

# 360 View – ProfileUnity™

with FlexApp Application Layering

## Overview

**ProfileUnity™** delivers industry-leading User Environment Management and includes FlexApp™ Application Layering options. The solution unifies user profiles, policies, and user-data management to speed any Windows® logon, streamline management, and end OS migrations for users. FlexApp application layering enables both administrator-assigned and user-installed applications. The solution provides exclusive built-in features such as Application Rights Management, "Profile Disk" profile layering options, and a built-in point-and-click, high-availability design.

## Do You Need ProfileUnity?

You do if you said "yes" to:

- Would you like to use non-persistent virtual desktops with persistent user personalization?
- Do you need "on-demand" application delivery?
- Do you require Application Rights Management to deny/allow and elevate applications for users?
- Do you require best data storage practices for user-authored data?
- Do you lack a migration plan for Windows 7/8.x/Server 2008/12?
- Do you have a mixed OS desktop environment in your organization?
- Do your users' profiles suffer from profile corruption or bloat?
- Do you lack a disaster recovery solution for your Windows desktops?

## ProfileUnity Customer Use Cases

Organizations of all sizes leverage ProfileUnity to manage user profiles & policies and to optionally | deliver FlexApp layered applications on a user, group, or machine-level basis.

- Gain a user management strategy for seamless desktop transitions and end-migrations.
- Rapidly on-board users to new desktops such as VDI, RDSH, or physical. Start with a fresh base image, and ProfileUnity will configure and provide only the user's lightweight profile at logon.
- Utilizing group/department-level application layering.
- Enabling implementation of cost-saving non-persistent virtual desktops.
- Implementing Application Rights Management to elevate standard user privileges and to allow/deny applications and installations.
- Enabling reduction of number of master desktop images to fewest possible with "on-demand" application delivery with FlexApp.
- Planning to upgrade operating systems or applications.
- Replacing Roaming Profiles/Folder Redirection.

### Proactive

Administrators will seek to ensure they have a plan for migrating and managing user profiles, as well as configuration settings to keep their users happy and productive. They will be interested in dramatically reducing the administrative workload of setting up a new environment for users when migrating to a new platform, regardless of whether its physical or virtual. They will be assessing and planning application-delivery strategies.

### Post Production

Administrators will have had challenges with basic profile solutions from Microsoft®, Citrix®, or VMware®. Logon times may be long, profiles may be bloated or easily corrupted, and additional datamay need to be made portable. They may also find that they have no granular control over the way settings are applied to the enterprise. Users of competitive solutions may have found them too expensive, the infrastructure too complex, or that they are difficult to manage and scale. Organizations will be looking for innovative application-delivery methods to minimize image management and increase user productivity.

## Business Benefits

ProfileUnity with included FlexApp technology can:

Save Time	Save Money	Boost Productivity
On-board and manage users on any virtual or physical desktop running XP/7/8.x/Server 2008/12 after they log off with ProfileUnity just once in the legacy environment.	Administrators spend time managing users and desktops, rather than ProfileUnity back-end systems. Administrative staff-hours to support help desk calls are dramatically lessened.	Users instantly have access to their mission-critical user-authored data and persona at every logon, from any desktop in the enterprise, regardless of Windows OS or delivery method.
Leverage built-in FlexApp application layering to instantly "snap-in" applications by group, department, user, or machine level.	Reduce image management by a factor of 10x or more. Dynamically assign applications at logon or during a user session.	Give users the applications they need to do their job based on context-aware settings. Grant access to applications within seconds.
Implement administrative context-aware policy settings for desktops from one central console.	Leverage non-persistent virtual desktops to lower storage costs. Deliver/restrict applications to only the users who need them, lowering license fees.	Users have instant access to the resources they need such as printers, drives (or other devices) and proper configurations of the desktop.

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## Key Features

ProfileUnity offers very robust enterprise grade functionality and features.

Indicator	Benefit
Speed Logons with Full-featured Profile Management	Profiles can be layered with Profile Disk for lightning fast logins. Additionally, profiles can be granularly managed with Portability features that selectively include and exclude profile and application settings.
Application Layering	FlexApp enables Administrators to layer select applications based on a context-aware group, department, user, or machine-level assignment. User-installed application layering options are also included.
Folder Redirection with Automatic Data Migration	Invoke data best practices for folder redirection of user-authored data by centrally redirecting my documents and other shell folders. Automate the migration of user-authored data from legacy end points to the soon to be redirected file locations. Background data sync leaves users' productivity unaffected.
Map Drives & Printers	Map standard drives and un-map user-initiated mapped drives that are nonstandard. Also, map printers for users with full compatibility with Microsoft's point-and-print technology for drivers.
Enable Easy Desktop On-boarding — End Migrations	Users get one unified profile that works with any desktop Windows OS or desktop delivery method such as those from VMware and Citrix.
Provision User Settings	Automatically provision configuration settings for desktops including MAPI configurations, Internet Explorer settings, and more.
Context Aware Filter Settings	Apply any automated configuration or profile setting to select users or groups, based on Active Directory names and groups. Hundreds of context-aware possibilities based on more than 20 parameters including Organizational Unit (OU), user name, IP address, subnet, machine name, connection type, and more!

## Unique Differentiators

ProfileUnity does not change the native Windows user-profile settings, offering a familiar framework to desktop administrators. The solution is simple to install and configure. No back-end infrastructure is needed. ProfileUnity offers the following benefits:

- ProfileUnity includes exclusive enterprise level features, ensuring desktop security and include Application Rights Management, Run with Admin management features, and the ability to lockdown desktops at a machine level
- ProfileUnity with FlexApp is cost-effective as a third-party agnostic solution, not tying you to desktop vendors
- ProfileUnity includes advanced user-data management features including folder redirection with data migration and synchronization
- ProfileUnity, gives you one central console for UEM, User Data disks (VHDs and FlexDisk VMDKs), Application Layering, and Application Rights Management

## True Cross-Platform Support

Desktop platforms:

Physical: Windows XP/7/8.x/  
Server 2008/12

Virtual: Citrix XenDesktop, Citrix  
XenApp, and VMware Horizon

Protocols: Citrix ICA, RDP, and VMware  
PCoIP

Application virtualization solutions  
supported include Microsoft App-V and  
VMware ThinApp.

## Frequently Asked Questions

### What is the difference between ProfileUnity with FlexApp and VMware® UEM and VMware® App Volumes?

ProfileUnity goes beyond the limits of VMware UEM and VMware App Volumes with:

- One web-based central management console
- Application rights management with no security risk of making users "local admins"
- FlexApp can start services and install drivers for individual groups or users; App Volumes is limited to machine-level
- ProfileUnity provides a built-in point-and-click HA design with no need for third-party load balancers
- ProfileUnity executes policies with Admin rights; VMware UEM is limited to the user context
- ProfileUnity with FlexApp costs less than half as much as VMware UEM and App Volumes combined

### What is the difference between ProfileUnity and Citrix® UPM?

ProfileUnity offers features that go beyond Citrix UPM, including:

- User and Department Installed Applications
- Application Rights Management
- Support for heterogeneous Windows OS environments
- One solution for all desktops
- Migration of XP profiles to Windows 7/8.x/Server 2008/12
- Migration of user-authored data from legacy systems
- Granular control of user profile
- Profile disk — optional profile as a layer for fast logins
- Filters for context-aware settings
- Software and hardware inventory

### What is the difference between ProfileUnity and other enterprise-grade user-management solutions?

Other enterprise-grade user-management solutions rely on proprietary approaches to manage profiles and persona. They are more expensive and require dedicated infrastructure that must be scaled. ProfileUnity also includes advanced features such as Application Rights Management and FlexApp User and Department application layering.

Transforming  
the Desktop™

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