



Microsoft & Scense

**Rising to the
Challenge.
The mid-size
business
and the
New World
of Work.**

Simply smarter solutions

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Executive summary.

Joined together, these solutions will empower organizations, teams and individuals to realize their potential in the New World of Work.

In Microsoft's New World of Work, people are the key to success. Enabling organizations to respond to the rapid rate of contemporary change means giving people better ways to create, use, share and interpret information.

The New World of Work, Microsoft's analysis of emerging trends and their implications, has four dimensions which represent challenges and opportunities:

- to create one world of business so that organizations can remain competitive in a fast-moving global market;
- to give people freedom to choose where and when they work;
- to evolve with a new workforce that brings with it new attitudes, new skills and new expectations;
- and to create the necessary transparency for individuals and organizations to prosper.

This is a real paradigm shift and, to build the IT architecture for this new world, we need to address all four of these dimensions, using the resources we already have. For the mid-sized business that lacks the knowledge and budget to select, implement and manage the complex systems required this has been a tough challenge. Until today.

Microsoft and Scense both provide solutions aimed at the IT generalist commonly to be found in mid-size businesses. Extremely easy to implement, they offer a combined solution that's affordable and the perfect fit for the mid-size business.

Microsoft System Center Essentials manages the architecture needed for a new generation of workers to share information and work together. Scense User Workspace Management creates a personal workspace, making the user's personal applications and configuration available at any location, on any device, at any time. Together, these solutions empower organizations, teams and individuals to realize their potential in the New World of Work.



About Scense.

Scense's main goal is ease of use. The result is a solution that's extremely intuitive and very easy to master.

Evolving business models and increasingly flexible working practices are placing new and complex pressures on IT management. To function effectively, the new generation of users demands access to their personal workspace, wherever and whenever they happen to be. At the same time, concerns with data access and the demands of IT compliancy remain as urgent as ever

The Scense workspace management solution focuses on empowering users to work flexibly and efficiently – at any time, in any location – whether on their own laptop, logging on to a server-based system, a VDI infrastructure, thin client or desktop. The Scense solution puts them in control and keeps them in control, letting them work the way they want to work, without irksome restrictions. The result is increased levels of productivity and job satisfaction.

At the same time, ultimate authority remains with the IT administration who can now do a more effective job of application delivery and user personality management. Patent-pending application conflict handling ensures a far more stable user environment and delivery makes fewer demands on resources.

Quick and straightforward to implement, Scense radically simplifies management tasks, ensures compliance and saves time and money. Released from routine daily maintenance, IT expertise is available to concentrate on strategic business goals.

Scense has been creating and marketing application delivery and desktop management solutions for over 11 years and already has a significant and loyal customer base. By developing simply smarter solutions that meet the demands of a world that is moving rapidly away from traditional locked-down computing environments, the company is set to remain at the forefront of user workplace management.

Microsoft's New World of Work.

We are living through a period of unprecedented political, economic and demographic change that is having a transformative effect on global commerce, the way organisations are structured and individual freedoms.

Information technology has had a key role to play. For the last 50 years, it has created the conditions for change and helped organizations to adapt. Our world today is increasingly fluid, less centralized and no longer in thrall to time-honoured assumptions or styles of doing things. The task of IT now is to find ways to help organizations, teams and individuals to evolve and achieve their potential in this New World of Work.

Despite the infinite possibilities offered by increasingly powerful software and computing systems, the Internet and the growth of wireless connectivity, the technological dimension isn't everything. The ability to adapt and innovate is a human talent and organizations need to concentrate on their people, finding ways to empower them to work more efficiently, effectively and satisfyingly in this "digital work style".

People are central to Microsoft's vision for the New World of Work. Time and again, they have shown themselves to be the most adaptable and responsive asset available to companies and economies. Give people the right skills and the right tools, and they will achieve more, as workers, managers, citizens, and as members of their own family and the wider community.

The keys to the New World of Work.

By giving people better ways to create, use, share and interpret information, Microsoft aims to enable organizations to respond more effectively in a time of rapid change.

In their analysis of emerging trends and implications, Microsoft sees four key 'dimensions of opportunity':

One world of business. Staying competitive in a fast-moving global market by empowering creative people to help organizations adapt quickly; and creating worldwide networks to build sustainable global businesses.

Always on, always connected. Creating choices about when and where people work, but also allowing them to manage their communication and information in a world of ubiquitous, accessible data.

Transparent organizations. Sharing information can not only improve operational performance and relationships within the supply chain and with society, but it also helps to reduce the need for costly and intrusive regulation.

Workforce evolution. Learning to deal with a brand new blend of workers, including old and young; with new attitudes to society, work and technology; with new skills and desire for mobility – and allowing this blend to produce optimal results for the organization.

Making it happen.

Creating an IT environment to support Microsoft's New World of Work is all about addressing the challenge of paradigm shifts that are happening now. In most cases, the required technical ingredients for a solution are already in place. The more difficult task is creating the right mind set.

- Locked down and limited IT architectures need to be replaced with open, ubiquitous, transparent communication platforms. By supporting 'anywhere computing', these allow people to work wherever and whenever they want.
- Creative workers need to be empowered. The common practice is still for IT administrators to restrict users and their desktop environments. This is a recipe for conflict with the new generation of workers (sometimes called 'generation Y') which is now reaching positions of influence within many organizations. They are collaborative, open-minded, technically fluent, impatient, creative, multi-tasking and always on the look out for the next, best thing. They insist on the *freedom* to make their own choices about what to use and how to use it.
- Supporting *consumerization* is the key to dealing with the new blend of workers. People appreciate the usability, availability and reliability of consumer technology and IT management needs to take a pragmatic approach to embracing its benefits and managing its risks. According to a recent Gartner study (December 2009), 10% of all employees in the US and Europe already use their own laptop at work and this figure is expected to grow to 15% by mid 2010. Personal devices or applications within a work environment must be at least partially *managed by IT departments* who should be able and willing to support tools they do not own.

Any environment that can address these three challenges needs to be extremely flexible and open, as well as easy to manage and adapt.

Most mid-size businesses have been far from ready to implement something like the New World of Work. Until now!

The New World of Work and the mid-size business.

The world is changing just as fast for the mid-size business as it is for the large enterprise. For the latter, however, responding to the challenge is all in a day's work. They already have the specialist IT expertise and are used to implementing new technologies and ways of working. If they need additional personnel or outside help to focus on a specific project, they have the resources to hire them in. Things are very different in the IT world of the mid-size company.

For many mid-size businesses IT management is still a painful experience whether it's troubleshooting user problems, automating management tasks, managing multiple systems or diagnosing and resolving IT issues. Most use a variety of tools to manage their IT environments, the majority of which are 'point' solutions rather than comprehensive management tools. Some are simply repackaged Enterprise IT management tools that require a steep learning curve to master.

Most IT professionals in these companies simply don't have the time to take advantage of such complex tools. They are generalists who need to perform a wide range of IT tasks and lack the specialist knowledge to implement the systems demanded by the New World of Work. Nor do they have the budget to hire in that knowledge.

In short, as the world moves towards a new way of working, the average mid-size business has been left behind and at a real disadvantage. Until today!



Microsoft & Scense: simply a smarter solution.

Mid-size businesses are different and deserve their own solutions. That's why Microsoft developed System Center Essentials and Scense created User Workspace Management. In combination, they provide the tools these companies need to embrace the New World of Work.

System Center Essentials 2007. This creates a more unified IT experience by providing a single solution with one console for managing servers, clients, hardware, software, and IT services. The experience of performing a broad set of tasks across the entire IT environment is optimized, simplifying the complexity inherent in multiple IT management tools or those designed specifically for Enterprise IT environments.

System Center Essentials addresses the specific requirements of The New World of Work. It helps to create organizational transparency and to manage the networks needed to build a business and empower its people. Even more important, System Center Essentials is very easy to master and use.

Scense User Workspace Management. Alongside System Center Essentials, Scense aims to deliver the workspace and the applications that employees require.

Scense separates all information about applications, desktop configurations and users (personality) and stores it in a central database. This information is managed centrally in one management console and drawn on throughout the user session from machine start-up to log-on and shutdown. This allows Scense to create personal desktops dynamically, independent of the type of device used.

To deliver the right application and desktop at the right time, with the best possible experience, Scense takes a wide range of workspace aspects into consideration. These range from the type of device and user identity to the current date and physical location. Scense User Workspace Management supports old technology alongside the new technology introduced by a new generation of workers. Most importantly, Scense's main goal is *ease of use*. The result is a solution that's extremely intuitive and very easy to master.

The perfect fit for the mid-size business.

In combination, Scense User Workspace Management and Microsoft System Center Essentials deliver an affordable solution that's the right fit for the mid-size business.

Microsoft System Center Essentials manages the architecture needed to share information and work together. Scense User Workspace Management creates a personal workspace with personal applications and personal configuration available at any location, on any device and at any time. Together, they help organizations, teams and individuals to realize their potential in a New World of Work.

Creating and Managing The New World of Work	System Center Essentials 2007	Scense User Workspace Management
<i>One world of business.</i> Staying competitive in a fast-moving global market by empowering creative people to help organizations adapt quickly; and creating worldwide networks to build sustainable global businesses.	Managing network devices Managing server updates Monitoring network status Managing Active Directory	User Empowerment
<i>Always on, always connected.</i> Creating choices about when and where people work, but also allowing them to manage their communication and information in a world of ubiquitous, accessible data.	Managing IIS websites Managing Exchange Servers	User-based software distribution App-V delivery and Integration Context awareness
<i>Transparent organizations.</i> Sharing information can not only improve operational performance and relationships within the supply chain and with society, but also helps to reduce the need for costly and intrusive regulation.	Managing Sharepoint environments Managing SQL servers	Profile Virtualization
<i>Workforce evolution.</i> Learning to deal with a brand new blend of workers, including old and young; with new attitudes to society, work and technology; with new skills and desire for mobility – and allowing this blend to produce optimal results for the organization.	OS patch management Application patch management Simple Software Deployment	Support unmanaged devices BYOPC Application self-install Adaptive Installer

Implementing an IT environment to support Microsoft's New World of Work is all about addressing the challenges of paradigm shifts that are already happening. Whilst Microsoft System Center Essentials takes care of the creation and management of the transparency and communication layer in the organization, Scense handles the User Workspace aspect, delivering the applications and workspace for the user in the user's chosen context.

User Empowerment. Scense User Workspace Management is about empowering people. Employees today expect their own workspace with their own personal applications, personal settings and personal configuration. When it comes to deciding the best way to do their own work, they know best. Unfortunately, most User Workspace Management solutions lock the end-user down and workspace content is dictated by the IT department. Scense, however, provides a fully functional open workspace. The user is in charge with access to the workspace and applications he or she needs, whenever they are needed. All this freedom, while IT stays in control.

Consumerization. For most IT department, users bringing in their own devices and applications are a nightmare. They worry about the security risks and having to fix applications on machines that they do not own. Scense User Workspace Management supports virtualized application delivery and workspace configuration on unmanaged personal devices (BYOPC), as well as users installing their own applications. Scense Adaptive Installer prevents conflicts during the installation of personal applications and corporate and personal devices remain stable and conflict-free.

Anywhere computing. Scense User Workspace Management provides the user with a personal, stable and fully functional workspace, anywhere, anytime. Integration with App-V streams applications to the end user at any location. Local installation starts as soon as the user needs an application and their profile is made available just in time. Contextual information like the location of the end user, the time of the day, the type of device and so on are all taken into account to deliver the best possible workspace experience.

Conclusion.

The New World of Work is now within the grasp of every small and mid-size business.

Microsoft brought it that much closer by delivering the tools to create a flexible and open IT environment that's easy to adapt and manage and requires no specialized knowledge. Scense User Workspace Management took the final step by giving users the ability and comfort to work anywhere anytime, on any device.

Together, both these solutions empower the mid-size business to realize the full potential of its workforce in the New World of Work.



Scense User Workspace Management.

The Scense Workspace Management Suite integrates the proven technology of Scense with the existing components of your IT infrastructure resulting in an even more manageable, reliable and transparent infrastructure. Today's software is used to address today's desktop challenges.

User Workspace Management

Scense Explorer.

The central universal management console of Scense. Manages everything related to the workspace.

- ▶ Application management.
- ▶ Desktop management.
- ▶ Both user and machine oriented.
- ▶ Wizard oriented and easy to use.

Scense Session Control.

Provides the administrator with real-time control over his desktop environment from machine startup until machine shutdown.

- ▶ Manage user sessions beyond the logon.
- ▶ Shorten logon times.
- ▶ Solve desktop issues in real time.
- ▶ Manage and monitor the user profile.

Scense Workspace Configuration.

Implements corporate IT policies in a fast and efficient way without the need for group policies or logon scripting.

- ▶ Decrease security-risks.
- ▶ Fast implementation of IT policies.
- ▶ User and machine oriented.
- ▶ Flexible and scalable.

User Centric Application Delivery

Scense Easy Delivery.

Prepare and deliver applications to end users in just two mouse clicks. Applications are instantly available anytime, anywhere.

- ▶ Fast and efficient delivery.
- ▶ Make significant cost savings.
- ▶ No more application packaging.
- ▶ Supports user installed applications.

Scense Adaptive Installer.

Resolves application conflicts on the fly, unattended, fast, and without any technical training. No more MSI packaging needed.

- ▶ Eliminate application conflicts.
- ▶ Cost-effective.
- ▶ Real time.
- ▶ Vendor MSI remains intact.

Scense Software Virtualization.

Virtualize applications with the highest success rate available today. Proven technology that saves you money.

- ▶ Virtualize applications.
- ▶ Eliminate application conflicts.
- ▶ Reduce testing requirements.
- ▶ Instant reset for broken applications.

Leverage Third Party Solutions

App-V Optimization Pack.

Optimize your App-V implementation, increase internal adoption levels and save money on implementation and sequencing.

- ▶ One sequence fits all scenarios.
- ▶ No additional architecture needed.
- ▶ Prepare and deliver App-V apps in seconds.
- ▶ Create dependencies in one mouse click.

ThinApp Optimization Pack.

Optimize your ThinApp implementation. Prepare and deliver ThinApp packages to end users in seconds.

- ▶ No additional architecture needed
- ▶ Deliver ThinApp packages in seconds.
- ▶ Central management file type associations.
- ▶ Increase success rate of ThinApp packaging.

SWV Optimization Pack.

Optimize your SWV implementation, increase internal adoption levels and save money on implementation and SWV packaging.

- ▶ Central management of virtual layers.
- ▶ On demand delivery of SWV applications.
- ▶ Roaming User Support.
- ▶ Prepare and deliver SWV packages in seconds.