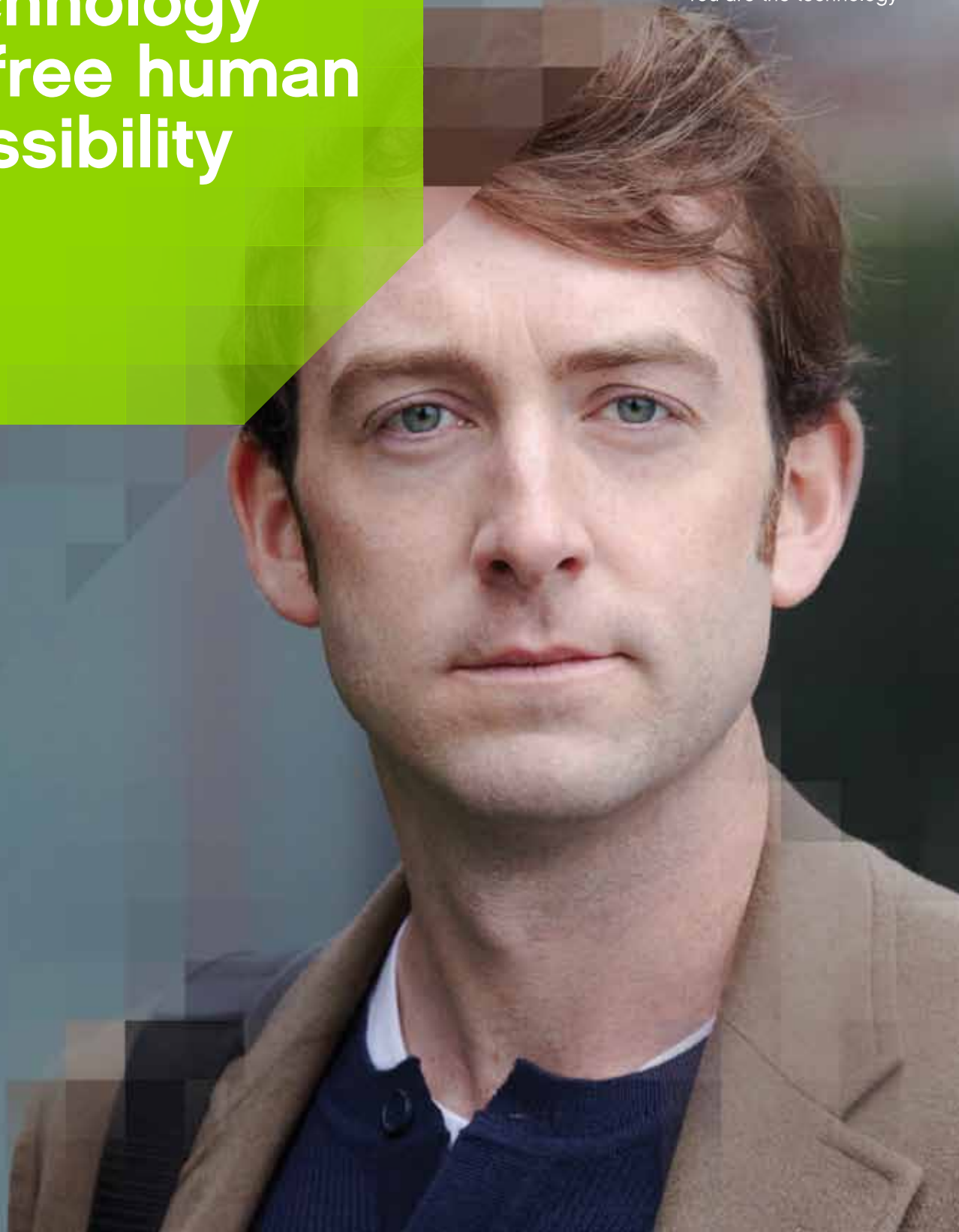


Unlocking
technology
to free human
possibility

AppSense®

You are the technology



**With AppSense
you are the
technology**

AppSense makes every aspect of our digital identity immediately accessible, via any device, in any location. In a world where work and play are no longer separate spheres everything becomes familiar and reliable; unlocking technology to free human possibility.

AppSense is pioneering the solutions demanded by this world, by transferring the technology from the machines to the people. When the people power the technology, anything is possible.

**It's time for
technology to
bend to the will
of the individual**



A woman with curly hair, wearing a white blazer over a purple top and a purple skirt, is walking on a sidewalk. She is looking down at a smartphone in her hands. The background consists of a modern building with large glass windows and a grey brick walkway. A semi-transparent green box is overlaid on the lower left portion of the image, containing white text.

By redesigning the digital world around the individual, instead of the device, AppSense actually makes IT user-centric

Putting technology in its place

Technology has long been user friendly. By redesigning the digital world around the individual, instead of the device, AppSense actually makes IT user-centric.

In today's device-obsessed world, IT is increasingly a series of coping strategies in a world of ever-demanding employee needs, where desktop management and migration take up vast amounts of time.


Because people want to stay on top of work, but don't want to stay in the office all week, the line between work and play means less and less, especially to younger employees.

AppSense's approach incorporates users' personalized interface, data and apps, their digital personality, on every device they use, in every location, so they can work everywhere, without even having to think about it.

With people at the center of every plan, you won't hear us talk about 'end-users'.

What's driving user-centric IT?

- Complex desktop management, slow log-on times and profile corruption all lead to *overworked IT departments*. With the challenge of Windows 7 migration and endless hardware upgrades on the way, IT professionals need a radical solution to user complexity.
- Differing work styles and growing *device consumerization* mean organizations are considering a *BYOT (Bring Your Own Technology)* strategy. This brings its own set of IT, financial, HR and legal complications.
- The *millennial generation* is plugged in 24/7 and expects their work environment to reflect that. They want their business applications to look and feel like their consumer applications, with the highest fidelity and responsiveness.
- Organizations are moving to *IT-as-a-Service* and *Cloud-based* models, including the use of *Personal Clouds*, for more predictable costs and service levels as well as a consumer-type user experience. Because these models rely on standardization to fulfill their potential, user-centricity is key.
- As organizations expand their *Globalized IT* infrastructures across geographical, linguistic and cultural boundaries, IT needs to be flexible enough to maintain standards in each market, yet still help users be productive in ways that make sense locally, letting them move smoothly between locations, languages and devices.

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- There will soon be 1.4bn user devices
 - An average employee uses 3 devices
 - An average employee uses 14 business applications, 22 personal or mobile apps and 3 computing platforms
 - 67% of all workers use mobile and wireless computing
 - As soon as a device is used it becomes unique and personalized. As a result, the average corporation has over 1 million unique user configurations to manage, and it's getting worse

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Today's requirements: User Virtualization



User complexity meet user virtualization

Our approach to user virtualization is driven by user-centric thinking. It unlocks the user from their devices, their operating systems and applications. For the first time, IT managers only need manage a single layer of an individual's digital existence, instead of an exploding number of devices and applications, with millions of potential user configurations.

Our policy templates can manage thousands of users; automatically and intelligently re-configuring for each device, location and application, with massive improvements in security and reliability.

User virtualization means people can now choose the device that suits them, instead of the application choosing the device.

That's why thousands of people at leading, forward-thinking companies have already freed their IT colleagues from the ever-growing burden of user complexity.

They've liberated their workforce from device-based technology. Their workforce has become the technology.

Ask us about our latest testimonials.

User virtualization features

Remove user complexity by:

- Centralizing every aspect of the user's digital existence
- Freeing people from their desktops
- Managing every user, once across every platform

Control with precision by:

- Creating policies for roles, groups or contexts
- Controlling quickly, with templates
- Automatically reconfiguring, by device, location and application

Bullet-proof reliability from:

- Universally secure communications
- Fault-tolerant and self-healing capabilities
- More predictable user experiences

Freedom of choice from:

- Any device, app, or location in any combination
- Everything available, on-demand, for all users
- Local, published and virtualized desktops and apps

A man and a woman in business attire are standing on the wing of an airplane, looking out the window. The woman is on the left, wearing a dark blue blazer over a patterned top. The man is on the right, wearing a grey suit jacket, a white shirt, and a red tie. They are both looking towards the right side of the frame. The background shows the wing of the airplane and a view of the ground through the window.

**Manage
thousands of
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User virtualization

The bottom line

The benefits to IT managers and the business

Wouldn't it be great to manage thousands of users with the effort it takes to manage just one? With the inevitable migration to Windows 7 to consider, as well as the wholesale adoption of Cloud computing, this is what IT managers have been dreaming of. In fact managing any application on a per-instance, per-device basis will become just an anecdote about 'the bad old days'.

How user virtualization meets today's business challenges

Virtual Desktop Infrastructure

The challenge There are two major barriers to the adoption of Virtual Desktop Infrastructure: capital expenditure and user acceptance.

The solution With user virtualization, all user-related information is kept separate from the VDI image and reapplied on demand. This significantly reduces storage requirements and infrastructure cost. It also means desktops, no matter how they're delivered, are consistent and personal.

Tablets, Smartphones, Cloud

The challenge Bring Your Own Device initiatives mean desktops, applications and data can be accessed from powerful non-corporate devices, from anywhere, bypassing perimeter security and internal policy controls.

The solution User virtualization enables you to navigate this minefield, by dynamically configuring desktops based on the location and/or ownership of the accessing device, ensuring all data and applications are appropriately protected and optimized.

Disaster Recovery

The challenge Continuous access to data is essential to keeping your business going. If your availability is compromised, it'll significantly impact end user costs, operational support, and bottom line revenue.

The solution User virtualization complements a Disaster Recovery strategy by ensuring that any switch in desktop or application delivery mechanism (i.e. to a DR farm) comes complete with all the necessary user information, such as personalization settings and redirected data.

The benefits to the user

What about your employees? What's in it for them? Most users don't really care what operating system you put them on, so long as it works perfectly, straight off. They'd prefer to not set up a profile to get their favored typeface or the data access they're familiar with. They just want it there, every time, wherever. They want all of it, and Facebook, on every device.

Users are demanding. But satisfying these demands isn't just 'nice' for the employee. It's good for business. Not just in the man-hours saved, though that's a pretty good reason. No; as we all know, those times when everything just works are the times when we really get work done.

Giving users all their data and applications exactly the way they want them means they're unlocked from technology. When that happens, human possibility is a little bit more liberated.

Application Delivery

The challenge Managing individual applications on a per instance/device basis is expensive. Moving to a centralized, virtual application model causes its own obstacles, such as losing existing user settings from the locally installed application. Also application packages can sprawl, as custom packages are required for different users.

The solution A simple three-step process of Decouple > Manage > Deploy seamlessly migrates to any new-streamed application. As the user's digital personality is dynamically applied to the application package, a single gold image package can be now shared across all users in the enterprise, on demand.

Endpoint Security

The challenge With security threats, user IT know-how and remote access options all on the increase, desktops and applications have to be controlled precisely, so they're contextual to the user, location and device at any given time. Protecting data means reducing security breaches, ensuring system stability. It all needs to be achieved at a reduced cost.

The solution User Virtualization dynamically configures desktops to the user, device, location, date and time to ensure the user has everything they need, but nothing more, by removing certain features or preventing access to certain applications, data or locations.

Our Mission

AppSense is driven to redefine the relationship the world has with technology, by unlocking it, so that technology doesn't control what we do. We are focused on the creation of game-changing technology solutions that re-write the economics of IT and that become the life-force for a mobile, interconnected, interactive, always-on world.

We won't rest until we have become the defining software business of our generation, measured by the impact our software and our vision has on business and life, by our global reach and by our market value. Everything we do is aligned with our belief, our mission: *to unlock technology and free human potential.*

A woman with dark hair, wearing a pink button-down shirt, is looking down at her smartphone. She is standing in what appears to be an office or a modern workspace. The background is blurred, showing shelves and office equipment. A large green semi-transparent box is overlaid on the left side of the image, containing white text.

**We are unlocking
technology
to free human
potential**

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