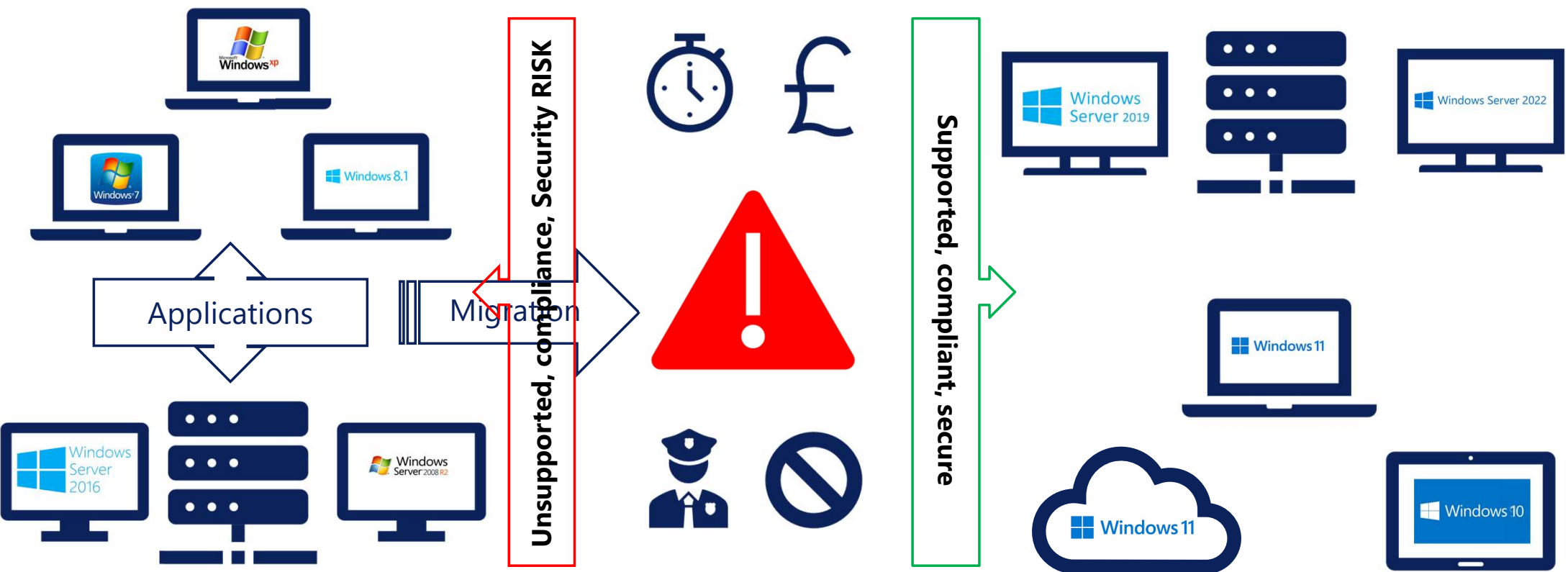


appCURE sales

Finding out about the cure in appCURE



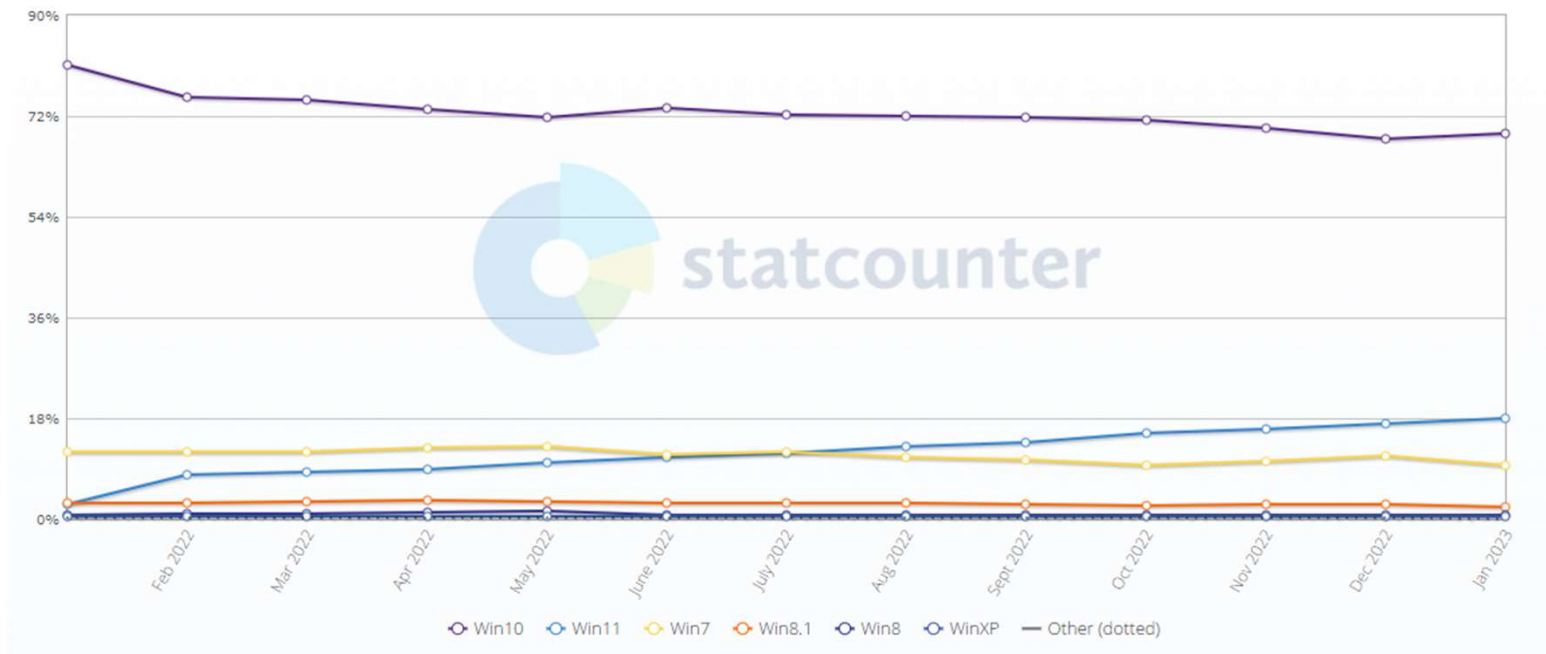
The Problem...



OS Market Share and problem...



Desktop Windows Version Market Share Worldwide
Jan 2022 - Jan 2023



Win10

68.75%

Win11

18.13%

Win7

9.62%

Win8.1

2.31%

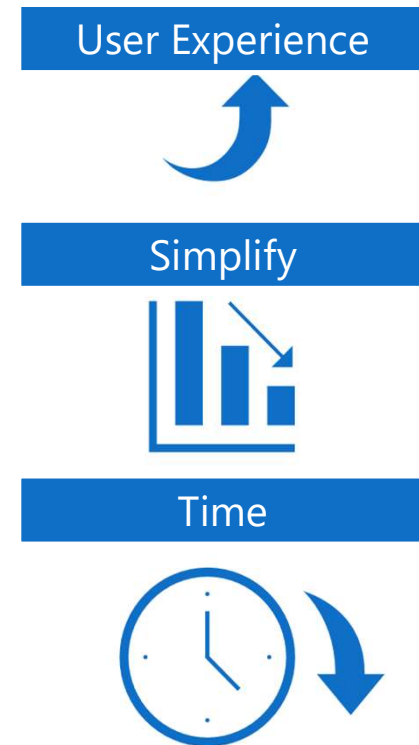
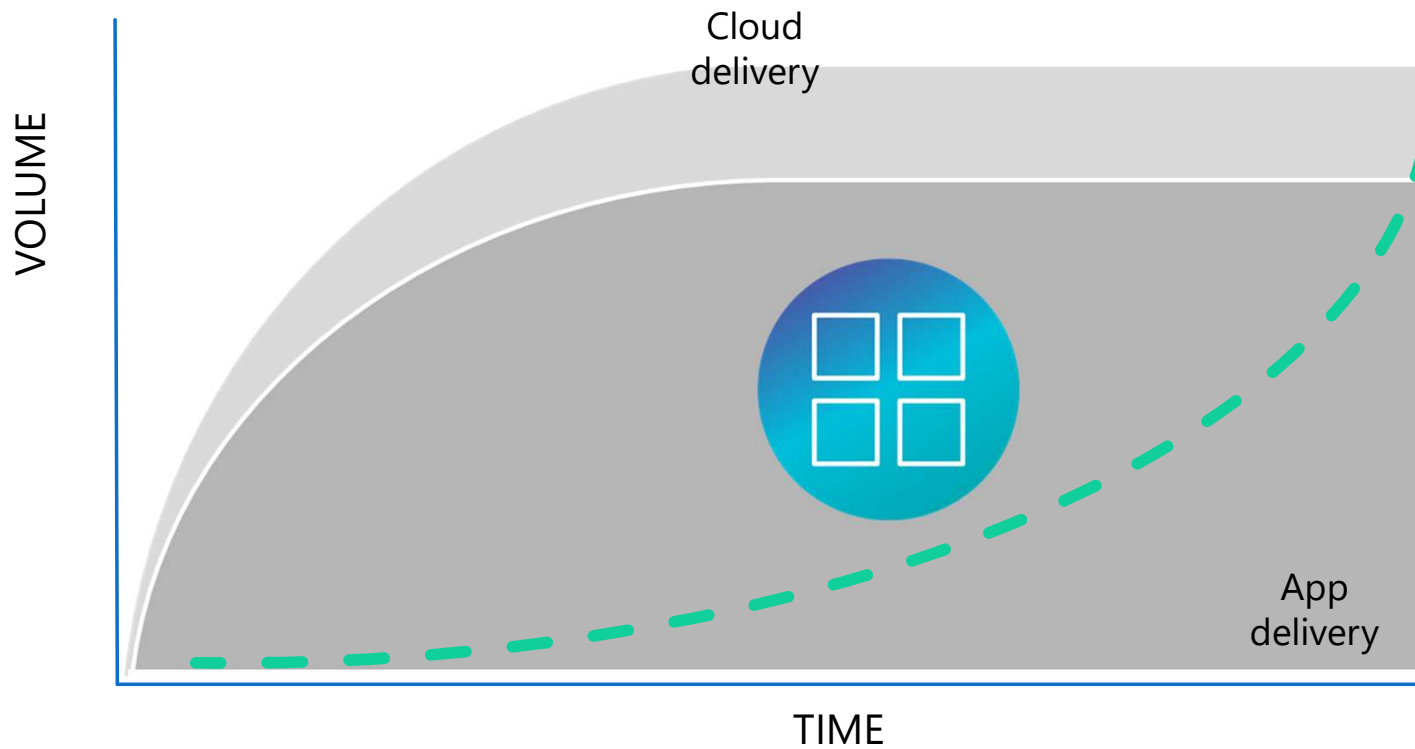
Win8

0.62%

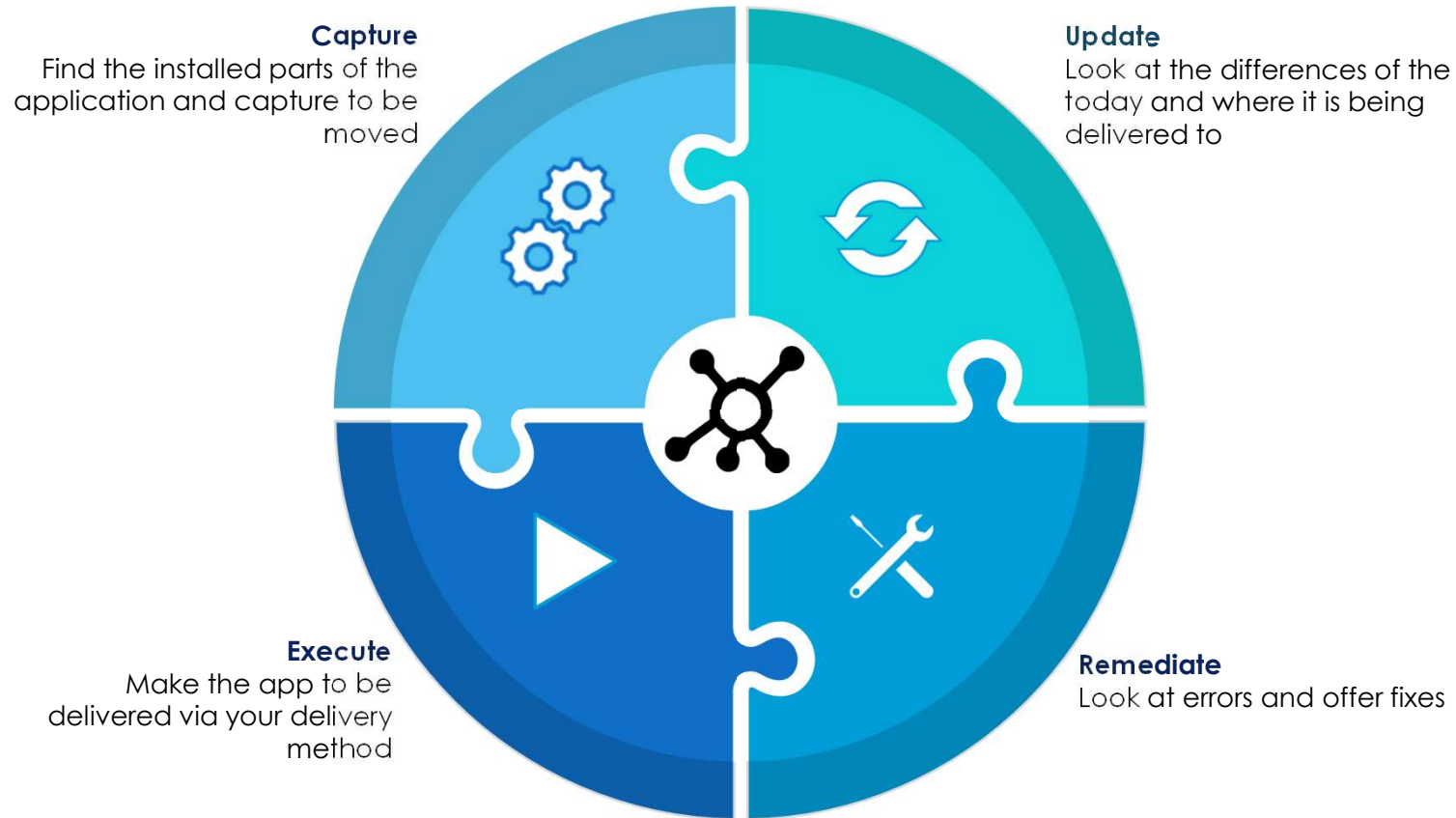
WinXP

0.45%

Moving faster required...



What Is appCURE?



appCURE elevator pitch...

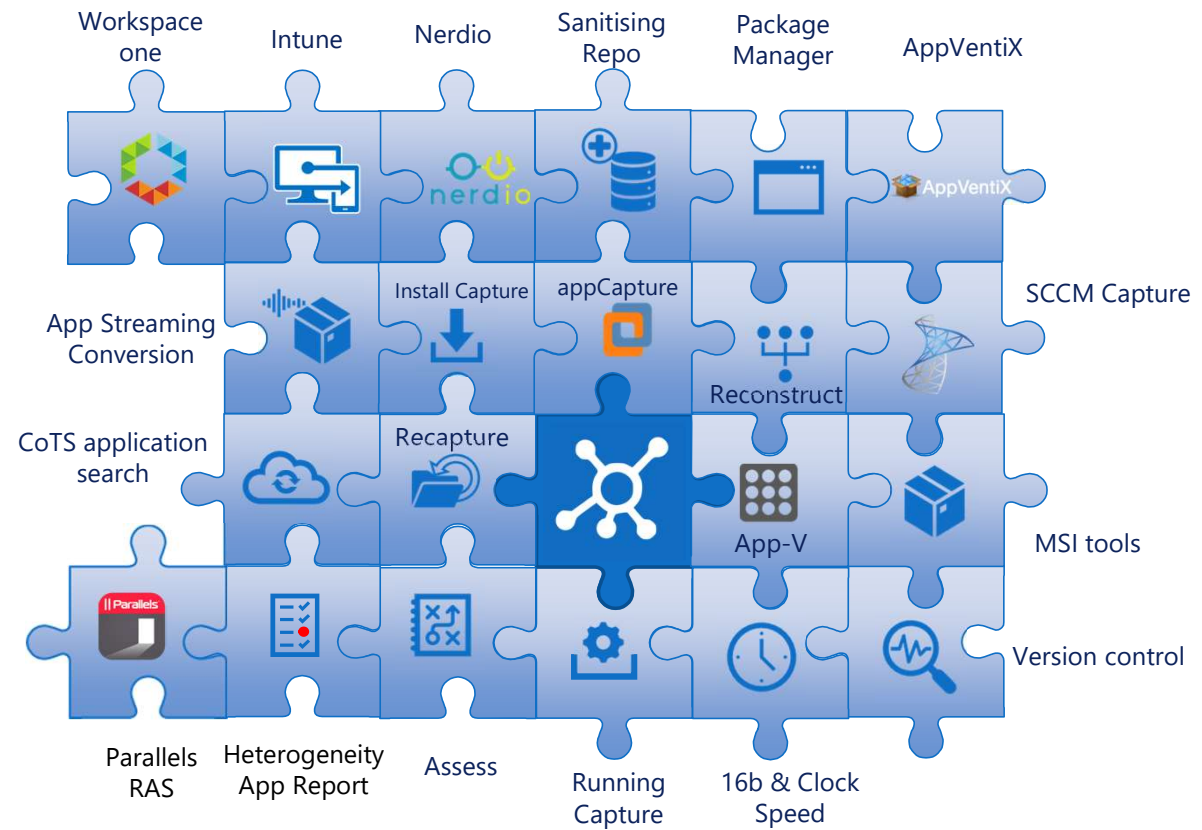


**“appCURE helps customers get to
production faster.”**

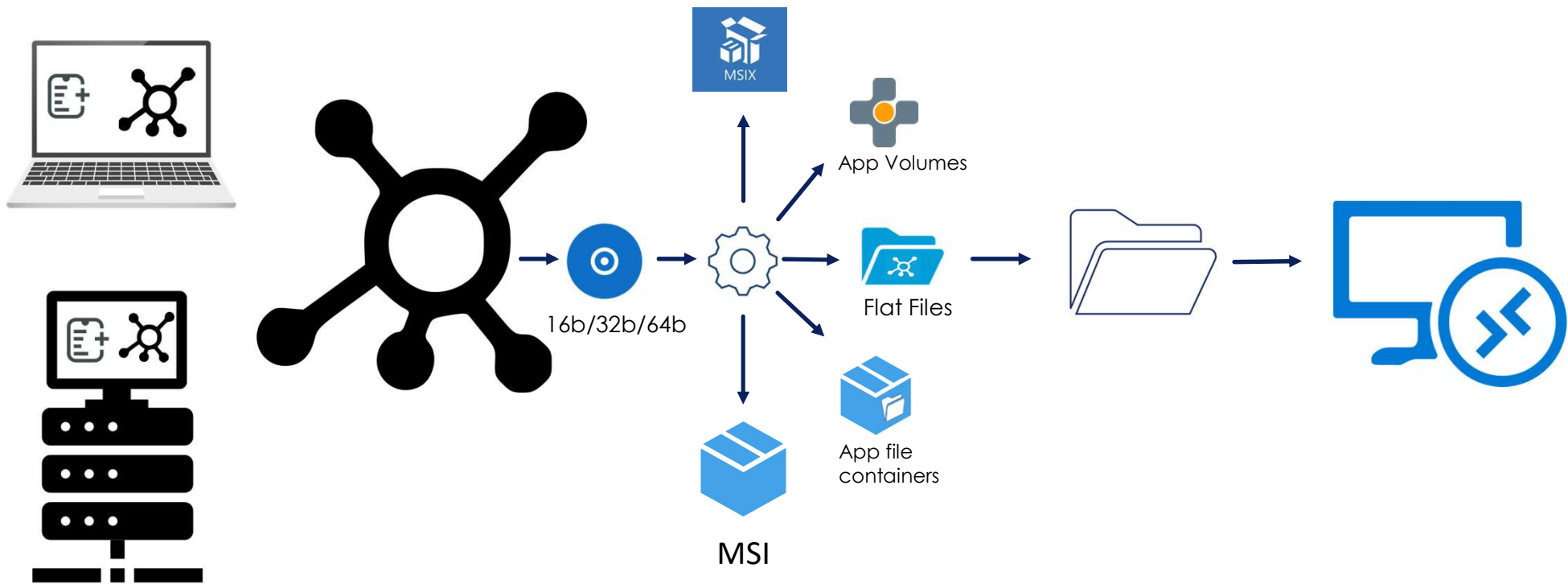
Multiple methodologies...



- ▶ 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



How we do it...



What, where, how...



Running Capture



Install Capture



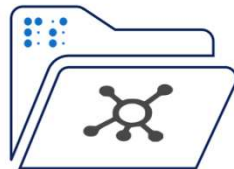
CoTS
search/download



App-V convert



SCCM Capture



16b/32b/64b



MSIX



MSI



App Volumes



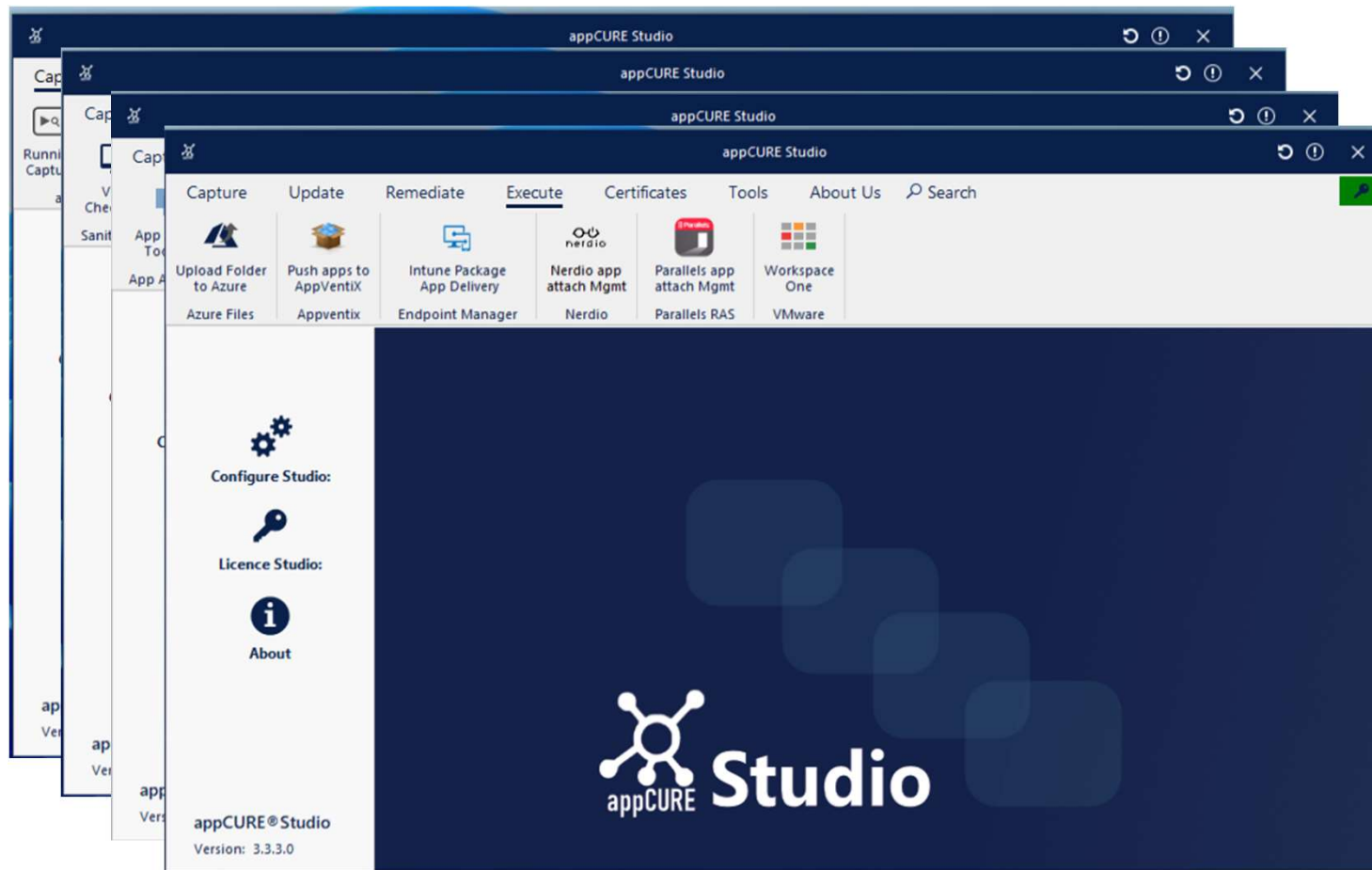
Flat Files



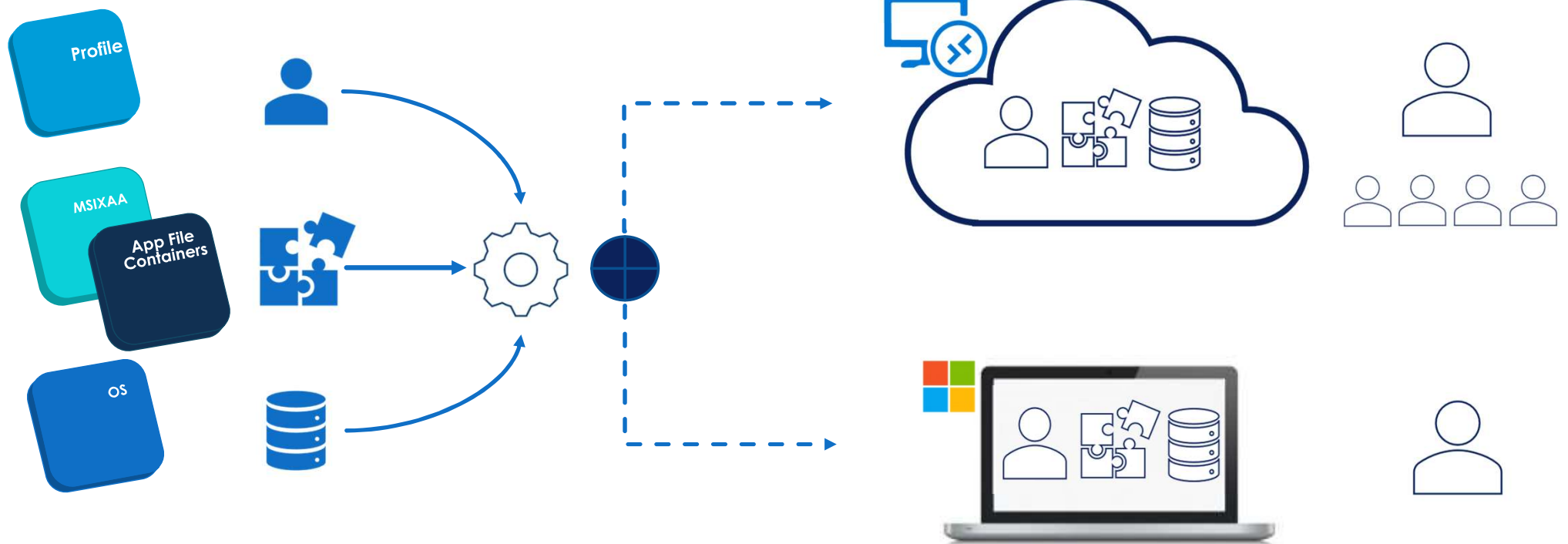
App file
containers



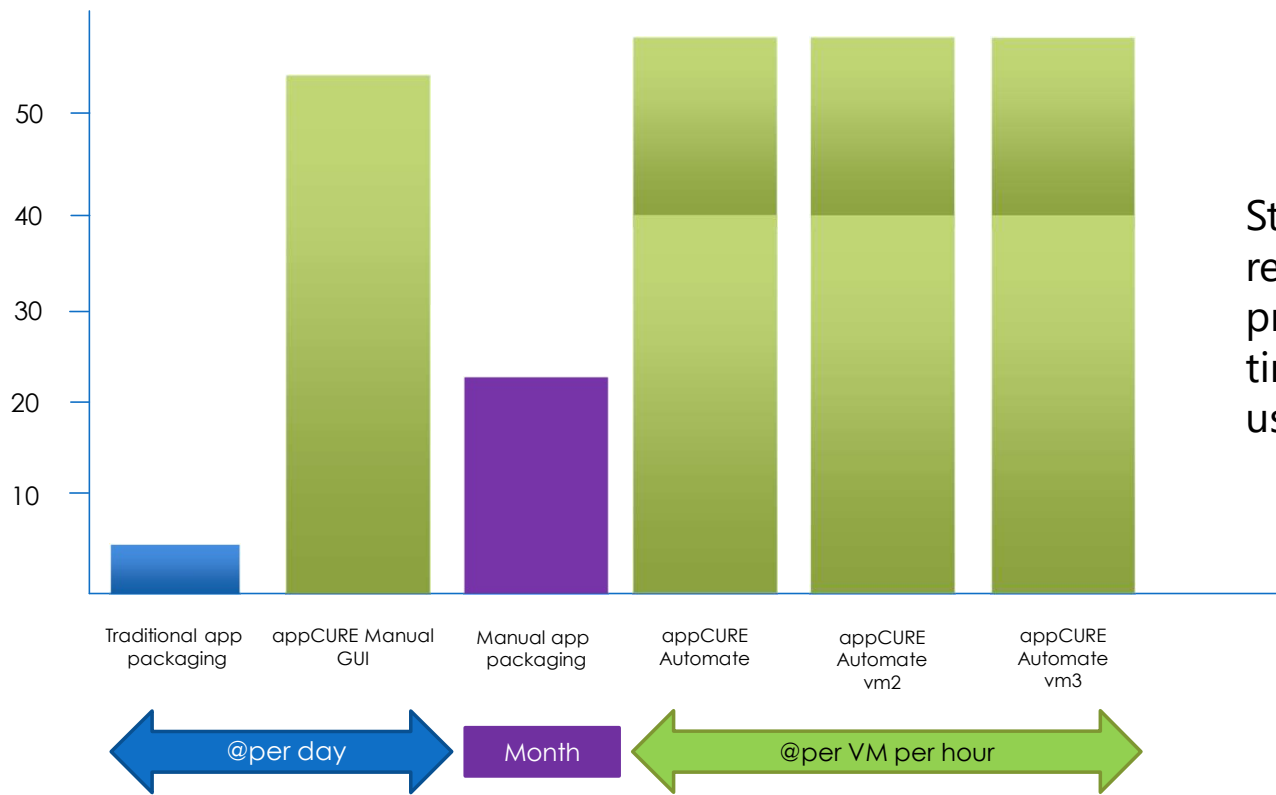
Studio approach...



A hybrid desktop...



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.

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 ...

The opportunity...



- ▶ Keep selling the digital workspace (physical and virtual)
 - ▶ Give basic information around application migration options
 - ▶ Get them to understand evergreen for their core business applications
 - ▶ Get them on a project based on fixed output
-
- ▶ Revenue for applications and digital workspace is a multi year revenue opportunity
 - ▶ **(Microsoft/VMware/Citrix/Parallels/Nerdio) + appCURE**
= **increased revenue opportunity**



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

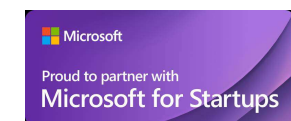
- ▶ <https://blogs.vmware.com/euc/2021/04/new-app-capture-command-line-tools-available-in-app-volumes-4.html>

Parallels RAS

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

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Questions?

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