

End-User Computing: The Future of the Digital Workspace

What's EUC?

The digital workspace has mobility at its heart. At the core of VMware's digital workspace solutions is end-user computing (EUC), consisting of Workspace ONE, Horizon and AirWatch. VMware's new take on the workspace will augment your customers' skills and capabilities to new horizons by connecting humans with machines and positively impacting productivity, efficiency and customer engagement.

Why Does It Matter?

Workspace ONE, powered by AirWatch, offers your customers a simple, cost-effective, integrated platform that provides unified management of every endpoint, regardless of platform or ownership model.

- Consolidates management across devices, desktops, rugged devices and "things"
- Reduces costs and improves security with real-time, over-the-air management
- Integrates access control, as well as app and multi-platform endpoint management

AirWatch, a leader in enterprise mobility management (EMM), offers total endpoint protection via a single management console providing users with a secure anytime, anywhere, any device connection.

- Manages the entire lifecycle of any endpoint across all major operating systems
- Provides a layered security approach encompassing users, endpoints, data and network
- Deploys and manages any app—native, web or remote—through a single catalog



How Do I Use EUC?

Workspace ONE can be licensed as perpetual or in a SaaS monthly subscription model. It's licensed in Standard, Advanced, Enterprise and Enterprise for VDI, and is offered per device or per user. VMware also offers a more cost-effective solution for mobility management with AirWatch Express.

¹IDC – Mobility at the Heart of the Digital Workspace

vmware®

No Matter Your Customers' Needs, Tech Data and VMware Can Help

Enablement Programs	Sales Tips
<ul style="list-style-type: none">• EUC Elite Qualifying customers will attend a webinar with a VMware Sales Business Unit rep, who will review program benefits and provide a product demo. Next, we'll assist you in completing your Mobility or Desktop Virtualization competency. Upon completion, our lead-generation service will provide you with qualified end-user leads.• Healthcare Qualifying customers will be invited to attend a VMware-focused healthcare webinar that'll showcase how to position VMware when selling in the healthcare space. Upon completion, our lead-generation service will provide you with qualified end-user leads.• Advance to Enterprise (A2E) Qualifying Professional-level customers will receive funding to help advance to Enterprise-level partnership with VMware.	<ul style="list-style-type: none">• vmLIVE Schedule Attend VMware webcasts that cover a wide range of go-to-market topics that drive VMware's priorities and help customers understand the programs, tools and resources available to them. You can find the schedule under the Partner University tab in VMware Partner Central.• VMware Sales Readiness Briefcase: EUC Drive impactful, value driven conversations with this accessible, visually-rich, on-the-go ready sales enablement content.• Partner Demand Center Utilize this best-in-class package of content, programs and integrated campaigns, including analytics and lead management, to enable faster business growth. You can access this resource by visiting the Sales tab in Partner Central.• Workspace ONE Licensing Guide https://www.vmware.com/content/dam/digitalmarketing/vmware/en/pdf/products/workspace-one/workspace-one-editions-comparison.pdf
Certifications & Competencies	Tools & Services
<ul style="list-style-type: none">• VMware Authorized Training Center (VATC) Tech Data is an authorized VATC and can deliver customer and end-user trainings.• VMware Solution Competency: EUC Learn more about "Desktop as a Service," "Desktop Virtualization" and "Mobility Management." You can find these trainings by logging into Partner Central, clicking the Partner University Tab and selecting VMware Cloud on AWS under Partner Competencies.• Hands-On Labs Leverage VMware Hands-On Lab tool as a proof of concept for your customers to demonstrate features and products. You can find this tool in Partner Central under the Partner University tab. Just select Hands-on Labs to get started.	<ul style="list-style-type: none">• VMware Solutions Enablement Toolkits: EUC You can access this resource by clicking Solution Enablement Toolkits under the Sales tab in Partner Central.• Tech Data Solution Center Leverage Tech Data's specialized solution center for free live or virtual product demos.• Roadshows & Boot Camps Attend focused, guided VMware roadshows and Boot Camps to learn more about harnessing VMware's emerging products and solutions.• Tech Data Professional Services From cloud certifications to Workspace ONE consulting to custom API integrations, we're your one-stop shop. Please reach out to the Tech Data VMware team or it-solutions-eims@techdata.com