

Nominee: AppSense

Nomination title: AppSense Desktop Now 8.5: The Best Desktop Ever

DesktopNow 8.5 is the industry-leading user environment management suite. It delivers next-level innovation to enterprise IT dramatically reducing IT management costs while extending user productivity and IT controls across hybrid environments with a mix of physical PCs, virtual desktops and desktops-as-a-service (DaaS).

AppSense DesktopNow empowers IT to centrally manage, setup & configure, lockdown, tune and personalize any desktop regardless of device, platform, delivery mechanism or location. DesktopNow 8.5 enables the fastest, easier and lowest cost desktop ever, with features to reduce TCO, simplify user management, improve productivity and integrate with what you have today. It is validated by leading vendors such as Microsoft, Citrix, Cisco and VMware, ensuring a secure, tailored user experience across all platforms and proven to improve user productivity and security while reducing operational and capital costs.

Key features include:

- Simple installation and setup process, including an evaluation mode that installs all components in as little as 10 minutes.
- Personalization and policy templates to simplify virtual and physical desktop deployments in large-scale environments.
- Enhanced capabilities for non-persistent VDI and physical PC deployments.
- Improved DaaS support for enterprises that need to seamlessly extend user productivity and IT controls to hybrid environments, including private and public clouds.
- On-demand end-user entitlements to ensure maximum user productivity while maintaining security and governance.
- Crowd-sourced insights into user requirements for more proactive policy management.
- Requires significantly fewer system resources and less storage capacity than other products. These improvements, along with optimizations, applies to the broader desktop environment, combining to greatly reduce IT capital expenses and improve the user experience.
- Support and management features reduce help desk tickets and improve IT efficiency, lowering IT operational expenditures.

- Policies cached on the end device point meaning that even outside of the corporate network the device maintains user settings and corporate IT policies. This offers greater control and security for IT managers.
- Crowd-sourced insights into user requirements for more proactive policy management. This enable IT departments to offer best fit policy controls and permissions for each individual user or group, empowering administrators to revise a policy decision more quickly, in turn reducing demand on IT support resources.

AppSense solutions are designed to meet the needs of even the most demanding global enterprises. Unlike rival products with AppSense Desktop Now 8.5, desktops, PCs, applications and devices all become interchangeable building blocks that IT can draw from to build their own optimized "IT-as-a-service" fabric, integrating with Citrix, VMware and Microsoft platforms. This includes: traditional PCs, virtual desktops, locally installed applications, virtualized applications, remote application sessions, mobile devices and tablet pcs.

"AppSense DesktopNow is central to our management strategy for both our physical PCs and our virtual desktop environment," said Brooks Bennett, CIO at City of Round Rock (TX). "With this latest release, AppSense has made its product even easier to deploy and use while also expanding the granular controls that have helped make our desktop projects successful."

Why nominee should win

1. AppSense DesktopNow 8.5 completely separates the user from the underlying platform so their persona can be applied instantly to any technology an organisation deploys
2. Users can be painlessly upgraded to new operating systems; migrated from physical to virtual and back again; and new applications can be speedily rolled out.
3. DesktopNow 8.5 deliver powerful capabilities, greatly simplified through wizards, templates, and user interface optimizations.
4. Real-time mechanisms let you respond to urgent user needs, proactively refine policies with internally crowd-sourced data
5. Includes tools to enable emerging DaaS / service provider business models.