



ISVs, “This One’s for You”

*Instant POCs, simplified implementations, and
a cloud friendly slide to the SaaS model*

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ISVs, “This One’s for You”

Instant POCs, simplified implementations, and a cloud friendly slide to the SaaS model

Virtual machines (VM) and virtual appliances (VA) have successfully transformed data center operations. Now, AppZero Virtual Application Appliances (VAA) extend that transformation to server applications – Linux, Unix, and Windows. For Independent Software Vendors, AppZero changes the economics of pre-sales proof-of-concept and post-sales implementation. AppZero’s instantaneous provisioning of applications as services can be the tipping point for ISVs looking to make the move to SaaS. Incremental revenue and substantial cost reduction combine to form a compelling argument for VAA adoption.

Here’s the sales pitch – short and sweet

AppZero’s approach to server-side application virtualization can revolutionize the economics of an ISV’s business model in three specific areas:

- ✓ ISVs can slash the time and costs associated with release engineering
- ✓ ISVs can dramatically cut the effort needed to deliver customer-facing functions such as pre-sales proof of concept engagements and post-sales implementation services
- ✓ Incremental revenue through:
 - Increased POC win rate
 - Risk-free ease of customer upgrades and add-ons
 - New customer stream in Cloud/SaaS model

AppZero offers ISVs extreme simplicity in application provisioning and deployment. The secret ingredient is the complete absence of any operating system component in AppZero’s VAAs.

AppZero attacks application complexity: the root of all evil for ISV’s

AppZero attacks application complexity at its source: the co-mingling of application and infrastructure forges co-dependencies upon installation and configuration.

AppZero does for server-side application virtualization what hypervisors do for server machine virtualization; AppZero virtual application appliances (VAA) encapsulate a server application with all of its dependencies, but decoupled from its underlying OS. Containing zero operating system (zeOS), the VAA requires only a compatible OS on the target machine to run, and it makes no change to that OS. Because a VAA contains only an application with its properties and files, it breaks the dependencies on any underlying hardware and OS environments, dramatically cutting the lifecycle costs associated with delivery and maintenance of ISV applications.

AppZero definitely does Windows

The fact that VAAs contain zero OS opens the universe of Windows server applications to the world of virtual appliances. In fact, AppZero is the only way that ISVs can deliver their applications as preconfigured appliances without running afoul of Microsoft OS licensing.

AppZero is good news for ISVs who have built their products on Windows platform. VAAs of course assume the existence of a compatible OS on the target server (physical or virtual), but there is no trace of OS in the VAA itself. No OS. No license issue.

AppZero slashes ISV release engineering time and costs

A typical ISV application architecture today is Web/AppServer/Database. This class of application can be created using any number of environments in any number of combinations: For example, IIS/ASP.NET/SQL Server or Apache/Java/MySQL. Within each architecture, at each layer – Web server, App server, and database – only specific versions of each actually support an application.

Most ISVs find themselves in a position of having to support several versions of their front-end application combined with several versions of the App server layer on top of multiple database engine versions. For instance, an application may be based on Oracle's DB, with Weblogic, or Websphere as the Java App servers behind different versions of IIS or Apache.

An ISV stuck supporting many versions of an application stack to increase the likelihood of "fitting in" to the customer's environment. Orchestrating the testing, delivery and maintenance of these environments is a huge drain on ISV resources.

AppZero addresses this complexity by decomposing these architectures into logical building blocks. Each version of a Web server can be packaged as its own VAA. Same goes for each flavor and version of App server and database engine, along with the

patch levels of each component. ISV applications then reuse these components by simply pointing to their VAA.

For example: If an application running as a top tier VAA requires a certain version of Oracle DB, its VAA includes a pointer to that Oracle VAA. The Oracle VAA is just a file available on network storage. When an update to Oracle is made, only the single Oracle VAA is updated. Then, wherever an application uses Oracle, it seamlessly picks up the updated VAA. Each VAA operates in isolation from both the OS and other VAAs.

This isolation greatly reduces the development test matrix for ISVs by cutting the volume of combinations that must be supported. Taking this approach, one client reported eliminating 80% of the lifecycle costs associated with delivery of applications. Of course, how much any individual ISV saves varies, but reducing the development and test matrix gets new versions of the application to market faster, with reduced cost.

Instant proof-of-concepts and simplified implementations

Proof of concept (POC) work is the price of admission for ISVs in the competitive reality of sales. But this high-stakes roll of the dice consumes so much time from the most valuable/skilled talent pool that it strains the ISV resources – with no guarantee of a happy ending.

AppZero takes this challenge head-on; by packaging their solution in a VAA, ISVs can do any of the sometimes ugly configuration and installation work behind the scenes, sending a simple, elegant file that arrives ready to run. VAAs let ISVs put proof-of-concept in a bottle for instant deployment and use with no compromise to POC quality. Reducing the nerve-wracking and error-prone installation and configuration time on a prospect's machine to seconds is the ISV equivalent of auto-magic.

When it comes to post-sales implementations, AppZero again cuts time and builds quality. Instead of performing complex installation and configuration operations on each server in a deployment, ISVs can install just once into a VAA. The VAA can then be distributed across all servers to all locations – on-premise, hosted, or in the cloud.

In both POC and post-sales implementation, the on-site work is rarely a smooth road. Even if potential and new customers seem sympathetic to the issues ISV professional services folks encounter on-site, the impression of difficulty and complexity is never a booster shot for the sales cycle; that impression attaches to the client's perception of the product.

AppZero VAAs eliminate on-site awkwardness and complexity. ISV professional services talent walks on-site with a known configuration

and installation, ready to roll. It's hard to put a number on this benefit, but for the average ISV, it's very big. Not only does this simplicity save face, it frees time of the most skilled and valued ISV resources – technical experts who are also good with customers.

Incremental revenue for ISVs

AppZero's impacts ISV revenue in three ways:

- Increase POC win rate and decrease the cost of that activity. The ease of installation, configuration, and set up – all done prior to arriving at the customer site – increases the likelihood of success. When a POC goes smoothly, sales are more likely to follow than when getting a POC up and running is a scene out of Mac Beth.
- Customers are frequently hesitant to update an application that is up and running. “If it ain't broke, don't fix it.” That hesitancy stalls revenue for ISVs. AppZero's isolation of applications from the underlying environment means that customers can confidently take advantage of ISV upgrades and enhancements with no fear of complication.
- ISVs can extend their market reach by easily packaging their applications as services in VAAs. Companies increasingly appreciate the ability to mix on-premise and SaaS offerings from their vendors. VAAs require only a compatible OS in order to execute, whether that OS is running in a virtual environment, on a physical server, or in the cloud. AppZero makes it practical for ISVs to implement a SaaS model in the cloud.

Next stop – the Cloud/SaaS

Everyone is looking up – including your customers and prospects. In this really uncomfortable economy, even the most virile organization finds the notion of zero capital investment, pay-as-you-eat, cloud computing intriguing.

The concerns about sending server-based applications to the cloud are (excuse the pun) clouding the issue. Top of mind issues include how to make applications instantly portable and fear of cloud lock-in, which represents the degree of difficulty in moving an application from a cloud to well anywhere else – another cloud provider or even back to the datacenter.

AppZero's approach eliminates the most common causes of cloud lock-in. AppZero VAAs are completely portable, self-contained entities that leave zero footprint behind. When a VAA leaves a cloud, for destination anywhere, it takes all of its data with it. Good

for security, the VAA approach takes the time, costs, and level of effort out of both getting into and out of the cloud.

AppZero VAAs are the perfect vehicle for ISVs to bring their applications wherever and whenever their customers require. The fact that VAAs slash costs for ISVs while enabling incremental revenue makes a win/win for ISVs and their customers.

We're an ISV too - try our instant POC

Did you think we were exaggerating when we promised instant POCs? We thought you might, so we created an [Appliance Zone](#) where you can test drive the VAA concept in the comfort of your own environment.

We've packaged up some of the most popular open source applications as VAAs for download at vaa.appzero.com. We chose open source for obvious reasons, all having to do with licensing. The VAA-ized applications you'll find there include: Bugzilla, Drupal, MediaWiki, a WAMPP stack, and WordPress.

Download one of these VAAs. Do whatever you like to them and with them. Kick the tires and drive like crazy. And, as you do, imagine your server applications being this smooth.

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AppZero

300 Brickstone Square, Suite 201
Andover, MA 01810
+1-617-820-5126
+1-866-444-6670

750 Palladium Dr., Suite 210
Ottawa, ON K2V 1C7
+1-613-254-5432
+1-866-444-6670

info@appzero.com
www.appzero.com