

### What is application virtualization?

Application virtualization enables the deployment of software without modifying the local operating system or file system. It allows software to be delivered and updated in an isolated environment ensuring the integrity of the operating system and all applications. Application conflicts – and the need for regression testing - are significantly reduced. A single application can be bundled and deployed to multiple operating system versions. Applications are easier to provision, deploy, upgrade, and rollback.

A comparison with machine virtualization can be useful to help define application virtualization. Machine virtualization, including VMware's VDI, ACE, and Workstation, decouple operating systems from the underlying hardware. This is done by abstracting the physical hardware resources and presenting them to the operating system as virtual resources. The result is a higher degree of hardware independence, isolation, and encapsulation than those installed directly onto hardware resources.

Application virtualization, including VMware ThinApp 4, decouples *applications* from the underlying *operating system*. Abstracted operating system resources are presented to the application as virtual resources. The result is a higher degree of independence, isolation, and encapsulation than those installed directly into an operating system environment.

Application virtualization is highly complementary to machine virtualization and benefits increase by using both together.

### What does this acquisition mean for the desktop virtualization market?

More than ever, IT will be empowered to provision desktops and applications based on user profiles and business requirements irrespective of technology. VMware is committed to delivering virtualization technologies from the Desktop to the Datacenter that transform the user experience while enabling IT to contain cost and compliance.

### What's new in the ThinApp 4.0 Release?

VMware ThinApp adds 2 new features: Application Link and Application Sync, plus VMware's Gold & Platinum Support, and focus on quality.

- **Application Link\* allows administrators to dynamically link VMware ThinApp packages to one another**, making it possible to create separate packages for interdependent components (such as Java or .NET) and use them across multiple VMware ThinApp packages. For example, admins can create separate packages for interdependent components such as Java or .Net runtimes and the applications that rely on them, deploy each component independently and then share these independent resources across multiple VMware ThinApp packages. In addition, IT Administrators can leverage their existing ESD tools to inventory and track each separate application components according to their software license agreements.
- **Application Sync\* allows customers to execute updates to virtual applications through a secure Internet connection**, increasing application portability while reducing security and patch risks to offline and out-of-network machines. There's no more need to "push" application updates to end-users. VMware ThinApp Application Sync instructs and guides the application to request and access updates itself. Updates are supported no matter what device the application is run from or where that device is located.
- **VMware ThinApp –is the new product name for Thinstall** that enables VMware to incorporate the product into our full Desktop Suite of solutions.
- **Enterprise Class Support & Services:** VMware has worked diligently to ramp our product support team on the VMware ThinApp product suite.
  - **VMware Gold and Platinum support** –VMware customers can now take advantage of the world class 24 x 7 Gold and Platinum level support offered by VMware.
  - **VMware ThinApp JumpStart** – VMware has added a 2 day ThinApp JumpStart services offering to enable companies to get started with their application virtualization implementation. The 2 day on-site engagement walks customers through creation to deployment of ThinApp packages.
- **New Pricing & Packaging:** VMware ThinApp is an integral part of the VMware Desktop product family. The VMware ThinApp product will be priced and packaged in the following way.
  - **VMware ThinApp Suite** –The VMware ThinApp Suite has expanded the traditional Thinstall Virtualization Suite by adding VMware Workstation and 50 Client licenses for every Suite ordered. Support and Subscription are required and sold separately. The VMware ThinApp Suite is priced at \$5,000 per Packager.
  - **VMware ThinApp Client Licenses** – VMware ThinApp client licenses correlate directly to former Thinstall client licenses. They are licensed perpetually on a per client basis. VMware ThinApp Client licenses are packaged at \$39 per endpoint. Volume, academic and government pricing and discounts may be applied.

### What is the significance of this release?

VMware has leveraged its laser focus and commitment to quickly expand and adapt the ThinApp products into our Desktop portfolio. This has great significance to customers and partners alike:

- The product development, marketing, support, and sales teams have been left intact to ensure minimizing the impact of the acquisition on customers and eliminating risk of diluting product innovation.
- VMware has set up the VMware ThinApp team to keep the focus on delivering timely products without a wait. Customers and partners alike will derive immediate benefits the combined solution to transform the desktop experience from technology focused to user focused.

### *Product Benefits*

**World Class Virtualization Engineering** - VMware innovation will continue to fuel VMware ThinApp products with insights and input from the largest team of virtualization experts in the industry to help rapidly expand and enhance the quality of products delivered.

**Works with what you have NOW** – VMware ThinApp’s unique agentless/serverless approach to application virtualization provides all the benefits of virtualization without the additional expense of hardware, software, or skill set acquisition. The enhancements to come will provide stronger reporting, compliance and licensing functionality.

**Transforms the desktop from monolith to modular**– The combined solution enables Enterprises to leverage their current Configuration Management solution of choice while leveraging the best of breed solutions for both Desktop and Application Virtualization to create unique solutions in VDI and Self Service/Software as a Service that fit the needs of the business without significant impact to infrastructure.

### *Service Benefits*

**Simplify your packaging process** – VMware ThinApp brings a wealth of expertise on best practices to jumpstart your application virtualization conversion project. Streamline your packaging process to fit the needs of your company as our seasoned package experts provide insight into the best tools and methodology.

**Best of Breed Application Virtualization with Enterprise Class 24x7 Support** – VMware brings the needed expertise and infrastructure to provide 24x7 world class support to meet the growing demand for VMware ThinApp’s Application Virtualization technology in the Enterprise.

### What differentiates VMware ThinApp from other Application Virtualization Technologies?

Application virtualization is a critical component of PC lifecycle management market for enhancing agility of applications while maintaining compliance to corporate directives. VMware ThinApp's unique agentless/serverless approach to application virtualization provides key differentiators over many of the current market solutions:

**Agentless architecture** - Requires no pre-installed software on the host PC. The "VMware ThinApped" applications are delivered as either an .msi or .exe, enabling them to be tracked and maintained with the same systems used to manage natively installed applications without any additional agents or integrations on the client.

**Infrastructure agnostic:** VMware ThinApp can be managed through any existing infrastructure throughout the application lifecycle including – Application Streaming, Asset Systems, Inventory, Configuration Management, and Service Desks like any other application without any additional servers or backend infrastructure integration requirements. This significantly increases the time to value of the application and reduces the overhead of costly integrations and management of backend systems.

**Secure with no kernel-mode interaction:** Runs entirely in user mode on locked down PCs. Virtualized applications cannot circumvent local Windows network, file system, and registry security policies.

**Widest platform support:** A single VMware ThinApp package can be run on a wide range of platforms from NT to 64Bit Vista without requiring multiple versions or repackaging.

**Simple to use, deploy and maintain:** New users can learn to use VMware ThinApp and deploy their first package in a matter of hours. VMware ThinApp's driver-less, agentless architecture makes it safe to use even by less experienced IT staff.

**Highly Efficient Engine:** VMware ThinApp virtualization incurs no noticeable runtime performance impact or source code changes. The VMware ThinApp Virtual OS technology is part of the virtualized application and is less than 400K on disk and occupies approximately 1 MB RAM at runtime.

**100% User Mode.** No client requirements. All application executables, DLLs, registry keys, data files, and 3rd party libraries can be compressed into a single EXE.

**Portable Application Deployment:** Single .EXE can be deployed with existing systems from over a network share, USB, Flash, CDROM or run locally in an offline desktop.

**Only vendor with Side-by-Side (SxS) DLL support:** The only application virtualization solution which support SxS, a new OS feature of Windows operating systems used by software products such as Microsoft Office 2007, Adobe Reader 8, and .NET 2.0/3.0.

For more information on the fundamental differentiators of VMware ThinApp Application Virtualization please contact your authorized VMware ThinApp Reseller/Representative.

### CUSTOMERS

#### Will this complement or compete with existing desktop products such as VMware Workstation, VMware Player, VMware Fusion, or VMware ACE?

Application Virtualization is a strong complement to our existing desktop products. Future roadmap items for all of these products will likely include tighter integration of the VMware ThinApp technology. Customers will benefit from having greater choice, depending upon solution requirements, for providing virtual applications within virtual machines or on a standalone physical PC.

#### If I have both VMware and a previous version of ThinApp –will my primary points of contact change?

Please continue to work with your VMware primary representatives for sales, support, and channels. The ThinApp products, systems, services, and sales have been consolidated under the VMware structure. If you are in the middle of directly conversing with ThinApp sales specialists please be sure to copy your VMware primary points of contact to reduce confusion.

#### If I am a current customer of the ThinApp-branded product today, how will this impact future support and licensing?

VMware will offer free software upgrades to the VMware-branded version for all customers who purchased the ThinApp-branded product and have a valid support agreement. Incident based support will be converted to VMware Gold Support for the remainder of your contract agreement. Simply accept the order that will provide you the Gold Support and **create a user profile** if you are new to the VMware family at: [www.vmware.com/account/login.do](http://www.vmware.com/account/login.do)

For customers that are electing not to upgrade to VMware ThinApp 4.0 release – VMware will honor your current incident based agreement until the expiration of your current maintenance agreement.

### What changes should I expect in my support experience during the migration?

Previous and current VMware ThinApp (formerly Thininstall) customers and partners will be supported through the VMware support infrastructure. VMware has been working closely on the migration strategy to roll current customers and partners to the VMware branded version of VMware ThinApp on June 27, 2008.

Key changes to be aware of starting on June 27, 2008:

- Thininstall online license system is migrating to VMware. As of GA of ThinApp on June 27, 2008 – the Thininstall.com online license system will no longer be the primary mechanism for opening support tickets. Customers and partners should create **all** support requests from the VMware support site - [www.vmware.com/support/login.do](http://www.vmware.com/support/login.do)
- **Current Thininstall customers MUST opt in to receive complimentary VMware Gold Support:**
  - At that time customers with valid Thininstall support contracts will be eligible to upgrade to the VMware branded version of the product and receive complimentary 12 x 5 gold support for the remainder of their contract term.
  - Customers that elect not to migrate to the VMware branded version of the product and support terms can remain on their current Thininstall support for the duration of the agreement. At which time, they will be given the option to convert to VMware Gold support because the Thininstall per incident support is being end of life.
- **ThinTalk will migrate to the VMware Communities page of VMware.com**
  - The ThinTalk community forum will no longer be actively maintained. We ask that all active members sign up for the VMware Communities forum at your earliest convenience.
  - The VMware Project North Star communities page will convert to the ThinApp communities page under the desktop products category.
  - We advise that you start reading at posts at Project NorthStar for the latest updates on the ThinApp Beta.  
[communities.vmware.com/community/beta/northstar/forum?view=discussions](http://communities.vmware.com/community/beta/northstar/forum?view=discussions)
  - Deep Dive sessions have been replaced by the ThinApp Virtual Lounge hosted every Tuesday at 9AM (U.S. Pacific). The link and details for the lounge can be found at:  
[communities.vmware.com/community/beta/northstar/virtuallounge](http://communities.vmware.com/community/beta/northstar/virtuallounge)
- **Thininstall Customer Outreach Program – will be combined to create the VMware Desktop program.**
  - We will continue to conduct qualitative betas as we have with Project North Star and evolve the program. Please send feedback into what you would like to see this program be to: [ealbanes@vmware.com](mailto:ealbanes@vmware.com).

### What are the key dates if I am a Thininstall 2.x or 3.x customer?

The following are the key dates if you have an active Thininstall 2.x or 3.x maintenance contract:

- Thininstall 2.x End of Support: September 30, 2008
- Thininstall 3.x End of Sale: June 27, 2008
- Thininstall 3.x End of Support: June 27, 2009

### What is the end of support date for Thinstall 2.x subscription and what is the upgrade path?

Under the existing Thinstall Maintenance and Support agreement, support is provided for the current release of the Software and the immediately prior sequential release for a period of 6 months from the date of the current release. In compliance with the Thinstall Maintenance and Support Terms, 90 days after the next major Thinstall release VMware will discontinue its Thinstall 2.x and will no longer provide technical support on and thereafter September 30, 2008.

If you have an active Thinstall 2.x maintenance contract, you are eligible to obtain the next release for free. The upcoming VMware ThinApp release includes several compelling new features in addition to the ongoing commitment VMware makes to both operating system and application compatibility support. You can read more about the release here:

[www.vmware.com/go/thinapp](http://www.vmware.com/go/thinapp)

In addition, you will be automatically upgraded to [VMware Gold Support](#) at no additional charge to you for the remainder of your contract term. VMware Gold Support provides additional benefits from your existing support terms, such as an unlimited number of support requests, 12 x 5 support, and access to a broad range of online resources, tools, and public forums to ensure you have the latest tips and tricks for using the product. You can learn more here:

[www.vmware.com/support/services/](http://www.vmware.com/support/services/)

### When is the end of sale date for Thinstall 3.x and what does that mean to 3.x customers and product support?

Upon general availability of VMware ThinApp on June 27, 2008 VMware will discontinue the sales of the Thinstall branded product and the Thinstall 3.x product will enter into the "maintenance" stage of the product lifecycle. All new features and product enhancements will be part of VMware ThinApp version 4 and beyond moving forward. Customers may renew support for the Thinstall 3.x version of the product for the duration of the support life. As the 3.x version nears the end of support date, customers will be entitled to upgrade to an actively supported version to continue receiving benefits of purchased subscription.

### What is the upgrade path for Thinstall 2.x and 3.x customers?

Thinstall 2.x and 3.x customers with active maintenance contracts will be entitled to an equivalent VMware ThinApp 4 product as part of their standard maintenance agreement. To obtain the latest release, please refer to [www.vmware.com/go/thinapp](http://www.vmware.com/go/thinapp).

### What are the equivalent products for Thinstall 3.x and VMware ThinApp 4?

- Thinstall Virtualization Suite is equivalent to 1 VMware ThinApp Setup Capture Packager\*
  - The ThinApp Setup Capture Packager is not sold separately but can be renewed.
  - We will honor current license agreement for SNS.
  - Additional VMware ThinApp Setup Capture Packagers can not be purchased.
  - ThinApp 4 Setup Capture Packager is only available as part of the ThinApp 4 Suite outside of SNS.
- Thinstall Client Licenses are equivalent to 1 VMware ThinApp Client License

For customers with unlimited client licenses or that have additional questions please contact your VMware ThinApp Specialists.

### What is the technical migration path to VMware ThinApp 4?

VMware ThinApp is built off the same code base as the Thinstall 3.x product. Customers have several choices for migration depending on the state of their current deployment:

- **Coexistence** - Because there are no agents on the endpoint VMware ThinApp and Thinstall packages can coexist. They can either continue to use the "thinstalled" applications within the 3.x bubble and create new packages with the VMware ThinApp Setup Capture Packager\*. Note new features such as application link and application sync will not be available with the 3.x release.
- **Repackage** - Customers that want all their applications to be able to take advantage of the new features (Application Link and Application Sync) can repackage all their applications in the VMware ThinApp 4.x version.

### What if I do not migrate to ThinApp 4?

If you choose not to migrate to VMware ThinApp 4, you may continue to use your current version of either 2.x or 3.x product under the perpetual license agreement. You may continue to renew support for the Thinstall 3.x version for the duration of the product's support life by VMware. As the 3.x version nears the end of support date, you will be entitled to upgrade to an actively supported version to continue receiving benefits of purchased subscription.

### Will VMware deliver new hot fixes for critical issues after the Thinstall 2.x is end of support?

VMware will make reasonable steps to address critical defects that impact the products ability to deliver on the perpetual license as agreed. Additional enhancements and minor bug fixes will not be added to the product after the end of support date. Any request for critical updates must be reported to VMware before the end of support date.

### When is the last date I can place an order Thinstall version 3.x?

As of June 27, 2008 VMware will no longer be accepting orders for Thinstall 3.x. All orders received on and after June 27, 2008 will be fulfilled with VMware ThinApp 4.

### What if I am currently in the process of purchasing the Thinstall 3.x product?

VMware will honor the terms of your current negotiated agreements with your VMware product specialist. VMware will fulfill any 3.x product order requests received on and after June 27, 2008 with VMware ThinApp 4.

What this means for you if you purchase prior to June 27, 2008:

- If you are purchasing SNS at the Standard 18% you will receive Gold Support for the equivalent price under the Thinstall support terms. However, upon renewal you will be asked to renew under the VMware ThinApp Gold support terms of 21% per standard pricing and audit requirements.
- If you are purchasing Thinstall Virtualization Suite you will receive the VMware ThinApp Setup Capture Packager at the discounted SNS based on the % value of the bundle.
- Client Licenses are equivalent in price and terms - there is no change there.

If you require additional information please consult your VMware primary representative.

### **What is the migration strategy for the VMware ThinApp Website and customer tools?**

The VMware ThinApp website and existing customer tools will remain intact until September 2008. VMware and VMware ThinApp will work closely with customers and partners to ensure that critical tools and service quality are not interrupted during the transition and sufficient notice is provided to enable you to sufficiently adapt to the changes without interrupting your business. Please consult your VMware primary contact for updates on migration and changes to your current customer tools.

### **How will this impact the current roadmap and customer commitments?**

VMware intends to honor current VMware ThinApp customer commitments with enhanced ability to deliver an even higher quality of services and products through the backing of our world class engineering, support and services infrastructure. More information on the current and combined roadmap will be made available over the coming months. In our commitment to a customer driven approach to technology innovation we would love to hear from you – please provide your suggestions, comments and concerns to your primary VMware representative to setup a meeting with our Product Management and Marketing team.

### **How do I order VMware ThinApp Application Virtualization Technology?**

After the general availability of VMware ThinApp you may order the product through any VMware authorized reseller. Previous Thininstall partners that elect to become VMware partners will be able to continue to service your VMware ThinApp requests. If you are unsure please ask your current partner if they are in the process of becoming a VMware VIP partner. If not you may consult our website for a list of partners in your area.

The VMware ThinApp product will also be available directly from VMware through our online store once the product is generally available. Requests to be alerted to the general availability mailer can be made through the [www.vmware.com/go/thinapp](http://www.vmware.com/go/thinapp) landing page.

### EXISTING RESELLERS & PARTNERS

#### **My company is currently a reseller of Thinstall product. Will I need to execute a new reseller agreement with VMware to continue getting access to the new VMware ThinApp products?**

Yes, in order to resell the VMware ThinApp product you have to be a certified VIP reseller of VMware.

#### **How do I find out about joining the VMware Partner Program?**

The best equipped resellers of VMware technology are members of the VMware VIP program. Many existing VMware ThinApp resellers are also VMware resellers today. The VMware VIP program for resellers is one of the fastest growing networks of channel partners. Through the program, resellers receive sales and product training, discounted product pricing, access to the worldwide network of VMware distributors and access to the VMware Partner Central Web portal.

If you are interested in joining the VMware VIP program, you can learn more at [www.vmware.com/partners/vip/](http://www.vmware.com/partners/vip/)

#### **My company is currently an alliance partner or OEM vendor of VMware ThinApp product. Will I need to execute a new agreement with VMware to leverage the VMware ThinApp product?**

Every existing OEM and alliance partner of VMware ThinApp Inc. is a partner that VMware desires and intends on maintaining positive and meaningful relationships with. In most cases, the agreement with VMware ThinApp (formerly Thinstall) will be supported and the alliance partner will continue to maintain that agreement under current terms. If there are questions regarding your current contract or alliance please contact [hrosendahl@vmware.com](mailto:hrosendahl@vmware.com).

#### **How will the new structure impact partners?**

There will be subtle changes that partners should be aware of with the upcoming launch of VMware ThinApp.

#### **Please be aware of the following key changes:**

- **Partners will need to update branding, URLs, and collateral to reflect new direction and name.**
- **Partners, like customers, will need to open support cases through the VMware support system.**
- **The partner evaluation portal will change upon GA of the VMware ThinApp product.**
  - Partners will still be able to create customer evaluations similar to the old Thinstall system but it will be done through the VMware site.
  - You will need a VMware partner portal to create evaluation keys
  - The term for the evaluations is 30 days

Additional details regarding the portal and setting up evaluation capability for ThinApp can be obtained through your partner business manager.

#### **Are there new branding guidelines?**

Yes, the Thinstall logo and name will be going away. It should be replaced by the VMware logo. Please ask your Partner Business Manager or Representative for a copy of the VMware branding guidelines.

### What are the timelines for Partners to incorporate changes?

We expect a transition period as partners and customers adjust to the new product name VMware ThinApp. All collateral, references, and other graphical elements should be updated to reflect the new product name and VMware company logo within 6 months of the ThinApp GA release – by December 2008. Integrated products should be updated to reflect the new logo and product name within 12 months from the GA of VMware ThinApp.

### Key changes to be aware of:

- **The Powered by VMware ThinApp Logo will be replaced** by the Virtualized by VMware logo
- **Product name font and guidelines are provided in the VMware branding guidelines** and should be followed for VMware ThinApp.
- **Partners should place “VMware ThinApp (formerly Thinstall)”** in the first reference to VMware ThinApp in all documentation, training and other elements to aid in transitioning customers from the Thinstall brand to the VMware ThinApp brand during the first 12 month transition period.

### WE WANT TO HEAR FROM YOU!

We realize there still may be unanswered questions or you may have suggestions on how we may improve upon the quality of the processes, products and services we provide to our customers throughout the transition. We pride ourselves in a customer driven approach to product development and service and no one's opinion counts more to us than yours. Please send your questions, comments and suggestion to [desktop-pmm@vmware.com](mailto:desktop-pmm@vmware.com) or contact your current sales representative for more information.

Additional information regarding the roadmap, team integration, and transition as we enhance VMware ThinApp's best of breed technology with VMWare's world class engineering and support organization will be posted to [www.vmware.com/go/thinapp](http://www.vmware.com/go/thinapp).