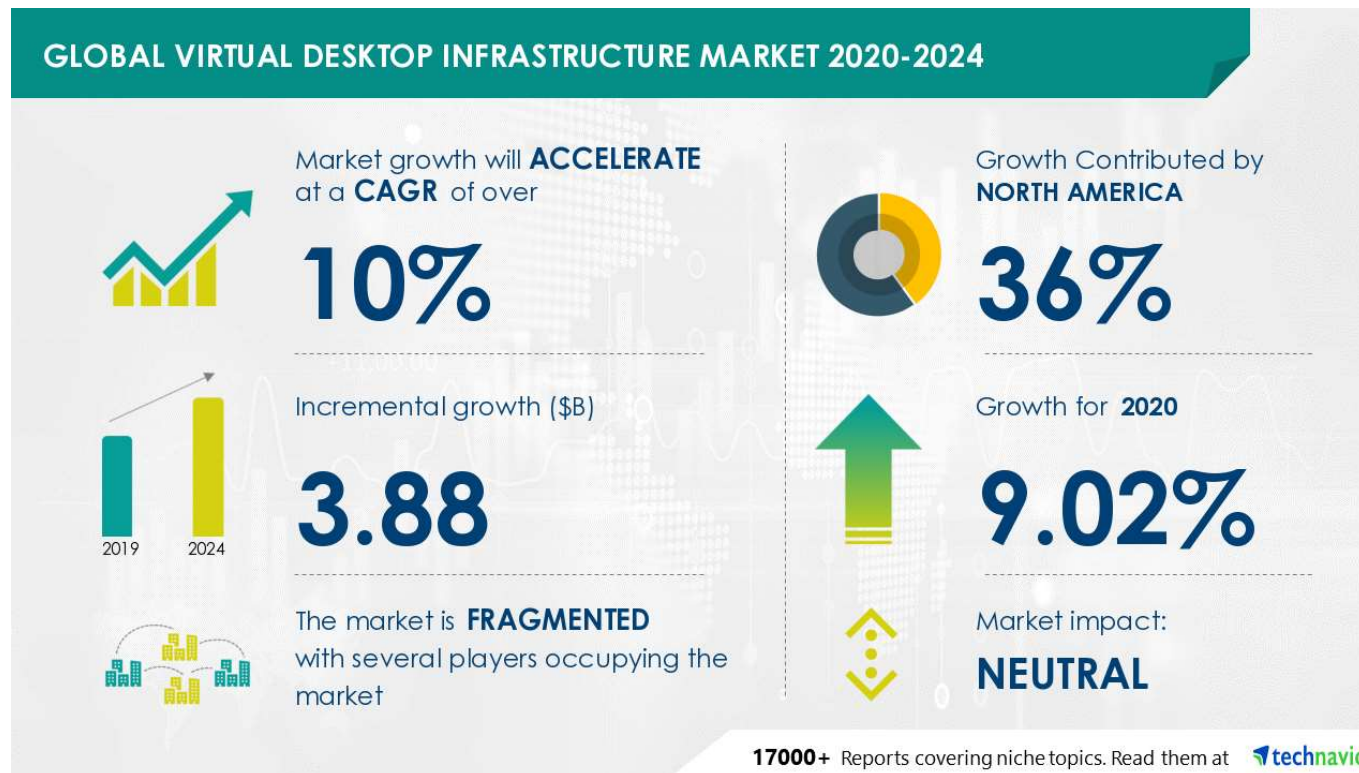


# Partner Sales

Finding out about the cure in appCURE.

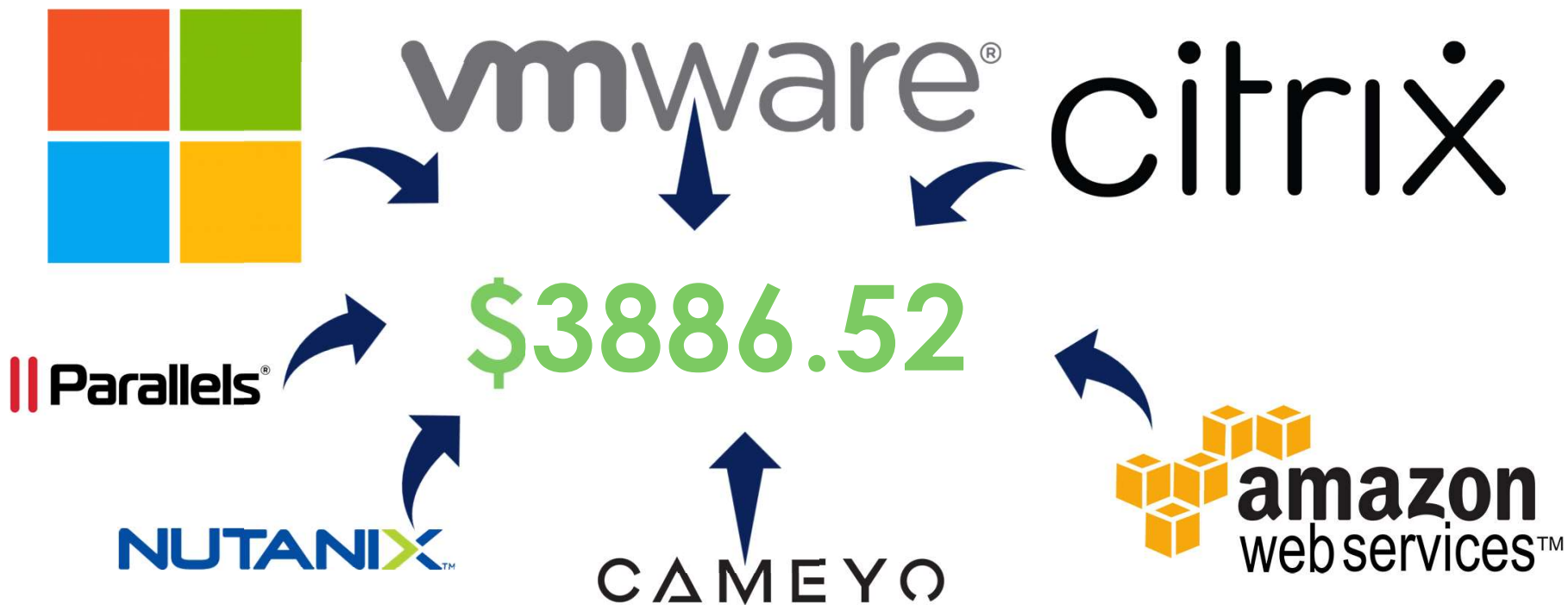


# The Digital Workspace market...



- ▶ <https://www.marketwatch.com/press-release/global-virtual-desktop-infrastructure-market-share-analysis-2021-size-growth-segments-by-types-and-applications-sales-revenue-by-regions-recent-trends-and-development-status-forecast-to-2024-2021-09-28>

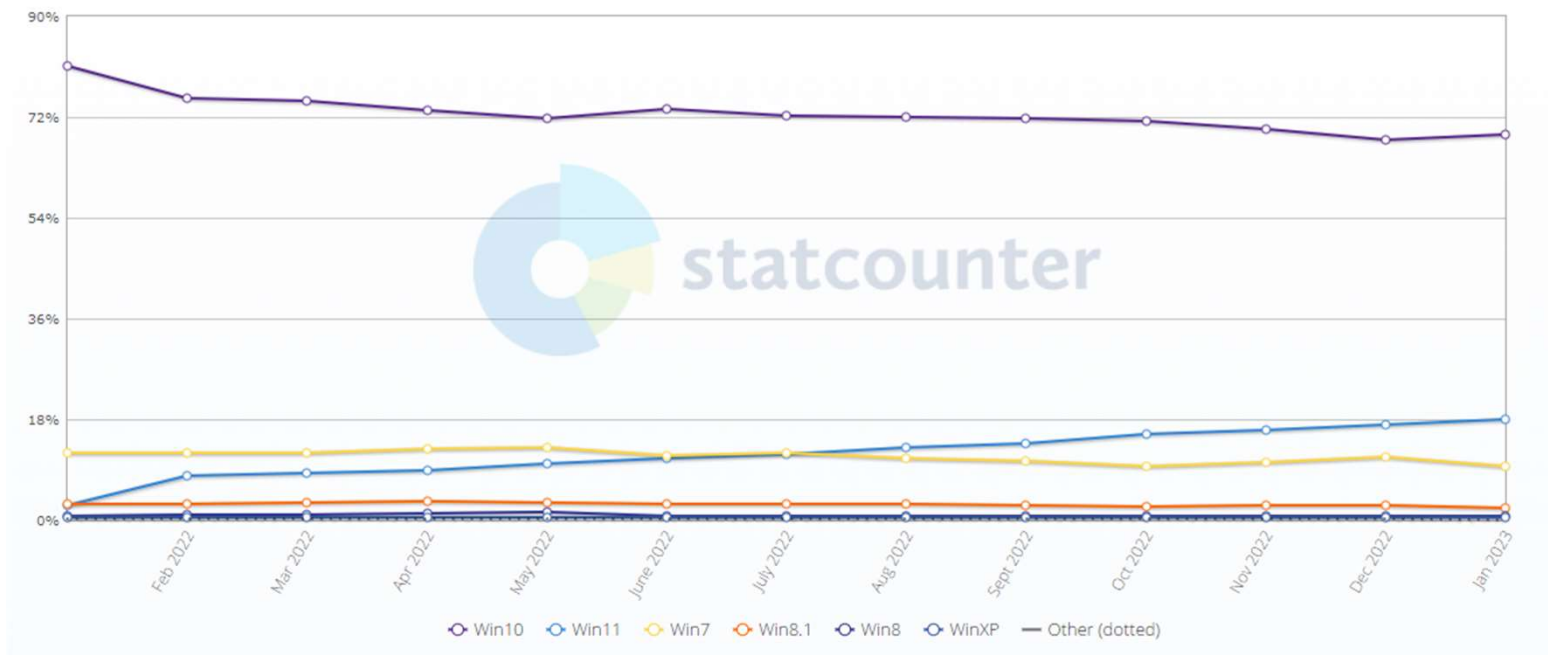
# The "WVD" war...



# OS Market Share...

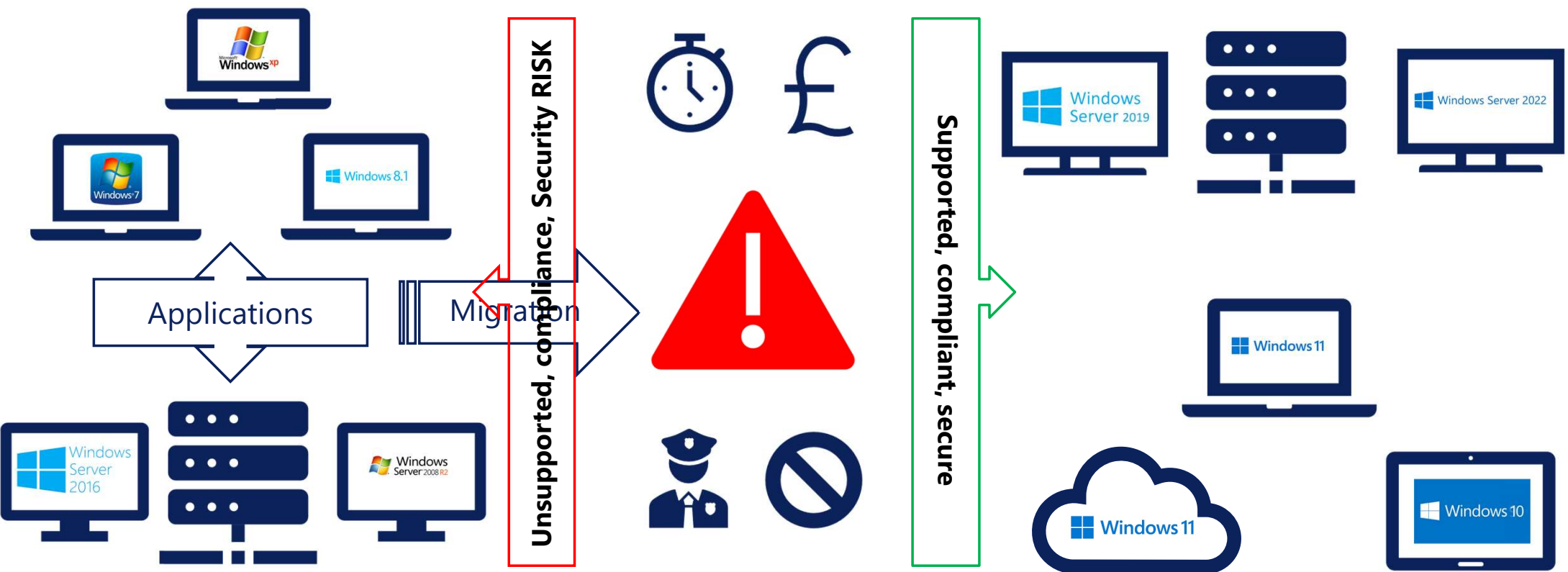


Desktop Windows Version Market Share Worldwide  
Jan 2022 - Jan 2023



Win10	Win11	Win7	Win8.1	Win8	WinXP
68.75%	18.13%	9.62%	2.31%	0.62%	0.45%

# The Problem...



# What Is appCURE

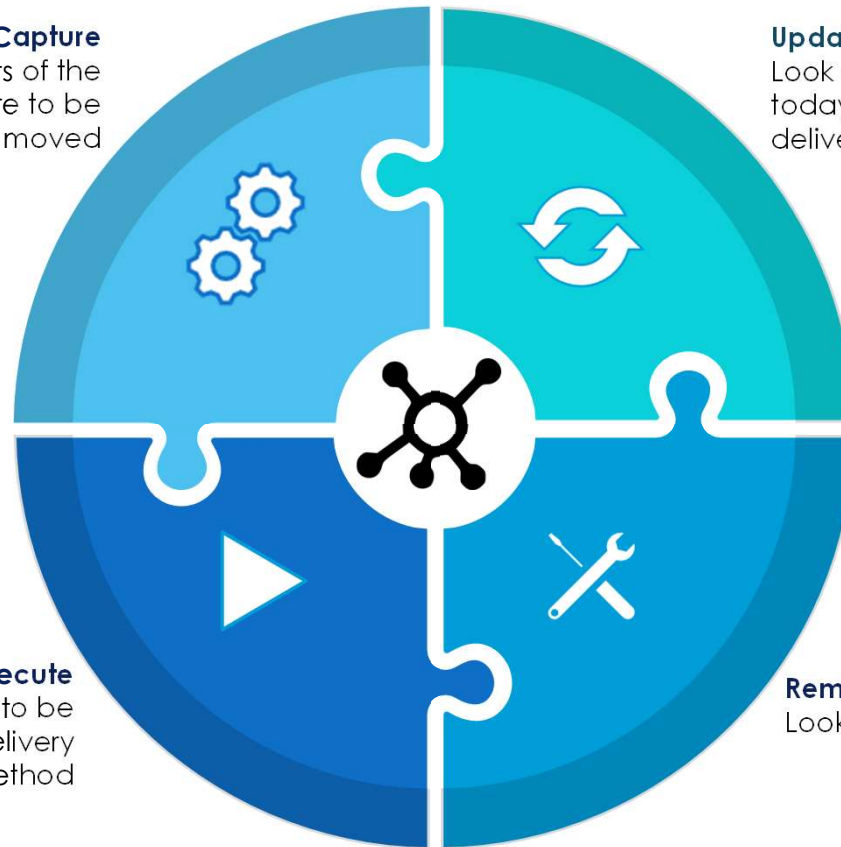


**Capture**  
Find the installed parts of the application and capture to be moved

**Update**  
Look at the differences of the today and where it is being delivered to

**Execute**  
Make the app to be delivered via your delivery method

**Remediate**  
Look at errors and offer fixes



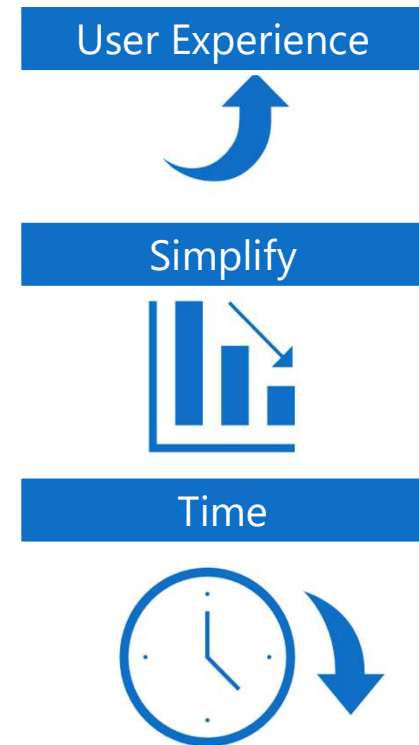
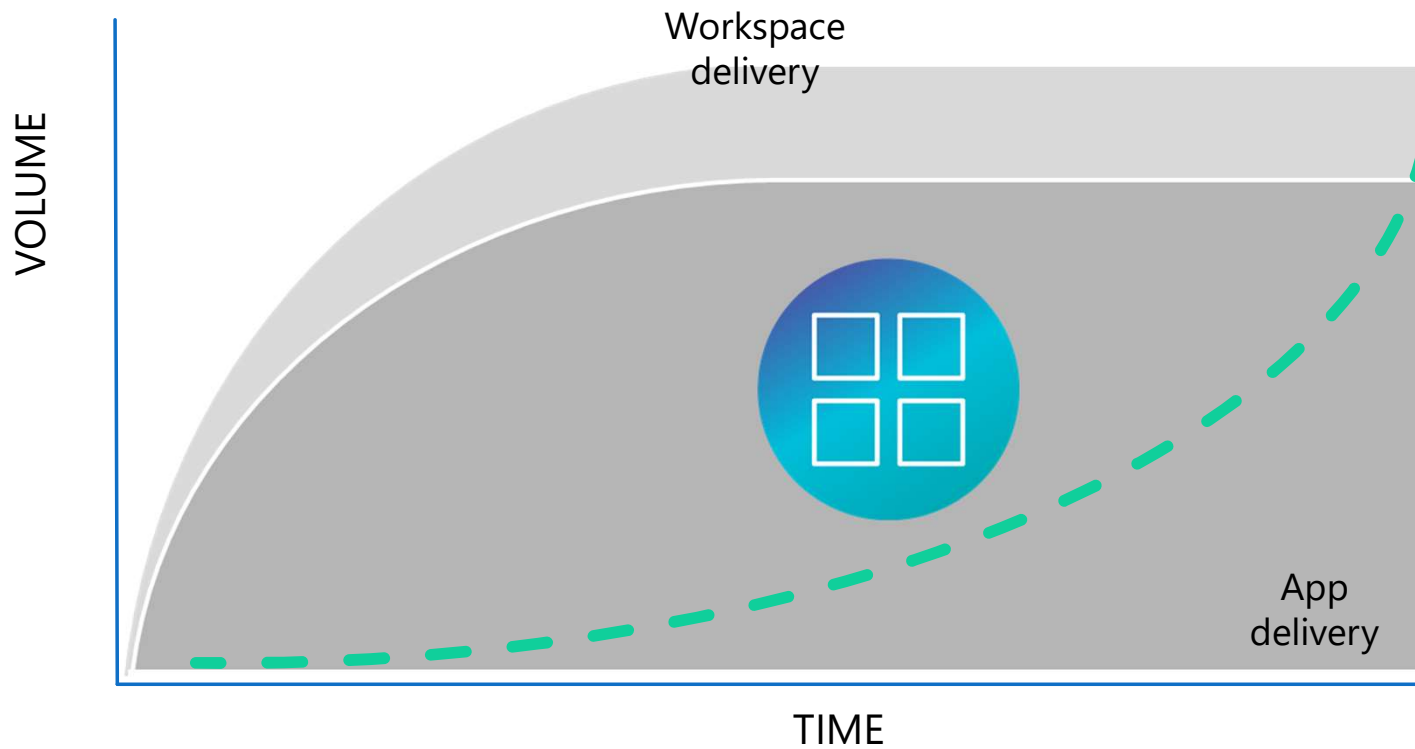
# What we do...



- ▶ Older “**out of support**” Operating Systems application migrations to “**in support**” Microsoft Operating Systems
- ▶ “**Standard Native Microsoft Formats**”
  - ▶ MSIX, MSI etc
- ▶ Give you flexibility and **no** “lock in”
- ▶ The ability to update and manage going forwards
  - ▶ **appCURE STUDIO** for **administration** tasks
- ▶ Reduce project timelines
- ▶ Tooling to keep packages and deliverables up to date
  - ▶ Continual update to your business applications
  - ▶ Intelligence around “what if” scenarios



# Moving faster required...





# The change challenge...



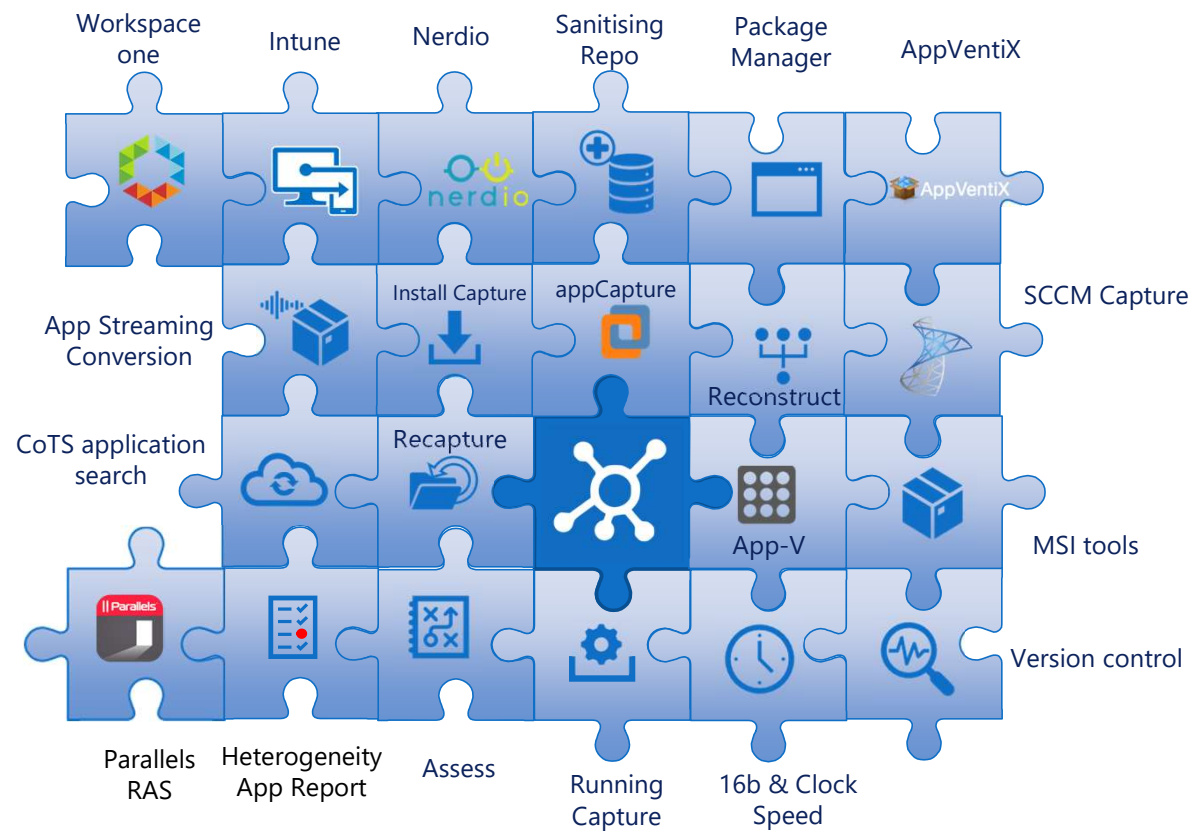
- ▶ 2500 users with 500 apps
    - ▶ £500 per app
    - ▶ 3-10 days per app per packager
    - ▶ 90 day warranty
    - ▶ Install media required
    - ▶ **£250,000** project cost
    - ▶ **500 days** (avg 5 days per app)
    - ▶ @2year project
  - ▶ 10% remediation after 90 days
    - ▶ 50 apps x £500
    - ▶ £25,000
  - ▶ Potential of @10 fix updates after the 90 days
  - ▶ Total cost - £500,000
- ▶ 2500 users with 500 apps
    - ▶ @£3 per user per month
    - ▶ 500 apps in 8 hours (40 apps per VM per hour)
    - ▶ 100 apps need remediation (4 hours per app) – 1 person **@50 days**
    - ▶ Install media nice to have but not required
    - ▶ **£90,000 per annum appCURE STUDIO**
  - ▶ App consultancy
    - ▶ £40,000 for app consultant for the 100 apps
  - ▶ Total cost - **£130,000**

**INDUSTRIALISATION is apps at speed!**

# Multiple methodologies...



- ▶ To many application variables
- ▶ Unknown mix of applications on the estate
  - ▶ Information around application is not available or is limited
  - ▶ Install media is not available or is limited
- ▶ Running capture, Install capture, Recapture
- ▶ Package Manager – download/manage and convert
- ▶ Intune – MSI and MSIX conversion and upload
- ▶ Get the applications converted quickly
  - ▶ 80/20 rule
    - ▶ 80% done quickly
    - ▶ 20% need human interaction
- ▶ Get as close to 100% with all technologies available

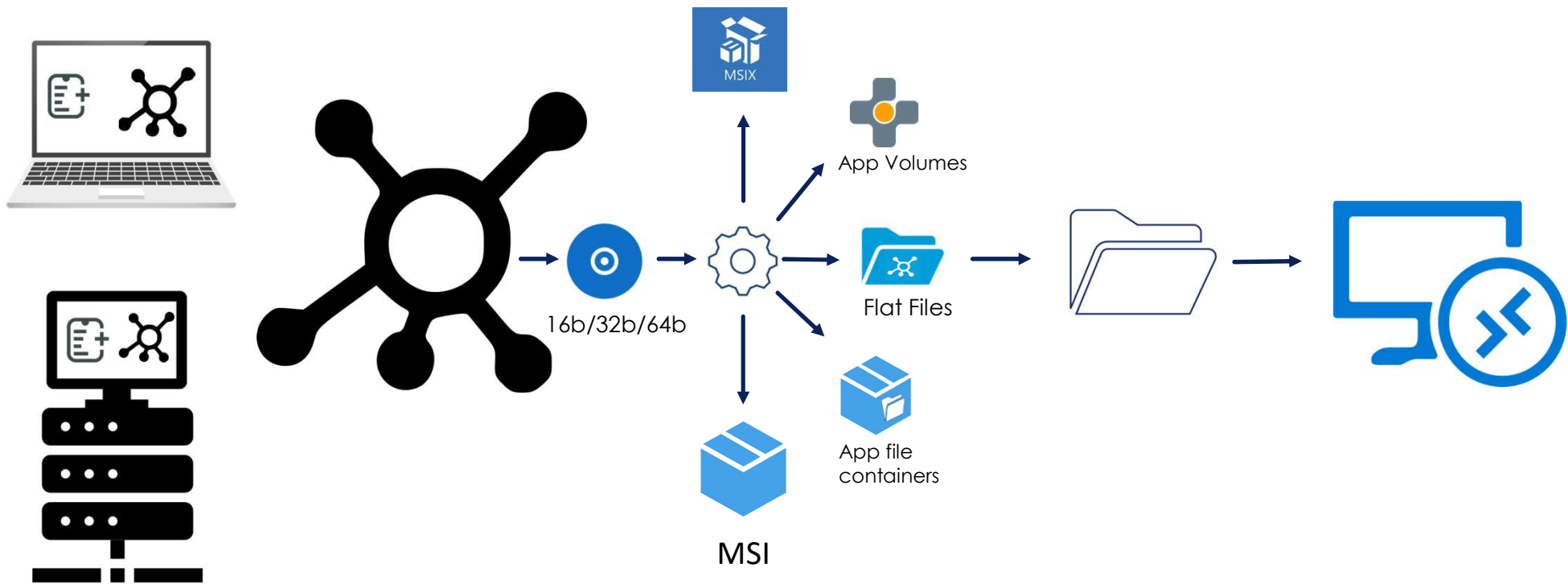


appCURE elevator pitch...



**“appCURE helps customers get to  
production faster.”**

# How we do it...



# What, where, how...



Running Capture



Install Capture



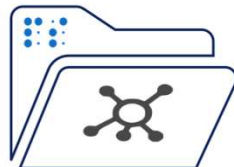
CoTS  
search/download



App-V convert



SCCM Capture



16b/32b/64b



MSIX



MSI



App Volumes



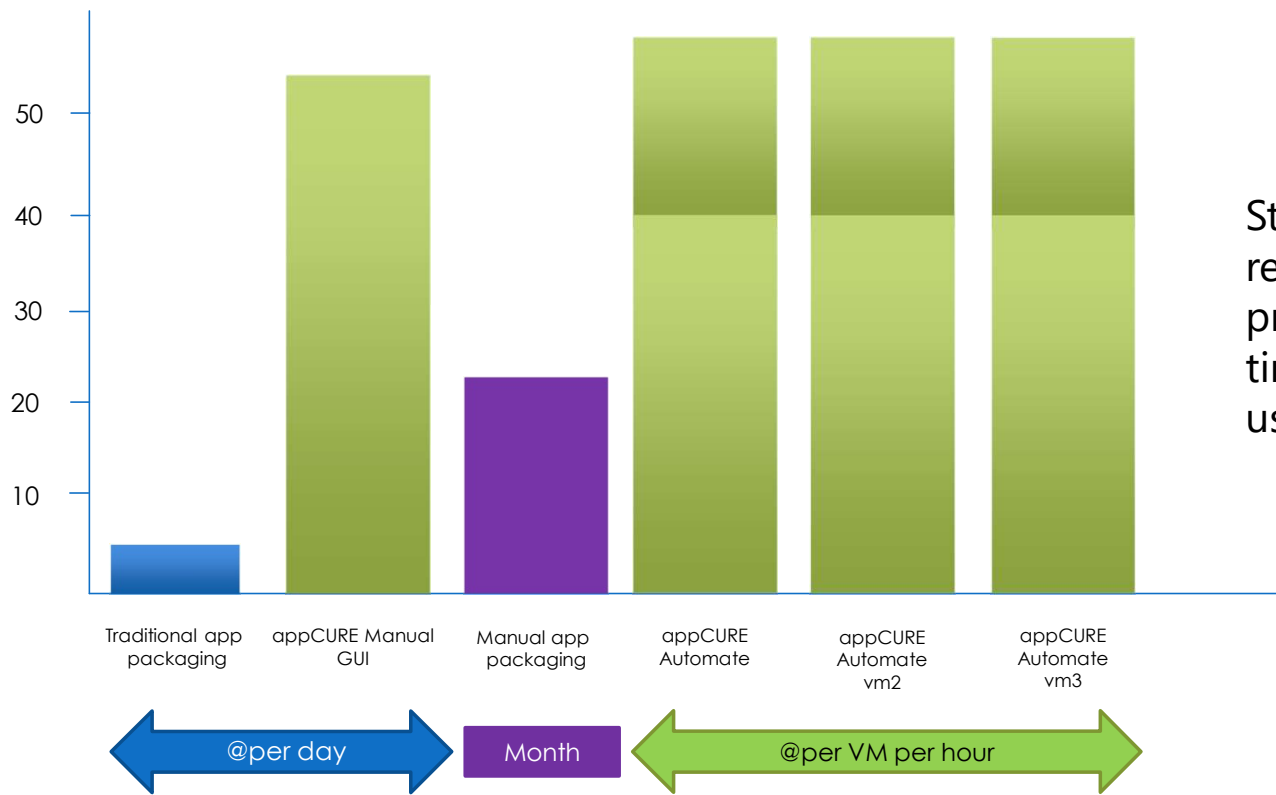
Flat Files



App file  
containers

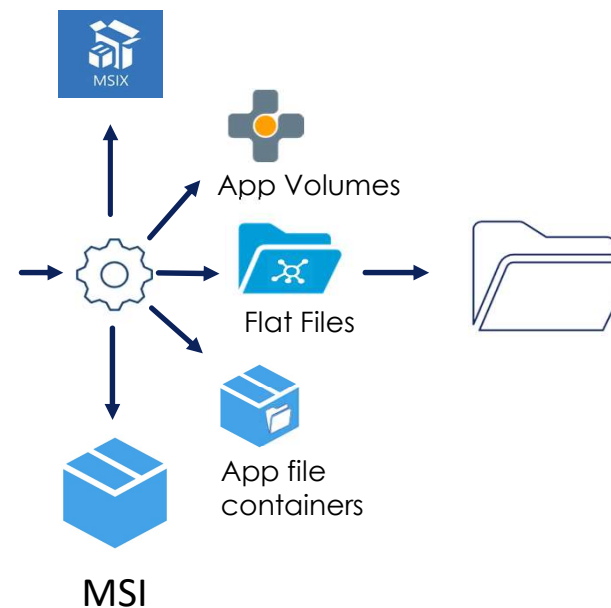
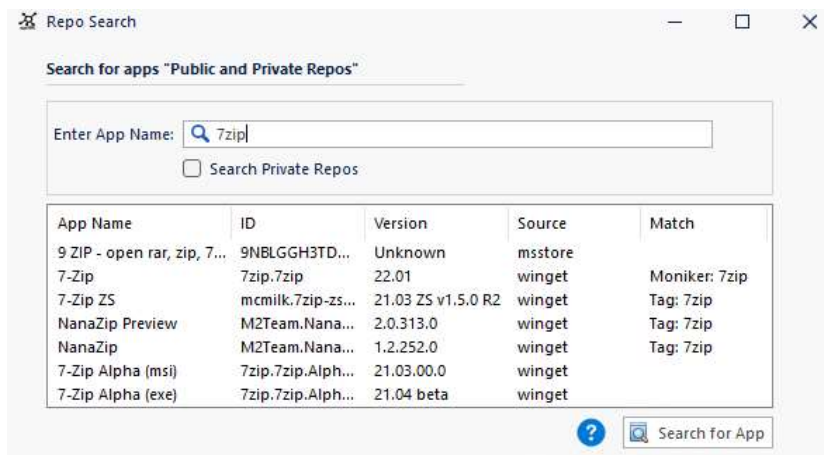


# Faster outcomes...day one



Start the application Industrialisation revolution and get to day one production quicker, reduce project time and enable administrators to keep users in production for longer.

# Search and download...



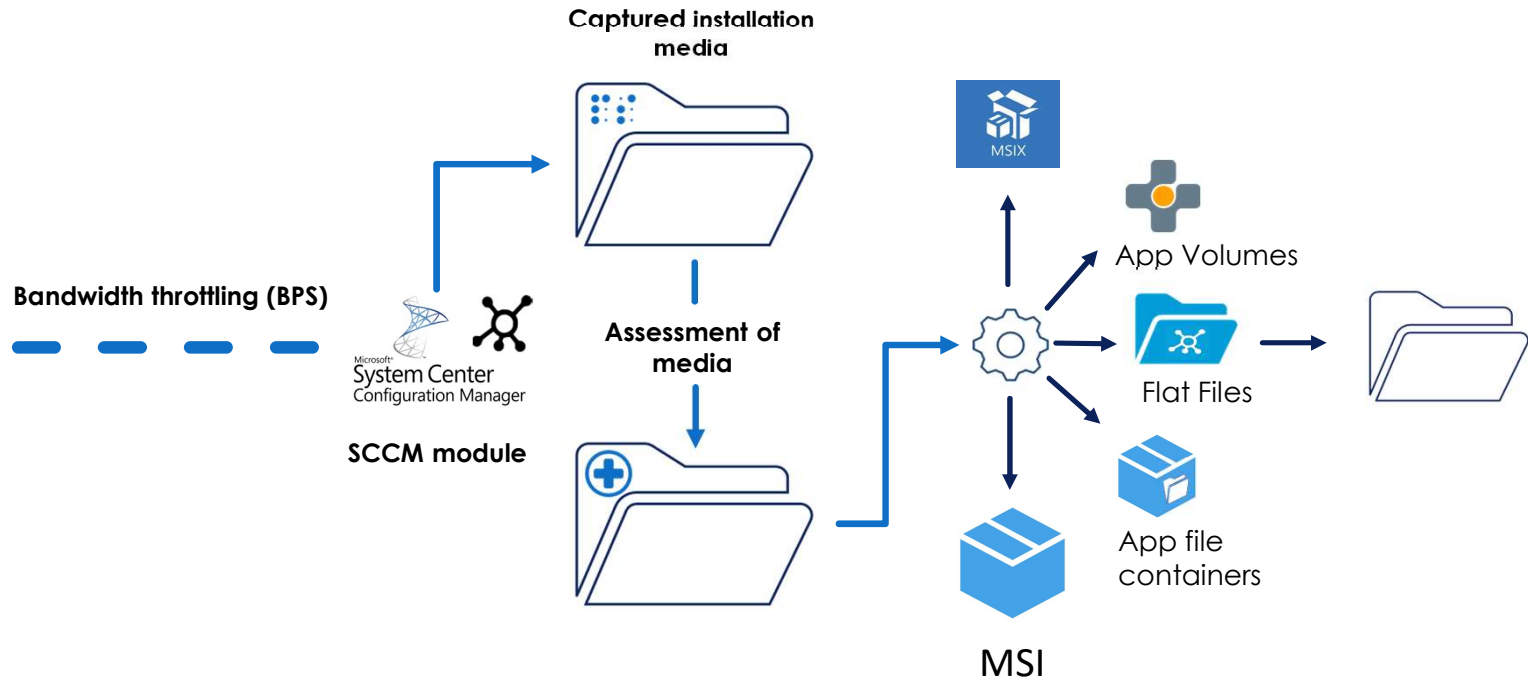
“Access to over 4000 applications to download, check and repackage.”

# SCCM application capture...



Microsoft System Center Configuration Manager

Item	Title	Article ID	Required	Installed	Percent Compliant	Downloaded	Is Deployed	Date Released
Security Intelligence Update for Microsoft Defender Antivirus...	2267602	0	0	0	No	No	No	1/6/2021 8:25 PM
Security Intelligence Update for Microsoft Defender Antivirus...	2267602	0	0	0	No	No	No	1/6/2021 8:08 PM
Microsoft Edge Stable Channel Version 87 Update for x64 base...	0	0	0	No	No	No	No	1/6/2021 5:00 PM
Microsoft Edge Stable Channel Version 87 Update for ARM64...	0	0	0	No	No	No	No	1/6/2021 5:00 PM
Security Intelligence Update for Windows Defender Antivirus...	915987	0	0	0	No	No	No	1/7/2021 6:05 PM
Microsoft Edge Dev Channel Version 89 Update for x64 base...	0	0	0	No	No	No	No	1/7/2021 5:00 PM
Microsoft Edge Dev Channel Version 89 Update for ARM64 b...	0	0	0	No	No	No	No	1/7/2021 5:00 PM
Microsoft Edge Dev Channel Version 89 Update for x64 base...	0	0	0	No	No	No	No	1/7/2021 5:00 PM
Security Intelligence Update for Microsoft Defender Antivirus...	2267602	0	0	0	No	No	No	1/7/2021 3:17 PM
Security Intelligence Update for Microsoft Defender Antivirus...	2267602	0	0	0	No	No	No	1/6/2021 2:04 PM
Security Intelligence Update for Microsoft Defender Antivirus...	2267602	0	0	0	No	No	No	1/6/2021 12:14 AM
Security Intelligence Update for Microsoft Defender Antivirus...	2267602	0	0	0	No	No	No	1/3/2021 8:08 PM
Security Intelligence Update for Microsoft Defender Antivirus...	2267602	0	0	0	No	No	No	1/3/2021 4:49 AM
Security Intelligence Update for Microsoft Defender Antivirus...	2267602	0	0	0	No	No	No	1/3/2021 5:15 PM
Security Intelligence Update for Microsoft Defender Antivirus...	2267602	0	0	0	No	No	No	1/4/2021 12:23 PM
Security Intelligence Update for Microsoft Defender Antivirus...	2267602	0	0	0	No	No	No	1/3/2021 8:08 PM
Security Intelligence Update for Microsoft Defender Antivirus...	2267602	0	0	0	No	No	No	1/3/2021 5:15 PM
Security Intelligence Update for Microsoft Defender Antivirus...	2267602	0	0	0	No	No	No	1/1/2021 5:53 PM
Security Intelligence Update for Windows Defender Antivirus...	915987	0	0	0	No	No	No	1/1/2021 8:14 AM
Security Intelligence Update for Windows Defender Antivirus...	915987	0	0	0	No	No	No	12/29/2020 3:16 AM
Microsoft Edge Beta Channel Version 88 Update for x64 base...	0	0	0	No	No	No	No	12/21/2020 5:00 PM
Microsoft Edge Beta Channel Version 88 Update for ARM64 b...	0	0	0	No	No	No	No	12/21/2020 5:00 PM
Microsoft Edge Beta Channel Version 88 Update for x64 base...	0	0	0	No	No	No	No	12/21/2020 5:00 PM

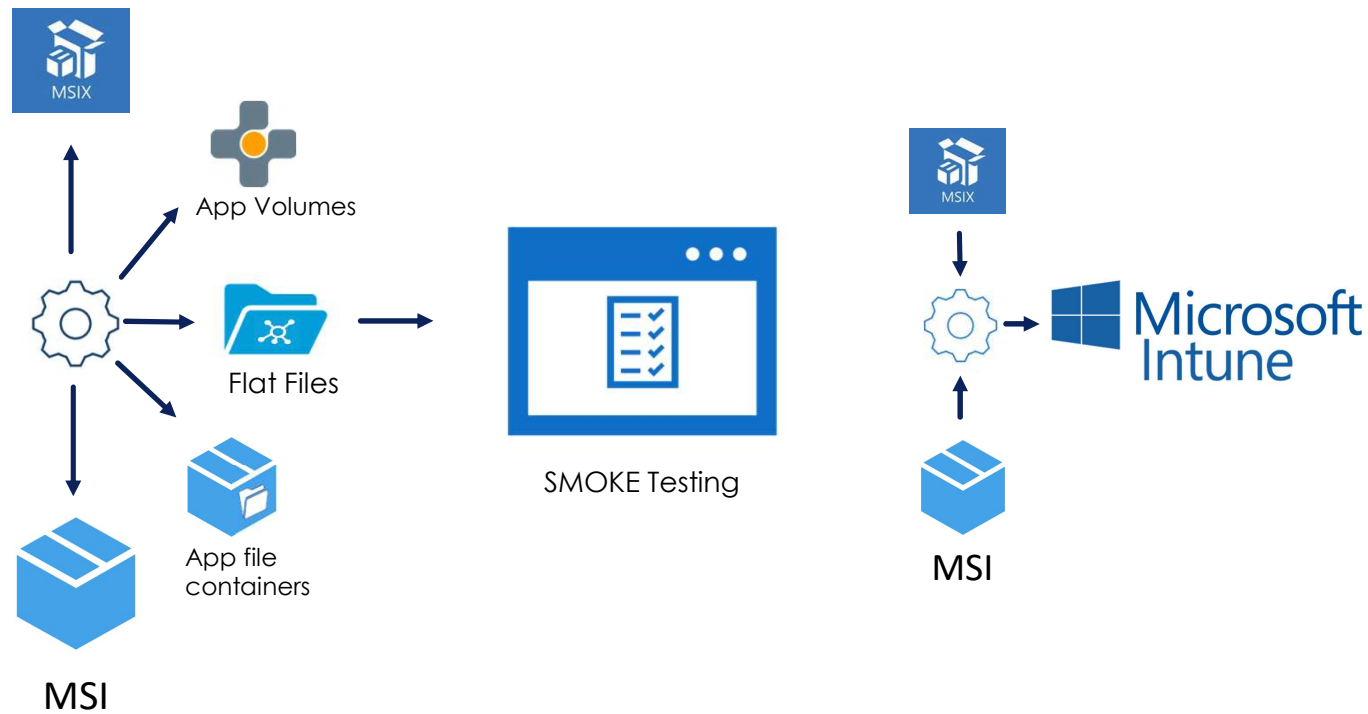


“Extract all SCCM installation media (≤8000+ apps extracted per 24hr).”

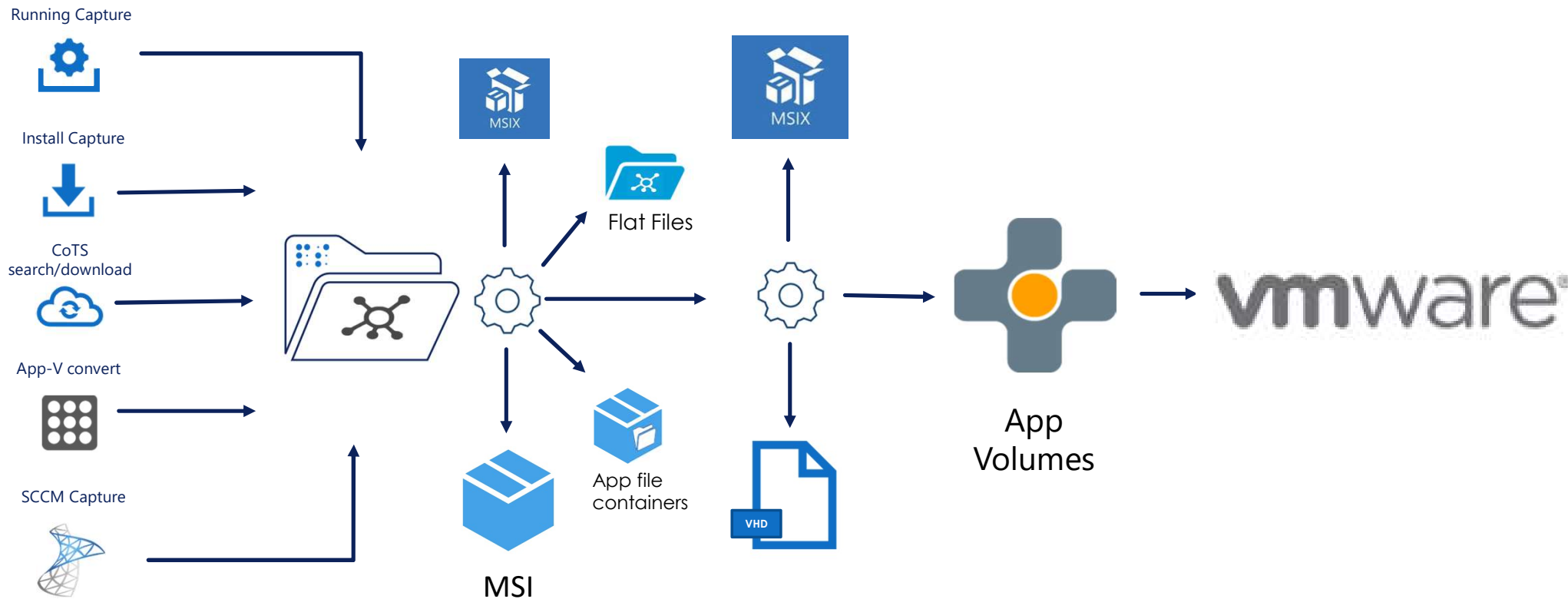
**Confidential**



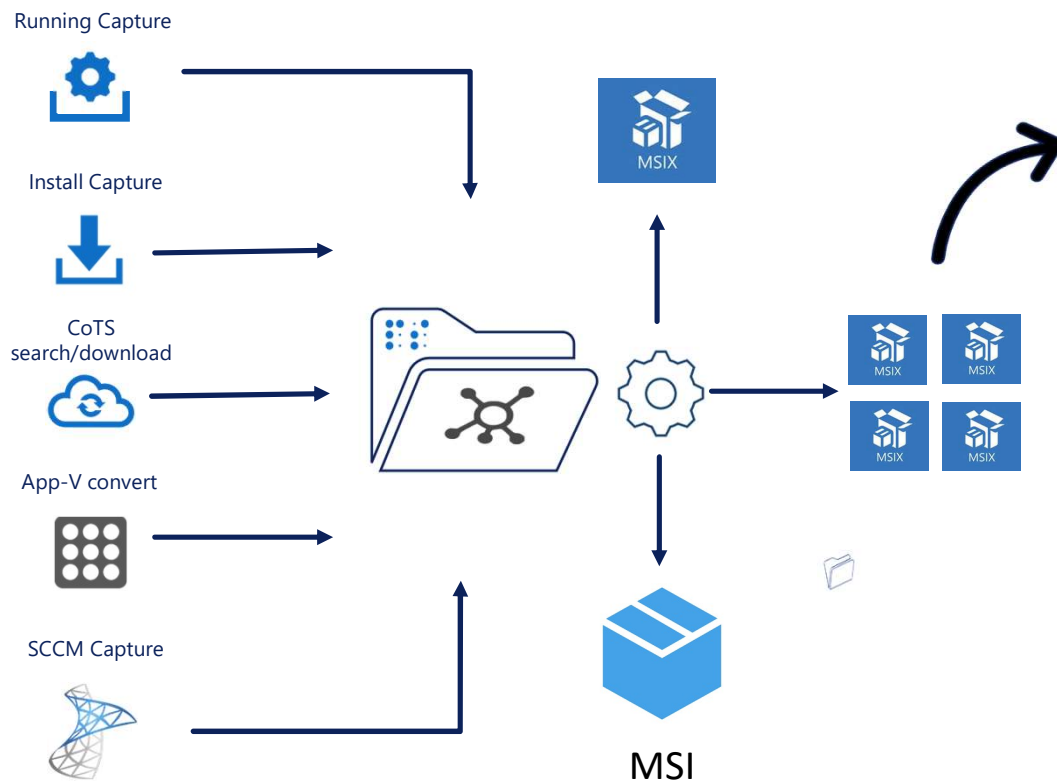
# Smoke test and Intune upload...



# VMware App Volumes...



# VMware Workspace one...



App Details

App Name: MyApp  
App Version: 1.0.0.0  
App Architecture: x64

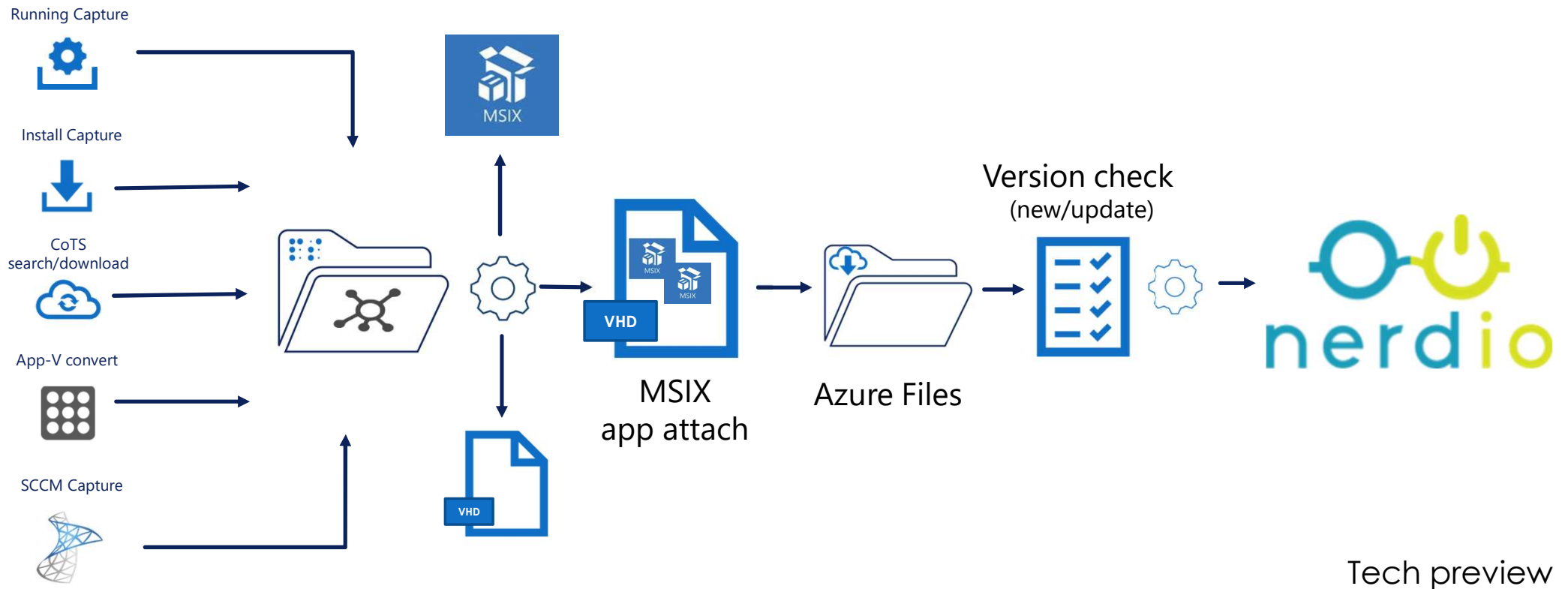
Workspace ONE Published Apps

App Name	Version	Application File Name	Package Name
234234	1.0.0	keypass_1.0.0.0_x64_dfvmax7a4...	keypass
Anotherworld	1.0.0	notepadppp123.msix	notepadppp
MyApp	5.12.8964	Zoom64bit_5.12.8964.0_x64_dfv...	Zoom64bit
Prince	1.0.0	PRINCE_1.0.0.0_x64_9dj1qfcrz2t...	PRINCE
testing	1.0.0	patientcenter.MSIX	PatientCentre



Workspace ONE™

# Nerdio...





# Parallels RAS Integration features...



- ▶ Key Features:
- ▶ Create packages on Any Platform, Including Microsoft, AWS, Google and On-premises infrastructure.
- ▶ Create native or MSIXaa packages.
- ▶ Batch processing support for MSIX format (automated conversion)
- ▶ (MSIX) candidacy check
- ▶ Test MSIXaa packages, both Native and MSIX type.

Parallels RAS (Msixaa) intergration (EXPERIMENTAL)

Getting Started app attach Management Refresh

MSIX Image Path	Package Name	Display Name	Provisioned in PRAS	Package ID
\\ras\apps\PrinceofPers.vhd	PRINCE	PRINCE	<input checked="" type="checkbox"/>	61
\\ras\apps\notepadpp.vhdx	notepadpp	notepadpp	<input checked="" type="checkbox"/>	62
\\ras\apps\Discord.vhd	discord	discord	<input checked="" type="checkbox"/>	63
\\ras\apps\Zoom64bit_5.1...	Zoom64bit	Zoom(64bit)	<input checked="" type="checkbox"/>	64

Parallels Remote Application Server Console

File View Language Tools Help

Location: RAS administrator@appcure.lab

Application Packages

Package	Display name	Version	Version tag	Publisher	Certificate expl...	Type
<input checked="" type="checkbox"/> PRINCE	PRINCE	1.0.0.1	Enter text here	Appcure	Unknown	VHD
<input checked="" type="checkbox"/> notpadpp	notepadpp	1.0.0.0	Enter text here	AppCURE	Unknown	VHDX
<input checked="" type="checkbox"/> discord	discord	1.0.0.0	Enter text here	AppCURE	Unknown	VHD
<input checked="" type="checkbox"/> Zoom64bit	Zoom(64bit)	5.12.8964.0	Enter text here	Zoom	Unknown	VHDX

4 items, 4 enabled, 1 selected

Close Apply Help

*Note: A purple dashed circle highlights the 'Certificates', 'Application Packages', and 'Settings' menu items in the left sidebar.*

# The continual problem...day 2

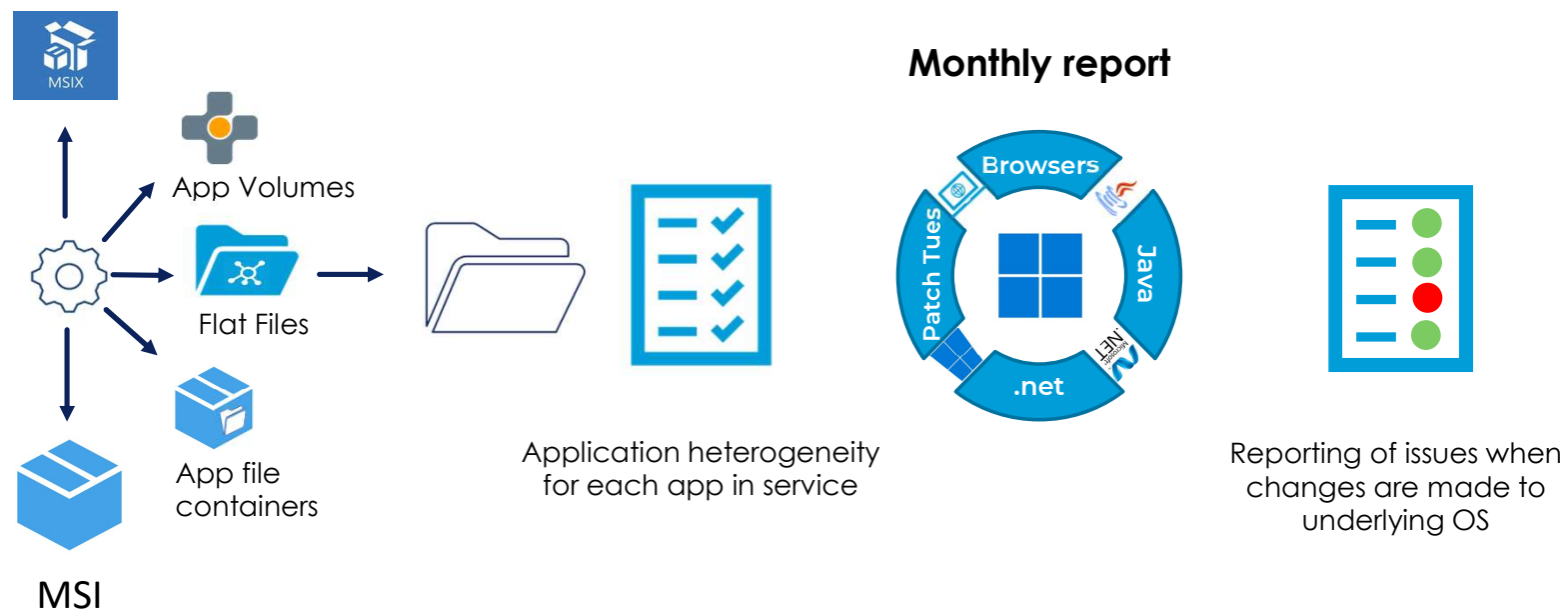


Sept 22

- 18 Elevation of Privilege Vulnerabilities
- 1 Security Feature Bypass Vulnerabilities
- 30 Remote Code Execution Vulnerabilities
- 7 Information Disclosure Vulnerabilities
- 7 Denial of Service Vulnerabilities
- 16 Edge - Chromium Vulnerabilities

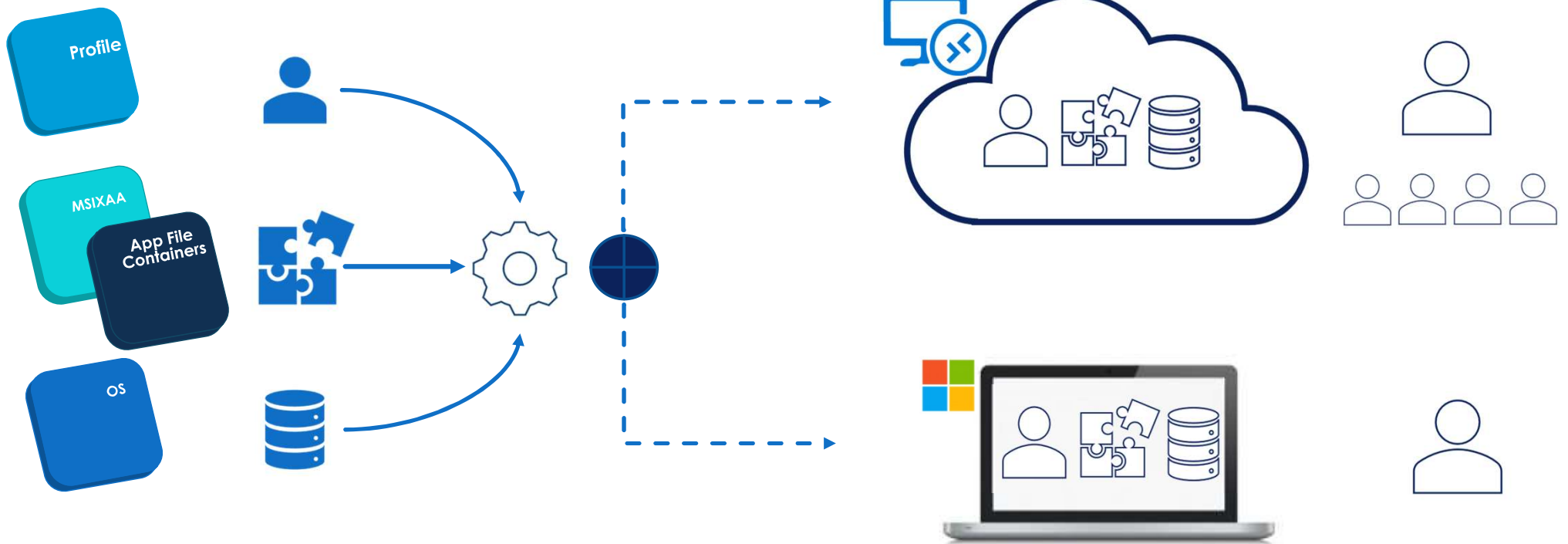
<https://msrc.microsoft.com/update-guide>

# Application Heterogeneity...



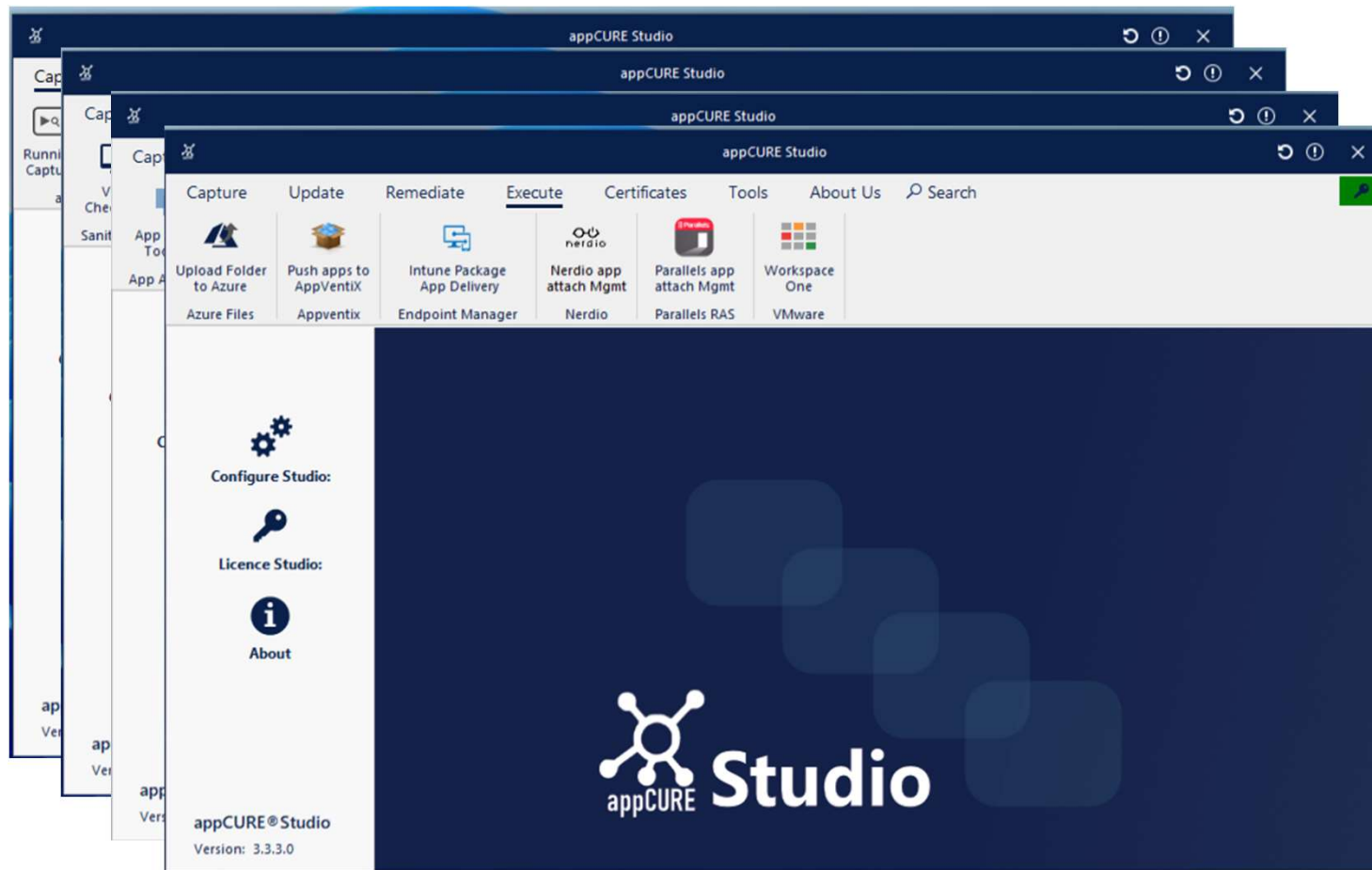
“Heterogeneity in meta-analysis refers to the variation in study outcomes between studies.”

# A hybrid desktop...





# Studio approach...



# appCURE Studio Standard Vs Enterprise...

Feature	Standard*	Enterprise**
appCURE Capture	Yes	Yes
appCURE Packager	Yes	Yes
MSIX tooling	Yes	Yes
MSIX app attach	Yes	Yes
Third party apps 4000+	Yes	Yes
appCURE volMGR	X	Yes
appCURE Automation	X	Yes
Application reporting	X	Yes
PowerShell Library	X	Yes

\*appCURE Studio Standard includes Capture, Installer, limited STUDIO feature set for small medium business up to 500/1000 users on a single site, single administrator

\*\*appCURE STUDIO Enterprise pricing is calculated by the total number of Microsoft 365 or other concurrent licence count (MS/VMW/CSP/Parallels/SpotPC etc) based on monthly minimum users

# Market analysis...



Capability/ Feature	appCURE	Competitors
Missing Installation Media Capture	Yes	No
Offline application Capture / assessment	Yes	No
16 bit app support	Yes	No
Packaging automation	Yes	No
access to 4000+ third party apps	Yes	No
Application assessment	Yes	partial support
MSIX Packaging/ tooling	Yes	No
Install smoke testing	Yes	Yes
Application launch smoke testing	Yes	Yes
MSIX Certificate Management	Yes	No
Automatic cert replacement	Yes	No
MSIX app attach	Yes	partial support
MSIX app attach suitability	Yes	No
Application reporting	Yes	partial support
VMware appVolumes	Yes	partial support
Intune Support	Yes	Yes
Nerdio Support	Yes	Yes
Appventix Integration	Yes	No
Parallels support	Yes	partial support
VMware workspace one support	Yes	partial support

More integrations coming in the next few point releases...

# appCURE needs partners...



- ▶ Onboarding
  - ▶ Keep selling the digital workspace (physical and virtual)
- ▶ Training through the Learning Management System (LMS)
  - ▶ Sales and technical
  - ▶ Advanced training (paid)
- ▶ Get basic information around application migration options
  - ▶ Partner deal registration
- ▶ Distributor for quotes
  - ▶ Standard quotes of the price list based on criteria (need to check % available / user numbers)
  - ▶ Non standard request to distributor
  
- ▶ Revenue for applications and digital workspace is a multi year revenue opportunity
  
- ▶ **(Microsoft/VMware/Citrix/Parallels/Nerdio) + appCURE**  
= **increased revenue opportunity**



# Partner program...



	Bronze	Silver	Gold
<b>Enablement Benefits</b>			
Access to the appCURE partner portal	✓	✓	✓
Discounted Technical Training	X	✓	✓
Product Roadmap and tech exchange sessions	X	✓	✓
Access to the appCURE Learning Management System	✓	✓	✓
Minimum trained technical people	1	2	4
<b>Marketing Benefits</b>			
Partner Branding and logo usage	✓	✓	✓
Partner presence on appCURE website	✓	✓	✓
Joint branded material usage	X	✓	✓
Exclusive pre product launch updates	X	Invite	✓
Joint marketing campaigns	X	✓	✓
<b>Sales Benefits</b>			
Ability to register deals	✓	✓	✓
appCURE sales updates and training	X	✓	✓
additional deal reg margin %	X	X	✓
Minimum revenue value	X	50k	100K
Minimum Sales people trained	1	2	4

- Standard is for SME clients up to 500/1000
- Standard can be upgraded to Enterprise
- Products are based on a 12month minimum contract
- Enterprise is based on total number of concurrent users (physical + virtual) VALIDATION required
- Legacy applications require an additional license

# Material to look at...



## MS AVD and appCURE joint solution brief:

- ▶ <https://query.prod.cms.rt.microsoft.com/cms/api/am/binary/RE4Fs38>

## Microsoft AVD & MSIX partner pages

- ▶ <https://docs.microsoft.com/en-us/windows/msix/partners>

## VMware and App Volumes

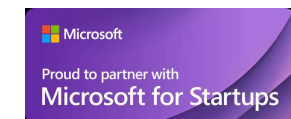
- ▶ <https://blogs.vmware.com/euc/2021/04/new-app-capture-command-line-tools-available-in-app-volumes-4.html>

## Parallels RAS

- ▶ <https://www.parallels.com/uk/products/ras/resources/tech-partners/>

[www.appCURE.io](http://www.appCURE.io)

[info@appcure.io](mailto:info@appcure.io)





# Questions?

[info@appcure.io](mailto:info@appcure.io) | [www.appCURE.io](http://www.appCURE.io)