

# LANDesk® Application Virtualization Positioning

## Where This Solution Fits with Other LANDesk® Solutions

An addition to the LANDesk® systems management line, this solution offers incremental revenue to LANDesk and can be used alone or along with LANDesk® Management Suite. It expands the LANDesk® management platform by adding a virtualization solution that helps customers more easily deploy and rollback applications as well as test applications. Eases the burden of migrating to Windows Vista by enabling customers to run applications on machines running Vista even if the application isn't compatible with Vista.

## Tagline/Positioning Statement

The message used in every marketing communication piece.

**Application virtualization done right.**  
*No agent. No infrastructure. No problem.*

## Why Done Right?

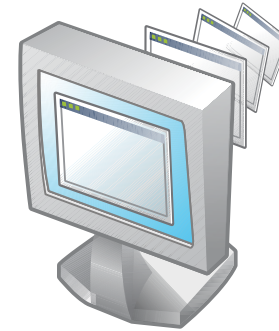
Only LANDesk® Application Virtualization offers virtually instantaneous, driverless, clientless, serverless, effortless application virtualization that's portable across all Windows operating systems, including Windows Vista.

## Key Differentiators

- **True isolation**—requires no agent on the client, no drivers and no server.
- **Instant zero-footprint deployment** delivers faster results—applications load and initialize in a fraction of a second.
- **Windows Vista support**
- **Improved security**—applications run entirely in specific user-mode sandboxes on locked-down PCs with no drivers required; helps organizations maintain secure, clean, stable user desktops.
- **Integration with LANDesk® Management Suite** lets users package and deploy virtualized applications to thousands of computers in under an hour and easily inventory user's virtual applications.

## Key Benefits

- Save time with easy, client-less, conflict-free application deployment and rollback.
- Reduce costs for support and regression testing by delivering fully tested applications to users—the first time.
- Improve user satisfaction by reducing application conflicts and other problems.
- Reduce infrastructure requirements and costs with no client or server components to manage or maintain.
- Improve enterprise security with the power to transparently run applications in user-mode on locked-down PCs.
- Minimize OS migration risks and hassles—including for Microsoft Vista—with true isolation for testing before you implement.
- Seamlessly run applications, whether Windows Vista-compatible or not, as virtualized applications using true isolation capabilities and instant, zero footprint deployment.



## Key Customer Pains Solved

- I need to quickly and easily deploy applications without worrying about “breaking” my current environment and without having to copy and distribute several files to user systems or a server and without impacting my users.
- If I do break my environment, I need to be able to quickly and easily roll systems back to a predeployment state without impacting my users.
- I need to prevent application conflicts and system crashes.
- I need to reduce support and infrastructure costs.
- I don't have time or budget for regression testing.
- I need to control user applications and desktops without the cost of maintaining locked-down desktops.
- I need to test and run different versions of the same application on a single PC and a “sandbox” where I can try out a migration before I perform the real thing.

## Target Customers

### IT managers

- Responsible for the security, manageability and integrity of the company's desktops and software applications.
- Bring in new computers, get them staged and deployed and ensure applications are loaded, connections are working and printers are set up.
- Hot buttons: efficiency, cost reduction, career growth

### IT administrators

- Concerned with break/fix, quality of life, getting the job done and going home, avoiding late-night calls.
- Must justify all new expenses; as short on time as they are on budget, if the solution isn't immediately seen as valuable, they dump it.
- Hot buttons: job performance, quality of life, sense of control.

## Descriptors

Use these standard descriptors for LANDesk® Application Virtualization.

### 25 word

Save your enterprise time, money and IT hassle with easy, client-less, conflict-free application deployment and rollback using LANDesk® Application Virtualization and its true isolation capabilities.

### 50 word

Save your enterprise time, money and IT hassle with easy, client-less, conflict-free application deployment and rollback using LANDesk® Application Virtualization. With true isolation capabilities, it helps your enterprise reduce costs for support and regression testing by letting you deliver fully tested applications to users—the first time. You improve user satisfaction by reducing application conflicts and more.

### 100 word

Save your enterprise time, money and IT hassle with easy, client-less, conflict-free application deployment and rollback using LANDesk® Application Virtualization. It helps your enterprise reduce costs for support and regression testing by letting you deliver fully tested applications to users—the first time. You improve user satisfaction by easily reducing application conflicts and other problems. Your IT team has no client or server components to manage or maintain, which reduces infrastructure requirements and costs. The power to transparently run applications in user-mode on locked-down PCs helps improve enterprise security. And true isolation for testing applications and operating systems before you implement anything lets you minimize OS migration risks, costs and hassles—including for Microsoft Vista.

## How LANDesk® Application Virtualization Compares to the Competition

The top 10 ways this solution outcompetes the competitive solutions.

Product /solution	LANDesk® Application Virtualization	Microsoft Softgrid 4.0	Altiris Software Virtualization Solution
<b>Application isolation or sandboxing</b>	Per application	Per application	No isolation, system-wide
<b>Zero footprint execution</b>	Yes	No	No
<b>Driverless user-mode execution</b>	Yes	No	No
<b>Client and server requirements</b>	None	Requires Softgrid client, Softgrid server, Active Directory, database IIS	Requires SVS agent and Client Management Suite push technology
<b>OS support</b>	Windows Vista, Windows NT, 2000, XP and XP-Embedded 2000 and 2003 Server Terminal Server and Citrix	Windows 2000 and XP, 2000 and 2003 Server No Windows Vista Support	Windows 2000 and XP and 2003 Server No Windows Vista Support
<b>Supports XPE and all thin clients</b>	Yes	No	No
<b>USB portable mode</b>	Yes	No	No
<b>Streaming</b>	Yes. Uses standard SMB shares	Yes. Requires Softricity server	No
<b>Supports multiple client versions per machine</b>	Yes	No. Only one version of the Softgrid client can be installed at one time.	No. Only one version of the SVS client can be installed at one time.
<b>Supports isolated Office 97, 2003, 2007 and .NET</b>	Yes	Yes	No isolation, but does support these applications.