

**WHITEPAPER**

# RED HAT ENTERPRISE VIRTUALIZATION FOR DESKTOPS: COMPETITIVE PRICING GUIDE

---

**AT A GLANCE**

- Buy RHEV for Desktops in convenient annual subscription packs of twenty-five desktops
  - No costly “Editions” or “add-ons” that force you into expensive upgrades to get features you need.
  - RHEV Manager included with subscription - no need to purchase separately; deploy as many times as you need
  - Manage and deliver Windows and Linux desktops at your discretion
- 

**OVERVIEW**

Red Hat® Enterprise Virtualization is a complete virtualization management solution. Created by the people who brought you Red Hat Enterprise Linux, Red Hat Enterprise Virtualization takes you beyond bare metal to meet your critical business demands, while leveraging the performance advantages, competitive pricing, and trusted, stable environment that you expect from Red Hat.

Red Hat Enterprise Virtualization builds on the powerful Kernel-based Virtual Machine (KVM) hypervisor and the oVirt open virtualization management platform, projects started and released to the community by Red Hat. Red Hat Enterprise Virtualization is the platform of choice for virtualized Linux workloads and represents a true strategic virtualization alternative to organizations looking for better total cost of ownership, faster return on investment, and avoidance of vendor lock-in when compared to proprietary virtualization platforms.

**RED HAT ENTERPRISE VIRTUALIZATION FOR DESKTOPS PRICING**

Red Hat Enterprise Virtualization uses a very different pricing model than VMware. It is important to understand these differences to accurately compare costs across platforms.

All Red Hat products are offered under an annual subscription model that includes product access, all updates/patches, and product support. Rather than charging high, upfront license costs, Red Hat charges an annual subscription fee that costs the same each year and is based on the level of support you need. Additionally, all features and functionality are included into each product and free from “add-on” or “edition” feature costs. Red Hat Enterprise Virtualization for Desktops includes the RHEV management system, an integrated connection broker, the self-provisioning user portal, the SPICE remote network protocol, and all desktop features, such as desktop pools, templates, thin provisioning, and more.

The Red Hat Enterprise Virtualization for Desktops annual subscription pricing is an add-on to the Red Hat Enterprise Virtualization for Servers product subscription. With most desktop virtualization solutions, you may have the following basic elements: hypervisor, management server,

- 
- Manage and deliver desktop and server virtual machines from the same management console
  - Just add up the number of desktops you want, add up the number of server sockets needed to run those desktops, choose your SLA, and go!
- 

and management agent. With VMware View, for each one of those elements, there is typically an upfront license fee associated, as well as an annual subscription fee for maintenance and support.

A subscription agreement for **Red Hat Enterprise Virtualization for Servers** is based on the number of utilized CPU server sockets. For example, one managed socket on a virtualization host requires one subscription of Red Hat Enterprise Virtualization for Servers.

A subscription agreement for **Red Hat Enterprise Virtualization for Desktops** is based on the concurrent number of virtual desktops (sold in packs of 25 desktops).

Thus, the total price of Red Hat Enterprise Virtualization for Desktops includes the number of desired concurrent desktops and the quantity of server sockets used to host those desktops. Each virtualization host that is fully licensed for Red Hat Enterprise Virtualization for Desktops is entitled to run the included Red Hat Enterprise Virtualization Hypervisor, a bare-metal hypervisor based on the full Red Hat Enterprise Linux kernel. Furthermore, since RHEV for Desktops is an add-on to RHEV for Servers, a purchase includes an entitlement to run both server and desktop operating systems, allowing customers to provide a single purchase to consolidate two separate workload types.

The Red Hat Enterprise Virtualization Manager provides system-wide management over both desktop and server guest virtual machines, combined into one simple graphical administration interface. There are no separate management products or charges associated with running both Server and Desktop guest virtual machines. As a result, there is no need to deploy an architecture that separates desktops from servers into independent clusters or datacenter's due to pricing or licensing. All workload types can be run simultaneously across any host server, system wide.

The subscription pricing and licensing for Red Hat Enterprise Virtualization has been designed to simplify the specification and purchasing of your virtualization solution. The straightforward subscription model and single, enterprise-ready edition of Red Hat Enterprise Virtualization make specification and cost forecasting predictable and easy benefiting both new and existing Red Hat customers.

SUBSCRIPTION	INCLUDES
Red Hat Enterprise Virtualization for Servers	<ul style="list-style-type: none"><li>• Unlimited nodes of RHEV Manager</li><li>• 1 socket of RHEV-H hypervisor</li><li>• Support and updates</li><li>• Entire RHEV for Servers feature set (no Editions)</li></ul>
Red Hat Enterprise Virtualization for Desktops	<ul style="list-style-type: none"><li>• Unlimited nodes of RHEV Manager</li><li>• 25 desktop guests</li><li>• Support and updates</li><li>• Entire RHEV for Desktops feature set (no Editions)</li></ul>
Red Hat Enterprise Virtualization Support	<ul style="list-style-type: none"><li>• Included in above base subscription</li><li>• Standard (Business hours) or Premium (24x7) level</li></ul>

### Step-by-step process to calculate RHEV for Desktops pricing:

1. Count number of concurrent desktops desired (in packs of 25).
2. Count number of sockets of hypervisor server hosts needed to run desired quantity of desktops.
3. Choose support level (Standard or Premium).
4. Buy RHEV for Server subscriptions for the number of hypervisor host server sockets, and buy RHEV for Desktops subscriptions for the number of desktops.

## VMWARE VIEW 5.1 PRICING

VMware View 5.1 is sold in two editions: Enterprise or Premier. Each is sold as a bundled solution that includes several solution components, depending on which version you buy. Licensing is also per concurrent desktop and includes VMware vSphere Desktop (both versions), VMware vCenter for Desktops (management server), and VMware View Manager (both versions). Additionally, many solution components are also sold as independent desktop add-ons, usually for existing VMware vSphere customers. These bundles can be purchased in license packs of 10 or 100 desktops.

Along with the first announcement of vSphere 5 in July 2011, VMware also announced it would be offering a standalone option to purchase vSphere 5 Desktop edition. vSphere Desktop provides the full capabilities of vSphere Enterprise Plus, but is limited to desktop operating workloads only. Licensing costs are based on the number of powered-on desktop virtual machines and are only sold in packs of 100 desktops. Please refer to the vSphere 5.1 section in this document to learn more about vSphere Enterprise Plus edition and vSphere 5.1 licensing costs and limitations.

### Definitions

In order to better understand the pricing, let's first define what each edition actually is:

- **View 5.1 Enterprise Bundle:** The basic product bundle, intended for new customers who want to run virtualized desktops.
- **View 5.1 Enterprise Add-on:** Intended for existing vSphere customers who want to also run virtualized desktops.
- **View 5.1 Premier Bundle:** The advanced product bundle, intended for new customers.
- **View 5.1 Premier Add-on:** The advanced product bundle, intended for existing vSphere customers who want to run virtualized desktops with all features and components.
- **View 5.1 Premier Upgrade:** The advanced product bundle upgrade for View 5.1 Enterprise edition customers

	ENTERPRISE BUNDLE 10 PACK (renamed Starter Kit ) or 100 PACK	ENTERPRISE ADD-ON 10 OR 100 PACK	PREMIER BUNDLE 10 (renamed Starter Kit) OR 100 PACK	PREMIER ADD-ON 10 OR 100 PACK
vSphere Desktop	✓		✓	
vCenter Server Standard Desktop	✓		✓	
View Manager	✓	✓	✓	✓
View Composer			✓	✓
View Persona Management			✓	✓
View Client with Local Mode			✓	✓
vShield Endpoint			✓	✓
ThinApp • Packager • Workstation • Client			✓	✓
SKUs-10 Pack 100 Pack	VU5-EN-STR-C VUS-EN-100-C	VU5-EN-A10-C VU5-EN-A100-C	VU5-PR-STR-C VU5-PR-100-C	VU5-PR-A10-C VU5-PR-A100-C
US List Price	\$1,500 \$15,000	\$900 \$9,000	\$2,500 \$25,000	\$1,900 \$19,000

### Step-by-step process to calculate VMware View pricing:

1. Choose View bundle edition. Existing vSphere customers choose the appropriate Add-on
2. Choose quantity of desktops
  - Must buy a minimum of 100 desktops (first purchase)
3. Purchase new vCenter Management server (Existing vSphere customers only)
4. Choose level of Support (Basic 12x5 or Production 24x7)
5. Buy additional View desktop packs of 10 or 100 desktops as you grow

### UNDERSTANDING THE FINE PRINT

#### 1. vSphere Desktop standalone:

As noted previously, vSphere Desktop can be purchased independently of vSphere or View. vSphere Desktop provides the full capabilities of vSphere Enterprise Plus, but is limited to desktop operating systems and workloads only. Licensing is based on “per powered on virtual machines” and is only sold in packs of 100 desktops for \$6,500 (or \$65 per desktop).

A closer look at the standalone vSphere Desktop offering reveals that it does NOT include any type of management server. This means, an additional purchase of vCenter Server is required to manage your desktop environment--or a third-party vendor can be utilized. The additional

purchase of vCenter Server could range from \$2,040 for up to three host servers (one year of 12x5 support), all the way up to \$6,244 per instance (one year of 12x5 support), depending on customer requirements. 24x7 support is even more expensive.

Additionally, the vCenter Server that is included in the View Bundle is restricted from being used to manage Server virtual machines on a vSphere implementation and is limited to manage only desktop virtual machines. Thus, customers will always require two separate management platforms for servers and desktops.

## **2. “Add-ons” still need management!**

Many customers are existing vSphere customers and may want to expand their virtualized infrastructure to include desktop operating systems and workloads. While these customers can simply purchase the View 5.1 add-on licenses, the licenses do NOT include a management server. In fact, looking more closely at the add-on purchase, licensing restrictions prevent existing vSphere customers from being able to utilize existing vCenter Servers to manage desktop environments. Thus, existing vSphere customers must purchase a second vCenter Server to manage their desktops, even if they already have vCenter for vSphere. The result of this additional requirement forces customers to maintain two independent environments of hosts and management servers. As Cloud computing becomes more pervasive, restricting business from combining both infrastructures into a single management offering is costly, inflexible, and much more difficult for IT to maintain.

## **3. Support must be purchased separately!**

Remember, that any purchases of View 5.1 bundles also require the additional purchase of support and subscription (SnS). Starter kits can be purchased, which essentially include the base license for 10 desktops, plus 21 percent of the total product purchase for one year of 12x5 SnS and 25 percent for one year of 24x7 SnS. Three support SKUs are available at a discounted rate.

## **4. First-time purchases include restrictions!**

Per VMware’s purchasing restrictions, the first time you purchase either of the View bundles (Enterprise or Premier), you MUST purchase at least one pack of 100 desktops. While VMware offers SKUs for packs of either 10 or 100, the first purchase must be 100 desktops. Subsequent purchases for that same SKU can be either 10 or 100.

Also available are Starter Kits, which bundle 10 desktops plus SnS. Either the starter kit or a direct product SKU in the quantity of 100 must be licensed as the initial purchase.

## PRICING SCENARIO

Here we show a Red Hat-to-VMware price comparison for a new customer looking to virtualize 100 desktops, with 12x5 business-hour support.

	RHEV for Desktops	VMware View 5.1 Enterprise Bundle	VMware View 5.1 Enterprise Add-on <sup>1</sup>
Total Number of Servers (4 sockets each)	2	2	2
Total Number of Processors	8	8	8
Total Number of Virtual Desktops	100	100	100
Virtualization Software License Costs (One Time)	\$0	\$15,000	\$8,540 (plus vSphere costs)
Virtualization Software Annual Support and Subscription Costs	\$3,496	\$3,150	\$1,793
<b>Total First Year Costs</b>	<b>\$3,496</b>	<b>\$18,150</b>	<b>\$10,333</b>
<b>Three Year Costs</b>	<b>\$10,488</b>	<b>\$24,450</b>	<b>\$13,919</b>

<sup>1</sup> Add-on costs are ONLY for the View product and do not include the costs of pre-existing vSphere infrastructure. Add-ons can only be used by existing vSphere customers.



## SUMMARY

In conclusion, Red Hat Enterprise Virtualization for Desktops offers incredible value over VMware, by providing an infrastructure that offers a combined virtual Server and Desktop infrastructure, support to host and deliver both Windows and Linux environments, and provides a centralized, single point of management for all workload types, delivered at up to 70-80% less than VMware View 5.1.

The Red Hat subscription model offers benefits to both new and existing Red Hat customers, and the straightforward per-concurrent desktop subscription, along with the single enterprise-ready Red Hat Enterprise Virtualization Manager make specification and cost forecasting easy.

To help you compare, Red Hat has developed an online TCO calculator and configurator for Red Hat Enterprise Virtualization. For more information, go to [www.redhat.com/rhev/desktop/cost](http://www.redhat.com/rhev/desktop/cost) and click on **CALCULATE YOUR SAVINGS**.

Red Hat product offerings, pricing, terms and conditions are accurate as of October 2012 and are subject to change and local pricing. Pricing for non-Red Hat virtualization platforms and guest operating systems are based on published retail or volume license pricing in the United States as of October 2012 and is subject to change and local pricing.

## WHAT'S NEXT

For more information, please go to [www.redhat.com/rhev/desktop](http://www.redhat.com/rhev/desktop) or contact your local Red Hat sales office or Red Hat authorized reseller.

---

### ABOUT RED HAT

Red Hat was founded in 1993 and is headquartered in Raleigh, NC. Today, with more than 70 offices around the world, Red Hat is the largest publicly traded technology company fully committed to open source. That commitment has paid off over time, for us and our customers, proving the value of open source software and establishing a viable business model built around the open source way.

### SALES AND INQUIRIES

**NORTH AMERICA**  
1-888-REDHAT1  
[www.redhat.com](http://www.redhat.com)

**EUROPE, MIDDLE EAST  
AND AFRICA**  
00800 7334 2835  
[www.europe.redhat.com](http://www.europe.redhat.com)  
[europe@redhat.com](mailto:europe@redhat.com)

**ASIA PACIFIC**  
+65 6490 4200  
[www.apac.redhat.com](http://www.apac.redhat.com)  
[apac@redhat.com](mailto:apac@redhat.com)

**LATIN AMERICA**  
+54 11 4329 7300  
[latammktg@redhat.com](mailto:latammktg@redhat.com)