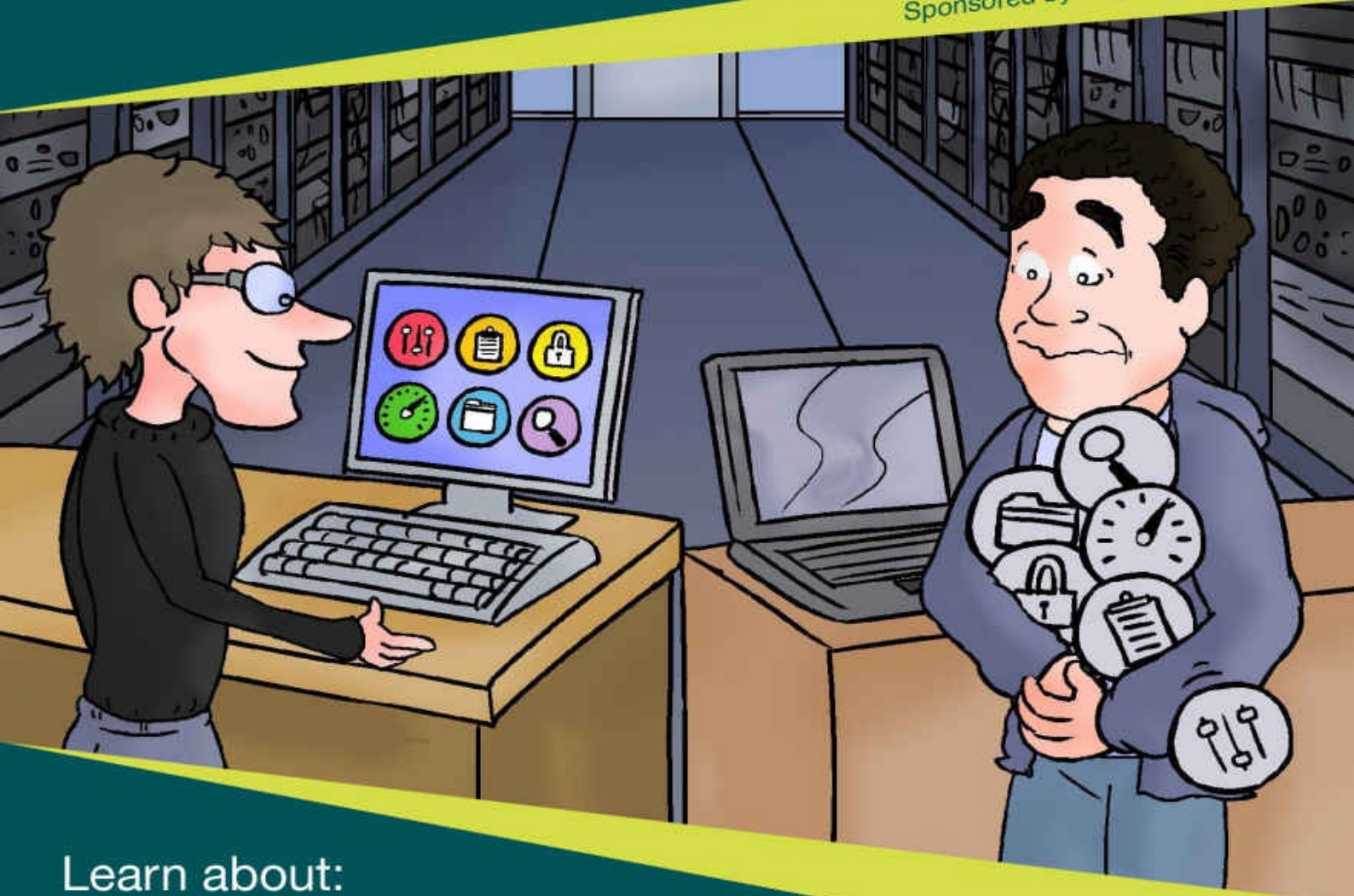


Conversational User Environment Management



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Learn about:

- Six important things to look for in a user environment management solution
- How Windows 10 impacts user environment management
- Why group policies alone are inadequate for securing your VDI environment

By **Brien M. Posey** (Microsoft MVP)

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AppSense is the leading provider of UEM and endpoint security solutions. AppSense user virtualization technology allows IT to secure and simplify workspace control at scale across physical, virtual, and cloud-delivered desktops.

AppSense Solutions have been deployed by over 4000 enterprises worldwide to over 8 million endpoints. The company is headquartered in Sunnyvale, CA with offices around the world.

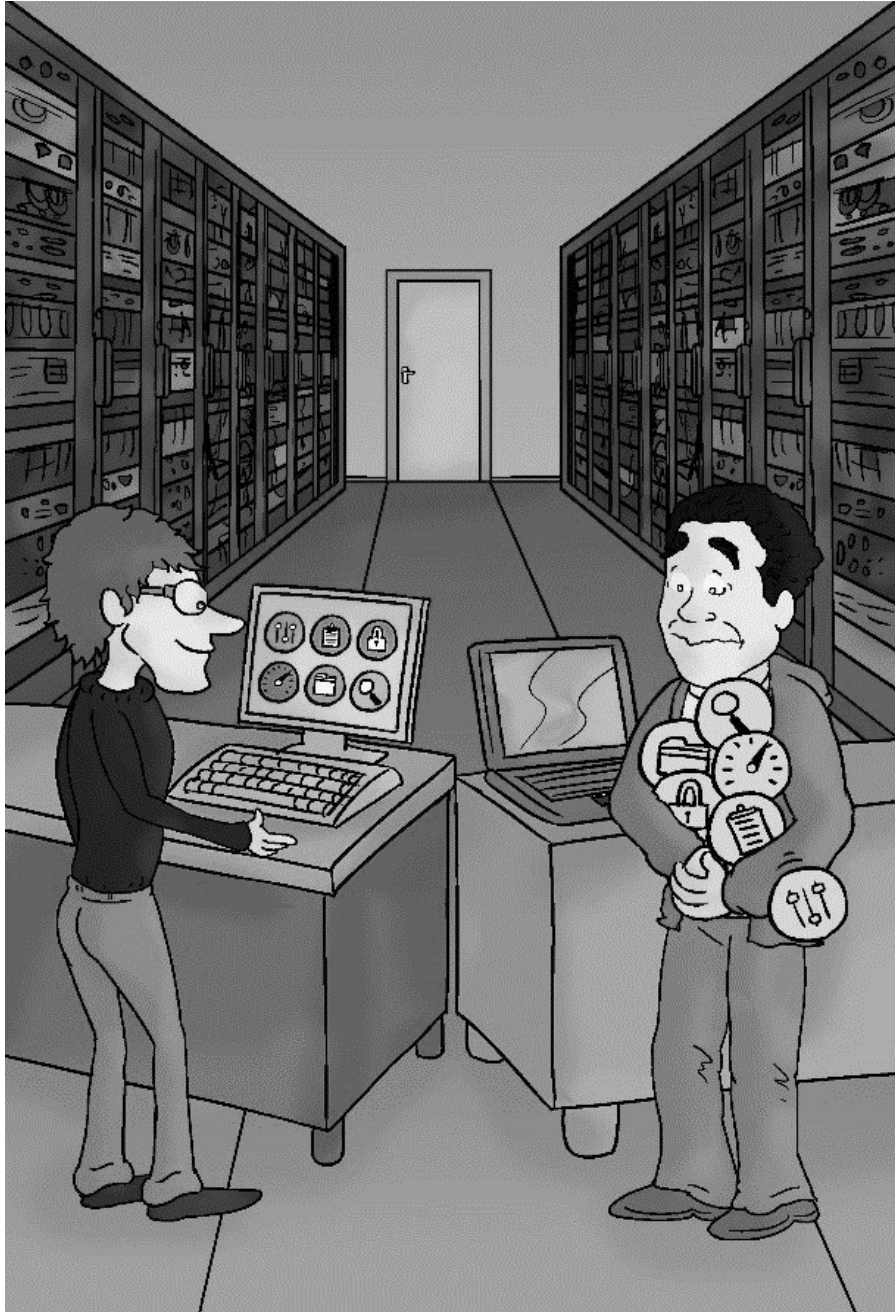
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By Brien M. Posey

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All of the folks responsible for the creation of this guide:

Author: Brien M. Posey

Project Editor: J. Peter Bruzzese

Copy Editor: John Rugh

Content Reviewer(s): Shanna G. Giarrano

Foreword

User environment management (UEM) is no longer a nice-to-have. It is as important a part of the user's workspace as the applications and the OS itself. Without UEM your workforce is much less productive and desktops are much less secure. With UEM you get both happy users and the security, manageability and cost savings that IT needs.

We have all seen virtualization projects succeed, or fail, based on the way user environments were managed. Many vendors now provide some UEM functionality to check that box. But is UEM really just a checkbox? We don't believe so. Buyers beware of free solutions. A desktop with partial UEM is just as naked as one without.

User environment management is composed of six tightly interdependent components for managing desktops; profile, policy, security, performance, data access and analytics. They are the "MECE" (mutually exclusive, collectively exhaustive) set of functionality that plays a key role in providing the best desktop ever.

Each component provides great value as a standalone solution, and in fact most vendors sell just one, sometimes two. We believe that the real value of UEM comes from not just the components but from the interplay between them. It's great that the doctor's printer mapped automatically when she walked down two floors. It's better that the system's real-time policy enforcement prevented a sensitive report from printing in the patient area. It's even better that the system gave the doctor just enough OS privilege to connect over a Starbucks network in the lobby but automatically terminated the sensitive patient record application on the fly and reported back to IT the files she copied on to the hard drive from that network. And on and on with each additional UEM functionality.

Comprehensive UEM not only makes the workspace better, more secure and more cost efficient, it provides the metrics of exactly how much. How much faster was that doctor's logon process? How many times did our policy prevent her from printing? How many more users were we able to add on to our current hardware? These questions are important to get our house in order and to keep it in order as the user landscape constantly shifts.

In the world of end user computing, change is not only constant, but can often be brutal. Windows 10's rapid-fire OS upgrades will stretch IT's ability to keep up. The beauty of UEM is that once the user's environment is managed it becomes future-proof and ready for any desktop transformation. An AppSense customer put it best: "The next upgrade we do was the last one we did."

We at AppSense do not virtualize the desktop. We do not virtualize applications. Our only mission is to build the best possible user environment management platform that allows you to give your users the best and most secure desktop ever.

Bassam Khan

Vice President, Product Marketing

AppSense

bassam.khan@appsense.com