



## VMware View Professional Services

### Introduction

More than ever, IT departments must deliver quick, reliable, ubiquitous access to systems, applications and networked resources. IT must also serve an ever more complex workforce of sophisticated knowledge workers who may be spread across organizations, regions, and roles. One major IT challenge is managing the large number and complexity of desktop resources required by end users. Desktop virtualization holds the promise of cost savings, ease-of-use, assured computing environment and system availability.

This brief describes services and best practices from VMware® Professional Services that enable IT departments to better structure, deploy, manage, and optimize desktops through virtualization. It discusses different strategies used by VMware Professional Services for desktop virtualization, the benefits derived from these approaches, and outlines considerations for implementation.

### VMware View

Those familiar with virtual machines know that the technology provides an abstraction layer between physical resources such as CPU, RAM, hard drive, and network controller, and the software that uses these resources. This enables us to treat a single physical computer as multiple machines that can run different operating systems and application sets, and maintain different configurations. The process of converting physical resources, such as servers in a datacenter, into servers supporting virtual machines, is known as *virtualization*.

For desktops, each end-user typically gets a physical computer with a single, installed operating system, business applications and productivity tools. Through virtualization, multiple desktops can be hosted for end users at one or more datacenters. These datacenters contain multiple servers that can host desktops providing various operating systems, system configurations, and application sets. The benefits of this approach are numerous.

### Benefits of VMware View

#### IT

- Reduce remote and on-site administrative IT costs for desktops
- Provide reliable remote access to systems
- Centralized location to install, upgrade and manage end-user software
- Quickly and flexibly provision and administer desktop applications
- Potentially support a thin-client deployment for further cost savings
- Eliminate application installation and runtime conflicts, improve your software distribution process, and make OS and application migrations easier with VMware ThinApp application virtualization

#### End-Users

- Securely access productivity tools and corporate software from remote locations
- Ease of use – minimal training needed to use virtual desktop
- Backups of work quickly and automatically provided from centralized location
- Access to standardized desktop template

#### Company

- Improve security of intellectual property and critical data
- Save money on desktop hardware processing power
- Fully utilize centralized computing power to serve employees, contractors, and partners
- Reduce energy consumption; reduce energy costs; help the environment

VMware Professional Services is committed to customer success for VMware View. From department-level projects to large-scale corporate desktop strategy, VMware Professional Services enables customers to gain and maximize all the benefits of VMware View.

## Our Approach on VMware View

VMware Professional Service's experience with virtual desktops is far beyond that of most technology consulting organizations. VMware Professional Services recognized the customer demand for virtualization in the desktop space, understood the requirements for successful implementations, and has conducted desktop virtualization engagements for several years.

This field experience enables VMware Professional Services to provide the strategic guidance and thought leadership required to handle the most current, complex implementations. For customers considering virtualization for their desktop environments a Professional Services engagement can make the difference between small-scale adoption and a functional, optimized system that maximizes cost savings and user satisfaction.

At the core of almost every desktop virtualization implementation is a *connection-broker*-based approach that uses VMware View Manager to create, deploy and manage virtual desktops.

## Configuring and Managing the Virtual Datacenter

A virtual desktop implementation starts at the datacenter, which provides end users access to software and critical infrastructure such as data storage. VMware Professional Services provides the expert services, staffing, knowledge transfer and training customers need to design, deploy and manage servers for their virtual desktops. A VMware Professional Services engagement can help you to:

- Plan and design to address how to deploy and administer virtual desktops to efficiently utilize datacenter computing resources
- Improve data security and provide an assured computing environment
- Provide more efficient access to key business applications in the datacenter
- Create repeatable, efficient provisioning processes for virtual desktops
- Manage and maintain control over virtual desktop resources; for example, through session and policy management



## Configuring VMware View Manager for Business Needs

Virtual desktops can be created and managed as pools of resources that are assigned to different user groups. Each pool can be either *dynamic* or *static*. In the case of static pools, a fixed number of virtual desktops exist in a pool. In dynamic pools, the number of virtual desktops that are hosted at any time can grow or shrink depending on number of users. VMware Professional Services provides guidance on both types of pooling, and can recommend and implement dynamic pooling approaches that provide better resource utilization, rapid availability, and resource sharing among pools.

VMware Professional Services addresses customer use cases by structuring desktop resources to match user types. So-called "sticky" desktops which are tied to individual users can be designed and implemented, and these are more appropriate for knowledge workers with more complex, idiosyncratic computing needs. Non-persistent desktops can also be designed and deployed, where users access a common pool of desktops and obtain the next available desktop when they log in. For call centers and other scenarios with standardized, periodic system access, non-persistent desktops may be most appropriate.

## Virtualizing Applications

VMware View is not just about desktop virtualization; VMware ThinApp is also part of the VMware View suite of solutions. ThinApp enables you to virtualize applications and deliver them more efficiently, securely and cost-effectively without installation or runtime conflicts. VMware Professional Services offers a ThinApp Plan and Design service to help you get ThinApp up and running effectively in your environment, and a ThinApp Jumpstart to facilitate knowledge transfer.

## Addressing System Design

Customers should conduct appropriate assessment and planning for their virtual infrastructure. There are several points where a VMware Professional Services engagement can optimize a virtual desktop environment.

VMware Professional Services can evaluate user consumption and peak capacity to plan and implement networking for virtual desktops. Network latency and throughput can be evaluated and addressed to provide good system performance. VMware View Manager can be placed on a LAN to best leverage the network and avoid latency due to longer distances. During design and implementation VMware Professional Services also helps with networked printers and file sharing.

Using collected information, VMware Professional Services can recommend the types of data and applications for virtual desktop templates so that manageable templates can be created to meet your business needs.

Sizing and server capacity are also two critical areas for a virtualization expert to address at customer sites. The number of machines depends on processor cores, memory, operating system, and user workloads. These averages can vary based on a customer environment, and are best assessed and optimized by virtualization professionals. VMware Professional Services can design network storage and ESX configuration to achieve optimal performance.

## People and Processes

VMware View needs to be assessed, designed, and deployed so that end-user needs are met. VMware Professional Services can help customers determine the user base to be supported by virtual desktops and evaluate in a systematic way end-user requirements for their virtual desktop environment.

Issues such as multiple locations, external consultants, and outsourced staff are also assessed for a virtual environment. The knowledge and expertise VMware Professional Services has from previous engagements leads to better system design and implementation that addresses remote devices, printer redirection, system downtime, remote access, and end-user security.

## Maximizing Availability

One of the potential benefits of VMware View is the ability to provide computing resources to end-users in spite of disaster, equipment theft, or other events that deprive people of computing resources. VMware Professional Services' extensive knowledge of best practices and expertise in designing virtual environments for disaster recovery and business continuity helps customers create a system that can withstand unforeseen events.

## VMware View Services

VMware View services include:

- [VMware View Pilot \(Available January 2009\)](#)
- [VMware View Plan and Design](#)
- [VMware View Manager Jumpstart](#)
- [VMware ThinApp Plan and Design](#)
- [VMware ThinApp Application Virtualization Jumpstart](#)

VMware Professional Services can also tailor a custom engagement to meet specific customer needs.

## Conclusion: Realize Full Value of VMware View

VMware Professional Services helps customers and partners achieve their goals of creating a more efficient and available IT resource. By engaging VMware Professional Services for VMware View, customers and partners successfully increase employee productivity, reduce IT costs, and provide a reliable computing environment. With optimized virtual infrastructure, companies keep their employees productive anywhere and under almost all circumstances, all while reducing costs. With VMware Professional Services, customers and partners work with the proven, experienced experts in the field, using a comprehensive methodology for each virtualization project. VMware Professional Services provides the strategic guidance and hands-on implementation experience required to build a virtualized desktop environment and implement effective application virtualization, which maximizes value of the software.

