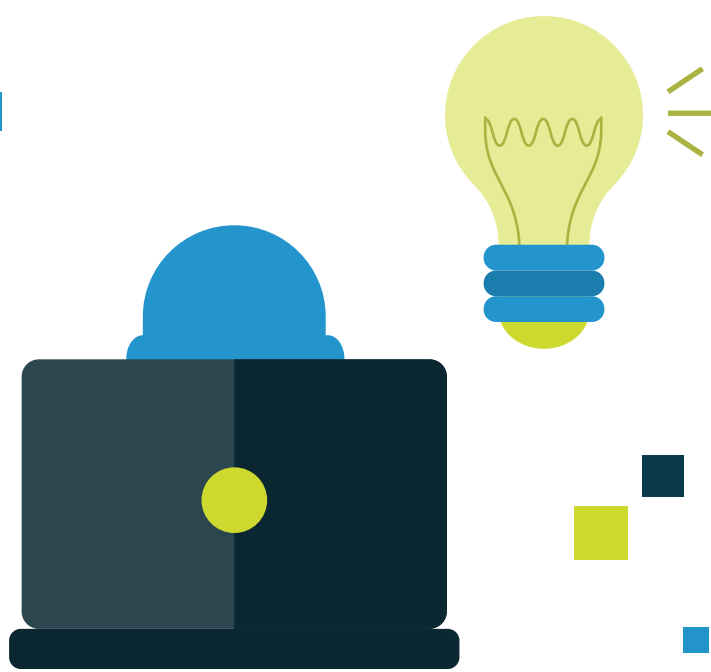
A BETTER JOURNEY TO WINDOWS 10

Many businesses still have scars from previous manual and decentralized desktop OS upgrades.

Here's how desktop virtualization provides a better way forward:

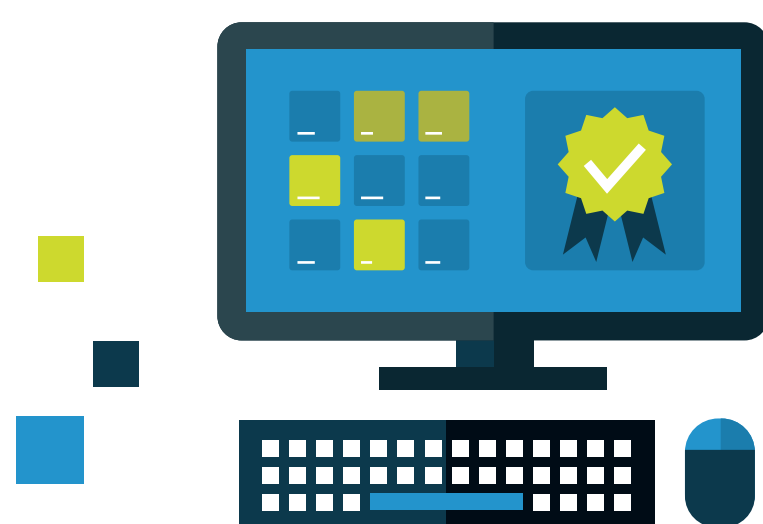
Test and certify your apps on virtual desktops to ensure a smooth rollout without any incompatibility surprises.

COMPATIBILITY ISSUES TOP THE LIST OF CHALLENGES AT 56%.



Avoid cumbersome decentralized upgrades by centrally delivering desktop and application updates to end users, instantly.

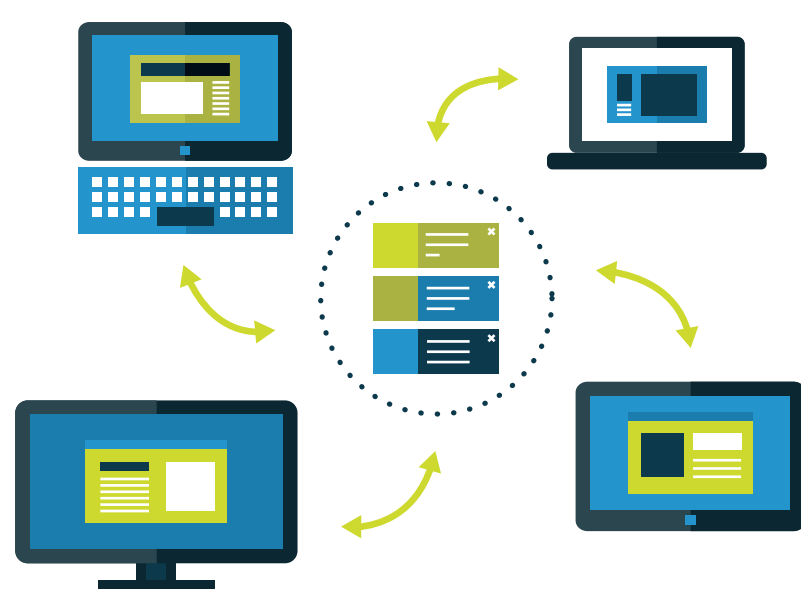
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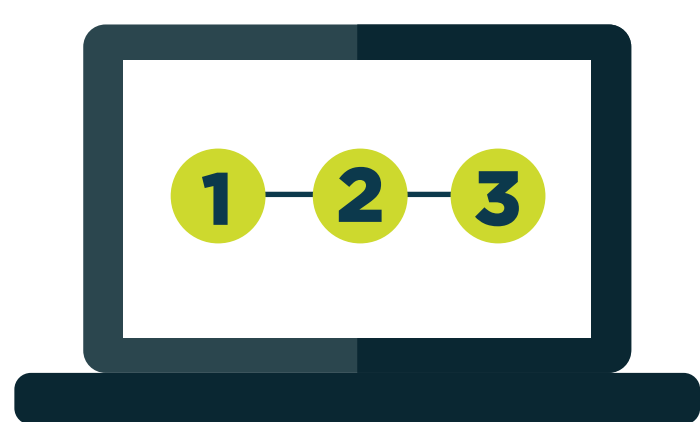
Let users learn operating systems through virtual desktop labs before switching.

3



VIRTUAL DESKTOPS, REAL-LIFE SOLUTIONS

Once you've deployed Windows 10 with desktop virtualization, the real benefits start to shine. Here are 4 ways desktop virtualization can elevate your business.



1

SIMPLIFY MANAGEMENT

- Deliver standardized, trusted images to everyone, instantly.
- Efficiently deploy patches and updates.

"There is no doubt that client virtualization technology can play a key role in the unified device management, which can enable an IT organization to focus more of its energy into strategic DX [digital transformation] endeavors as opposed to being consumed by managing PCs, users, applications, and devices."

-IDC MarketScape



2

INCREASE PRODUCTIVITY

- Embrace BYOD and enable your workforce on any device.
- Eliminate the downtime that results from lost or damaged endpoints.



3

IMPROVE SECURITY

- Keep data safe and secure in the datacenter and eliminate data leakage at the endpoints.
- Reduce the risk of malware with stateless just-in-time desktops.
- Deploy networking and security policies based on a user's role, device, or location.

4

BOOST YOUR BOTTOM LINE

- Leverage existing end-point investments to avoid hardware upgrades.
- Increase utilization of compute, graphics, and storage by pooling and sharing datacenter resources.

"OS UPGRADES ARE NOW A NON-EVENT, A NON-ISSUE. TIME AND RESOURCES ARE FOCUSED ON HELPING FOLKS ADOPT WINDOWS 10, NOT ROLLING IT OUT."

—Brian Troudy Director, Networking and Infrastructure, Corona-Norco Unified School District

Empower your mobile workforce without compromising your business with desktop virtualization. Learn more about how to deploy Windows 10 with VMware Horizon 7 by visiting www.vmware.com/go/horizon7.

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