



EUC Day – Exec Panel

Questions & Talking Points

Question #1 – With the shift to modern work styles and remote work, where are customers struggling the most?

Alex

Choice, Risk, Cost

great resignation, hiring freezes, economic uncertainty.

employers - productivity and quality of life. people (from developers, to business users) - tools and platforms - empower.

move on from provisioning and delivery of Desktop services

Shawn

Hybrid workplace still top conv 3 years into the pandemic. Huge demand for VDI and DaaS at start of pandemic. Still trying to find balance btw great UX and securing access from variety of devices into various corporate apps from various locations. Attrition and global economy is forcing customers to do more with less. Staff shortages creates a skills gap, so need to find ways to stay resilient and be able to thrive, not just survive. BYOD challenges around data security / DLP. VDI/DaaS can help immensely here.

Muneer

Talks about the journey to cloud. The need for a bridge to help accelerate and simplify VDI migration. Challenges associated with hybrid VDI supporting both on-premises and cloud-based deployments

Question #2 – What are we doing to help them? How can our solutions help them transform their business to be more competitive, and provide better experiences for their workers?

Shawn

Discuss Horizon and Amazon Workspaces collaboration. Hybrid virtual D/A is the sweet spot for many customers. Many customers don't know enough about how their applications perform as you try to move workloads to the cloud. Hybrid - provide way to move some workloads/apps to the cloud and move them back if performance suffers. Great opportunity for DR/BCP and capacity mgmt issues as well. User experience is king & with 10 years developing UX enhancements in Blast protocol we can adapt to any network condition and deliver a great user experience.

Alex

Ubuntu predominant cloud OS
So. missing piece? end user's choice , also allows companies retain control
Delivering the same experience whom a ready-to-use Ubuntu experience is the perfect environment, pre-built out of the box, thereby reducing latency between their desktop and their applications... driving efficiency.

Muneer

Discuss at a macro level how we're trying provide our customers with more choice and flexibility. Focus on how we are making our service offerings as open and accessible as possible. Not limiting customer choice. We view our infrastructure as a platform, we want others to be able to easily plug in, whether it's Horizon, Canonical, Zoon, Service Now, SCCM, whoever

Question #3 – We’ve all heard the term “future of work” before. Let’s unpackage that a little bit. What comes next, and what should customers be thinking about as develop multi-year IT strategies?

Muneer

You can decide what to say here. Maybe something about personalized computing resources that are OS independent, scalable, reliable, available, etc.)

Shawn

Had 10 years of digital transformation in 3-6 months. So the future of work is really here now. At VMware we’ve been promoting the idea of a digital workspace for almost a decade. 6 years ago WS1 - our slogan for this was Enterprise Secure, Consumer simple. That’s where you need to get with a secure workspace. We’ve evolved that concept into something we call Anywhere Workspace. In future, we see things moving to Autonomous Workspaces. Autonomous Workspaces leverage data science and insights to deliver context-aware insights to deliver self-healing, self-configuring and self-securing digital workspaces for our end users.

Alex

- 99% of enterprises open source
- That adoption has happened in the Developer and IT infrastructure space and not noticeable within the end-user experience. Browser-accessed SaaS unicorns, pulling all our human-to-computer working behaviors online, the pandemic human-to-human interaction too, cloud-connected working and collaborating, not isolated-apps-on-my-laptop, is the future.
- Government sector – GovCloud