

# 360 View – ProfileUnity™

## Overview

**ProfileUnity™** delivers complete and affordable User Management for both physical and virtual Windows Desktop environments. The solution enables dynamic profile management and migration among Windows XP, Windows 7/8/8.1, and server-based computing desktops. Specific features, such as “follow-me” FlexApp, enables users applications to be installed without affecting the underlying desktop base image. An advanced version of the solution that adds Department Installed Applications (DIA) capabilities enables Administrators to assign virtualized applications to users on a context-aware basis.

## Do You Need ProfileUnity?

You do if you said “yes” to:

- Would you like to use non-persistent virtual desktops with persistent user personalization?
- Do you lack a disaster recovery solution for all of your Windows desktops?
- Do you require best data storage practices for user authored data?
- Do you lack a migration plan in place for Windows 7/8/8.1/8?
- Do you have a mixed desktop OS environment in your organization?
- Do your users' profiles suffer from profile corruption or bloat?
- Do you need “on-demand” application delivery?

## ProfileUnity Customer Use Cases

ProfileUnity is used to to manage and migrate user profiles and provide application portability for any Windows implementation. Here are a few stages that are key to most organizations:

- Accomplishing Anytime Migrations.™ Once a profile has been virtualized, users can move to Windows 7/8/8.1 at any time, on physical or virtual desktops.
- Accomplishing Greenfield Migration™ of user profiles and user authored data. Start with a fresh image of Windows 7/8/8.1, and ProfileUnity will configure and provide only the user's lightweight profile at logon.
- Enabling implementation of cost-saving non-persistent virtual desktops.
- Enabling reduction of number of master desktop images to fewest possible with “on-demand” application delivery with FlexApp.
- Planning to upgrade operating systems or applications.
- Replacing Roaming Profiles/Folder Redirection.
- Utilizing Department Installed Application packaging and assignment, available in the advanced ProfileUnity version.

### Proactive

Administrators will seek to ensure they have a plan for migrating and managing user profiles, as well as configuration settings to keep their users happy and productive. They will be interested in dramatically reducing the administrative workload of setting up a new environment for users when migrating to a new platform, regardless of whether its physical or virtual.

### Post Production

Administrators will have had challenges with basic profile solutions from Microsoft, Citrix, or VMware. Logon times may be long, profiles may be bloated or easily corrupted, additional data may need to be made portable. They may also find that they have no granular control over how settings get applied to the enterprise. Users of competitive solutions may have found them too expensive, the infrastructure too complex, or that they are difficult to manage and scale.

## Business Benefits

ProfileUnity can:

Save Time	Save Money	Boost Productivity
Migrate users at anytime to Windows 7/8/8.1 after they run ProfileUnity just once in the legacy environment.	Administrators spend time managing users and desktops, not ProfileUnity backend systems. Administrative staff-hours to support help desk calls are dramatically lessened.	Users instantly have access to their mission critical user authored data and persona at every logon, from any desktop in the enterprise, regardless of Windows OS or delivery method.
Implement administrative configuration settings for desktops from one central console.	Leverage non-persistent virtual desktops to lower storage costs. Deliver applications with to only the users who need them, lowering license fees.	Users have instant access to the resources they need such as printers, drives, or other devices and proper configurations of the desktop.
Easy to install, setup as a virtual appliance or install as a standalone application to any Windows desktop or server. The lightweight agent is distributed at logon with Group Policies.	No need to spend hours installing or upgrading software on each individual desktop. Prevent costly human error that can arise during tedious, manual efforts during migrations.	No downtime for desktop users for software installations, upgrades or other maintenance tasks.

**Want to take a Hassle Free Test Drive?**  
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## Key Features

ProfileUnity offers very robust enterprise grade functionality and features.

Indicator	Benefit
User Logon Time in Seconds	Profiles are compressed and bloat is eliminated and managed.
Application Data Settings Are Automatically Captured	All Microsoft applications and many third-party applications' app data settings and user-level registry keys are automatically captured with an easy to use click-through guided configuration. Additional non-standard applications can easily be added as well.
Profile Portability	Users get one unified XP/7/8/8.1/2003/2008/2012 profile that works with any desktop Windows OS or desktop delivery method such as those from VMware and Citrix.
Folder Redirection with automatic Data Migration	Invoke best data practices for folder redirection of user-authored data by centrally redirecting my documents and other shell folders. Automate the migration of user-authored data from legacy end points to the soon to be redirected file locations. Background data sync leaves users' productivity unaffected.
Map Drives & Printers	Map standard drives and un-map user-initiated mapped drives that are nonstandard. Also, map printers for users with full compatibility with Microsoft's point-and-print technology for drivers.
Deliver Applications with FlexApp*	Enable users to install their own follow-me applications. Enable administrators to deploy applications on-demand to users, groups, departments or across the enterprise without affecting the underlying base desktop images.
Provision User Settings	Automatically provision configuration settings for desktops including MAPI configurations, Internet Explorer settings, and more.
Context Aware Filter Settings	Apply any automated configuration or profile setting to select users or groups, based on Active Directory names and groups. Hundreds of context-aware possibilities based on more than 20 parameters including Organizational Unit (OU), user name, IP address, subnet, machine name, connection type, and more!

## Unique Differentiators

ProfileUnity does not change the native Windows user profile settings, offering a familiar framework to desktop administrators. The solution is simple to install and configure. No backend infrastructure is needed. ProfileUnity offers the following benefits:

- No software to install on desktops
- Migration of user authored data is automated without affecting user productivity
- Persona is stored in flat files, not a database
- No infrastructure to implement, can be provisioned on existing virtual hosts
- Scalable to tens of thousands from day one of install
- No proprietary data store, never locked in to solution — can roll back if needed
- Very attractive pricing

## True Cross-Platform Support

Desktop platforms (physical and virtual) include Windows XP/2000/Vista/7/8/8.1 Server 2003/2008/2012. Virtual desktop platforms include VMware View, Citrix XenDesktop, and Citrix XenApp. Protocols: Citrix ICA, RDP, and VMware PCoIP. Application virtualization solutions supported include VMware ThinApp and Microsoft App-V.

## Frequently Asked Questions

### What is the difference between ProfileUnity and VMware® View Persona Manager?

ProfileUnity offers features that go beyond VMware View Persona Manager, including:

- User and Department Installed Applications
- VMware ThinApp Inventory and Provisioning
- Support for Heterogeneous Windows OS Environments
- One Solution for All Desktops
- Migration of XP Profiles to Windows 7/8/8.1
- Migration of User Authored-Data from Legacy Systems Prior to Folder Redirection
- Advanced Folder Redirection
- Compressed Storage of Persona
- Filters for Context Aware Settings
- Software and Hardware Inventory

\*FlexApp UIA/DIA features currently support non-persistent VDI environments. Persistent VDI and Physical desktop environment support is planned for Fall, 2014.

### What is the difference between ProfileUnity and Citrix® UPM?

ProfileUnity offers features that go beyond Citrix UPM, including:

- User and Department Installed Applications
- Support for Heterogeneous Windows OS Environments
- One Solution for All Desktops
- Migration of XP Profiles to Windows 7/8/8.1
- Migration of User-Authored Data from Legacy Systems
- Granular Control of User Profile
- Compressed Storage of Persona
- Filters for Context Aware Settings
- Software and Hardware Inventory

### What is the difference between ProfileUnity and other user enterprise-grade user management solutions?

Other enterprise-grade user management solutions rely on proprietary approaches manage profiles and persona. They are more expensive and require dedicated infrastructure that must be scaled. Advanced features such as integrated User and Department Installed applications are also not found in other solutions.

Transforming  
the Desktop™

[www.LiquidwareLabs.com](http://www.LiquidwareLabs.com)  
[Sales@LiquidwareLabs.com](mailto:Sales@LiquidwareLabs.com)

ATLANTA – HQ  
3600 Mansell Road, Suite 200  
Alpharetta, GA 30022  
678-397-0450  
866-914-9667

CHICAGO  
630 N. North Court, Suite 200  
Palatine, IL 60067  
678-397-0450  
866-914-9667

SWITZERLAND  
Grand Rue 9  
1267 Vich, Switzerland  
+44 22 552 0553