

12<sup>th</sup>  
YEAR

# BriForum on the Go

London 2016

Brought to you by the TechTarget Data Center and Virtualization Media Group



#briForum

Hello from Brian, Gabe, and Jack!

Welcome to the most fiercely independent end user computing conference in the world!

**There's no way BriForum could be what it is without the amazing community that supports it.** Our sessions are all from speakers with deep technical knowledge acquired in the real world, with real facts and opinions instead of the marketing hype. Our sponsors are encouraged to bring their most technical representatives to better engage attendees in the expo hall and in their sponsored presentations. The end result is an educational and engaging community event that we're very proud to be the founders of.

**Nearly every speaker was once a BriForum attendee, and all are actively engaged in the community.** Feel free to approach us between sessions, in the expo hall, or if you see us at the pub. And remember, if you have something to add to the conversation, you can submit a session during next year's Call for Papers process.

We hope you enjoy the show!

*-The BrianMadden.com Team*



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# The 2016 Programme

Look for these icons as your guide to finding the sessions that are most relevant to you:



-  Editorial Sessions
-  Sponsored Technical Sessions
-  Demo Lab is open during these times
-  Application Management/Streaming
-  Future
-  Operating Systems
-  Deep Dive
-  Enterprise Mobility Management
-  Networking & Security
-  Cloud
-  Desktop Virtualization
-  Monitoring, Management & Performance
-  Storage
-  Programming & Scripting

## THURSDAY, 19 MAY, 2016

08:00–09:30 Registration and Welcome Refreshments  
Exhibit Hall

09:30–10:00 Welcome Address with Brian Madden  
Breakout #1

10:00–10:30 Morning Networking Break  
Exhibit Hall

10:30–11:45 **TeamRGE.com - From the Fire Hose Series: Graphics for Virtual Desktops and Apps, 2016 Edition**  
Ruben Spruijt & Benny Tritsch, Breakout #1  

**PowerShell Unbound: Tips n' Tricks**  
Jeff Wouters, Breakout #2  

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## Enterprise Mobility Management in 2016: What's Easy to Solve Now and What Should We Think about Next

Jack Madden, Breakout #3 

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## App-V in the Box: What now?

Tim Mangan, Breakout #4  

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11:45–11:55

Moving Break

11:55–12:55

### Virtualising Skype for Business

Presented by Lee Bushen  
Sponsored session with Citrix, Breakout #1

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### Mastering Your VDI Environment with ControlUp

Presented by Eugene Kalayev & Andrew Morgan  
Sponsored session with ControlUp, Breakout #2

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### App-V from the Cloud

Presented by Mat Clothier  
Sponsored session with Cloudhouse, Breakout #3

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12:55–14:10

Lunch  
Exhibit Hall

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14:10–15:25

## Battle of the Clouds: An Independent View of Citrix, Microsoft, and VMware Cloud Solutions

Jarian Gibson & Shane Kleinert, Breakout #1  

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## Tracing Slow Boot/Slow Logins the Modern Way

Ian Parker, Breakout #2 

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## Pandora's Test Box: Ultimate Lessons Learned when Benchmarking Virtual Desktops

Benny Tritsch, Breakout #3  

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## How to Be Successful with SDDC (The Devil is in the Details)

Mitja Robas, Breakout #4



15:25–16:00

Refreshment and Networking Break  
Exhibit Hall

16:00–17:15

## It Takes Two to Tango: Essential Lessons Learned from DaaS Deployments

Jeroen van de Kamp & Chris van Werkhoven, Breakout #1



## What's Killing My XenApp Servers? The Impact of Web on Performance, Security, and Reliability

James Rankin, Breakout #2



## Improve Your Application Troubleshooting Skills

Helge Klein, Breakout #3



## Storefront and Gateway Demystified: The IT Pro, 2016 Edition

Thorsten Rood, Breakout #4



17:15–18:40

## Evening Reception followed by Geek Out Game Show

Wind down after a day of sessions. Join us in the Exhibit Hall for beer and wine and conversation with your peers and our sponsors. Then, match your wits and test your skills during this exciting, light-hearted “geek” game show.

Exhibit Hall, followed by Breakout #1

FRIDAY, 20 MAY, 2016

08:00–08:30 Welcome Refreshments  
Exhibit Hall

08:30–09:45 **Protocol and Resolution Impact on Bandwidth and Scalability**  
Nick Rintalan & Dan Allen, Breakout #1  

**Can Users Become a Domain Admin in 5 Minutes?**

Matthias Wessner, Breakout #2  

**What to Do When Things Break: Tools You Need to Know to Resolve Critical Events Faster and More Efficiently**

Ian Parker, Breakout #3 

**Pump Up Your Docker Containers for Windows Server 2016**

Kevin Goodman, Breakout #4  

09:45–10:25 Refreshment and Networking Break  
Exhibit Hall

10:25–11:40 **Azure RemoteApp Past, Present, and Future: A Technical Deep Dive**

Freek Berson & Benny Tritsch, Breakout #1  

**How Can Azure Active Directory Help Me Keep Control of My Users?**

Adnan Hendricks, Breakout #2  

**Journey into Citrix Monitoring: Updates, Integration, and Customization**

Jarian Gibson, Breakout #3  

**Inside the OS: Windows 10 Edition**

Tim Mangan, Breakout #4  



11:40–12:55

Lunch  
Exhibit Hall

12:55–14:10

### How Happy is a Happy User? Practical Tips on Quantifying User Experience

Andrew Wood & Jim Moyle, Breakout #1



### XenMobile Enterprise Demystified: Notes from the Field, 2016 Edition

Thorsten Rood, Breakout #2



### Application Layering: The How, Why, And Who

Andrew Morgan, Breakout #3



### Forget Mobile Devices: The Desktop is Under Attack and Windows 10 Can Help

Simon Townsend, Breakout #4



14:10–14:20

Moving Break

14:20–15:35

### CTO Perspective on the WorkSpace in 2020

Ruben Spruikit & Jeroen van de Kamp, Breakout #1



### UX and Enterprise Desktop: Like Oil and Water

Helge Klein, Breakout #2



### Life on the Bleeding Edge: Lessons Learned from One of the World's First Windows 10 Deployments

James Rankin, Breakout #3



### The Best Kept Secret in Application Delivery: Application Jukebox

Daniel Bolton & Jim Moyle, Breakout #4



15:35–15:55

Closing Remarks with Brian Madden/Prize Drawings  
Conference Adjourns  
Exhibit Hall

THURSDAY, 19 MAY 2016

DAY ONE

10:30-11:45 AM

**TeamRGE.com – From the Fire Hose Series: Graphics for Virtual Desktops and Apps, 2016 Edition**

Presented by **Ruben Spruijt** and **Benny Tritsch**

*Located in Breakout #1*



Ready to drink from a fire hose? Two community friends and Remote Graphics Experts, Benny Tritsch and Ruben Spruijt, will share their insights, best practices and unfiltered thoughts about Graphics for Virtual Desktops. In this session, Ruben and Benny will walk you through the latest graphics for Virtual Desktops developments, including the GPU solutions offered by NVIDIA, Intel, AMD. More and more customers see the benefits of GPU-accelerated remoting of Windows applications. There are several important players in this market space, and from a marketing perspective, their solutions have a lot in common. It's time for a reality check. This presentation is based on industry analysis, customer use-cases and covers lessons learned from the field. With a ton of great and unique videos and insights, this fun session is exactly what you need when you are interested in Desktop Virtualisation. You will leave this session with lots of valuable information and with some typical Dutch and German giveaways. A session you don't want to miss!

- Use-cases of GPU in Desktop Virtualisation
- Differences between AMD, Intel and NVIDIA
- Differences in User Experience in various configs

**Session Takeaway:** A Dutch and a German guy on stage ... you won't see this anywhere else.

**PowerShell Unbound: Tips 'n Tricks**

Presented by **Jeff Wouters**

*Located in Breakout #2*



This session is all about tips 'n tricks you can use in PowerShell. Jeff will cover mostly practical and some improved performance of scripts that some even more seasoned PowerShell-ians don't know about, including others that are just plain fun. This session will get you out of your after-lunch-drowsiness or simply get you through a long day of deep technical sessions with lots of energy and fun. Jeff will give you:

- Practical PowerShell tips
- Lesser known PowerShell tricks
- More productivity in PowerShell

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- Improved performance of scripts

**Session Takeaway:** You'll learn how to gain more knowledge of what is possible in PowerShell and improve your scripting techniques and operational capabilities in PowerShell.

### **Enterprise Mobility (Management) in 2016: What's Easy to Solve Now and What We Should Think about Next**

Presented by **Jack Madden**

*Located in Breakout #3*



Enterprise mobility management has been around for a while, and we're not panicking about BYOD and FUIT the way we did a few years ago. In fact many issues are quite solved: MDM and MAM are maturing; most companies are at least comfortable with mobility in an ad hoc way; and there's an abundance of off-the-shelf and custom enterprise mobile app options. But there are still plenty of unanswered questions, and new issues are cropping up every day:

- How worried should we be about mobile security?
- How should we go about building and sourcing apps?
- What about unified endpoint management, "workspace management," and Windows 10?
- What about apps that are still difficult to manage?

**Session Takeaway:** In this session, you'll learn what's solved and ready to go (perfect if you're just getting started) then get a no-BS look at all the biggest mobility issues we're facing today (perfect for anybody to get prepared).

### **App-V in the Box: What Now?**

Presented by **Tim Mangan**

*Located in Breakout #4*



Now that App-V is going to be part of the core OS, what does that mean? In this session, Tim will re-introduce App-V to the masses and discuss his current recommended practices for App Virtualisation. This portion will be quite technical and will discuss the future of appvirt. You'll learn:

- What "App-V in the box" really means
- What it takes to adopt App-V as the standard
- Latest techniques for sequencing apps

**Session Takeaway:** You'll leave with a solid update on App-V.

**2:10-3:25 PM**

**Battle of the Clouds: An Independent View of Citrix, Microsoft & VMware Cloud Solutions**

Presented by **Jarian Gibson** and **Shane Kleinert**

*Located in Breakout #1*



Two years ago at BriForum 2014 in Boston, Dane Young, Jarian Gibson, and Shane Kleinert delivered a session on the Battle of the Private Clouds (you can find the recording online). A lot has changed in the last two years, and much has remained the same as it relates to private clouds for Infrastructure as a Service (IaaS), Platform as a Service (PaaS) and End User Computing (Apps, Desktops, Mobility). While many organizations have dipped their toes into the public cloud, few have dared to build a private cloud! Are you ready to step your IaaS, PaaS, or EUC platform up a notch? Come check out our session where we take an independent view and review the leading three virtualisation vendors and their solutions. Unlike the previous session, this year we will be focusing on these solutions for End User Computing deployments, specifically Applications, Data, Desktops, and Mobility delivery platforms. These solutions will allow you to build and expand your current virtualisation platform based around the five key cloud principals while maintaining control over your environment. As part of this session, we will dive into the following private cloud solutions: Citrix's Workspace Cloud and Lifecycle Management; Microsoft's Hyper-V, System Center, AzureStack, and Azure RemoteApp; and VMware's vCloud Suite and Horizon Air Hybrid-Mode (formerly Project Enzo). Attendees will learn:

- An independent viewpoint on key features and functionality in the leading three private cloud solutions for End User Computing deployments
- Advantages and disadvantages of each of the three cloud solutions for End User Computing environments

**Session Takeaway:** In this session, we will be covering key topics, including but not limited to architecture, features/functions, product feedback, demos of common workflows, licensing and future direction.

## Tracing Slow Boot/Slow Logins the Modern Way

Presented by **Ian Parker**

*Located in Breakout #2*



Slow boots and slow logins have plagued SBC / VDI projects from the very beginning of the technology. Few issues generate more user complaints than slow boots and logins. The tools and information available to application and desktop delivery specialist to troubleshoot these issues have evolved significantly over time. In this session, we will look at some of the newest tools available to troubleshoot slow boots and slow logins. You will:

- Understand how the boot/login process is instrumented
- Learn how to pinpoint where delays are occurring
- Discover how to identify what is causing delays

## Pandora's Test Box: Ultimate Lessons Learned when Benchmarking Virtual Desktops

Presented by **Benny Tritsch**

*Located in Breakout #3*



When Benny Tritsch started benchmarking remote user sessions for his Windows Server 2003 Terminal Services book, he didn't know that he had just opened Pandora's (Test) Box. Unfortunately, traditional benchmarking methodologies do not entirely represent the perceived user experience on a remote client. So Benny and some of his best community friends had to gradually establish their own RemoteUX testing methodology and ever since they are presenting their findings at many industry events. In this session, Benny will walk you through the hard lessons learned on the journey to find the best way to track and measure user experience in remote desktop and VDI environments. Attendees will learn about the tools and acquire all the skills needed to run their own benchmarking tests. You will:

- Understand which methodology is needed to benchmark perceived user experience on a remote client
- Learn from the expert how to run your own benchmarking tests
- Get an overview of the products and tools required to score RemoteUX performance

**Session Takeaway:** If you want to learn how to benchmark remote user experience in a solid and reproducible way, this session is for you.

## How to Be Successful with SDDC (The Devil is in the Details)

Presented by **Mitja Robas**

*Located in Breakout #4*



The idea of Software Defined Data Center (SDDC) says, that a new, better way of building IT infrastructure is using more sophisticated software backed by commodity hardware. The truth lies somewhere in the middle. To achieve the SDDC nirvana, it turns out that the underlying hardware infrastructure does matter in order to omit the support and compatibility hell. As always, the devil is in the details, with practice showing that those details should not be overlooked when planning SDDC roll-out. You'll learn:

- How to get from an idea to a working SDDC solution
- What today is really possible, based on personal experience from SDDC migration journey
- The gotchas in real-life SDDC implementation
- What needs to be considered when planning and deploying SDDC

**Session Takeaway:** You'll understand what SDDC is about and the hardware gotchas for SDDC solution for compute, network and storage components, including SDN & NFV and their role in SDDC architecture.

**4:00-5:15 PM**

## It Takes Two to Tango: Essential Lessons Learned from DaaS Deployments

Presented by **Jeroen van de Kamp** and **Chris van Werkhoven**

*Located in Breakout #1*



Whether you are interested in providing and using desktops in the Cloud, this practical session will provide you with much needed deeper insights into how DaaS can be successful. Based on years of real-world experience supporting both DaaS providers and DaaS customers, Jeroen van de Kamp (CTO, Login Consultants/Login VSI) and Chris van Werkhoven (Lead DaaS enablement team) will share all the critical lessons they have learned:

- Recognize the recipes and ingredients for total DaaS failure
- The usual mistakes made by DaaS providers -and- customers!
- Innovations in DaaS technologies and the impact they have
- Understanding DaaS pricing and how to make good use of it
- Best practices in using and choosing the right tooling to provide/consume DaaS

**Session Takeaway:** Your ultimate check-list/to-do list for getting DaaS right the first time.

## What's Killing My XenApp Servers? The Impact of Web on Performance, Security and Reliability

Presented by **James Rankin**

*Located in Breakout #2*



User experience is paramount on a shared platform like XenApp. But most administrators concentrate on their higher-end applications when trying to improve the performance for their users. However, often the answer to freeing up resource and improving reliability lies closer to home - in the web browser. How can we mitigate the problems of the modern web on our shared-session systems? In this session, you'll find out:

- The impact that the web has on performance, security and reliability
- Ways that you can mitigate the problems being caused
- Deployment methods and update methods for the solutions that are possible

**Session Takeaway:** You'll learn how to get an 80% saving on both CPU and memory usage in browser sessions with a few simple changes. Your users would be happier and more secure.

## Improve Your Application Troubleshooting Skills

Presented by **Helge Klein**

*Located in Breakout #3*



Applications often do strange things neither their users expect nor their creators intended. The reasons for this are manifold, but in order to be able to find the root cause of a problem, you need to have at least a basic understanding of how developers work. In this session Helge Klein, architect of the original Citrix Profile Management, of uberAgent for Splunk and developer of popular free tools like SetACL and Delprof2 explains the world from the point of view of a developer. He will build on what he describes why applications work the way they do. He'll examine how powerful tools like Sysinternals Process Explorer show what is going on inside applications and how that knowledge can be used to troubleshoot all sorts of issues, ranging from hangs to analyzing the performance footprint of applications. In this session, you will learn how to:

- Better troubleshoot application issues
- Properly use powerful analysis tools like Sysinternals Process Explorer
- Identify obstacles to great application performance

**Session Takeaway:** In order to understand applications, you need to understand developers.

## StoreFront and Gateway Demystified: The IT Pro, 2016 Edition

Presented by **Thorsten Rood**

*Located in Breakout #4*



With tons of documents ranging from product manual and blogs to conference contribution, there should be enough information to know all about Receiver interacts with StoreFront and NetScaler Gateway. But do you really know how to configure the product(s) outside wizard boundaries? And how to diagnose when things don't behave as expected? Attend this session to learn state-of-the-art architecture and configuration design and how to add value to your existing setup by simplifying its configuration. This session is about Receiver store technology, beaconing, callback design, STA, smartaccess, GSLB, optimal routing and more. Go home as a real ITpro on today's middleware, its deployment best-practice and hear latest notes from the field from European Doc NetScaler.

- Architecture and blueprint for both single-site and GSLB multi-site deployments
- Deep insight to all components in the puzzle
- ICA launch parameters demystified

**Session Takeaway:** This is the ultimate "inside-out"; you'll never ask for a "Gateway configuration wizard" afterwards.



FRIDAY, 20 MAY 2016

DAY TWO

8:30-9:45 AM

### **Protocol and Resolution Impact on Bandwidth and Scalability**

Presented by **Dan Allen** and **Nick Rintalan**

*Located in Breakout #1*



How much bandwidth does a typical session consume? This has been an age old question that has been asked for many users. The default answer back in the early days of ICA was 20Kbps. Modern day answers for VDI sessions have been anywhere from 100 to 200Kbps. So much bandwidth does a VDI session really need? We all know that 3D graphics and video can greatly increase the amount of bandwidth required, but do you know what impact resolution can have on bandwidth? What happens when your users have dual monitors running at 1080p? Do Office apps running at high resolution impact bandwidth and more importantly, the scalability of your servers? In this BriForum session we will take you on a deep dive of the ICA, RDP and PCoIP protocols and show the real world impact that resolution and color depth can have on bandwidth consumption and server scalability. We will also show you how you can plan appropriately so that you can minimize this impact. This session will discuss some of the common mistakes that are made when setting up and configuring your protocol as well as tuning parameters that you can configure to minimize bandwidth usage, improve server scalability and most importantly improve the user experience! This session will not be a protocol war or recommend one protocol over another. It is an objective review of all protocols with recommendations on how to understand the impact that resolution and multiple monitors can have and how to tune all of them. Items covered in this session will include the following:

- Impact of resolution and multiple monitors on bandwidth and server scalability
- Deep dive on configuration of the latest ICA, RDP and PCoIP protocols
- Real world tuning tips for all protocols to improve user experience, reduce bandwidth and increase server scalability

**Session Takeaway:** Most admins have no idea how much bandwidth they really need to what impact resolution and protocol tuning can have on user experience, bandwidth consumption and server scalability. After this session, the admins will have deep knowledge on how protocol configuration and affects their users and more importantly, they have real world tuning tips on how to make things better!

## Can Your Users Become a Domain Admin in 5 Minutes?

Presented by **Matthias Wessner**

*Located in Breakout #2*



Hackers are using 'pass the hash' attacks where they don't need the clear password, but just the hash. In this session, you will see how this attack can be done with a demonstration on how a normal end user can become a domain admin in 5 minutes. You will see what Microsoft does against this security leak, how you can implement it and how much performance it will take. You'll learn what a hacker can do if he gains domain admin rights with the Kerberos ticket account and how you can mitigate such security problems. You'll learn:

- How can you become a domain admin in 5 minutes
- What hackers can do with domain admin rights to hide their existence
- How to prevent hackers using this vulnerability with windows 10
- How to mitigate this vulnerability with other OS

**Session Takeaway:** You'll become a domain admin in your environment in less than 5 minutes.

## What to Do When Things Break: Tools You Need to Know to Resolve Critical Events Faster and More Efficiently

Presented by **Ian Parker**

*Located in Breakout #3*



It happens to us all sooner or later: an application or piece of infrastructure starts misbehaving or breaks completely. Critical applications or desktops become unstable or unavailable. Users are angry and SLAs are at risk. This is not the time to start learning what tools can take a process memory dump, capture a CDF trace, or how to force a server to write out a full memory dump. In this session, we will go over tools and techniques to help you gather information quickly and easily to work with other groups, including application developers, hardware engineers, and software vendors, to speed up time to resolution. You will:

- Discover tools and techniques to diagnosis application faults and hangs
- Learn tools and techniques to diagnosis server issues
- Understand which tools work the best for different situations.

**Session Takeaway:** You will learn how to analyze problem applications and how to provide information faster to vendors to resolve issues, including how to provide information vendors may not be aware of. Finally, you will takeaway tips on how to minimize the amount of new skills to acquire in an emergency.

## Pump Up Your Docker Containers for Windows Server 2016

Presented by **Kevin Goodman**

*Located in Breakout #4*



Everyone from Developers to IT Pros to DevOps will be taking advantage of Docker containers in Server 2016. This session will be like steroids for your Docker knowledge. Learn how to create, host and sandbox Windows containers. Learn how Windows containers are stored and retrieved in the Docker repository. Learn the difference between Windows Server containers and Hyper-V containers and how they differ from plain VMs (and when to use each). Learn what Microservices are and how they simplify DevOps.

- Learn how capable containers are and what they can and cannot do
- Install a windows server application into a Windows Server container
- Learn the Docker APIs as well as the Docker Client

**Session Takeaway:** Don't get left behind. Being able to explain containers to your boss and how they will affect the business will make you invaluable during any strategic planning phase.

**10:25 AM-11:40 PM**

## Azure RemoteApp Past, Present and Future: A Technical Deep Dive

Presented by **Freek Berson** and **Benny Tritsch**

*Located in Breakout #1*



It's Benny and Freek's belief that Desktop Virtualisation should not focus on delivering the full Windows desktop; it's more about delivering Windows applications as a service even if they were never designed for such a scenario. This is where Microsoft Azure RemoteApp comes into the picture when it was made generally available in December 2014. With the initial release, Azure RemoteApp had very limited functionality as many common features were not fully implemented at this stage. But immediately after the initial release, it became clear that Azure RemoteApp takes part in Microsoft's continuous development strategy, which is applicable for every Azure component. Many iterations later, Azure RemoteApp has grown into a much more mature solution to publish legacy applications from the cloud, as a full-blown service. In this technical deep dive session, we will take a closer look at where Azure RemoteApp came from, but more importantly where it stands today and what Microsoft's future plans are. Even though Benny and Freek are both Microsoft MVPs on Remote Desktop Services, they are both independent consultants and will tell you the whole unbiased truth about Azure RemoteApp, including limitations and pitfalls you need to be aware of. They will cover the good, the bad and the ugly. Join their session to get fully up to speed with Azure RemoteApp, including the latest features like HTML5, user based assignment, the (new) Azure Portal and Azure Resource Manager integration options. You'll learn:

- How did Azure RemoteApp evolve in the service it is today
- What are the current Azure RemoteApp limitations and pitfalls
- What are the benefits of Azure RemoteApp and for which scenarios is it best suited
- What are the latest new features, and what's on the road map
- Unbiased information on Microsoft's Cloud service to publish legacy applications

**Session Takeaway:** After the session, you will have deep technical knowledge about the current possibilities, as well as the limitations of Azure RemoteApp. Where possible, you will also get to see upcoming functionality that is currently in beta to achieve understanding about what to expect in the future.

### **How Can Azure Active Directory Help Me Keep Control of My Users?**

Presented by **Adnan Hendricks**

*Located in Breakout #2*



In this session, learn from Azure MVP and MCT Peter De Tender, on how any organization can make use of Azure Active Directory to keep control of your users. This session will be a good mix between sharing experiences from the field, with mainly a focus on live demos, as usually is the case in any session Peter is presenting. Topics that will be covered in this session:

- How to synchronize your on-premises users with Azure AD
- Using Azure AD as your seamless sign-on mechanism for any other cloud/web application, both internally and externally
- How to optimize your user's security view on authenticating, using Multi-Factor authentication
- How to (easily) integrate Azure AD authentication in your Visual Studio built (non-authentication aware) web apps

**Session Takeaway:** Azure AD is the next big thing when talking about cloud identity and access management. Most companies don't always see and understand the difference between a Microsoft account, a cloud account, a federated account, which should be clear after attending my session.

## Journey into Citrix Monitoring Updates, Integration & Customization

Presented by **Jarian Gibson**

*Located in Breakout #3*



The latest version for Director has added much needed features and functionality for monitoring your Citrix XenApp/XenDesktop environment. Along with new features come new ways to extend Director, including bringing custom information in and integrating with other Citrix products. In this session, expert Jarian Gibson will talk about the new Director features, ways to extend Director functionality, integration with HDX Insight, and functionality the Comrade Management Packs acquisition brings to monitoring Citrix. He'll also discuss how Octoblu and Citrix Lifecycle Management fit into the Citrix monitoring stack for monitoring integration and automation. You'll find:

- Director features and functionality updates
- Customizing Director with the new Director Plugin Model
- Bringing other information/Citrix products into Director using the Plugin Model Octoblu integration with Director/Citrix monitoring
- Lifecycle Management monitoring automation with Director/Citrix monitoring

**Session Takeaway:** You'll learn about extending Director, new features/functionality, integrating with other Citrix products, Octoblu and Lifecycle Management monitoring and automation.

## Inside the OS: Windows 10 Edition

Presented by **Tim Mangan**

*Located in Breakout #4*



This session is a deep look into some of the new lesser noticed features added by Microsoft in Windows 10 and what they mean to the future of performance and security. Performance and Security are two topics we generally take for granted until the sh!t hits the fan, and you don't want to be jumping to false conclusions about performance because you aren't aware of these changes. Tim will take a deep dive into the memory subsystems to help you understand how pre Windows 10/Server 2016 works and how the advances such as compressed memory in Windows 10 changes things. He will also dive into the differences in behavior when modern (UWA) apps are run and when traditional windows apps run. He will dive into Filter Drivers, those things that make everything from AntiVirus, to App Virtualisation, to App/User/Disk Layering, and User Environment solutions work. Tim will demonstrate the technique he uses to isolate a failure to a particular vendor. He will also dive into what Microsoft is doing with Secure User mode and understand where this may make sense in the future. Finally, he will dive into some additional changes in the TP3 (Redstone) release of Windows 10. [Note: this section is under strict NDA at this time.] You'll walk away with new information on:

- Troubleshooting in Windows 10
- Key tools to use
- Differences in Isolation and Containers

**Session Takeaway:** Gain a complete understanding of how the OS works "under the hood", and where the industry is headed in OS designs.

#### **12:55-2:10 PM**

### **How Happy is a Happy User? Practical Tips on Quantifying User Experience**

Presented by **Andrew Wood** and **Jim Moyle**

*Located in Breakout #1*



Happy, satisfied users are the key to any application or desktop delivery project. Yet, often "health" of a service is measured in abstract performance metrics - network throughput, CPU usage, Memory Usage, Disk performance. This doesn't necessarily translate to a great user experience. New to our industry is a growing trend to add in additional metrics and services that can give a "user experience" value. Is this any use to you, and how are people calculating it? In this session, we will consider user experience metrics from a host of different vendors who are innovating in this space such as Layer8, PairWise, egInnovations, ControlUp, UberAgent, Login VSI, Appensure and Liquidware Labs to understand how they are approaching measuring user experience. We'll also be looking at what you can do natively within the Microsoft and Citrix suite to help. We'll demonstrate an "old" and "new" environment setting and show how the traditional metrics compare vs. user experience metrics. The brand new ability to measure the health of your user experience over the old way of measuring the health of your tin, could bring real insight to into your estate, come and see how far the vendors have got to making this a reality. In this session, you'll learn about:

- Technologies available to measure user experience
- Separation of quantifying metric performance stats from understanding user experience
- Methods to help quantify user experience values not only to validate successful delivery of an environment, but to better quantify how changes to wider infrastructure/services impact user experience

**Session Takeaway:** Find out how to look beyond the matrix of standard metrics to better see the real world experience of users.

## **XenMobile Enterprise Demystified: Notes from the Field, 2016 Edition**

Presented by **Thorsten Rood**

*Located in Breakout #2*



Have you already attended this session in previous BriForum, Synergy or other community events? While it has been very successful in its original format, time has now come to raise the bar with updated notes from the field and give insight to new technology and architecture features, such as push notifications, enterprise proxy concepts and smartaccess to XA/XD even from XenMobile WorxHome launch control. Thorsten will also take time to showcase beyond pure iOS as there was in previous releases and discuss the triple play combined with Android and WinPhone support on a single middleware!

Thorsten will discuss:

- APNS MDM and app support in enterprise environments
- Discussing proxy support
- Bringing SmartAccess to XenMobile
- True multiplatform support
- Insights to Android derivatives and the WinPhone difference

**Session Takeaway:** Learn about the real usability differences and administrative challenges from those that run their business on that product platform, exclusively, and on a daily base!

## **Application Layering: The Why, How and Who**

Presented by **Andrew Morgan**

*Located in Breakout #3*



In this session, Andrew will describe the evolution of application layering technology, the need for it and the players in the market. Specifically, he will discuss the niche plays each vendor has, what the benefits are to each product and a feature matrix. This session explores:

- What is (and isn't) included in this new wave of Application Delivery technologies
- Why this technology is here and what it solves
- Where this technology fits with current delivery technologies (application remoting, Application virtualisation, application isolation and standard deployments)
- What are the key offerings from the major vendors
- What features do I need to address my challenges

**Session Takeaway:** Learn how these technologies really help or don't help and how to get more from their current offering. You'll acquire an understanding how to use this technology in an agile way to continue moving forward. Finally, you'll discover what's available from 3rd party vendors.

### **Forget Mobile Devices: The Desktop is Under Attack and Windows 10 Can Help!**

Presented by **Simon Townsend**

*Located in Breakout #4*



When it comes to managing and securing your mobile and tablet devices, there is a wealth of solutions in the market today. Within 8 years of the iPhone being released, the world has gone MDM, MAM and EMM mad! While these solutions are key to securing your mobile workforce the mobile devices, the Windows desktop continues to be the weapon of choice when it comes to getting work done. This desktop is also "mobile" and arguably has access to more business applications and data regardless of whether the desktop is physical or virtual. Yet, when it comes to securing Windows the market arguably hasn't matured. Fifteen years on, we still rely on Anti-Virus and Group policies. Cyber threats are now more sophisticated and more targeted AV is not good enough Windows 10 introduces new technology that can help answer:

- Why do you need to look at securing the windows endpoint?
- What security features are in Windows 10?
- How do AppLocker and Device Guard help?

**Session Takeaway:** New security options in Windows 10.



**2:20-3:35 PM**

### **CTO Perspective on the Workspace in 2020**

Presented by **Ruben Spruijt** and **Jeroen van de Kamp**

*Located in Breakout #1*



Join two Dutch CTOs, Jeroen van de Kamp (LoginVSI) and Ruben Spruijt (Atlantis Computing), give their insights and unbiased opinion on the Workspace in 2020. They explain what recent developments mean for your organization, users, and workspace strategy. Controversial and day-to-day topics will be evaluated. This session gives you tons of creative food for thought for tomorrow's workspace, including: Future roadmap and Insights and discussion on Workspace 2020 Session Takeaway: Sound like genius to your boss! You'll learn what some of the top minds in the end user computing space think about the future of EUC.

- Receive CTO's perspective, what is the bigger picture and how does workspace look like in 2020?!
- Understand the main themes of Workspace 2020
- Receive insights how to transform your workspace to workspace2020
- Sound like a genius to your boss; understand the value of 30 different developments

**Session Takeaway:** Sound like genius to your boss! You'll learn what some of the top minds in the end user computing space think about the future of EUC.

### **UX and the Enterprise Desktop: Like Oil and Water**

Presented by **Helge Klein**

*Located in Breakout #2*



Out of the box Windows is lightning fast and responsive. Enterprise desktops, on the other hand, tend to be slow and bloated. Why is that? Enterprises typically add a plethora of third-party management, security and virtualisation components and implement "best practices". Combined, these customizations often bog Windows down and impact user experience. But what is the impact of each change? In this session, renowned expert Helge Klein "enterprisify" a clean install of Windows, measuring and explaining the impact of each configuration change on the user experience. In this session, you will learn:

- Which configuration changes have the greatest impact on logon duration
- How to build systems that are easy to manage and great to use
- Common mistakes and how to avoid them

**Session Takeaway:** Learn why many enterprise desktops are slow and how to change that.

## Life on the Bleeding Edge: Lessons Learned from One of the World's First Windows 10 Deployments

Presented by **James Rankin**

*Located in Breakout #3*



Windows 10 is Microsoft's big play towards a new kind of operating system. For reasons that will be explained, we launched a production deployment of Windows 10 in August 2015, mere weeks after it was launched. This is the story of what we discovered! You'll discover:

- An understanding of Microsoft's new approach to operating system servicing and what this means for enterprises
- How Windows 10 fits (or not!) into roaming virtualized environments
- How other supporting technologies, such as application and user virtualisation technology, work with Windows 10
- What's new, what's missing, and what's broken
- What Server 2016 may (or may not) bring to the RDSH equivalent of Windows 10
- Whether you should bite the bullet or not and actually deploy Windows 10!

**Session Takeaway:** Eventually, everyone will have to make the "Windows 10" decision. This will allow you to learn from a bleeding-edge deployment and make a better judgment about whether Windows 10 is ready for your environment or not. When you get home, you will be armed with a huge number of cautionary stories to dissuade your friends from hasty Windows 10 upgrades.

## The Best Kept Secret in Application Delivery: Application Jukebox

Presented by **Daniel Bolton** and **Jim Moyle**

*Located in Breakout #4*



While VMware, Citrix, UniDesk, LiquidWare Labs and many more are busy playing 'layer wars', this 101 session will demonstrate a very valid alternative approach that is quickly gaining in popularity. Numecent's Application Jukebox has taken traditional Application Virtualisation to the next level, removing many of the application delivery barriers and focusing on the key element of application delivery, delivering apps! This session will provide you with a no BS overview of Application Jukebox, its architecture, its strengths, its weaknesses and its worst kept secret! You'll walk away with:

- A good understanding of Application Jukebox's architecture and capabilities
- An idea of how application delivery "could" be achieved in a post-domain era
- Information on why Numecent's Application Jukebox should not be ignored!

**Session Takeaway:** You will leave this session with an understanding of a tried and tested application deployment solution designed for the future workspace and without the current limitations of app "layering". More importantly, you will receive a no BS honest product overview by two no-nonsense presenters.

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