



Situation Overview	Value Proposition	Qualification Questions						
<ul style="list-style-type: none"> Introducing new applications for deployment into an established IT environment is a time- and resource-intensive task. This is especially true in an environment where desktops are secure, tightly locked-down machines. New software must work with existing applications, without breaking already-established systems or compromising security. Most IT environments are a mix of application versions, operating systems and end-user hardware. One of the leading causes of application failure is the conflict that can result from new software installations. For instance, when IT installs a new version of Windows*, chances are good that existing .dll files will be written over and established registry settings will change. IT is left to sort out the mess. This is known as “.dll hell.” Preparing applications for deployment takes a lot of time. According to Gartner Research, this is the primary reason that most companies package only 10 to 25 percent of their application portfolios. The rest—up to 90 percent—must be installed manually. This situation often requires a well-designed (and often complex) roll-back and contingency plan that adds to the IT burden. Plus, when applications fail, the helpdesk is flooded by calls from users asking for help; worse, users cannot be productive when the desktop applications they rely on to do their jobs go down. IT is looking for ways to make application management less time-consuming and less likely to break, while maintaining the level of secure computing that many desktops require. 	<p>Novell® ZENworks® Application Virtualization is a standalone software tool that allows your customers to quickly package Windows applications into virtual “containers” and run them on any Windows workstation. The product encapsulates all the components an application needs to run into a single executable package, and then separates these components from the operating system. With it, customers can:</p> <ul style="list-style-type: none"> Eliminate conflicts between applications, allowing them to securely run virtualized applications from a wide variety of different media. Eliminate the need to install and configure applications separately on individual PCs. Eliminate application failures caused by .dll conflicts, overwritten registry entries and other dependency issues caused when new software is introduced into complex user environments. Dramatically reduce the time- and labor-intensive planning and testing process normally associated with software packaging and deployment. Comply with complex software rollback and contingency plans quickly and efficiently. Create a self-contained application environment that doesn't force you to choose between desktop security and application compatibility. Instantly run software from a wide range of different media without installing any additional software components onto the host machine. Lower licensing costs by making virtualized applications with set expiration dates available to contractors, students or temporary workers. Maximize performance with virtualized applications that are as fast and responsive as their non-virtualized counterparts. Use zero client footprint and no server infrastructure; both commercial applications and applications developed in-house can be virtualized. Run it without changing the end-user experience. 	<ul style="list-style-type: none"> How do you to ensure your mission-critical applications do not encounter application conflicts on Windows 7? What do you do to test PC applications in Windows 7 to determine if they will perform as intended once they are installed permanently? Would it help if you could run those applications virtually, like an .exe, before you deploy permanent installations—just to be sure? How much time do you budget for testing and installing applications? Out of the applications supported by your IT staff, how many can be packaged and easily deployed? How many must be manually deployed? How much more time does the latter take than the former? How often do you need to compromise between giving users the applications they want or need and being unable to support those applications? How often do operating systems and desktops crash due to problems introduced by traditional application deployment? How much end-user productivity is lost due to downtime caused by application deployment? How much IT productivity is lost, both in preparing to deploy and in cleaning up afterwards? How much downtime could you prevent by running applications in isolation, thus eliminating application conflicts, changes to the operating system registry, or .dll library? 						
<h3>Opportunity Assessment</h3> <h4>Good Opportunity</h4>		<h3>Upsells, Cross-sells</h3> <table border="1"> <tr> <td data-bbox="1367 987 1581 1166">Novell ZENworks Configuration Management</td> <td data-bbox="1581 987 2003 1166">Delivers advanced configuration management capabilities, including remote management, personality migration, standard operating environment (SOE) deployment and maintenance, hardware and software inventory, asset management, optimized application delivery for both desktop and server-based applications and much more.</td> </tr> <tr> <td data-bbox="1367 1166 1581 1214">Novell ZENworks Asset Management</td> <td data-bbox="1581 1166 2003 1214">Provides a complete, accurate view of software installations and license compliance.</td> </tr> </table>	Novell ZENworks Configuration Management	Delivers advanced configuration management capabilities, including remote management, personality migration, standard operating environment (SOE) deployment and maintenance, hardware and software inventory, asset management, optimized application delivery for both desktop and server-based applications and much more.	Novell ZENworks Asset Management	Provides a complete, accurate view of software installations and license compliance.		
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<h4>Poor Opportunity</h4> <ul style="list-style-type: none"> Organizations that experience significant personnel or user churn, including short-term or temporary staff, contractors, students and other “ad hoc” users Organizations that need to simplify complex desktop infrastructures Enterprises that are heavily invested in Windows applications Organizations where desktops must be locked down and secure 	<h3>Pricing and Packaging</h3> <table border="1"> <thead> <tr> <th data-bbox="758 1239 1184 1312">Novell ZENworks Application Virtualization 7.0 Instance</th> <th data-bbox="1184 1239 1329 1312">Cost</th> </tr> </thead> <tbody> <tr> <td data-bbox="758 1312 1184 1360">Perpetual License without maintenance</td> <td data-bbox="1184 1312 1329 1360">US\$39.00</td> </tr> <tr> <td data-bbox="758 1360 1184 1409">1 year subscription + Priority Maintenance</td> <td data-bbox="1184 1360 1329 1409">US\$19.52</td> </tr> </tbody> </table>	Novell ZENworks Application Virtualization 7.0 Instance	Cost	Perpetual License without maintenance	US\$39.00	1 year subscription + Priority Maintenance	US\$19.52	
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<ul style="list-style-type: none"> Small enterprises where the desktop environment is simple and static Organizations where desktop security is not a concern Organizations not using (or often changing) standard Windows applications 	<p>To see all pricing and packaging options for your area, visit: www.novell.com/partners/secure/price</p>							



Competitors (key: ● = yes ○ = partially ◐ = no)						Objection Handling	
Feature	Novell	Altiris	Microsoft	LANDesk / VMware	Citrix	Objection	Response
Integrated into console and processes	◐	●	●	◐	●	I'm not deploying Windows applications only. Many of our most critical applications are developed in-house. How can this help me?	Novell ZENworks Application Virtualization doesn't just virtualize Windows applications. In fact, it comes with customizable templates, so you can easily port the applications you've developed in-house to work with it. In most cases, it takes just 20 minutes to virtualize an application, from start to finish.
Includes preconfigured applications	●	◐	◐	◐	◐		I've heard of virtualizing applications, but I've always been wary of the back-end requirements.
Zero footprint architecture	●	◐	◐	●	◐	I like the concept, but in practice, I like to have more control over how my applications are deployed.	We understand. The ideal process for creating and configuring a virtualized application can vary depending on the situation and the nature of the application. To provide maximum versatility and flexibility, Novell ZENworks Application Virtualization provides four methods for virtualizing applications: <ul style="list-style-type: none"> • Auto-configuration wizards let you quickly build, configure and customize virtual applications using a guided step-by-step process. • Application snapshot captures a systems' state before and after an application is installed, and then automatically configures virtual application settings based on the observed changes. • Manual configuration gives experienced developers extremely fine-grained control over virtual application settings. • Converting AXT-based applications: If you already use Novell ZENworks to package and distribute applications, you can quickly convert these applications into virtual applications.
Agentless architecture	●	◐	◐	●	◐		
Ease of deployment no additional server	●	◐	◐	●	◐		
Runs on locked-down kiosk PCs	●	◐	◐	●	◐		
USB portable mode	●	◐	◐	●	◐	I can't deploy virtualized applications because we run our apps in a Microsoft* Terminal Services environment.	That's just fine. Novell ZENworks Application Virtualization runs in both environments—the traditional Windows desktop and Windows Terminal Services. There are a lot of benefits when you virtualize the applications you use in your Terminal Services environment using Novell ZENworks Application Virtualization. Upgrading becomes as simple as replacing an executable file. Applications that would otherwise conflict with each other in a Terminal Services environment can run side by side without causing downtime. You can make global changes to an application involving all of your users—or just select individuals—by "sandboxing" applications to test and customize the applications you provide. And you'll need fewer Windows servers to support the many applications you're using in your environment. From eliminating software conflicts to controlling deployment costs and even making desktops secure, there are many ways that Novell ZENworks Application Virtualization saves you money and enhances your investment in Windows Terminal Services.
Tested and supported application list	●	◐	◐	◐	◐		
Supports virtual services	●	◐	◐	●	◐		
Packaging ease of use—requires no special per-application install procedures	●	◐	◐	●	◐	Virtualization and isolation per application	●
Supports isolated Office and .NET	●	●	●	●	●		
Application streaming included	◐*	●	●	◐*	●	Integrates with Novell ZENworks Configuration Management	●
Operating system support	W2K, XP, Vista, W2003, TS, Citrix, Win7 (32-bit)	W2K, XP, Vista, W2003, TS, Citrix	W2K, XP, Vista, W2003, TS, Citrix	98, NT, W2K, XP, Vista, W2003, TS, Citrix	W2K, XP, Vista, W2003, TS, Citrix		

*Compatible with streaming solutions

