

Move your app in a snap

Labor-free PoCs and other ISV business wins



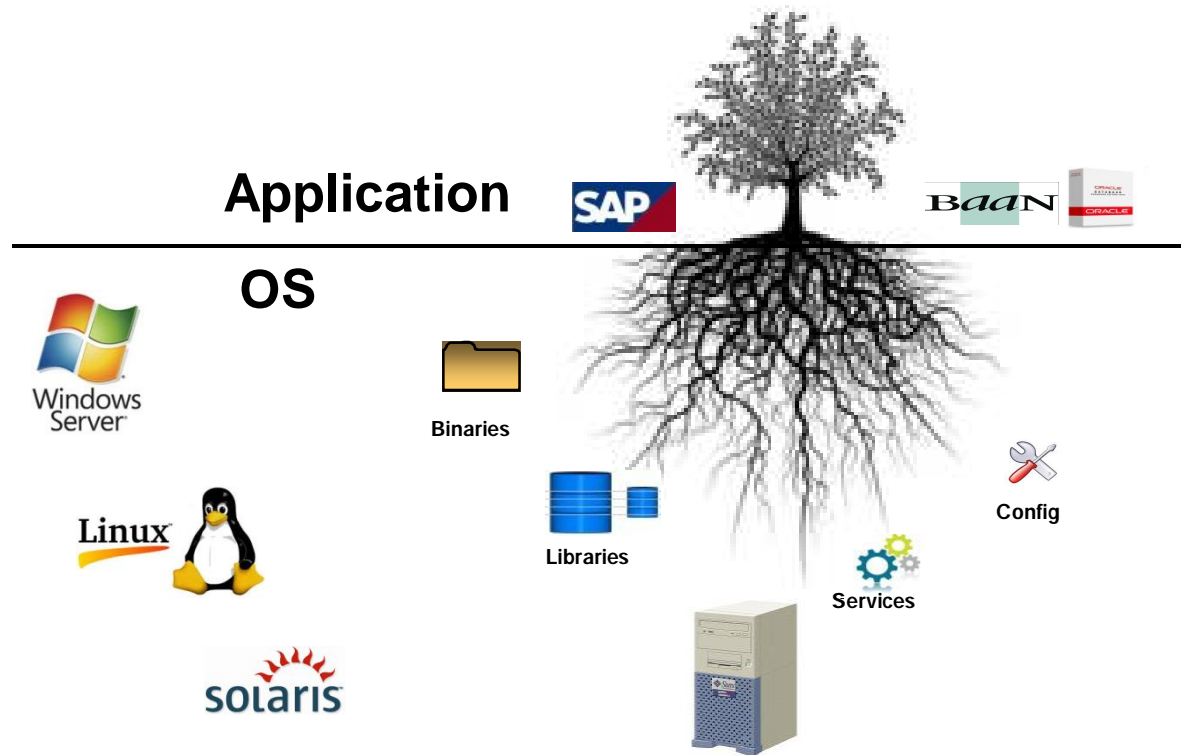
Introductions: Labor-free PoC and other business wins

- AppZero – application virtualization software vendor
 - Server applications (Linux, Windows, Solaris) and Windows desktop
 - Patented and field-proven software since 2001
 - Valerie O’Connell – VP Business Development
 - Greg O’Connor – CEO; serial innovator and long life as an ISV
- Move your app in a snap – 30 minutes total
 - ISV value propositions – zero-install for PoC and on-going application distribution
 - Solution basics (technical drill-down in follow-on webinar June 23rd)
 - ISV Accelerator Program invitation
 - Q&A and FAQs

A quick overview of the high-impact technology

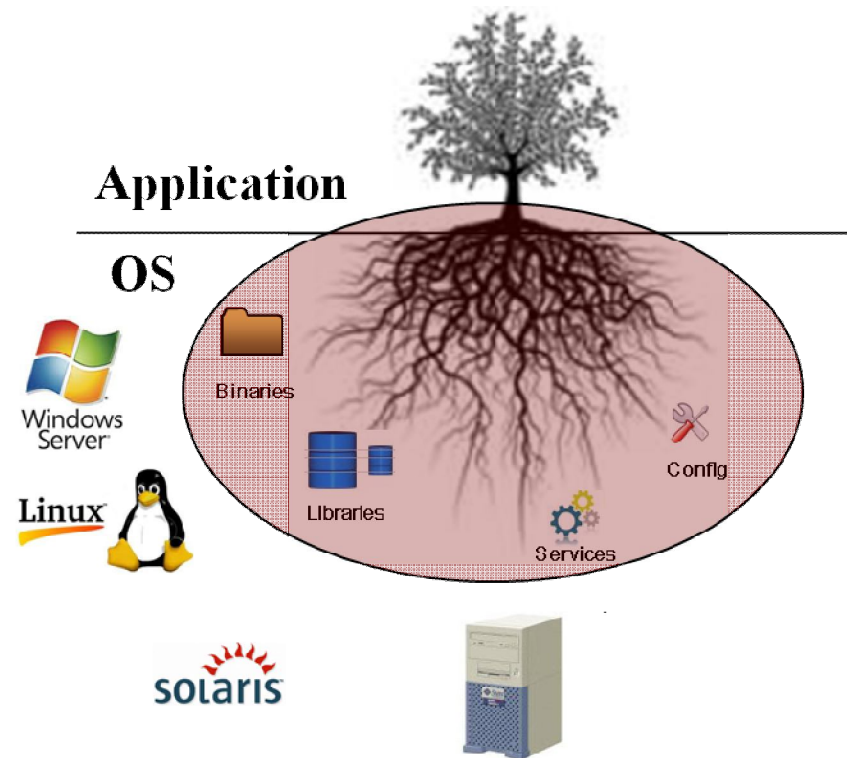
- AppZero's patented application virtualization technology
 - Pre-sales activities: slash time and effort; improve quality
 - On-going application distribution; speed, efficiency, and cost
- Great gains without reinventing technology or business model
- We do Windows (server and desktop), Linux, Solaris
- applications

If applications were trees, installation would look like ...

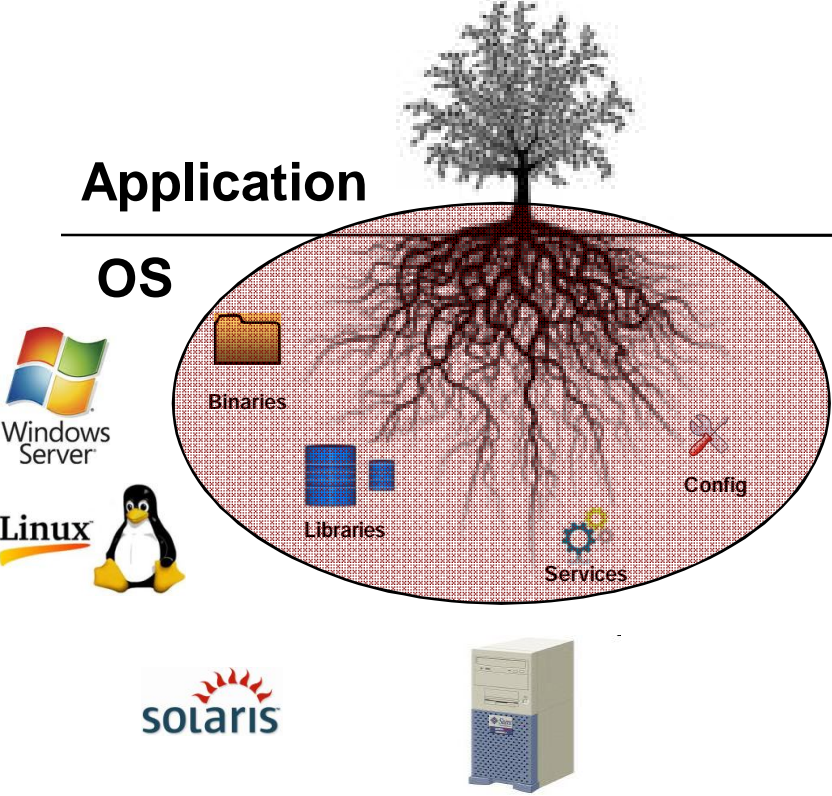


What AppZero does

- We “decouple” the application from the OS
- We bundle the application and its dependencies into a package – a virtual application appliance (VAA)
- At the risk of repeating no OS
- Create a virtualized application that can be quickly deployed/copied, executed, and maintained on any compatible OS



Applications in a VAA* are easy to move



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* Virtual Application Appliance (VAA)

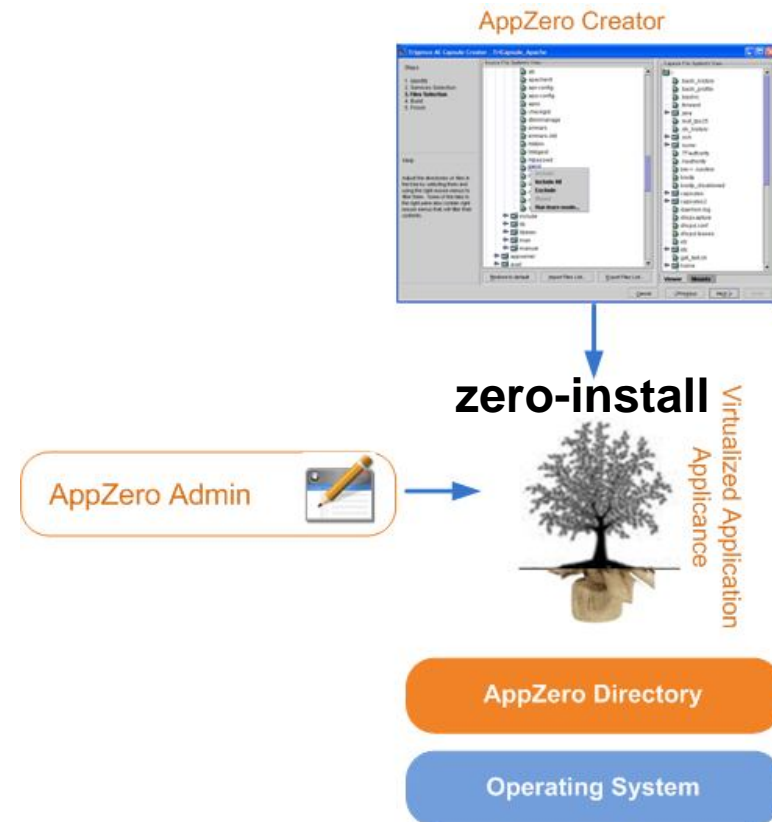
How AppZero works

Package: Create virtual application appliance (VAA) with the AppZero Creator


Deploy: VAAs are copied to physical or virtual machines -- applications run without installation. Zero-install

Run: AppZero Director creates small runtime environment to isolate VAA from operating system. The application writes changes to the VAA. Underlying OS is unchanged.

Administer: AppZero Admin manages VAAs



The AppZero Virtual Application Appliance (VAA)

The () VAA:

- Packages all the elements required by the application to run (except an OS):
 - Package once, run everywhere
- Requires a compatible OS on the target machine
- Is isolated from the underlying OS and from other VAAs.
- Makes no changes to the underlying OS
- Can be managed independently and run without conflict.
- Allows applications to be freely moved – physical or virtual servers – at customer site or in the cloud
- Travels light; a VAA is 10x – 100x faster than a VA

The impact of AppZero's zero-install

- Our experience running SAP ECC6/7 on a new machine:
 - **zero-install** from cloud reduces total steps from 50+ to **1**
 - **zero-install** from cloud reduces total time from 40 hours to **5-10 mins**

Deploy SAP ECC7	current approach	zero-install from cloud
Steps	50+	1
Wizard	hours	0
Install	40 hours	0
Deploy	1 instance	0
Start application	5 -10 min	5 - 10 min
Total Time	40++ hours	5 - 10 min

Similar letters (VA and VAA) – big differences for ISVs

Virtual Appliance (VA)

is a **virtual machine** image that runs on a virtualization platform (includes OS)

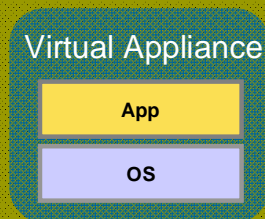
Virtual App Appliance (VAA)

is an **application image** designed to run on an OS

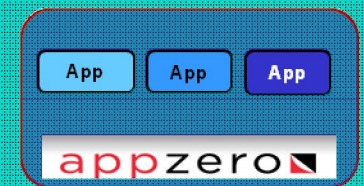
Similarities

- decrease time to market and get customers up and running faster
- reduce costs and complexity of developing and testing software
- simplify deployment and patching and reducing support calls

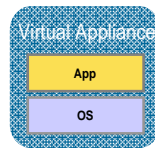
- **Not for Windows**
- **Virtual only**
- **ISV owns OS lifecycle**
 - **Managed by ISV**
- **Large in size**
- **Limited clouds**



- + **Windows today**
- + **Physical and Virtual**
- + **IT owns OS lifecycle**
 - + **Managed by IT**
- + **Small in size**
- + **Cloud ready**

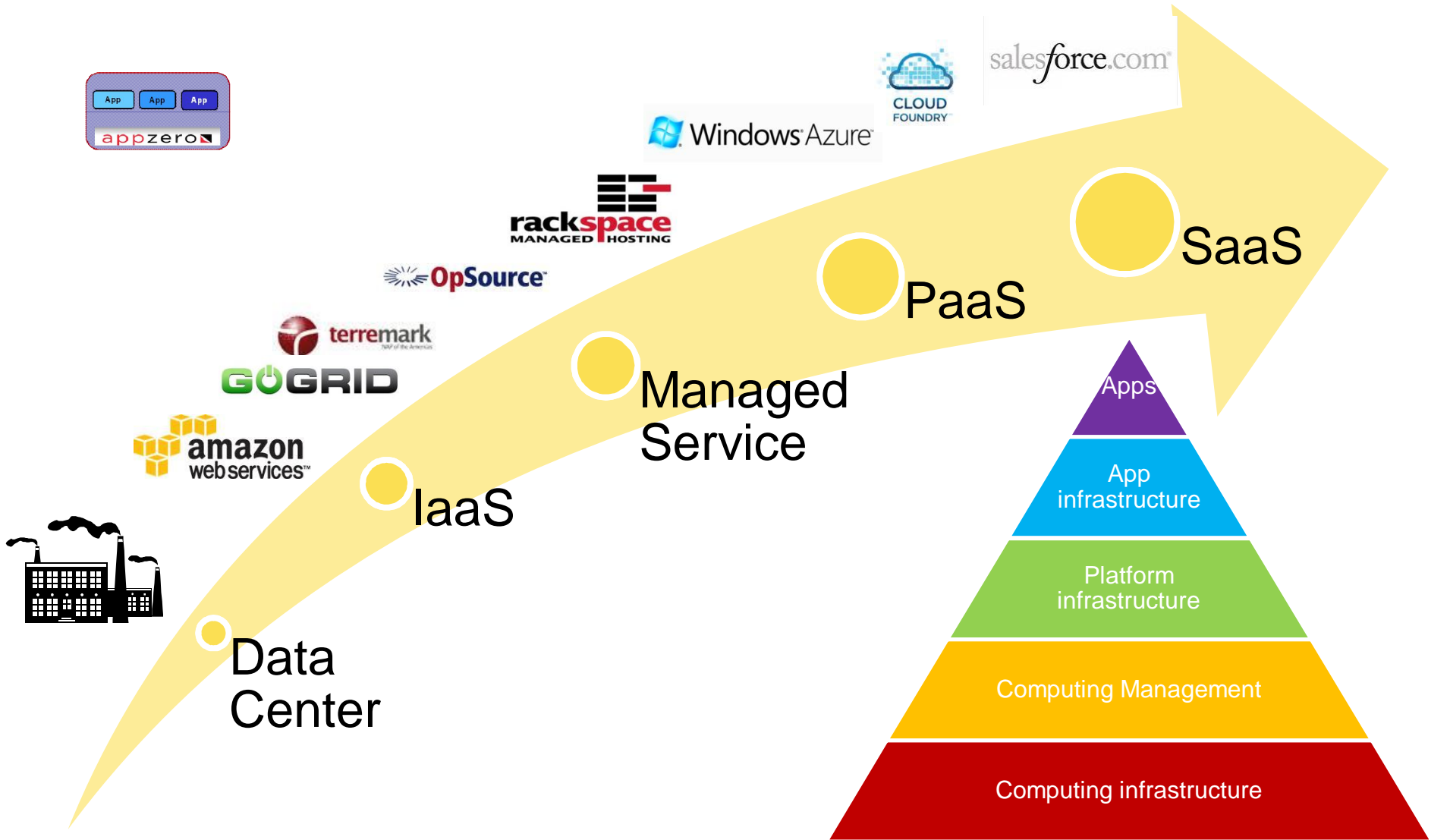


Size matters – Time counts



App foundation	VAA Storage Space (GB)	VM Storage Space (GB)	Transfer rate (GB/Hr)	VAA Elapsed Time (Hrs)	VM Elapsed Time (Hrs)	VAA Improvement VM image
<i>.NET</i>	0.05	50	1	0.05	50	500x
<i>J2EE</i>	0.75	50	1	0.75	50	67x
<i>LAMP</i>	0.45	50	1	0.5	50	100x
<i>SQL Server</i>	1.5	50	1	1.5	50	33x
<i>MySQL</i>	1	50	1	1	50	50x

VAA means no lock-in = freedom to please customers



Demos and Proof of Concept: the traditional way

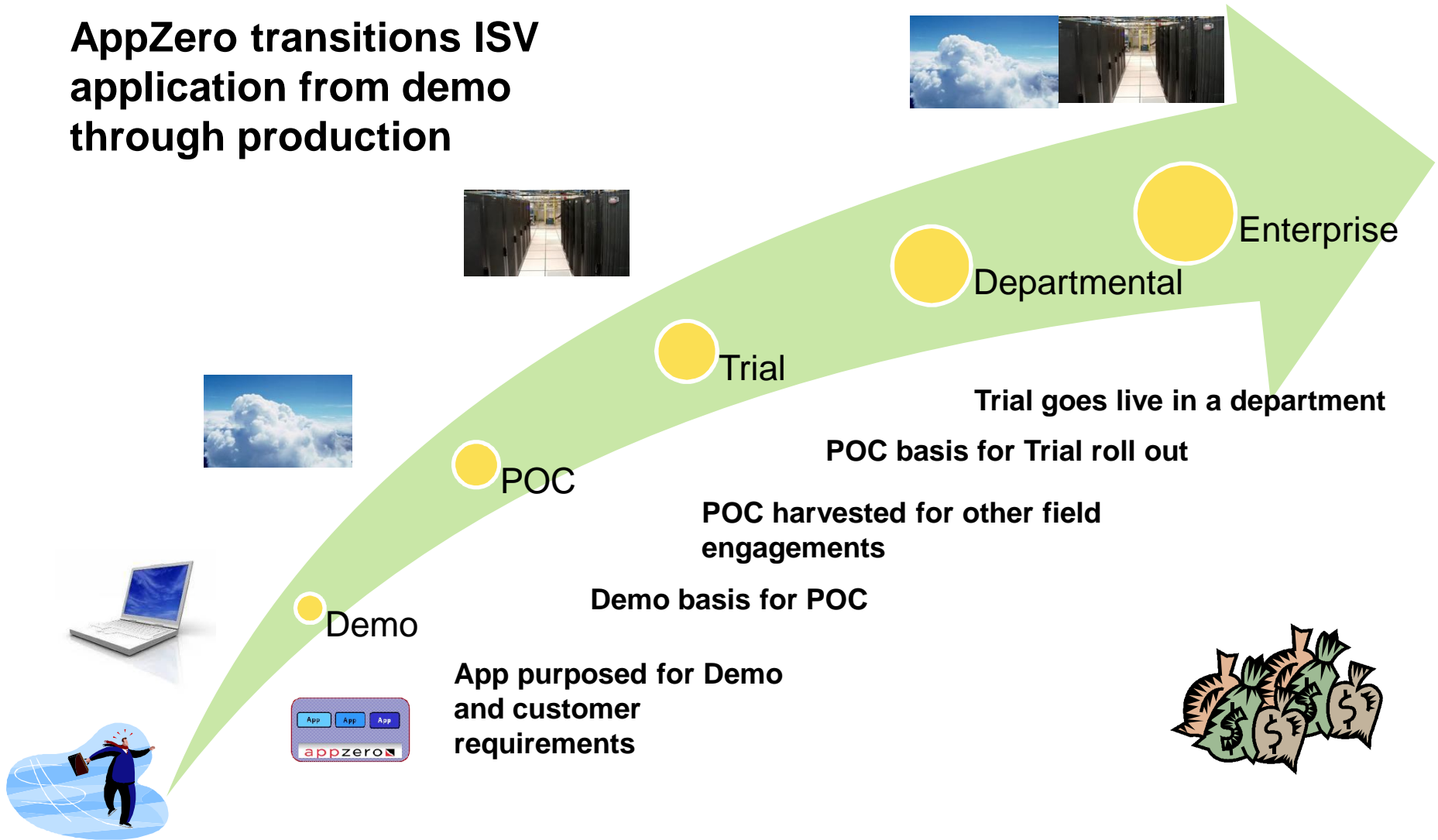
- Request that customer have machine available to specifications
- They assure you it's ready to role
- Your SE shows up on site and finds nothing is as expected
- SE spends time unraveling mysteries,
- SE then spends time installing and configuring app
- Time passes ... perhaps numerous calls and emails back to base
- Success. (your SEs never fail)
- Time to rally the customers and begin the work.
 - Hmmm ... they were here just a minute ago

Demos and Proof of Concept: the AppZero way

- Back at the ranch: encapsulate application once as VAA, use repeatedly
- Copy VAA to machine (physical or virtual) on site or in the cloud
- Run application -- no installation or configuration required
- SE shows up and gets right to work with the customer

All work is harvested

AppZero transitions ISV application from demo through production



Seamless provisioning and the ISV

Today

- Initial installation is time consuming
- Often errors result from setup and configuration
- Apps are customized for customer requirement in an add hoc way
- SE work product is not systemically leveraged
- Customer is afraid to upgrade the product or buy additional modules

With AppZero

- Zero-install is just a copy and run
- Setup and configurations are built in to the app image
- App customization can be captured and reused
- Big increase in SE productivity and responsiveness
- Customers love the ISV and happily give more money

AppZero POC impact

Factors	Inputs	Calculated
Time to install app in days hours	1 16:00	
Number of SE	15	
Revenue in millions	\$50	
Number of POC per SE per month	0.75	
Number of POC per year		135
Cost per SE	\$150,000	
Average deal size	\$500,000	
POC win rate	60%	
Win rate improvement	10%	
New POC win rate		66.00%
AppZero Impact		
Time to Run VAA-app in minutes	0:10	
Change from install to Run		1 15:50
% time savings		100%
POC per year saving		\$387,800
Number of addition POC wins		8
Revenue increases		\$4,050,000
Topline YOY increase		8.1%

AppZero impact on ISV business

- Increased revenue
 - Win more PoCs
 - Accelerate sales cycle/time to revenue
- Decreased costs
 - Lower cost of sales
 - Decrease cost of acquiring customer
- Maximize resource and process effectiveness
 - Support your application, not the underlying OS
 - Reduce the number of application/ technical environment combinations you have to test and maintain
 - Run your app in any provider's cloud – no change or lock-in
- Non-intrusive
 - No change to technology of choice
 - No disruption to established business processes

Our PoC for ISVs: The ISV Accelerator program....

No charge you get

AppZero professional services to create a VAA

We will encapsulate your application for distribution

License to use that VAA – anywhere/anytime

We get ... you give

Feedback on capabilities and some public facing activity

Next steps....

- Register for ISV Accelerator Program and/or call us to discuss
- Join us June 23rd for a 1 hour technical drill-down “how to” webinar
- Connect directly with us
 - Valerie O’Connell voconnell@appzero.com 617.820.5126 x4300
 - Greg O’Connor grego@appzero.com
- Share this recorded session with your colleagues at www.appzero.com
- Website www.appzero.com

AppZero impact on ISV functional areas

Pre-sales and sales cycle

- Quick and easy demos and PoC
 - No configuration or installation
 - Copy VAA; execute/run app
- On customer premise or in cloud
 - Let customer set agenda
 - Focus is on functionality of app, not on mechanics
- Save all work done as VAA moves from demo to PoC to production
- Free up SE time for more high value work

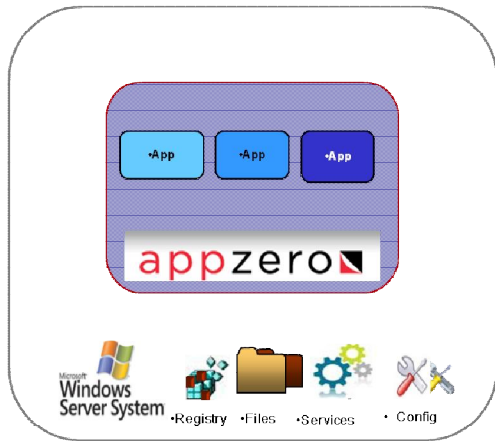
On-going application distribution

- Separation of application and OS update cycles
- Support your application, not the underlying OS
- Reduce the number of application/technical environment combinations you have to test and maintain
- Run your app in any provider's cloud – no change or lock-in

You're probably wondering about

- Level of effort: no re-engineering
 - Familiarize staff with AppZero solution
 - Virtualize/encapsulate application and test
 - Implementation is a copy, not an installation
- Time frame: a day to a week depending on complexity
- Skill level: application-knowledgeable admin or analyst
- Cost: subscription basis

What is AppZero?



- Zero Install
- Zero Conflicts
- Zero Platform Lock-In

- ❑ AppZero encapsulates enterprise-class applications into a package called a Virtual Application Appliance (VAA) that can be copied and run quickly without installation.
- ❑ AppZero isolates applications from one another and the underlying OS instance.
- ❑ Applications may be moved among differently configured servers easily, including those in a cloud, providing OS-free instant provisioning.

Why Application Virtualization?

- VM images tie OS and Apps together forever are managed as a whole
- Separating app from OS results in far fewer permutations
- App & OS patches done once – gold “images”
- Extreme simplicity – copy and run
- Continued consolidation, less OS management
- Portability
 - Disto: Move apps from Suse to RHL
 - Cloud: Move apps from D2C2C2D
 - Platform: Move apps silos to PaaS

Challenges facing ISVs and app delivery

- Installation and configuration is time consuming and often error prone
 - Demos
 - Trials and POCs
 - Often SE have to travel to customer sites
 - Excessive burden on pre-sales &/or technical support organization
- Lifecycle challenges
 - Once installed customers reluctant to change
 - Update and patching
- How do I leverage the Cloud
 - Every customer has a different cloud preference
 - Customer want to move the app from cloud to cloud



What type of application can I put into a VAA?

- Custom and proprietary
- Off the shelf applications.
- A simple “hello world” type of application
- Java stack, multiple Oracle DBs
- Complex set-ups such as J2EE, PeopleSoft, Baan or SAP