Time to get excited about BriForum 2015 Denver! (Click here if you haven’t sign-up yet)

It’s hard to believe that it’s 2015 already and perhaps even harder to believe that we first started writing about VDI ten years ago. That’s right – this VDI thing is officially ten years old! Would you have thought back in 2005 that ten years later we’d still be dealing with Microsoft licensing restrictions, storage performance, printing, app deployment, networking, and remote protocols?

Ten years ago, we didn’t have iPhones and iPads, Apple laptops didn’t use Intel processors, and the “gold standard” ThinkPad was made out of metal (and made by IBM!).

In addition to addressing those “classic” VDI issues that we’ve been working with for the past ten years, we’ll also be looking at the latest challenges and solutions in the end user computing market, including:

- Choosing a hypervisor for VDI
- Issues around virtualizing RDSH servers
- Citrix XenDesktop/XenApp vs. VMware Horizon vs. Dell vWorkspace vs. “pure” Microsoft solutions
- “Operationalizing” your desktop virtualization environments. (With lots of scripting, of course!)
- Dealing with Microsoft licensing
- The latest in app virtualization, including App-V as well as the “new”-style app delivery products
- A comparison of the various DaaS providers, challenges in moving desktops to the cloud, and storage about customer successes and failures
- The latest enterprise mobility trends, including iOS, Android, Android for Work, Samsung Knox, Windows Phone, and BlackBerry
- Mobile app planning and sourcing, mobilising existing applications, and mobile app development platforms.

Thanks, and I look forward to seeing you in Denver this July!

Brian Madden
BrianMadden.com
BriForum 2015
So what can you expect at BriForum 2015?

Thank you for your interest in BriForum 2015 Denver. The exclusive eGuide below will give you a sneak peek into the content that will be discussed this year – straight from our conference creators.

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Desktop Virtualization in 2015: What’s coming, what do we need?
Brian Madden
January, 2015

Following up on my 2014 year in review article from last week, I want to start off 2015 with a look at where we're going and what's going to be important in the world of desktop virtualization. (Jack will write a similar article covering enterprise mobility on Wednesday.)

For me the major "story" about desktop virtualization in 2015 is that there is no major story. I mean look at everything we wanted before:

- We wanted better remoting protocols which could support multimedia, high graphics, lower bandwidth. We have that.
- We wanted to be able to remote applications that require GPUs. We have that.
- Storage isn't a problem for VDI anymore. If you want to do persistent desktops (where every user's disk image is different), we can do that, no problem. (And cheaply!) If you want to do non-persistent (shared) desktop images, we have modern app delivery solutions that can hit darn near 100% app compatibility.
- The major DaaS providers (VMware, Amazon, Microsoft, etc.) have all launched their DaaS platforms. For $50 a month you can have a full Windows desktop ready to run in 20 minutes.
- Citrix finally has competition for XenApp.
- Microsoft has per-user licensing for Windows clients.
- Windows 7 is out.

I mean really, what's actually left for 2015?

- Microsoft can still add Windows client to SPLA and remove those asinine restrictions for hosting providers around physical hardware separation of clients.
Windows 10 is a thing? Will be a thing? Though it's not like enterprises are going to run out and migrate to it.

Windows Server 2015 might have better features for VDI, RDSH, and remoting. Though again... meh?

You know, I started this article as a look-ahead for 2015, but really, considering how far we've come in the desktop virtualization space in the last decade, what else is left? I feel like all the big problems have been solved, and everything else is just gravy?

As for trends for the year, I guess it's just more of last year: People thinking about DaaS. People using VDI where it makes sense. Maybe slow growth of the market.

I dunno. What do you think? What are the big stories of 2015? What would you like to see?

*Originally posted at BrianMadden.com*

Brian Madden is editor of *BrianMadden.com* and an internationally recognized expert on desktop virtualization.
Forget the crazy predictions – Here are the 10 enterprise mobility management stories we’re following for 2015

Jack Madden

January, 2015

Happy New Year! To start things off, today I have a list of the top 10 enterprise mobility management stories for 2015. These aren’t meant to be crazy predictions or anything like that—instead, these are the actual stories I know we’ll be following closely this year.

In no particular order, we have:

1. Android Work

The big story with Android last year was Android Work, the dramatically-improved management framework for Android 5.0 devices (as well as the associated workspace app for pre-5.0 devices). We still don’t know all of the details, but the bottom line is that Android in the enterprise should be an entirely different proposition in 2015. Get excited.

1a. Samsung Knox

Related to Android Work is Samsung Knox. Last year Knox 2.0 came as a big improvement over the original version, and at the same time Samsung also launched an EMM platform and an identity management service.

Since Samsung contributed the Knox OS-based data-separation frameworks back to Android to create Android Work, Samsung Knox devices will be differentiated by their hardware-based security features.

Those hardware-based security features are very important to some customers, but with Android Work coming along and Samsung’s market share slipping a bit, we’ll still be waiting to see how big of a deal Knox is in 2015 (just like in 2013 and 2014).
1b. BlackBerry

On yet another related note, late last year BlackBerry announced a partnership with Samsung which will essentially allow Samsung Knox containers to connect directly to the BlackBerry NOC infrastructure.

We’ll see how much they push the Knox partnership this year, but of course they have a plenty of other things on their plate. There’s the newest version of BES, BES 12; there are several new productivity apps; there are the flagship Passport and Classic phones; and they’ll be pushing MDM and MAM for iOS and Android.

2. Apple’s continued EMM work

There’s no doubt that the EMM capabilities built into Apple’s mobile device management protocol will continue their steady march forward in 2015. There’s more and more EMM functionality you can get just by doing things the “Apple way,” and as a result this democratizes EMM, making advanced features accessible to any vendor that can build an MDM server.

At the same time, there will still always be a need for app-level management and security that’s abstracted from the underlying OS, and there are a million other places where EMM vendors differentiate and compete.

Surely this year we'll see some new features in iOS 9 that'll make people ask if it'll kill off third-party MAM or make EMM a commodity. The answer will be no.

3. Windows Phone

Not to leave Windows Phone out of the mix, it’s continuing to gain market share, and things will get even more interesting in 2015 when more universal apps (apps that work for both Windows Phone and Windows desktops) come into the market. I always ask any IT pro or
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4. The new “middle” type of MAM

Last year we saw the emergence of a “middle” type of MAM. While OS-based MAM and app-level MAM have tradeoffs (you need either a special device or a special app), this new category of products can get “in between” the device and public app stores to manage any app on any device. Vendors in the space include Better, Bluebox, and Pulse Secure. (Virtual mobile infrastructure fits in this space, too, but I’ll get to that in a second.)

The “middle” type of MAM solves a lot of problems associated with extant MAM offerings, but it raises questions, too. This year we’ll be watching to see if becomes mainstream.

5. Virtual Mobile Infrastructure

Another new technology we’re excited about is virtual mobile infrastructure. It’s like VDI, but with hosted mobile OSes remoted to mobile app clients. Raytheon and Hypori are the two main vendors in the space; we’ll be watching to see how much buzz they get and to see if any other vendors get into VMI.

6. PCs and EMM

Windows 8.1, Mac OS X, and the upcoming Windows 10 all support MDM-style management, so for 2015 we’re watching to see how much that catches on.

Another EMM concept that’s coming to the desktop is the idea of a self-contained corporate workspace environment. We’ve had this for a long time in the form of virtual machines and type-2 hypervisors, but now Moka5 and Workspot are working on workspace environments that don’t involve virtualization. I’m a fan of both of these.
7. Apps

In-house or custom mobile apps are still a ways off for many companies, but with countless options for app transformation and easier app development, hopefully 2015 can be a turning point.

8. Device Trust

Do we trust mobile devices? That’s a good question. We know that vulnerabilities and malicious apps are out there. However, at this point mobile anti-malware, antivirus, and app-reputation services aren’t a “standard” part of doing an EMM implementation. We’ll see if some sort of common practice emerges this year.

9. The shifting vendor landscape

There are several stories to look at here.

First, there’s Microsoft. Last year they finally got serious about EMM, announcing the Enterprise Mobility Suite (based around Intune) and releasing Office for iOS and Android. Since we’re talking about Microsoft here, they could very well become a major EMM contender this year.

Second, what’s next for VMware? We saw them make a dramatic turnaround in 2014 when they bought AirWatch and announced RDSH support. Bringing all those EUC components together is a huge task, so this year we’ll see how that goes. Citrix had an earlier start with mobility, but they’re a similar story—we’ll be watching to see how well they roll desktops, apps, and data into one unified workspace.

Lastly, depending on who you ask the race for EMM dominance is either just between two vendors, or it’s between a small handful of 6-8 vendors, or it’s wide open to dozens of different vendors. The bottom line is that even though this question may appear to be
answered already, there’s clearly still space in the market for things to shift around, even in 2015.

10. Getting real about EMM

Mobility is something that all companies have to deal with in some form or another, so lastly, we’ll be watching to see if the scales tip and more companies are doing something about EMM than aren’t by the end of 2015.

Postscript: Wearables and Internet of Things

Oh, and people will talk about smart watches, other “wearables”, and the Internet of Things (IoT) a lot this year. I don’t have too much to say about these yet. Even though some EMM vendors are talking about IoT, this isn’t a place where we have to worry about consumerization and FUIT pressure forcing us to do something fast or face huge dangers. For EUC folks like us, this probably won’t affect our lives too much in 2015.

Wearables and watches are a different story. Just like smartphones, tablets, and BYO-whatever, at some point we’ll see these come into our offices and be forced to deal with them. We have a couple of things going for us, though. Now in 2015, BYOD, consumerization, and FUIT are all familiar concepts. A new category of devices shouldn’t be a big of a problem. Second, Android and Apple watches depend on paired smartphones for a lot of their functionality. So if you have things in order for mobility in general, you shouldn’t be in too bad of a place with smart watches.

*Originally posted at BrianMadden.com*

Jack Madden writes about everything related to enterprise mobility management at BrianMadden.com. He was the editor of ConsumerizeIT.com (now a part of BrianMadden.com) and has also contributed to SearchVirtualDesktop.com.
Positive buzz around Windows 10 and increasing device sales? Windows’ future might not just be “safe,” but “positive.”

Gabe Knuth
January, 2015

We’ve got a whole track on Windows Desktop Application Management – Register now!

There’s so much buzz surrounding Windows 10 right now that I think Microsoft is even having a hard time containing itself. If you think I’m wrong, check out Microsoft.com/Windows–there’s nary a mention of Windows 8 or a picture of TileWorld, and we’re at least 6 months away from a release! It’s funny to me that the Why Windows page is still available on the Windows 8 site, frankly. Call it an relic, I guess.

One of the announcements in the past week or so has been that Windows 10 will be available for free for one year to users of Windows 7 and 8. Don’t get too excited, though, because that only counts for consumers. Windows 10 Enterprise is only “free” if you “paid” for Software Assurance, and/or you are using the Windows per-user OS license (to be clear, I’m ok with this). Nonetheless, getting Windows 10 on home devices will no doubt encourage organizations to use it on employee PCs. All those people that called me after buying a Windows 8 laptop asking if I could downgrade it will certainly be happy.

So things are looking up in Redmond. On top of the Windows 10 buildup, they’re also celebrating the fact that Surface tablets aren’t doing too bad. “Not doing too bad,” at least in the context of Microsoft, means “Billion-Dollar Business.” That’s right, the very Surface tablets that we’ve been underwhelmed with ( <-- that is an entertaining group of articles right there!) are generating a billion dollars in revenue per year. (I’m not sure if Surface technically counts as its own business unit. As recently as last year, they were still part of the Windows unit, which is itself a billion dollar unit)
That sounds successful, but success can be measured in many ways. Sure, Microsoft made a billion dollars on Surface tablets, but they’ve spent many more billions marketing the damned things, which means they’ve got a few more years of growth before you consider that a winner.

Not many companies can be off by a few billion and live to tell the tale, but many IT people that I speak to have some sort of ultra portable Windows need. It’s not company-wide, but by the sounds of it you’d be hard pressed to find a company without the need to use a tablet device running a full version of Windows with native applications. Nobody used RT (which is why it’s dead now), but running full Windows apps natively on mobile devices is a tangible, though still reluctant, need.

Conversation today:
JIM: It sure would be nice to have a tablet that can run Windows apps offline instead of a laptop.

HELP DESK: I have a stack of Surface tablets here if you want to swap out your laptop for one

JIM: Whoa, yeah, I’ll do that.

HELP DESK: Ok, hold on while I bring one down and get you moved over to Windows 8.

JIM: Hold on a sec...Windows 8? Can I just have a MacBook?

HELP DESK: I already told you--if we get you a MacBook, then we have to get everyone a MacBook.

JIM: Ugh. I guess I’ll take the tablet.
What this means is that there are an increasing number of people using the devices despite Windows 8 being on them. Add Windows 10 to the mix and it’s not a stretch to see Microsoft increasing their foothold in the home and the enterprise, not to mention closing the gap between revenue and marketing dollars spent. And in this new world, users might not have to have a Windows tablet—they’ll want one.

Conversation this Fall:

**JIM:** Do you have a Surface tablet for me that runs Windows 10 yet?

**HELP DESK:** No, we can’t keep them in. There’s a pile of old Windows 8 ones in the recycle bin if you want that, though.

**JIM:** How about a Macb...

Let’s face it, as much fun as we’ve had bashing Microsoft (deservedly so) over the past few years, they’re poised to reap the benefits of all the good press that comes along with their change of tune. An increase in the number of Microsoft devices in the world combined with renewed interest in the OS that so many people have been down on for nearly three years certainly backs up the sentiment that neither Windows nor Microsoft are going away anytime soon. In fact, that same trend also means that more people and enterprises will begin to use Microsoft’s other services.

We’ve always said that if you give Microsoft three to five years in any given space, they’ll eventually get it right and take over. I thought those days might be in the past, but here we are in 2015. Microsoft has set their sights on Google, Apple, and VMware, and is making gains against all three. I’m very curious to see how it all unfolds and how it affects how we deploy applications, what features we can take advantage of for desktop virtualization, and how companies react. It seems like they’re changing enough, but is it too late? Don’t bet on it.

*Originally posted at SearchVirtualDesktop.com.*
Gabe Knuth is an independent industry analyst and blogger, known throughout the world as "the other guy" at BrianMadden.com. He has been in the application delivery space for over 13 years.

**Big-name DaaS providers will help increase adoption in 2015**
Brian Madden, January, 2015

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**Great BriForum session in development that compares providers (VMware Desktone, TuCloud, Amazon WorkSpaces, etc) – Register now so you don’t miss it!**

Many DaaS providers have name recognition on their side -- VMware, Amazon and Microsoft, for example. That clout has helped the DaaS market expand in 2014, and it will increase DaaS adoption in 2015.

As you may recall, I declared that 2014 would be the Year of DaaS in my February 2014 column. I believed it would be the year that all the major cloud providers would launch their DaaS offerings—I didn’t foresee a mass customer migration.

Now that we’re into 2015, I’m happy to report that this prediction has indeed come to fruition! In other words, the early 2014 vision that “DaaS is going to be cool” has successfully turned into “DaaS is now cool!”

For example, VMware bought desktop as a service (DaaS) platform provider Desktone in 2013, and in March 2014 the company launched its VMware Horizon DaaS offering, which lets customers run VDI desktops from VMware-owned data centers.

In May 2014, Amazon moved WorkSpaces into production, offering DaaS-based Windows desktops that run directly from the Amazon Web Services cloud.

In December, Microsoft launched Azure RemoteApp, which lets users access Windows applications running on Azure for as little as $10 per user, per month.
We also saw Citrix solidifying its position as a back-end infrastructure provider for other DaaS providers, powering hundreds of DaaS offerings, including major ones from IBM and Verizon.

Dell, Cisco, and even Google have also joined the fray, all offering various products that deliver Windows desktops and applications directly to end users from their respective cloud data centers.

**So what's the point of all this? What's next for DaaS?**

One of the biggest reservations customers traditionally had with DaaS is finding a trustworthy provider (read more in Desktops as a Service, my recent book with Gabe Knuth). After all, if a customer decides to move their users' desktops to the cloud, what happens if that cloud provider has a breach? What happens if the provider has an outage? Or, perhaps worst, what happens if that provider goes out of business?

Sure, these are all same concerns that customers have with cloud providers in general, but there's a perception that it's even more relevant with regard to DaaS. After all, it's one thing if your sales, management or billing application goes down, but what happens if all of your users lose full access to every application they use? Yikes!

We predicted that many of these reservations would melt away in 2014 as larger and more established cloud providers entered the DaaS market, and we're absolutely seeing that now. After all, it can be hard for a customer to trust “Joe's Discount Desktop Warehouse,” but when an Amazon or Microsoft or VMware enters the market -- a provider that customers already use for critical cloud-hosted services -- it becomes easier to move desktops to their cloud too.

Looking ahead to 2015, I believe we're going to start to see a larger migration to these DaaS platforms across the board. To be clear, VDI isn't right for every user at every company, so by extension, I don't believe that DaaS will be right for every user at every company. But just as it's anachronistic for customers to run their own email servers in 2015, VMware, Citrix, Amazon, Microsoft and others are doing all
they can to see that fewer and fewer customers run their own VDI environments.

*Originally posted at SearchVirtualDesktop.com.*

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