Wyse Technology
An Introduction to Wyse

Koisser Walter
System Engineer SAEE
Wyse Technology Inc. - The Global Leader in Cloud Client Computing

- Wyse software, hardware and services help companies maximize the benefits of cloud computing, desktop virtualization and Green IT
- Over 20 million units sold
- 200 million people use our products daily
- Over 100 client patents pending and granted
- Serving customers from Blue Chip to SME in every industry
- Founded in 1981, now privately held
- Inventor, patent holder, and sales leader of clients for Citrix, Microsoft and VMware
- Leading developer of infrastructure, management and cloud engine software
- Global scale and distribution
  - HQ in San Jose, California
  - Sales & support worldwide
  - Development in San Jose, Bangalore, Beijing
There's a Tectonic Shift Occurring...
The Challenge With Computing Today

- The purchase price of PCs continues to fall, but the costs to enterprises to configure and use them continues to rise.
- Analysts agree that PC cost of ownership typically exceeds acquisition cost by 10x per year.
- PCs were designed as personal productivity tools, not for networked business use, but became the de-facto standard due to lack of compelling alternatives.
- Cloud Client Computing (Desktop Virtualization and Cloud Computing) now provides those alternatives...
Wyse Cloud Client Computing

- Wyse Cloud Client Computing brings together a platform including
  - Cloud client endpoints
  - Management, Virtualization and Cloud software

- ...to deliver reduction in TCO, eliminating or reducing costs associated with
  - Security
  - Management
  - Deployment
  - Green IT
  - Disaster recovery and business continuance
Making News in Business...

Makers of virtualization software, such as VMware Inc., Citrix Systems Inc. and Wyse Technology Co., reduce delays that prevented videos and complex graphics from displaying reliably.

"This is the hottest trend out there among our customers," says Brian Gammage, a Gartner analyst.

Wyse is perhaps the largest private company in the virtualization space.

"Wyse offer big savings on hardware costs and software support."

"... the Wyse laptops solve two problems: The agency's 2,200 field workers couldn't access the Internet to file their case notes. In addition, many laptops containing sensitive data have been stolen."

“… the Wyse laptops solve two problems: The agency’s 2,200 field workers couldn’t access the Internet to file their case notes. In addition, many laptops containing sensitive data have been stolen.”

— Wall Street Journal 9/20/09
Wyse surpassed its competitors supporting Citrix, VMware View and other desktop virtualization models.

- Brad Maltz, SearchServerVirtualization

Kool Smiles built a Wyse-based structure to support electronic health records systems at 13 new dental offices across the United States.

- InfoWorld Top 100 of 2009

Wyse responded nearly immediately engaged in a dialog to discover I needed and put together a response in less than six hours.

- Dan Kusnetzky, ZD Net 9/30/09

“... Wyse tackles the number 1 problem with thin client experience: network latency.

- ARS Technica 8/26/09
Analyst / Thought Leader Mentions

- **Gartner**
  
  "Virtually none of the current leading PC suppliers, such as Dell or HP, are acting as suppliers for HVDs now, so their positions as the leading suppliers of the enterprise client computing hardware may significantly diminish in the next four to six years, as the adoption of HVDs will accelerate."
  
  "To emphasize this point, we have had an increase in the number of inquiries from our clients about VMware, Citrix and Wyse, but the number of inquiries about Dell and HP are down."
  
  - Report G00164950, Feb 09

- **Butler Group**

  "In Butler Group’s opinion, the range of hardware products together with the enhanced PC-like capabilities further strengthen Wyse’s applicability for knowledge-based workers as well as those that are task based."

  Thin clients can avoid between two and three PC refresh cycles. An existing Wyse customer in the UK retail sector is currently replacing its thin client hardware after a period of eight years.

  - Report TA001400IMT April 08

- **Dataquest**

  "Wyse is a key partner of all the HVD players and has added software components that help overcome some limitations in protocol performance."

  "Wyse Technology is the only terminal vendor that offers an in-house OS, Wyse ThinOS."

  - Report G00160724 Oct 08

- **The Wall Street Journal**

  "Makers of virtualization software, such as VMware Inc., Citrix Systems Inc. and Wyse Technology, have also worked on ways to reduce delays that prevented videos and complex graphics from displaying reliably on thin clients in the past."

  - TECHNOLOGY | SEPTEMBER 30, 2009

- **Forbes**

  "(VMware) Chief Technologist Steve Herrod demonstrated a new breakthrough application of its View Client software. Called "PocketCloud" and developed by WyseTechnology, September 2, 2009

Awards in Channel Programs, Partners, Energy, and Design

Winner: Wyse TCX
Finalist: Wyse Viance
## Sample of Wyse Customers

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<tr>
<th>Construction</th>
<th>Pharma</th>
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<th>Retail</th>
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<td>BEST BUY</td>
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<td>orange</td>
<td>SAFeway Foods &amp; Drugs</td>
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<td>TELEPHONICA</td>
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<td>LOCKHEED MARTIN</td>
<td>SoftBank</td>
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Real Problems, Solved By Real Solutions

“Went from 1 support call per day to 1 call per year”

“In 30 years of being in IT, this is the only solution I've developed whose reality exceeded my expectations”

“Reduced its carbon footprint by 2500 tons and reduced energy bill by $250,000”

“To think of Wyse only in terms of hardware is to do them a disservice”

“Saved 70 percent over our prior Opex budget, over $100 Million”

“We've survived two security audits unscathed”

Jewelry TV
Amerisure Insurance
Reed Group
Metro Health
Major European Bank
University of Arizona
Simplify: Wyse Addresses the Challenges Head On

Cost Benefits

- $1,500
- $2,000
- $2,500
- $3,000
- $3,500
- $4,000
- $4,500
- $5,000

PC

Cloud

- HW/SW
- Operations
- Administration
- End User IT Costs
- Downtime

40% Reduction HW and SW costs
29% Reduction IT operations costs
88% Reduction worker downtime
78% Increase IT staff productivity

Business Benefits

- Security / Privacy
- Compliance
- Manageability
- Reliability
- Rapid Deployment
- Power/Noise/Cooling
- Anywhere/Anytime Access

Detailed Online ROI Analysis at: Roianalyst.Alinean.Com/Wyse

Source: Gartner Inc research, IDC study findings, and Wyse Estimates
Analysts See Huge Growth Ahead, Dwarfing Recent Growth

Global Thin-Client Shipments and Growth Projections, 2009-2013

YOY Growth (%)

Shipments (K)


0 5,000 10,000 15,000 20,000 25,000 30,000

YOY = year over year
Source: Gartner (June 2009)
Cloud Client Computing Enables Tremendous TCO Reduction

1. Define User Types Based on Function
   - Task Workers
     - Call Center Worker
     - HQ Worker
     - Sales Manager
   - Office Workers
     - Few basic apps
     - High Def User Experience
     - Enhanced Security
     - 3D Graphics/VOIP/HD Media
     - TCO = User Exp.
     - Offline use when no Wi-Fi or WWAN network available – e.g. Airplanes
     - Multimedia over WWAN
     - User Exp. > TCO
   - Mobile Workers

2. Create User Profiles Based on User Types
   - Applications
   - Peripherals
   - Content

Create User Profiles Based on User Types

Applications

Peripherals

Content

Create User Profiles Based on User Types

Applications

Peripherals

Content
Wyse Supports More Virtualization and Cloud Models

**Session**
- Cloud, Microsoft Terminal Services, Citrix XenApp
- Centralized
- User density, low TCO
  - Task
  - Better
  - LAN, WAN, Wi-Fi
  - Good
  - Better

**Virtualized**
- Cloud, MS Hyper-V, Citrix XenDesktop, VMware View
- Centralized
- App compatibility and OS flexibility
  - Knowledge, Specialty
  - Good
  - LAN, WAN, Wi-Fi
  - Better
  - Better

**Cloud PC**
- Citrix Provisioning Server, Wyse WSM
- Distributed
- PC experience, central control
  - Any
  - Best
  - LAN, WAN
  - Best
  - Future
  - Best

**Web**
- Cloud, Web Server
- Hybrid
- User density, flexibility, TCO
  - Task
  - Best
  - LAN, WAN, Wi-Fi
  - Good
  - Better

**Shared**
- Microsoft MultiPoint Server
- Centralized
- Low TCO, PC as server, easy install
  - Task, Student
  - Better
  - USB
  - Better
  - None - USB cabling
  - Better

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Wyse.com
Wyse Portfolio

Wyse Software Portfolio
- Cloud
- Virtualization
- Management

Wyse OS/Firmware Portfolio
- Wyse Zero/ThinOS
- Linux
- Windows

Wyse Hardware Portfolio
- Thin Clients
- Zero Clients
- Cloud PCs

Wyse Hardware Portfolio
- Desktop
- Mobile
- Handheld
Enable Branch DR
/ Reduce Storage

Dynamically provision VMs, reducing storage requirements. Dynamically provision Cloud PCs on the LAN for centralized control, smaller datacenters.

Simplify Management

Centrally manage tens to tens of thousands of endpoints.

Accelerate Performance

Improve performance up to 20X over WANs and "Fat long pipes".

Optimize Experience

Add functionality to HDX, RDP or PCoIP protocols, XP Pro, Vista, or Windows 7 in a VM.

Wyse WSM™

Wyse WDM™

Wyse VDA™

Wyse TCX™

Exploit Options

Supports a mix of Citrix, Microsoft, VMware, Cloud PC or web technologies.

Enforce Security, Reduce TCO

Simplify Management

Accelerate Performance

Optimize Experience

Lower TCO, including higher productivity, enhanced security, easier management, higher reliability, faster deployment, and less energy use.

Cloud clients

Hardware-based

Software-based
## W3C Firmware

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<tr>
<th></th>
<th>Local Apps</th>
<th>Web Apps</th>
<th>PCoIP</th>
<th>Multi-protocol</th>
<th>Instant on</th>
<th>Auto-mgmt</th>
<th>Virus Immune</th>
<th>Zero Client</th>
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<td><strong>Windows Embedded</strong></td>
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<td><strong>Wyse-enhanced SUSE Linux Enterprise</strong></td>
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<td><strong>Wyse ThinOS™</strong></td>
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<td><strong>Wyse Zero™ engine</strong></td>
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W3C Hardware

Flexible thin clients
- Compact
- Mobile
- High Performance
- Repurposed PC (SW)
- Handheld (SW)

Dedicated zero clients
- Citrix
- Microsoft
- VMware

Familiar cloud PCs
- Desktop
- High Performance
Enable the Largest Contribution to Green Initiatives

- **Reduce energy usage by up to 90%**
  - Saves an average of $70 – $150 a year per client in energy cost versus a typical PC*

- **Reduce costs associated with disposal and recycling**
  - Less materials used in manufacture
  - Lower transportation costs
  - Fewer parts to recycle
  - 90% reduction in e-waste

- **Enjoy fewer client refreshes**
  - Longer service life

- **A Wyse client can pay for itself in as little as two years in energy savings alone**

*Compared to a 200 watt PC at 15 cents a kilowatt hour and 10 hour weekday use

Cloud

PC

6.6 watts

70 – 250 watts
The Wyse Advantage - Solution Portfolio

Client HW and SW: Desktop, Mobile, and Handheld Solutions
Management SW: Scalable, Broad Device Management Product Line
Provisioning SW: OS / Application Streaming For Zero-Clients
Virtualization SW: The Richest User Experience in ICA, RDP, PCoIP
Leader in Emb. OS Support: Wyse ThinOS, Linux, Windows Embedded
Support for Leading Datacenter Platforms

- Citrix® XenApp / XenDesktop
- VMware® View and VDI
- Microsoft® Remote Desktop Services and VDI Suites
- Web-based Applications and Suites (SaaS)
The Wyse Advantage - Key Strategic Partners

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<th>Strategic Alliances &amp; Global Services Providers</th>
<th>Channel Partners</th>
<th>Technology &amp; Supply Chain Partners</th>
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<td>Cisco</td>
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<td>NEC</td>
<td>TRUSTED COMPUTER SOLUTIONS</td>
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<td>Tech Data</td>
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The Wyse Advantage - Market Leadership

Global Support / Scale—Over 23 Million Terminals and Clients Sold

#1 in WW Shipments 12 Years in a Row

1 of 2 Thin Client Vendors with Direct Relationship with Microsoft

Winner of Microsoft OEM Excellence Award 4 Years

Winner of Citrix Solution Partner of Year 2007 (Awarded 2008)

Winner Green IT Solution Europe 2008

Significant IP and patents pending and granted for software solutions

Customer Support staffed with Wyse Employees – 24 x 7 available
Wyse Technology

The Global Leader in Cloud Client Computing