Putting it all together: The cherry on top of your EUC stack.

Brian Madden

Josh Olson

Modern Workforce Technology

Traditional IT	"Consumer Style" IT	HR	Operational Tech

Visibility, Monitoring, & Control

Intelligence & Automation

Global Access & Trust Policies

Consistent Employee Experience

Traditional IT	"Consumer Style" IT	HR	Operational Tech
Device Management	BYO	Onboarding / Offboarding	IoT / Devices
App Delivery	Digital Assistants	Digital Employee Badge	Edge
User Management	Voice / Chat / AI Bot	Campus & Office Tools	Consumer Devices
Files & Data	Frontline Workers	DEX / XLA	AR/VR/XR

VMware Workspace ONE

Traditional IT	"Consumer Style" IT	HR	Operational Tech
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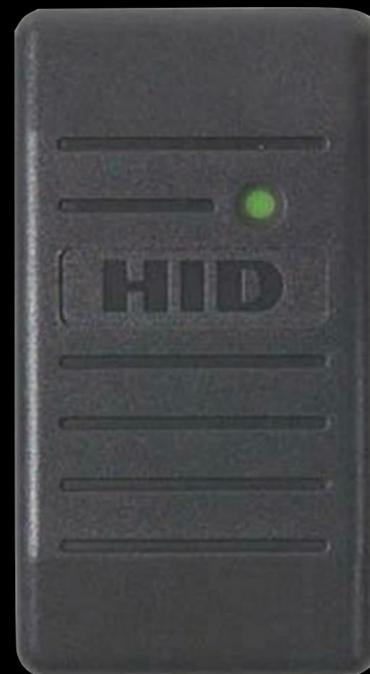
Is this badge credential valid?
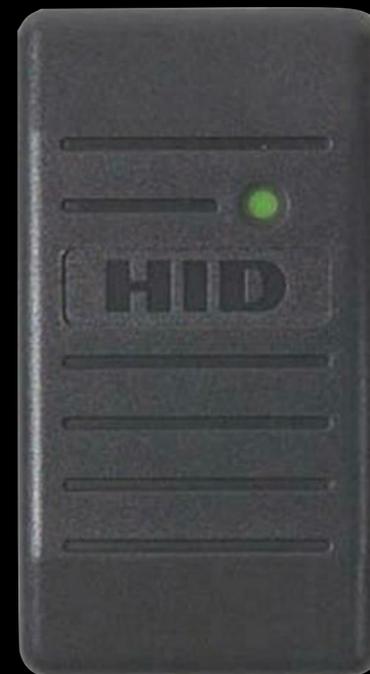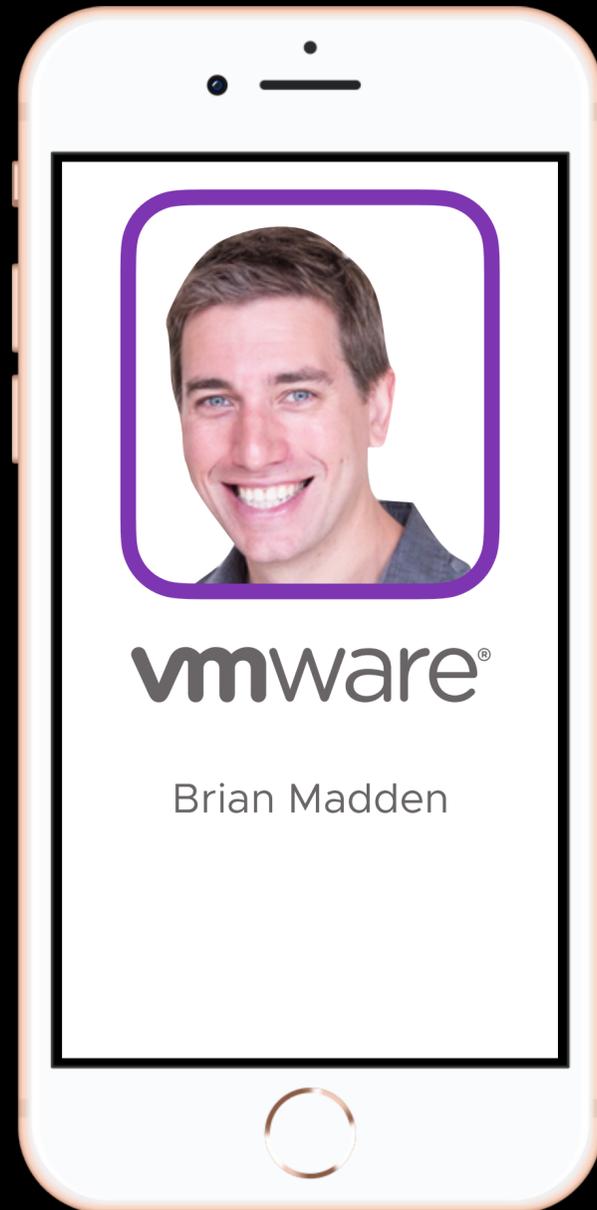
Biometric / PIN auth on device to present digital badge

Is this digital badge credential valid?

COVID-trained?

Does the time card / shift-based access control allow them in?

Have a reservation in this building?

Does the building have capacity?

Is this employee logged in from another location currently?

🍒VMware Workspace ONE

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Files & Data	Frontline Workers	DEX / XLA	AR/VR/XR

Carbon Black

VMware SASE

VMware SD-WAN

VMware Secure Access
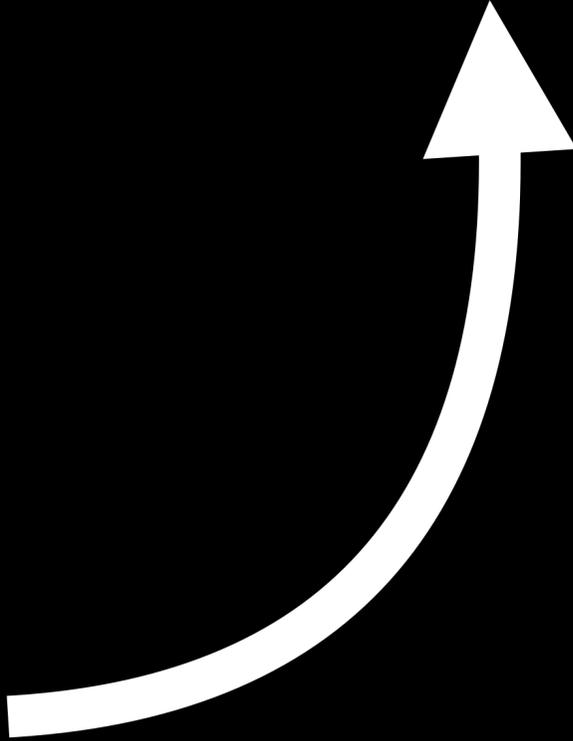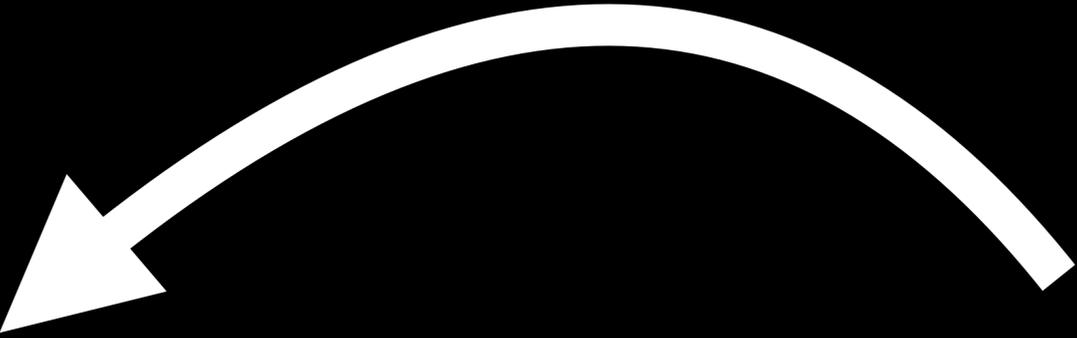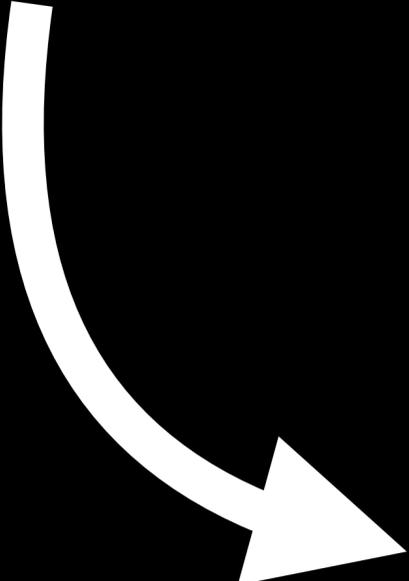
Workspace ONE Platform

- ▶ Extendable
- ▶ Extensible
- ▶ Pluggable
- ▶ We want to you keep using what works!
- ▶ Workspace ONE is the mortar between your bricks

My actual **April 2018** VMware onboarding story

Michael Dell ✔
@MichaelDell
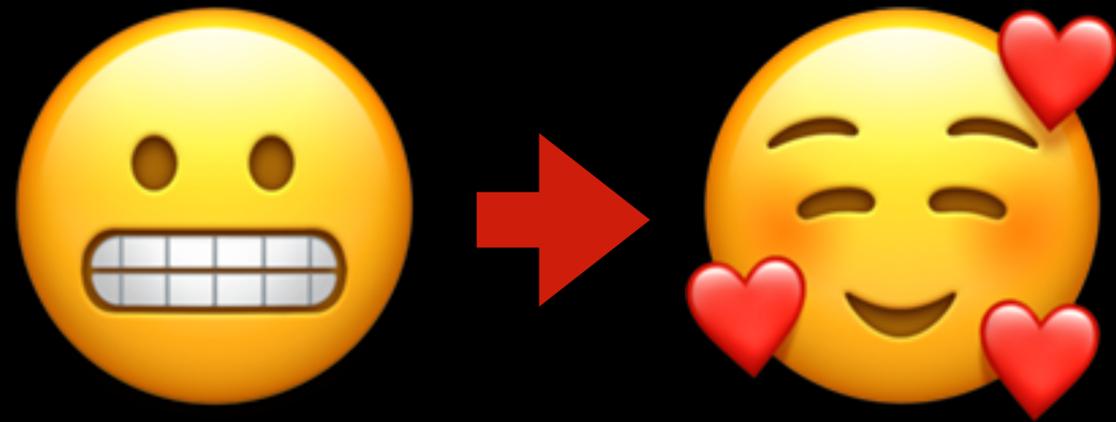
Welcome to the @VMware @DellTech team @brianmadden. Keep up the direct conversations with our customers!

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VMware Horizon VMware Horizon Cloud

Industry Expert Brian Madden Joins VMware EUC Team

Shawn Bass
April 2, 2018

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The VMware End-User Computing team has had an exciting couple of weeks as we introduced the industry's first intelligence-driven digital workspace and announced the acquisition of the technology and team of E8 Security. However, we know that in addition to offering the best solutions at VMware, we also need the best people.

Today I'm proud to announce a new addition to what's already the #BestEUCTeam in the business, as industry veteran Brian Madden will be joining VMware as a technologist in our EUC CTO office.

Brian's been in the EUC industry for over 20 years, having founded BrianMadden.com and created the BriForum conference series. He's written six books about desktop virtualization, VDI, and DaaS, thousands of articles and blog posts, and has given hundreds of speeches around the world (including many at VMworld conferences, where he's been the #1 ranked speaker on more than one occasion).

He loves to travel, be on stage, engage with the technical community, and help IT pros figure out their toughest challenges. One of Brian's greatest strengths is his ability to take complex technical concepts, couple them with industry thought leadership and vision, and weave them into a story that's entertaining and effective–whether he's speaking on stage, writing a blog post, or recording a podcast. All of this will continue in his new role at VMware.

As our newest technologist, Brian will continue to live a mobile / "virtual" life, traveling the world to engage with VMware customers, partners, employees and the EUC community. He'll help us tell our EUC story and vision, and help ensure the community's feedback is brought back and merged into our product strategy.

VMware SASE

VDI — Desktop Locations
User Locations
VMware SD-WAN / UAG Service Nodes (>100 nodes)

Predict
Prevent
Detect
Respond

PREVENTION
DEALING WITH THREATS
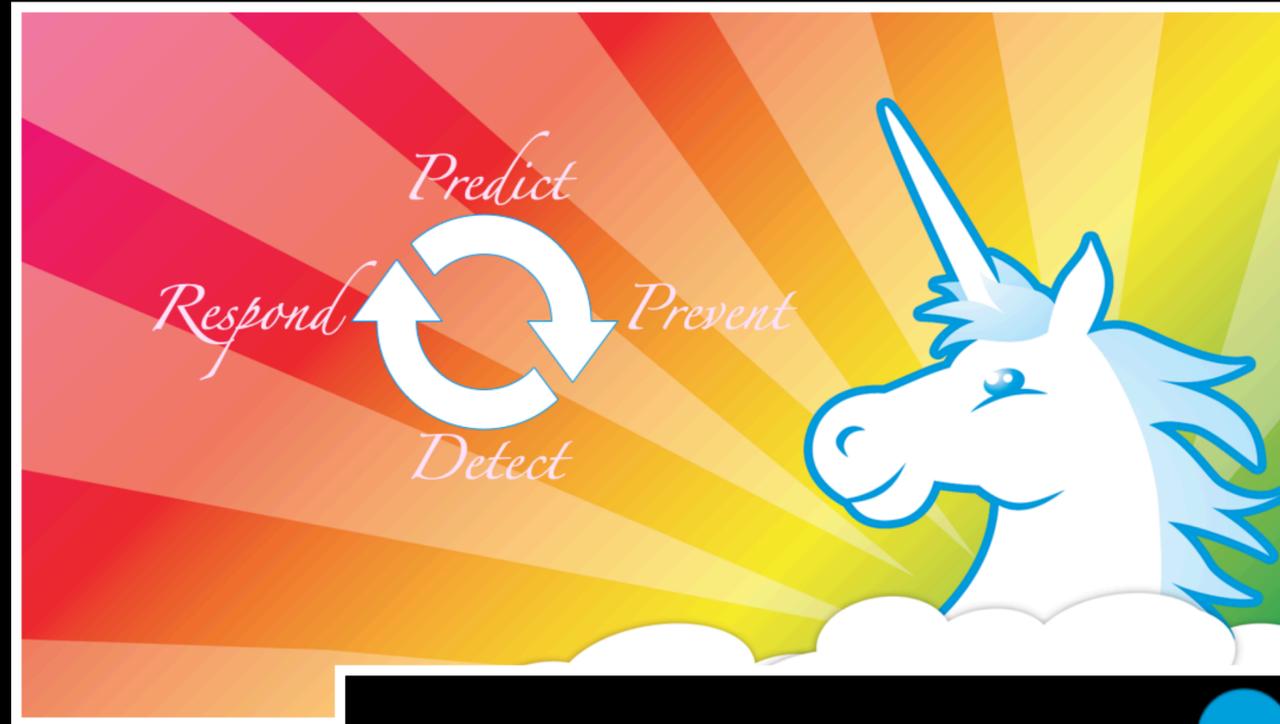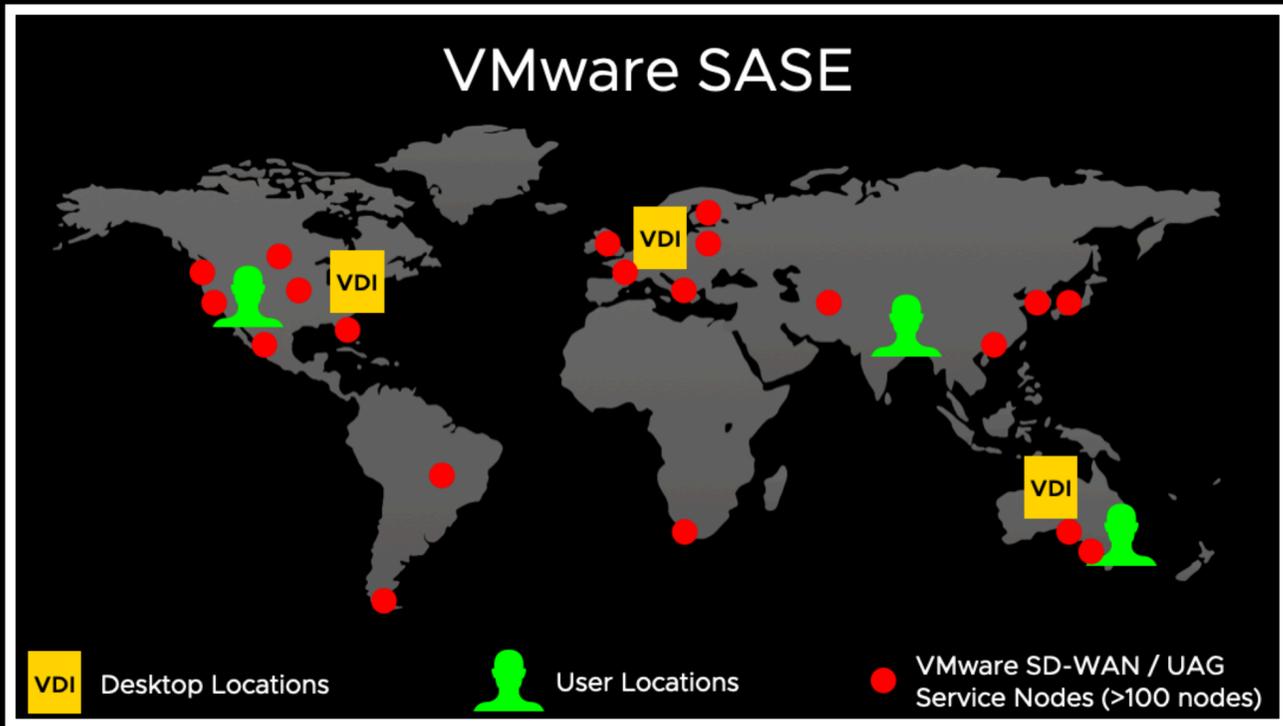
VMware Zero Trust Security

Creating Autonomous, Transparent Policing with Cloud-First Technology

Peel Regional Police

Industry: Public Sector, Government

"We were familiar with VMware Workspace ONE. There were other options, but we knew that we could do more with a mature product. VMware has a 10-year lineage with Workspace ONE. I didn't want a version 1.1 product."

Tony Ventura, Director of IT Services, Peel Regional Police

Creating Autonomous, Transparent Policing with Cloud-First Technology

Peel Regional Police is one of the largest law enforcement organizations in Canada. To create more autonomy and transparency within the organization, PRP wanted to provision 2,000 iPhone 12 devices to officers, configured for personal use, but also hosting sensitive police applications with Zero Trust Security. VMware Workspace ONE provides a single platform enabling PRP to deliver and manage devices and meet the tight deadlines of the iPhone rollout smoothly and efficiently. To help ensure compliance and lock down critical systems, the organization uses VMware Carbon Black App Control. The solution includes a VMware Technical Account Manager and VMware Professional Services to help PRP align its business outcomes with the new technology.

VMWARE PRODUCTS

VMware Carbon Black App Control, Technical Account Management Services, Horizon, Professional Services, Workspace ONE, Workspace ONE Access

SOLUTIONS

Anywhere Workspace, Zero-Trust Security, Workspace Security, Desktop and App Virtualization, Security, Modern Management, Employee Experience

RESOURCES

Customer Case Study

Start ⌄   Workspace ONE   Horizon   Utilities   Podcast   Blog

Advanced Search ⌄
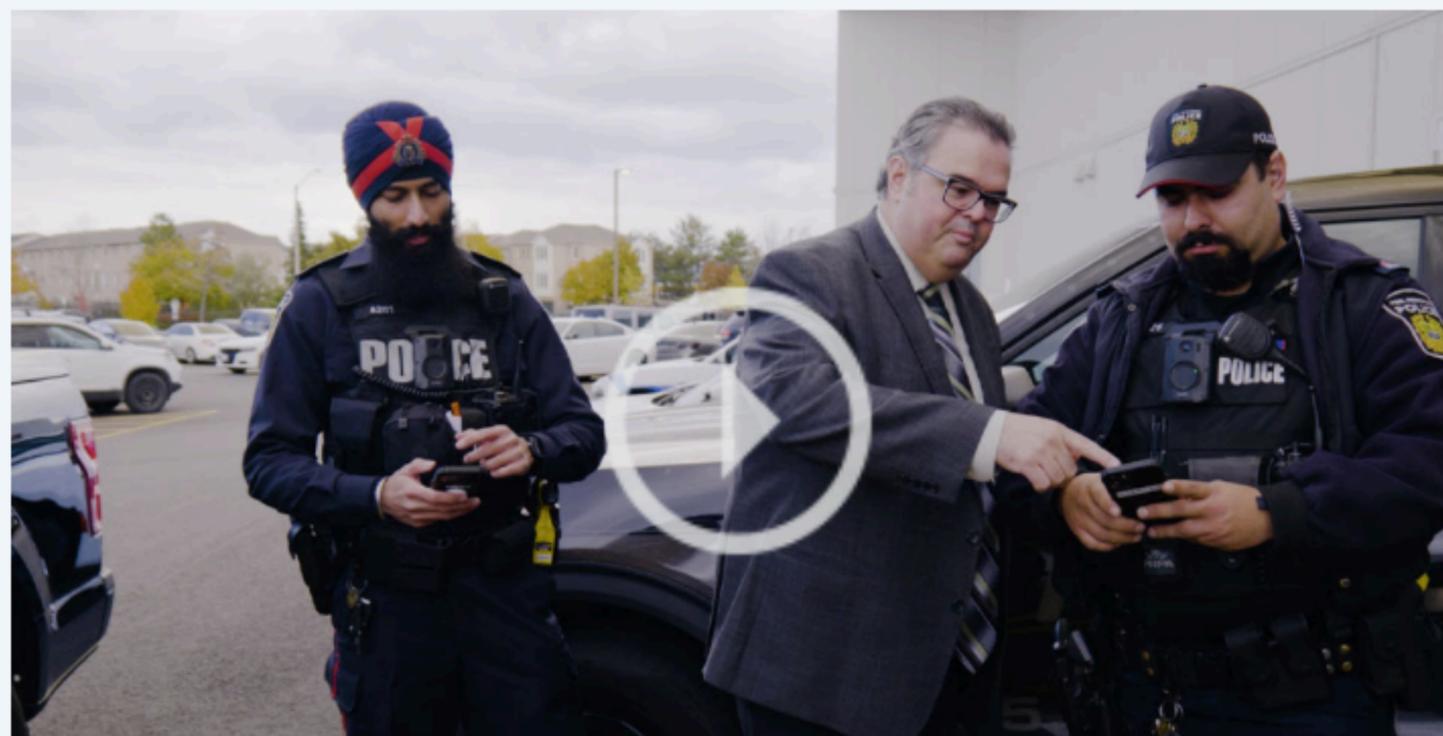
Community Rating: ★★★★★   Your Rating: ★★★★★

Brian Madden
Read More from the Author

Lead Field Technologist, End User Computing, VMware. Brian has been in the EUC industry for 25 years, and is currently the lead field technologist in VMware's EUC Office of the CTO. Prior to joining VMware, he was known as the creator of BrianMadden.com and the BriForum conference series. Brian has written six books, thousands of blog posts, and given hundreds of speeches around the world.

⚠ This blog is more than 8 months old. The content

Brian Madden: What is zero trust, and

October 24, 2019

If you're reading this, you've surely heard the term "Ze you feel like you should learn about but that you haven computing".) There's a good chance you think Zero Tru you they've been doing it for years.

In this post, I'm going to explain what Zero Trust actual mention VMware Workspace ONE, sold by the vendor

What is Zero Trust?

Put simply, Zero Trust is an IT strategy where you deci trust for things.) S from the old days

The Old Days:
Modern Zero secure boot, a approved—the

The Old Days:

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Zero Trust avoids the traditional "security versus convenience" tradeoffs

Brian Madden
November 3, 2021

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Everyone reading this has probably heard th convenience are inversely proportional. In ot with the cost of less convenience, while mak less security. This isn't just in the context of door is easier to use (more convenient) than door that you can unlock with a key is easie that requires both a key and a keypad code

puting, we all cure than sh one PINs are authenticatio an just a pa enticator app more secure ance.

d of standa ferent compa res, and sale

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What is SASE?

Brian Madden
November 17, 2021

Traditional Security Model

More secure, harder to use ⟵   ⟶ Less secure, easier to use

Security   Convenience

↑   ↑   Where do you want to be?   ↑

Zero Trust Security Model

Convenience

Security   Convenience

↑ Here. You want to be here.

Thank You