

# VMware Horizon Application Manager

## General

### Q. What is VMware Horizon Application Manager?

A. VMware® Horizon Application Manager™ is a user-centric, hosted management platform that centralizes policy-driven IT control across the end-user computing layer. Horizon Application Manager gives users greater choice and flexibility while allowing IT to manage the complexity of cross-platform computing. The result is a simple, secure way to manage end users and connect them to their work—providing a seamless experience to users while preserving IT control and addressing the financial and security requirements of the enterprise.

### Q. How does Horizon Application Manager work?

A. Horizon Application Manager provides a cloud identity service layer for securing managed access to Windows, SaaS and Web-based applications. IT managers use a Web-based centralized management tool to provision all applications and entitle users to access them. The identity-and-access-management (IAM) technology in Horizon Application Manager extends your Microsoft Active Directory profiles securely into the cloud, unifying each user's identities into a single cloud identity. This increases security for SaaS and Web-based application usage for the enterprise. In addition, managers have control over user access policies and can track application license activity centrally, via usage reports.



Figure 1. VMware Horizon Application Manager

## Meeting Today's Challenges

### Q. How can Horizon Application Manager benefit my organization?

A. For companies of any size, the Horizon Application Manager service gives end users the convenience of a self-service workspace and access to a corporate application store for all their applications, while providing simplified IT governance visibility, life-cycle management and control. Users each have a single login via a Web browser, eliminating security and help-desk issues regarding lost and weak passwords, and dramatically reducing the cost of ownership of SaaS and Web-based applications.

### Q. How does Horizon Application Manager support Windows Applications?

A. Horizon Application Manager includes integration with VMware ThinApp. With this capability, organizations can provide access to Windows and SaaS applications via a central management platform as a service—making it easier than ever to give end users access to their applications and data.

### Q. Can Horizon Application Manager help me manage users and usage?

A. Yes. Using its roles-based access and reporting, administrators can enable access by user, group and role, and can identify which entities within the enterprise have control of various applications, for which end users. This simplifies the security of application access, and strong policy management delivers robust user-activity reporting.

### Q. My organization currently uses a handful of SaaS applications, and I'm getting pressure to bring in more. How can I manage this expansion of applications?

A. Horizon Application Manager was created with just this challenge in mind. Its IAM technology unifies silos of user identities in the private and public cloud into a single cloud identity, increasing the security of SaaS applications for the enterprise. Any SaaS or Web-based application can be used within this management service. Currently, Horizon Application Manager is being used to manage Box.net, DocuSign, Dropbox, Zimbra® and others, and this list will grow as more applications come to market.

**Q. Some of my users work in both the private and public cloud, which raises security issues for my IT team. How does Horizon Application Manager solve that for me?**

- A. Horizon Application Manager bridges the gap between the private and public cloud, enabling you to maintain high security levels. Organizations can control which users have access to which applications, in both the public and private cloud. This capability extends to contractors or temporary workers. Now, for example, with a click of a button you can ensure that a user has been removed from the directory.



**Figure 2.** Simplify, manage, and connect any enterprise applications to any end-users regardless of device.

**Q. How does Horizon Application Manager reduce risk and ensure password integrity?**

- A. It reduces password exposure, damage and loss. This capability strengthens security and enables greater application flexibility for users. Horizon Application Manager employs Federal Information Processing Standards (FIPS) compliant identity storage for nonfederated applications—such as legacy Web applications— in the VMware Horizon secure identity vault. It also offers multifactor authentication options.

**Q. My IT resources are stretched already. How difficult is Horizon Application Manager to implement?**

- A. The Horizon Application Manager hosted service can be activated immediately, providing on-demand user access to as many Web applications as you desire. This means you can deploy quickly and generate a faster ROI than with traditional solutions.

**Q. How can Horizon Application Manager lower my IT costs?**

- A. Horizon Application Manager simplifies SaaS usage and adoption by extending enterprise user management into a single consolidated cloud identity solution. This reduces password-related administrator time, lowers costs related to security breaches, and decreases the time and expense for implementation. Also, Horizon Application Manager is currently the only solution that enables you to centrally and cost-effectively entitle and provision SaaS applications to users—via standard policy management—with automated provisioning of key SaaS applications. You can also optimize software license utilization by tracking real-time usage of SaaS applications and leverage unused accounts to save costs. In addition, Horizon Application Manager supports management of Windows applications via VMware ThinApp. The result is a fast, easy way to deploy access to virtualized Windows applications, significantly reducing costs.

## Features

**Q. What browser-based access is available?**

- A. Browsers include Internet Explorer, Safari 5 and Firefox for flexible user access.

**Q. What technologies are included for consolidating identities?**

- A. A federation and enterprise connector enables you to consolidate identities from Microsoft Active Directory for various SaaS applications. This greatly reduces the total cost of managing separate SaaS identity silos, eliminating the problem of having a password credential for each application.

## Competitive Comparison

**Q. How does Horizon Application Manager compare to the competition?**

- A. Horizon Application Manager has these key advantages over competing products:
- **Simplicity** – It is an exceptionally simple solution, requiring minimal setup. Typically, you are up and running in days. Competitors' products can take months of integration effort. And it requires no significant hardware investment, compared to solutions that require additional purchases for deployment.
  - **Lower TCO** – Besides providing the cost benefits inherent in its simplicity, Horizon Application Manager reduces your management costs, with roles-based user, group and role reports, along with audit and license usage tracking.
  - **High scalability** – It is highly scalable compared to other solutions, especially those that are limited to the size of a single virtual machine. Also, Horizon Application Manager serves as the foundation for the end-user management platform.

## Q. What are the system requirements?

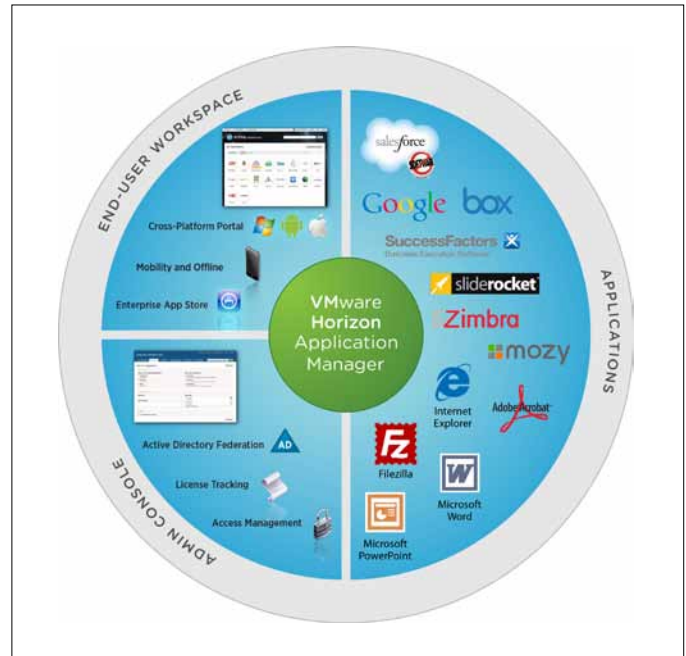
A. The minimum and recommended RAM requirement for the virtual machine is 1GB. Recommended minimum processing power is the equivalent CPU capacity of a 1.0–1.2GHz 2007 AMD Opteron or 2007 Intel Xeon processor. The minimum hard-drive space requirement is 15GB, with 20GB recommended. Minimum hardware requirements for the Horizon Connector virtual appliance are

- **Processor:**  
One Intel Xeon Dual-Core, 3.0GHz, with 4MB cache
- **Memory:**  
2 GB DDR2 667MHz, ECC registered
- **On-board LAN:**  
One 10/100/1000Base-TX port

In addition, the Microsoft Active Directory infrastructure is required, with administrator permission to add user accounts and computers.

## Pricing and Ordering

Horizon Application Manager, hosted by VMware, is offered as a per-user, per-year subscription. For more information, go to <http://www.horizonmanager.com>.



**Figure 3.** End-to-end applications management for Windows, SaaS, and enterprise web applications.