
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

EUC201

Creating the workplace of the future with AWS end user computing

Muneer Mirza

General Manager, End User Computing
AWS

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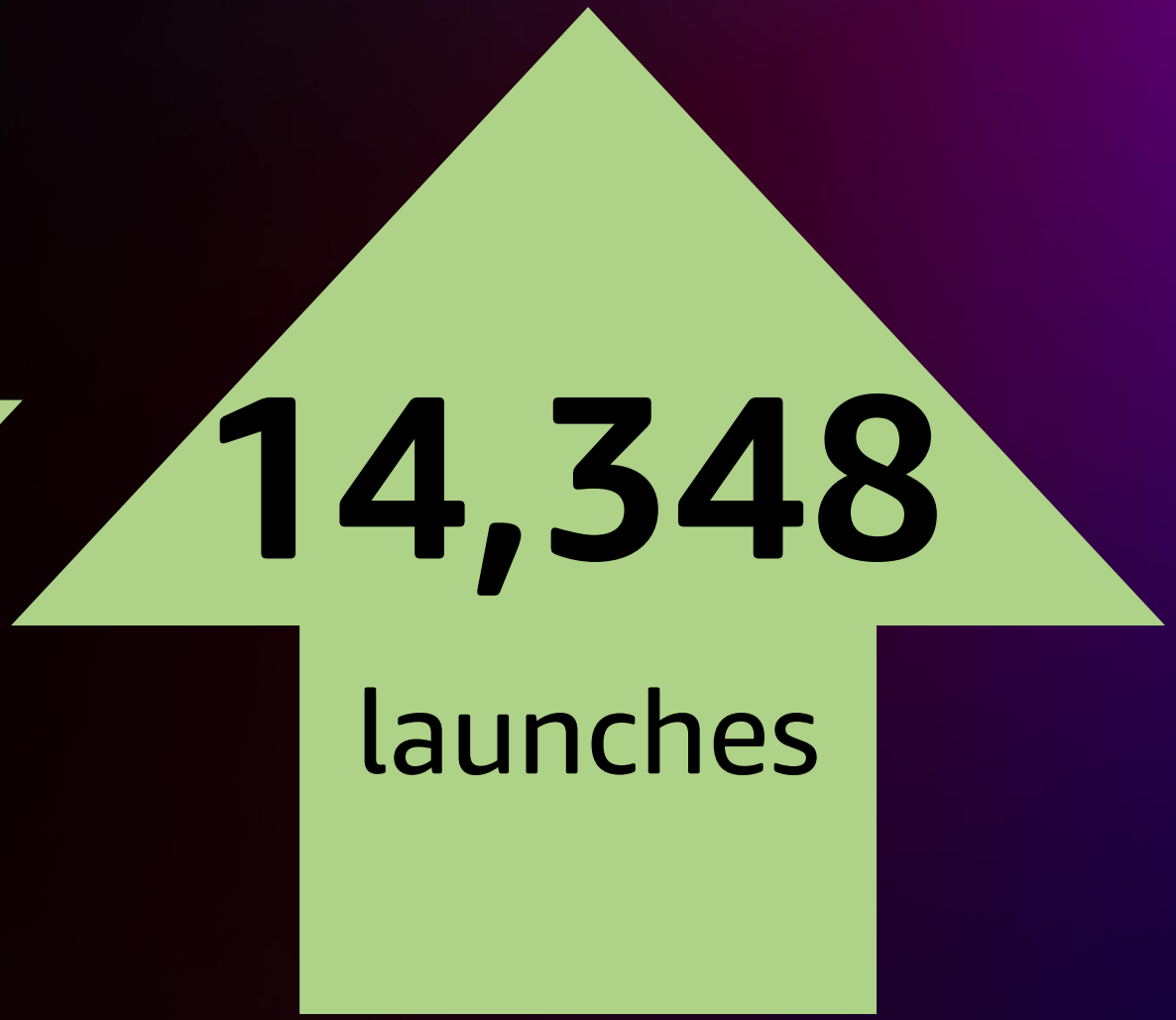

“Euro zone predicted to have a deep recession and a difficult, slow recovery”
– CNBC, November 16, 2022
“Reducing Inflation Without a Recession Might Not Be Feasible, Fed Official Says”
– Wall Street Journal, November 16, 2022
“Fed-led dash for higher rates risks ‘world recession’, warns top EU diplomat”
– Financial Times, October 10, 2022



“Yep, the probabilities in this economy tell you to batten down the hatches.”

– Jeff Bezos





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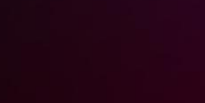
AWS End User Computing customers





































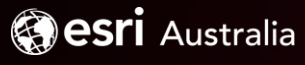
































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AWS End User Computing is a set of services and features that help organizations create a more agile user base – serving workers or delivering applications – while keeping your data and intellectual property secure.

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Core tenets of AWS End User Computing



Flexibility



Choice

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Maximizing choice

- Freedom to bring previously purchased software to the cloud
- Freedom to run on-premises software on the cloud of your choice
- Freedom from retaliation for cloud choices
- Equal treatment for software licensing fees in the cloud
- Directory software should be interoperable



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Innovating with AWS End User Computing



Security



Reliability



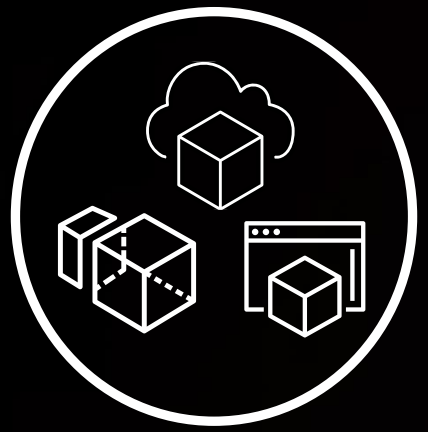
Productivity



Cost efficiency

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AWS End User Computing services



Amazon WorkSpaces Family

Fully managed, secure, reliable, scalable virtual desktops for every workload



Amazon AppStream 2.0

Simple SaaS conversion service for Windows or Linux apps

Low-cost virtual desktop alternative with selective persistence



DCV protocol

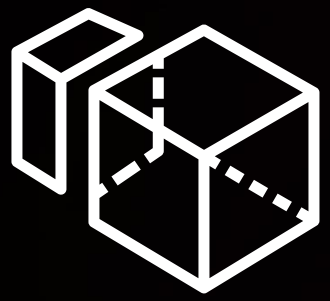
High-performance remote display protocol for any application

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Virtual desktops

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Amazon WorkSpaces Family



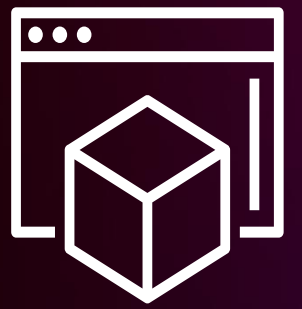
WorkSpaces

Fully managed all-inclusive virtual desktops for every worker and workload



WorkSpaces Core

Fully managed infrastructure-only solutions for customers' VDI software



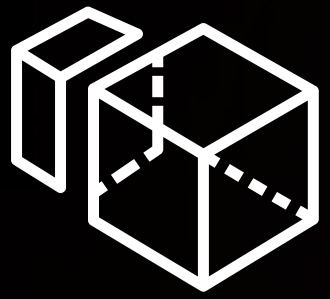
WorkSpaces Web

Fully managed secure browser access to internal websites and SaaS apps

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AWS virtual desktop services



WorkSpaces



WorkSpaces Core



Amazon AppStream 2.0

WorkSpaces Web

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Amazon WorkSpaces Family

Fully managed infrastructure-only solution for third-party VDI software



Amazon WorkSpaces Core

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What our customers and partners are saying…

Goldman Sachs

"Amazon WorkSpaces Core, the API, to us represents better customer choice, because now, as a customer, we can choose our management or admin experience for a purpose-built VDI/DaaS infrastructure, and tailor different experiences for different use cases…"

– Harry Labana, Managing Director

vmware®

"This integration will deliver the optimized user experience that enterprise VDI customers have enjoyed with Horizon and Blast protocol, the simplicity of native cloud capacity provided by Amazon WorkSpaces Core, and the flexibility to choose and customize VDI deployments on-premises or desktop-as-a-service (DaaS) on Amazon within the same hybrid environment."

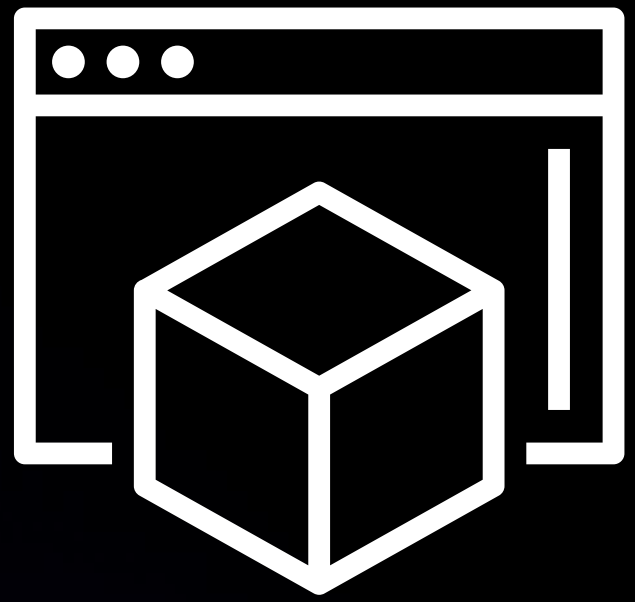
– Shawn Bass, CTO,
VMware End User Computing

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Amazon WorkSpaces Family

Fully managed secure browser access to internal websites and SaaS apps



Amazon WorkSpaces Web

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Using WorkSpaces Web

- Secure web access to internal sites on BYOD devices
- Great alternative to VPN at a price point lower than virtual desktop
- Lightning-fast POC

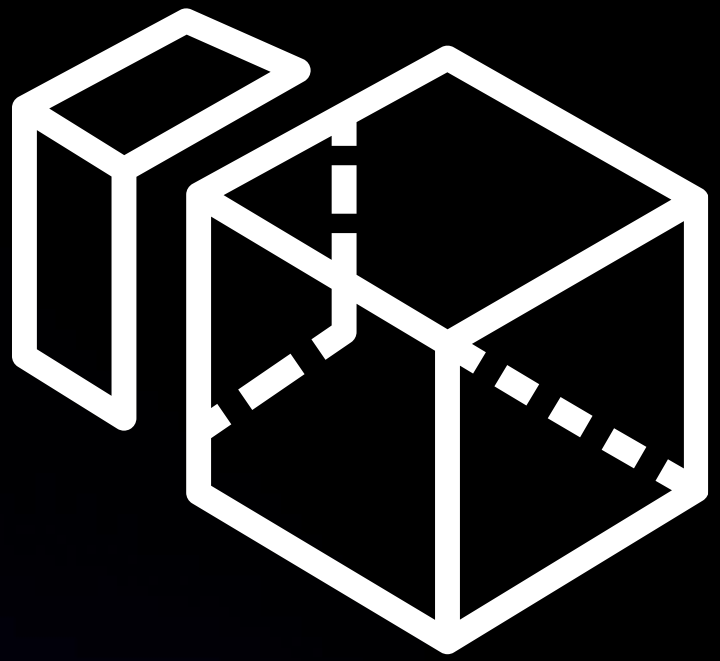


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Amazon WorkSpaces Family

Fully managed all-inclusive virtual desktops for every worker and workload



Amazon WorkSpaces

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Ongoing innovation: Ubuntu virtual desktops







Ubuntu

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Ongoing innovation: business continuity and disaster recovery



Productivity

Keep users online and productive during disruptive events



Cost efficiency

Optimize the costs of building redundant, cloud-based, virtual desktop infrastructure across multiple Regions



Administration

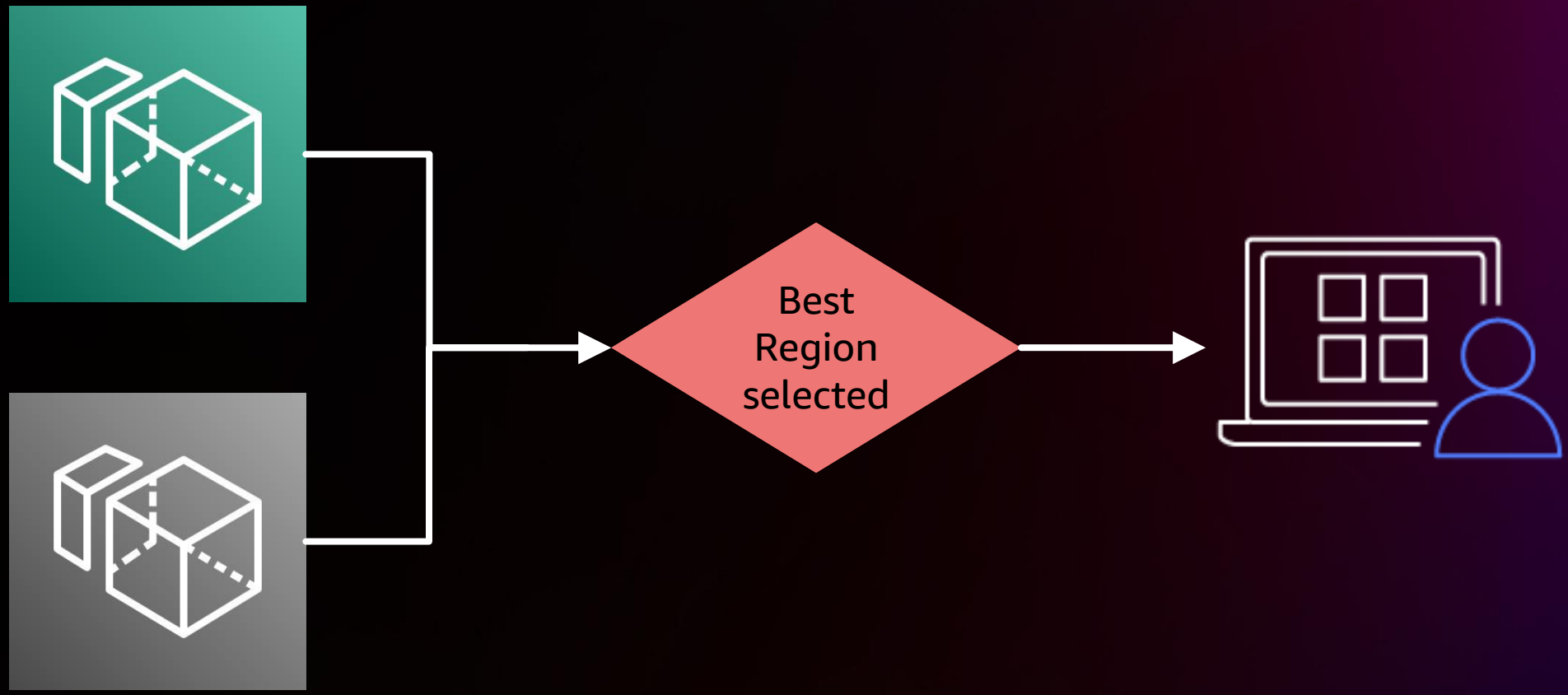
Reduce the administrative burden of maintaining standby deployment across multiple Regions

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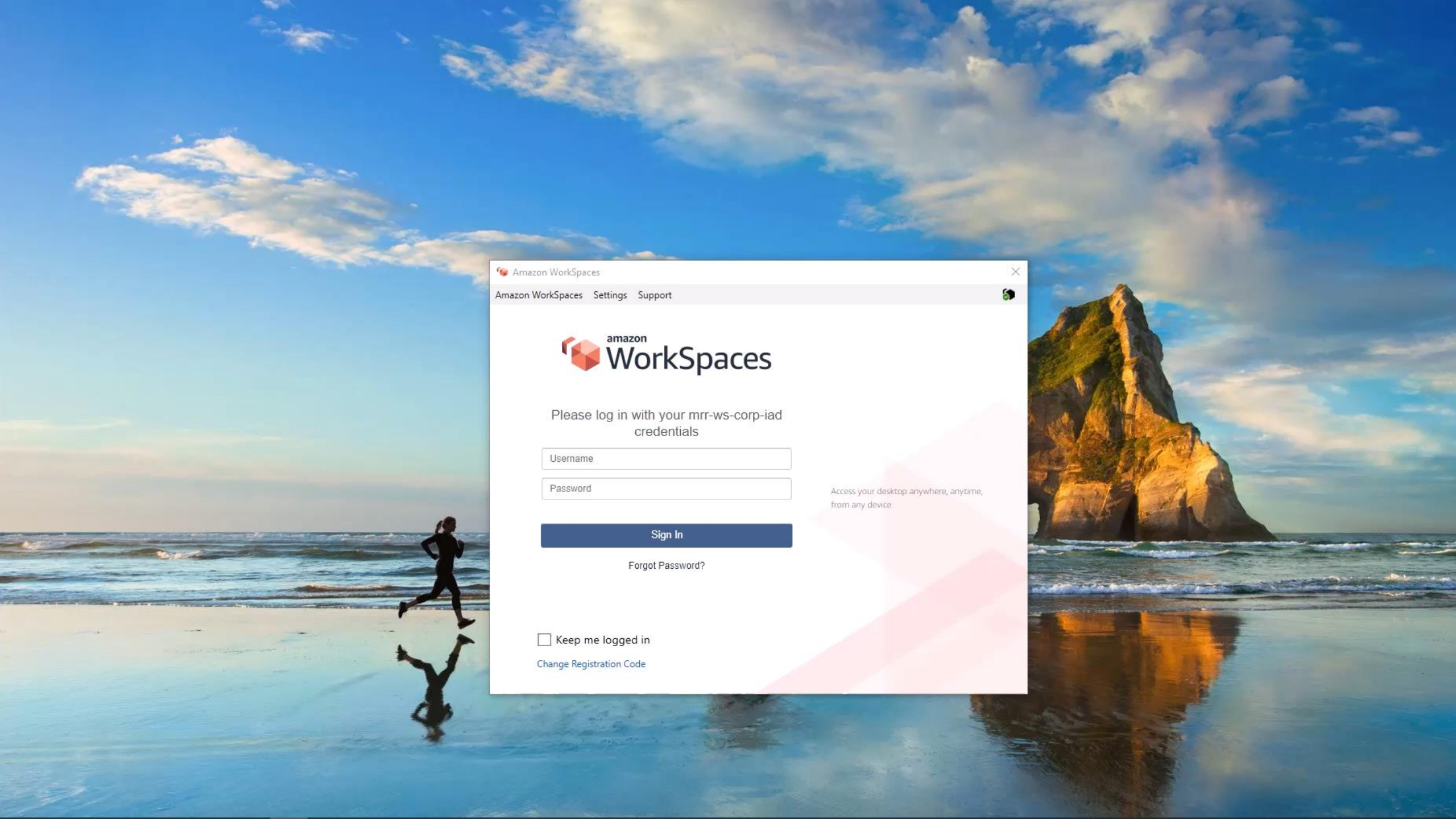
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WorkSpaces Multi-Region Resilience

SIMPLE TO IMPLEMENT AND MANAGE; A FRACTION OF THE COST OF TRADITIONAL BC/DR



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Amazon WorkSpaces
Amazon WorkSpaces
Settings
Support
amazon
WorkSpaces
Please log in with your mrr-ws-corp-iad credentials
Username
Password
Sign In
Forgot Password?
Keep me logged in
Change Registration Code
Access your desktop anywhere, anytime, from any device

Ongoing innovation: security

Protocols

Single sign-on



Smart cards

Multi-factor authentication

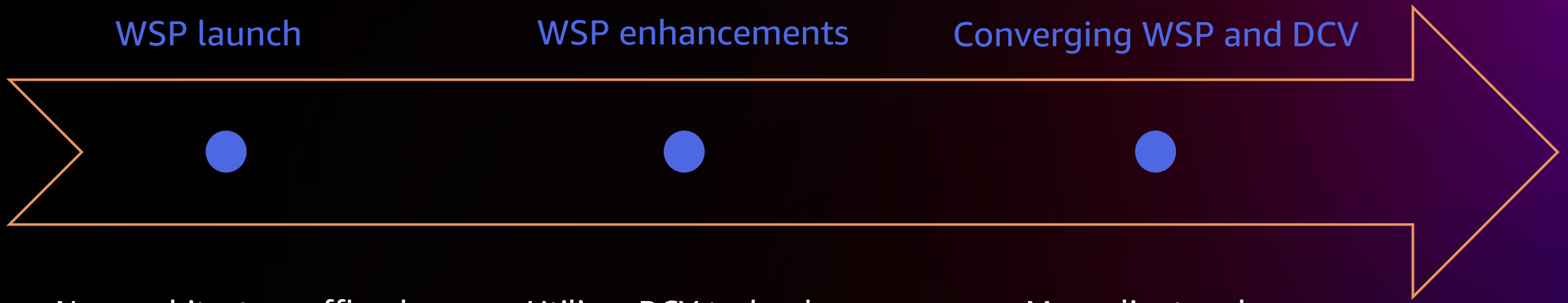
Encryption

SAML 2.0 identity providers

More to come...

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Ongoing innovation: streaming protocols



- New architecture offloads metric analysis, codec selection, and encoding

- Utilizes DCV technology
- Improved streaming quality
- New native web clients
- Ubuntu WorkSpaces support

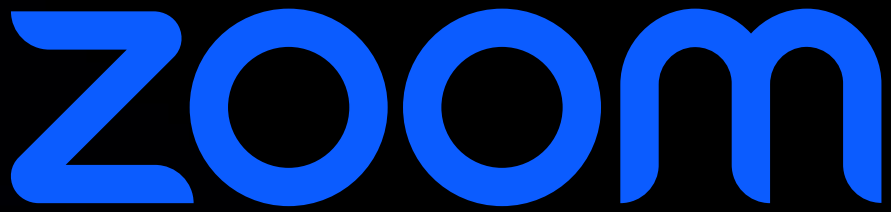
- More client and server platform support
- More AWS Regions
- More in-session features

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Ongoing innovation: Zoom client-side offload

Reroutes Zoom videoconference traffic to reduce latency

Zoom app window works within the WorkSpaces virtual desktop as usual



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Try these today! Visit aws.amazon.com…

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OR



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WorkSpaces Web

…/workspaces/main

OR



WorkSpaces Multi-Region Resilience
Ubuntu Desktop on WorkSpaces
WorkSpaces Zoom offload

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Desktop application SaaS conversion

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Changes in customer expectations

SaaS

Largest growing software category





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Rehost?
Replatform?
Rearchitect?
Rebuild?



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Making “SaaSification” simple

- Turn Linux or Windows applications into SaaS applications in hours
- Manage the customer experience from end to end
- No bits to download
- No refactoring required

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SaaSify your application with AppStream 2.0



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SaaSify your apps today!

Visit
aws.amazon.com/appstream2

OR



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In summary…

- Virtual desktops are needed now more than ever before. AWS gives you flexibility and choice.
- Support the Fair Software Licensing Principles at fairsoftwarelicensing.com
- AppStream 2.0 provides your fastest path to desktop application SaaSification
- Check out the AWS Desktop and Application Streaming Blog for updates on all the latest features and functionality

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Join AWS EUC's re:Invent reception

RSVP today
Wednesday, November 30th, 2022
Electra Lounge at the Palazzo

Visit: https://aws-euc-reception.splashthat.com/

SCAN ME

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End User Computing: other track sessions

Type	Level	Day / Time	Title	Location	Code
Breakouts	200	11/30, 10:00a – 11:00a	Creating flexibility and choice for VDI management with Amazon WorkSpaces	Upper Convention Promenade, Bollinger, Wynn	EUC203
	200	11/30, 10:00a – 11:00a	**OVERFLOW:** Creating flexibility and choice for VDI management with Amazon WorkSpaces	Level 1, Summit 231, Content Hub, Yellow Screen, Caesars Forum	EUC203-OF
	300	11/30, 8:30a – 9:30a	Accelerating SaaS conversion of legacy applications	Level 2 South, Lagoon L, Mandalay Bay	EUC307
	300	11/30, 8:30a – 9:30a	**OVERFLOW:** Accelerating SaaS conversion of legacy applications	Level 2, Venetian E, Content Hub, Yellow Screen, Venetian	EUC307-OF
Chalk talks	300	11/30, 5:30p – 6:30p	Best practices for migrating on-premises VDI workloads to the cloud	Convention Promenade, Palmer 2, Wynn	EUC308
	300	11/30, 10:00a – 11:00a	Choosing an Amazon AppStream 2.0 fleet to reduce costs & optimize experience	Level 3, Room 306, MGM Grand	EUC309
	300	11/30, 2:30p – 3:30p	Securing end user computing workloads on AWS end user computing services	Convention Promenade, Palmer 2, Wynn	EUC312
	300	12/1, 11:45a – 12:45p	Securely stream AWS workloads to your remote workers	Level 1, Academy 412, Caesars Forum	EUC301-R1
Workshops	300	11/30, 11:30a – 1:30p	Enable secure access to private resources with Amazon WorkSpaces Web	Convention Promenade, Lafite 2, Wynn	EUC304
	300	11/30, 3:15p – 5:15p	**REPEAT:** Getting started with Amazon WorkSpaces	Level 3, Premier 309, MGM Grand	EUC306-R1
	300	12/1, 2:45p – 4:45p	**REPEAT:** Create an online software trial with Amazon AppStream 2.0	Level 2 South, Mandalay Bay Ballroom A, Mandalay Bay	EUC305-R1
Chalk Talk	300	11/30, 4:00p – 5:00p	**REPEAT:** Building streaming applications using Amazon AppStream 2.0 Elastic fleets	Level 3, Premier 320, MGM Grand	EUC313-R1
	300	12/1, 2:45p - 3:45p	**REPEAT:** No refactoring required: Turning legacy applications into SaaS	Level 1, Boulevard 169, MGM Grand	EUC302-R1
Demo Theater	NA	11/30, 2:30p – 2:50p	Maximize employee experience with Amazon WorkSpaces & AppStream 2.0	Hall B, Expo, AWS Village, Village Theater, Booth #1335, Venetian	EUC001
	NA	11/30, 3:00p – 3:20p	Modernize your virtual desktop infrastructure with Amazon WorkSpaces	Hall B, Expo, AWS Village, Village Theater, Booth #1335, Venetian	EUC002

Thank you!



Please complete the session survey in the **mobile app**

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