



NEWS ANNOUNCEMENT

VMware Acquires Enterprise Social Collaboration Provider Socialcast

Socialcast joins growing VMware End-User Computing portfolio, delivering a more efficient way to communicate, share information and conduct business in the cloud era

PALO ALTO, Calif., May 31, 2011 — VMware, Inc. (NYSE: VMW), the global leader in virtualization and cloud infrastructure, today announced the acquisition of [Socialcast](#), a leading provider of social collaboration solutions for the enterprise. Socialcast enables modern business communication by uniting people, information and enterprise applications within collaborative communities. Delivered as a hosted service, private cloud implementation, or via an on-premise solution, Socialcast is used by some of the world's largest enterprises including Avaya, Humana, Nokia, Philips Electronics, SAS and VMware. Terms of the acquisition were not announced.

Socialcast joins the recent acquisitions of [SlideRocket™](#) and [Zimbra™](#), along with the introduction of [VMware Horizon App Manager™](#), in helping advance VMware's vision for a modern end-user computing model. VMware's vision is to transform the traditional PC desktop by equipping today's mobile workforce with secure access to applications and data from any location and any device, while driving increased productivity through modern collaboration and communication models.

These new collaboration models promise to better support modern work streams, that are increasingly more iterative and interconnected, as information is assembled and coordinated among virtual teams that cut across organizations.

The post-PC era will be defined by a new way to work that is increasingly social, real-time and collaborative," said Brian Byun, vice president and general manager, Cloud Applications, VMware. "For enterprise collaboration to improve business outcomes it can't just be a feature in a single application. Organizations need a new social collaboration fabric across the applications people already work with. Socialcast combines real-time activity streams that are contextually integrated within existing enterprise systems. This is the new way to work."

"The future of work will be focused on people-centric collaboration, bringing diverse groups of employees together to accelerate business performance," said Timothy Young, founder and CEO, Socialcast. "We've seen Socialcast transform the way that people work at some of the world's largest companies, and we're excited to bring the benefits of social computing to VMware's more than 250,000 customers."

A New Way to Work in the Cloud

More than ever, enterprises are dealing with two fundamental client computing pain points – providing secure access to an increasingly mobile workforce; and managing the burgeoning diversity of data, applications and devices needed to run their business. These challenges result from the transformative nature of cloud computing and the coming post-PC era.

In this environment, a new way to work will be required. The growing VMware End-User Computing portfolio seeks to free end users and IT organizations from more than two decades of complex, device-centric computing and deliver a more user-centric, consumer cloud experience for the enterprise. This approach to personal computing will enable organizations to leverage public cloud resources while extending existing security models and providing access to applications and data from any device, where and when a user needs it.

Establishing a new end-user computing model is a fundamental component of the VMware vision for [IT as a Service](#) – the transformation of IT to a more business-centric approach, focusing on outcomes such as operational efficiency, self service, competitiveness and rapid response. This means IT will shift from producing IT services to optimizing production and consumption of those services in ways consistent with business requirements. This will change the role of IT from a cost center to a center of strategic value.

Additional Resources

- [Read more](#) about the addition of Socialcast to the growing VMware End-User Computing portfolio from Steve Herrod, CTO, VMware
- [Read more](#) about Socialcast joining VMware from Timothy Young, founder and CEO, Socialcast

About Socialcast

Socialcast is a leading provider of enterprise collaboration platforms that unite people, data and applications in real-time. Behind the firewall or in the cloud, Socialcast's software enables instant collaboration in a secure environment. Customers deploy Socialcast to create a social layer across business systems and employee communication channels for faster information-sharing, knowledge transfer across geography, employee engagement, and task management. Socialcast is headquartered in San Francisco, Calif. For more information, please visit www.socialcast.com.

About VMware

VMware delivers virtualization and cloud infrastructure solutions that enable IT organizations to energize businesses of all sizes. With the industry leading virtualization platform – VMware vSphere® – customers rely on VMware to reduce capital and operating expenses, improve agility, ensure business continuity, strengthen security and go green. With 2010 revenues of \$2.9 billion, more than 250,000 customers and 25,000 partners, VMware is the leader in virtualization which consistently ranks as a top priority among CIOs. VMware is headquartered in Silicon Valley with offices throughout the world and can be found online at www.vmware.com.

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VMware, VMware Horizon App Manager, VMware vSphere, Zimbra and SlideRocket are registered trademarks and/or trademarks of VMware, Inc. in the United States and/or other jurisdictions. All other marks and names mentioned herein may be trademarks of their respective companies.

Forward-Looking Statements

This press release contains forward-looking statements including, among other things, statements regarding the expected evolution of end user computing from a desktop and PC-centered approach, VMware's vision for It as a service, the role of VMware technology, including Horizon App Manager and recent acquisitions such as Socialcast, Zimbra, and SlideRocket and their expected value for end users. These forward-looking statements are subject to the safe harbor provisions created by the Private Securities Litigation Reform Act of 1995. Actual results could differ

materially from those projected in the forward-looking statements as a result of certain risk factors, including but not limited to: (i) VMware's ability to integrate acquired companies and technologies; (ii) adverse changes in general economic or market conditions; (iii) delays or reductions in consumer or information technology spending; (iv) competitive factors, including but not limited to pricing pressures, industry consolidation, entry of new competitors into the virtualization market, and new product and marketing initiatives by our competitors; (v) our customers' ability to develop, and to transition to, new products and computing strategies such as cloud computing and desktop virtualization; (vi) the uncertainty of customer acceptance of emerging technology; (vii) rapid technological and market changes in virtualization software and platforms for cloud and desktop computing; (viii) changes to product development timelines; (ix) VMware's ability to protect its proprietary technology; and (x) VMware's ability to attract and retain highly qualified employees.. These forward looking statements are based on current expectations and are subject to uncertainties and changes in condition, significance, value and effect as well as other risks detailed in documents filed with the Securities and Exchange Commission, including our most recent reports on Form 10-K and Form 10-Q and current reports on Form 8-K that we may file from time to time, which could cause actual results to vary from expectations. VMware assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this release.

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