



The ultimate platform for application virtualization

AMD Opteron™ processor-based servers with Microsoft® Windows Server® 2008

WHAT IS APPLICATION VIRTUALIZATION?

Application virtualization transforms applications into virtualized services that can be accessed and run quickly, easily, and with minimal impact on the host OS or other applications. It helps improve computer security and reliability by encapsulating applications from the physical hardware, operating system, and programs launched by them.

In the past, application management consisted of a series of manual tasks that required time, money, and manpower to perform. With application virtualization, application delivery and upgrades are done via a streaming protocol. With centrally controlled access, applications are no longer installed on the client — and can be run without visiting a desktop, laptop, or terminal server. Conflicts between applications? They're a thing of the past. You can even use different versions of applications simultaneously. Plus, when additional components are needed, they can quickly be requested and delivered transparently.

WHO ARE THE KEY PLAYERS SUPPORTING APPLICATION VIRTUALIZATION?

AMD AND MICROSOFT

AMD Opteron™ processors provide a solid foundation for the evolution to x86-based virtualization. Not only do they give companies the ability to run both 32- and 64-bit applications on the same physical computer, they take advantage of Direct Connect Architecture, an integrated memory controller, and HyperTransport™ 3.0 technology — all of

which provide users with a predictable and usable client experience. AMD Virtualization™ (AMD-V™) technology is designed to help virtualization software run applications more efficiently in separate, isolated environments — as well as hide the complexity of the hardware infrastructure to help simplify management. Plus, AMD-V leverages AMD's revolutionary Direct Connect Architecture to provide fast and efficient memory handling.

Working with Microsoft® Windows Server® 2008, AMD Opteron processors provide advanced power management capabilities that help decrease platform power consumption and datacenter temperatures, while better leveraging existing power infrastructures and utilizing space more efficiently. Microsoft SoftGrid Application Virtualization takes things a step further. Powered by AMD Opteron processors and running Windows Server 2008, it is one of the only virtualization solutions that delivers applications on demand — applications that never need to be installed. With SoftGrid, the entire process is automated, streamlined, and accelerated — helping reduce costs, and enabling IT departments to focus on other aspects of business development.

One of the most extensive virtualization technologies on the market, it's an end-to-end solution that impacts the entire application lifecycle. And, it's just another example of how AMD and Microsoft work better together.

APPLICATION VIRTUALIZATION HELPS TO:

- Enable applications to run without the need to visit a desktop, laptop, or terminal server
- Rapidly deliver applications using a streaming protocol
- Transparently request and deliver additional components
- Easily manage application deployments, patches, updates, and terminations
- Accelerate the pace and reduce the cost of business

HOW APPLICATION VIRTUALIZATION WORKED FOR NIVIO

Challenge

Start-up company Nivio™ wanted to virtually deliver the Microsoft® Windows® desktop experience anywhere in the world, but needed to create an exceptionally robust and complex infrastructure to deliver the service.

Solution

The company created the NivioGrid infrastructure on servers powered by AMD Opteron™ processors and running Windows Server® 2003. The NivioGrid leverages Microsoft Windows Terminal Services to virtually deliver Windows-based applications to users, and uses a host of application virtualization technologies in a hybrid model coupled into their proprietary platform.

Impact

Within one month of the beta launch of the service, Nivio signed up 20,000 customers — 13,000 more than anticipated.



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