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Field Sales Playbook January 2017

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INTRODUCTION

This document serves as a positioning and messaging resource intended to help you describe the value of our solutions. It should serve as a guide for communicating our value to new prospects and to current customers when uncovering new opportunities. Please use this as your reference to help you successfully drive early calls and discovery during the sales process.

The objectives of this playbook are to:

- Provide a consistent way to communicate the unique differentiation and value of AppSense solutions
- Enable you to deliver clear, concise messages in different sales scenarios
- Establish buying criteria during the sales process that is most favorable for AppSense and most challenging for our competitors
- Address and overcome common objections
- Leverage customer references to shorten time to close

As with any field enablement tool, this is a living document that will evolve over time. Please treat this document with the utmost confidentiality.

All feedback, positive or negative, is encourage and appreciated.

Steve Morton

LANDESK CMO

KEY MESSAGES

User Environment Management

SHORT MESSAGE

AppSense provides the only complete collection of user environment management capabilities that enable end users to work securely in physical, virtual, and cloud environments. Our solutions increase end-user productivity while reducing IT complexity and costs.

AppSense has been deployed by 3,600 enterprises worldwide to over 9 million endpoints. Our product capabilities, expertise, and market presence are unmatched. We are not just the global leader in user environment management—we invented it.

FULL MESSAGE

The Problem

While IT teams constantly strive to streamline and simplify, the reality is that today's enterprise computing environment is more complex than ever. Enterprise IT success is defined by how well you combine disparate technologies to deliver an infrastructure that's easy for users to utilize and can be efficiently managed by IT. But, delivering a secure, cost effective and optimized workspace is extremely complicated, with many obstacles, including:

- Keeping users' workspaces available and responsive.
- Contextually adapting workspace capabilities based on where, when and how users are trying to be productive.
- Providing users with autonomy over their devices while removing full admin rights.
- Managing an ever-increasing number of applications and making the appropriate applications readily available to the appropriate users.
- Ensuring that users do not utilize unauthorized applications.
- Protect expanding stores of corporate data while enabling users to easily and securely access and share files.
- Securing endpoints and maintaining corporate compliance in a world where attacks are increasing in number and sophistication, and regulations are ever changing.
- Preserving day-to-day IT efficiency as challenges multiply and expand.

THE APPSENSE DIFFERENCE: USER DNA

Adding to IT complexity is users' attitude toward their workspace. Every person approaches their work and their workspace with a unique, personal perspective. In the computing world this takes the form of a diverse collection of user workspace settings, preferences, and data. IT administers those workspaces using a variety of user-centric management 'levers' to dynamically configure a workspace, optimize performance and responsiveness, and safeguard the endpoint.

This combination of user- and IT-controlled workspace attributes form what we refer to as 'User DNA'. With AppSense, User DNA is isolated, stored, managed, and distributed from a central database (or file system). This approach gives IT

granular, contextual control over user attributes and data, so those attributes and data can follow a user across workspaces, creating a seamless, consistent user experience.

This transformative technology profoundly simplifies IT's experience when managing users and their devices. Isolating User DNA lets IT precisely administer users without impairing their experience. Thousands of users can be easily managed with policy templates, with those policies automatically reconfigured by device, location, or application. New devices, new applications, and even OS migrations can be accommodated with ease.

User DNA also allows IT to deliver a user experience that's secure, predictable, and personalized, with bullet-proof reliability. Lockdown policies meant to constrain user configurations are no longer necessary. IT can give users complete freedom to use their device of choice, and deploy a desktop specific to that user to any device in any location at any time. This user experience improvement even extends to user logon. During the logon process in a virtual environment AppSense is able to only serve the needed parts of the User DNA, thus, speeding up the logon process by orders of magnitude. We call this 'just in time, not just in case'. AppSense also provides users with a completely native and secure experience when syncing and sharing data, reducing data sprawl.

AppSense changes the game completely. Forward-thinking executives at thousands of leading companies have already freed IT from user complexity, achieving new levels of productivity and liberating their workforce from the chains of device-based management policy.

Endpoint Security

SHORT MESSAGE

AppSense is a critical layer of IT's in-depth endpoint defense against malware and ransomware. We secure your endpoints in three ways: locking down applications in a way that's easy for IT to manage; providing IT with the ability to take away admin rights while enhancing user experience and productivity; and providing prescriptive analytics for live environments.

Because AppSense enables IT to easily manage endpoint lockdown while providing users with a great computing experience, users do not resort to insecure workarounds or 'shadow IT' alternatives that compromise endpoint security without IT's knowledge.

FULL MESSAGE

The problem

Cyberattacks continue to grow, and endpoints are the biggest target. Endpoints are most vulnerable because end users are endlessly curious—they click first and ask questions later.

IT faces enormous challenges when protecting and securing endpoints. Traditional whitelisting and blacklisting approaches are a nightmare to manage. Current antivirus solutions cannot keep up with the tidal wave of constantly-evolving malware. And, if security is too restrictive, users will find workarounds that are probably insecure—which IT won't know about until it's too late.

Security organizations like SANS, US-CERT, CIS, ASD and others advocate a multi-layered approach to security. With AppSense, IT can bolster its organization's existing InfoSec efforts with these capabilities:

- Application control—locking down applications in a way that's easy for IT to manage
- Privilege management—gives IT unlimited control and granularity when creating custom rules to address any desktop scenario and use case
- Network access control—supports existing network security efforts
- Contextual policy—enables end users to work anywhere at any time without compromising endpoint security
- Personalization—allows user to personalize their computing experience to eliminate the need for potentially insecure workarounds or resorting to IT alternatives
- Prescriptive analytics—allows IT to create endpoint policies guided by production data, not guesswork.

Unlike other solutions that simply take a whitelist and blacklist approach, AppSense enables Trusted Ownership™, self-elevation, and contextual policy, delivers unprecedented prescriptive analytics for live environments, and eliminates the threat of user workarounds or adoption of shadow IT organizations by delivering an excellent user experience. In addition to endpoint security, AppSense user virtualization technology facilitates Windows 10 migrations, virtualization, PC refresh, and other desktop transformation initiatives.

ROADMAP THEMES

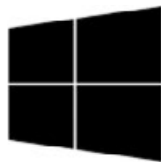
AppSense Roadmap Themes

SECURE & PRODUCTIVE WORKSPACE



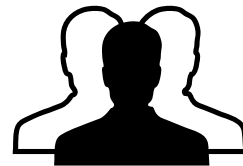
Endpoint Security

- Mitigate malware and ransomware threats
- Ease configuration and policy creation
- Web application control



Windows 10

- Deep integration
- Secure and optimize universal apps
- Migration project tracking and control



User Independence

- User self service
- Cloud readiness and SaaS delivery
- Separation of user and data layers from device

Management Center™

Control all aspects of the user from a central location, deploying and managing tailored policy and user personalization settings.

Insight™

Drive better decision-making through actionable intelligence.

Performance Manager™

Allows IT to govern resource allocation across all application and desktop delivery mechanisms for optimal performance



Environment Manager™

The only solution that manages the most diverse combinations of users, apps, and data.

Application Manager™

IT teams are now fully enabled to enforce corporate policy and licensing requirements.

DataNow™

DataNow enables simple, secure access, sync and sharing of files from any device.

AppSense Endpoint Security Accommodates IT InfoSec & User Demands

Meet competing demands with AppSense



Security Professionals Demand:

- Application control
- Least privilege management
- User & software license compliance
- Network access control
- Granular endpoint data & analytics



End Users Demand:

- Protection against malware
- Fast logon, responsive desktop and applications
- Consistent user experience
- Flexibility for your working style



Citrix Admins Demand:

- Scalable profile management personalization
- Increased server-based computing density
- Contextual policy management
- Granular endpoint visibility and compliance

SELLING TIPS

- **Sell high.** Generally, you need to sell AppSense higher in the organization, ideally where you'll find a person responsible for more than one initiative that will benefit from an AppSense purchase.
- **Qualify carefully to avoid an endless education process and the eternal POC.** Don't spend too much time with lower-level managers who often want trials with no buying authority or compelling event to drive a decision. Techies love to tinker.
- **Talk to more than one buyer in your accounts.** Balance your relationships. Gain introductions from your advocate to build consensus and win bigger deals. Try to talk to senior-level business owners as well as IT to get the true pain points.
- **Use discovery to create a multi-headed value proposition.** AppSense is too big a solution for a single tactical issue. Extend as much as possible to find multiple funded initiatives. Then use a combination of benefits like tighter endpoint security, faster Windows 10 migrations, regulatory compliance, failsafe DR, lower OPEX, and others to show value and justify price.
- **Keep a keen eye out for industry use cases.** Understand the circumstances where you can max out the value proposition due to regulatory mandates or high-urgency use cases, like a merger, data security, or regulatory compliance. We have an extensive library of case studies and should have supporting stories for any industry you encounter.
- **Find business drivers, not just IT projects.** Ask why they are doing a Windows refresh, PC refresh, virtualizing desktops, or any desktop transformation initiative. Broaden the conversation and uncover bigger sources of value and higher level problems that are more relevant to senior decision-makers.
- **Find security use cases.** AppSense's approach to security (secure endpoints through application control and privilege management, plus excellent user experience, plus making it easy for IT pros to manage the environment) is unique and compelling. Seek security projects and insert AppSense's security capabilities.
- **Don't forget about native PCs.** While AppSense is often engaged as part of desktop virtualization initiatives, our products also greatly simplify the management of traditional PCs. Don't assume that the customer realizes this.
- **Team up and do your homework.** Team up with your peers at Citrix, VMware, Microsoft, as well as channel partners. Share opportunities with them to build trust. Investments with them mean opportunities for AppSense. Remember, by the time you hear about an AppSense opportunity our partners have already been engaged with that project for months.
- **Read your prospect's 10-K statement** to find business priorities you can attach to, like compliance and acquisitions.
- **Use the AppSense POC process** to avoid requirement creep, map the organization, chart IT infrastructure, and begin gaining commitment.

FINDING THE BEST OPPORTUNITIES

Focus your attention on:

- Organizations preparing for a significant IT initiative, like endpoint security, Windows 10 upgrade, virtualization, major PC replacement, desktop transformation, adoption of System Center (App-V), or a disaster recovery project.
- Security, privacy, and compliance-driven verticals such as financial services, healthcare, education, and government.
- Organizations with a business need for 'hot-desking' and other forms of workforce mobility.
- A major office relocation, expansion, or merger/acquisition that will create new end points, complexity, or mixed environments.
- IT vendor consolidation/application tracking initiative. Microsoft's group policy posture regarding license tracking is becoming more stringent. Enterprises can save significant dollars by controlling license utilization. Additionally, as companies migrate to Win 10, many are taking the opportunity to put more stringent application tracking in place in tandem with migration.
- These desktop-related needs:
 - Secure the desktop
 - Reduce logon times
 - Improve desktop responsiveness
 - Simplify user data management

Pain Points to listen for:

- Recent cyber attacks on your prospect, other organizations in their industry, or recent news items related to cyber attacks
- Challenges with Microsoft upgrades and the increasing cadence of Windows upgrades
- Failed IT projects, especially desktop or application virtualization
- Issues with roaming, corrupted, or bloated profiles
- Server consolidation / poor user density per server
- CPU or memory-hungry applications that affect performance / user experience
- Need to optimize the desktop
- Issues with lengthy onboarding or stalled migration processes
- Desktop refresh

Do's and Don'ts:

- Do make sure you understand specific use cases and success criteria for a POC. Use the AppSense POC process to avoid requirement creep and POC failures. The AppSense POC document can be found in the AppSense Sales Toolkit.'
- Do make sure the customer understands that we are NOT a profile management company. Profile management is PART of what we do. Don't confuse 3rd party profile management-only tools with AppSense UEM. Our profile management solution is unique - educate customers on how we are different.
- Do know what the customer's sunk costs are to evaluate a business case. For example, if their current license agreement includes profile management capabilities, the customer might think they are paying twice for it.
- Do remember that AppSense allows IT to manage physical desktops as well as virtual ones. Sell AppSense capabilities for both. (This is a big issue that the ISRs run into.) AppSense works in both physical and virtual environments.
- Don't get locked in the box with the techies who don't have big enough pain, budget, or decision authority. Move up the organizational chain or let go.
- Don't let AppSense get compared to narrow solutions like profile or policy management. You'll end up in a feature battle with a lower-cost solution. Enlarge the value proposition.
- Don't get into a feature war with security-only endpoint vendors. Bring a BFG to the knife fight by up-leveling the discussion to our full value proposition (see page 8 for a graphic).

FOUR WAYS TO ACCELERATE THE APPSENSE PURCHASE DECISION

1. Leverage your strongest advocates to gain introduction to the person who oversees both desktop and virtualization decisions.

- Advocates can be internal and external. For example, if an AppSense partner is influential in the buyer organization, leverage it. Another example is an influential manager on the business side of the organization, especially if the IT initiative will support his business unit.
- Position AppSense as the way to extend benefits to other parts of the IT operation and expand their sphere of influence.
- Move up and across the IT food chain, and to the lines of business, to understand the big picture and sources of pain.
- Demonstrate an ability to deliver both quick wins and broader strategic value.
- If the initiative is security-related, engage with the InfoSec team and find advocates there.

2. Look for compelling events that trigger new revenue opportunities. Funded initiatives include:

- Two words: Endpoint security.
- Three words: Windows 10 upgrade.
- Virtualization projects, such as RDSH (XenApp), VDI (XenDesktop), VMware Horizon projects.
- Adoption of cloud workspace computing and Desktop as a Service.
- M&A, environment growing as acquisitions happen.
- PC refresh.
- Privacy, compliance, and information security initiatives.
- Implementing new business applications, such as content management, EMR, ERP, etc.
- Business continuity and disaster recovery.

3. Sell and deliver multiple levels of benefits to increase ROI and lower TCO.

- Get the full value from desktop transformation projects and other critical investments by enabling a full roll-out, especially in heterogeneous environments.
- Eliminate migration tools and enjoy benefits beyond the transition.
- Ensure security and compliance; control information leakage and exposure.
- Make it faster and easier to add/move/change/fix, which is particularly critical for M&A, expansion, or management of remote locations.
- Remove the need to pay for and manage disparate remedial technologies, especially where there are volumes of legacy PCs.
- Instantly gain additional capacity from existing terminal services and VDI servers, in many cases 40% or more.

4. Protect against niche solutions and free tools.

- Set the buying criteria in AppSense's favor: the 'winning' solution must decouple, manage, and deploy the user layer.
- Leverage the six elements of User Environment Management (Personalization, Policy, Privileges, Performance, Data Access, and Analytics). No other vendor can match our end-to-end capabilities. Our products address every aspect of User Environment Management:
 - Environment Manager delivers on-demand personalization and context-aware policy controls.
 - Application Manager provides application control and privilege management.
 - Performance Manager helps IT teams maximize user density and deliver an optimal user experience.
 - DataNow integrates with existing storage infrastructure to simplify user data access and migration.
 - Insight offers a detailed view into endpoints to enable fact-based planning and response.
- Avoid comparisons with a single product or application. Clearly demonstrate the total value of AppSense.
- Position all the benefits of working with AppSense/LANDESK: global organization, local offices, customer focus, experienced channel, dedicated technical support, professional services, certification program, F500 customers, ongoing, significant investment in product development, etc.

BUYER CONCERNS

THE CHIEF: CIO, CTO, VP IT

Concern	Value prop	Proof
Budget pressure 'Our execs focus on upfront costs, not ongoing support costs and TCO. How much is this going to cost me over the long term?'	<ul style="list-style-type: none"> User-driven complexity is the primary cause of unexpected costs. Remove user complexity to fundamentally change the cost structure of IT. 	Because AppSense separates user data from the device, OS, and applications, ongoing support and each IT initiative becomes easier and less expensive to execute. Your team can handle more users with fewer resources because they manage a user just once across all platforms. <i>See: Page 34- Littler Mendelson Page 36 - Tyler ISD Page 37- Banner Bank Page 45 - British Energy</i>
Can't support new devices 'Everybody, especially the execs, wants to work on tablets/ netbooks/ smartphones/etc. They expect the same experience no matter the device or location. We just can't support that.'	<ul style="list-style-type: none"> Virtualization solutions (like those from our partners Citrix, Microsoft & VMware) to give users freedom of choice to work on whatever device they like, without adding incremental support demands. IT supports just one user no matter how many devices, locations, or applications they choose. By adding AppSense to the implementation, you can give users the same great experience on every device from any location. 	The AppSense approach to end user computing decouples user information from devices, OS, and applications and centrally stores that information so IT can deploy user instances on demand to any device, any application, or any location, in any combination. <i>See: Page 39- City of Round Rock, Texas Page 44 - Brocade</i>
Projects take too long 'I have way more projects than my budget can support. I can't have this Win 10 project chew up resources for the next 18 months.'	<ul style="list-style-type: none"> Accelerate your projects by removing the user complexity that slows things down. Avoid costly consulting and migration tools that provide no benefit when your project is complete. Avoid the migration issue altogether as Microsoft releases new versions of Windows faster than ever. Dramatically improve your success with user acceptance testing. 	With AppSense, user data is centralized, removing the burden of migrating user data during new technology adoption. User data centralization significantly accelerates the migration process and ensures user satisfaction post-migration, and allows IT to be more efficient and cost effective when adopting new technologies. <i>See: Page 36 - Tyler ISD Page 39- City of Round Rock Page 39- Surrey County Council Page 44 - EMB Page 45 - Valerus</i>
Too much downtime 'We just can't afford downtime, period. Productivity goes down, complaints go up. It's a nightmare.'	<ul style="list-style-type: none"> Deliver bullet-proof reliability. Avoid user productivity and data loss by redeploying in minutes, not days. 	With AppSense, user information and data is entirely managed, backed up, and restored from centralized, server-based locations. This translates into increased productivity. For one AppSense customer, the average profile-related support call was reduced from 3 hours to just 15 minutes. <i>See: Page 36- McHenry Community College Page 37 - Banner Bank Page 42 - Mueller, Inc.</i>

SECURITY TEAM: CISO, Security Analyst, Security Architect, Security Operations

Concern	Value prop	Proof
My peers are getting hacked 'We must reduce our endpoint attack surface.'	<ul style="list-style-type: none"> Application control stops downloaded malware and ransomware from running. Fine-grained privilege management (and Shavlik patch management) helps enormously. Insight helps you to understand your production environment, including user behavior, who retains admin rights, which machines are rarely used (and may be critically behind on patching), etc. 	Removing admin rights plus using AM's dynamic whitelisting capabilities fine-grained privilege management lets you lock down endpoints while delivering a great user experience. Happy users don't resort to shadow IT and work-arounds, which create risk. <i>See: Page 35 - Pearland ISD</i>
Concerned about user experience from this additional security 'Everybody, especially the execs, wants to work on tablets/ net-books/ smartphones/etc. They expect the same experience no matter the device or location. We just can't support that.'	<ul style="list-style-type: none"> Leverage our partners' technologies (Citrix, Microsoft & VMware) to give users freedom of choice to work on whatever device they like, without adding incremental support demands. You support just one user no matter how many devices, locations, or applications they choose. 	Decoupling user information and storing it centrally lets you deploy user instances on demand to any device, any application, or any location, in any combination. AppSense lets you apply security that is contextual to the user, so you don't have to apply endpoint security to every device that user utilizes. <i>See: Page 39 - City of Round Rock, Texas Page 44- Brocade</i>
Whitelisting is too cumbersome to manage day-to-day 'We support hundreds of applications in a variety of versions and it's a monumental time investment to invest in whitelisting. But how else am I going to keep users from downloading malicious apps?'	<ul style="list-style-type: none"> Rather than use 'traditional' whitelisting, use dynamic whitelisting, which takes a new, vastly more efficient approach to whitelisting. Identifying which apps CAN run immediately reduces the volume of apps your team needs to account for on a whitelist. Trusted Ownership™ knows which accounts are trusted to introduce new software that is NOT a security risk. 	AppSense uses Trusted Ownership™ to deliver dynamic whitelisting capabilities. Trusted Ownership knows which accounts are trusted to introduce new software that is NOT a security risk. If a user knowingly or unknowingly attempts to open a file that is not owned by a trusted owner, that file will not run. <i>See: Page 35 - Pearland ISD</i>
No visibility into environment 'We have no idea what's going on with our users. For example, I can't tell you which users have admin rights, and we need to remove admin rights from users in order to remain compliant.'	<ul style="list-style-type: none"> Insight helps with regulatory and license compliance by reporting in detail on user environments, including users with full admin rights, systems rarely used, and many more data points that can help your company remain compliant. 	<i>See: Page 36 - Deakin University</i>

THE DESKTOP LEADER: VP End-User Services, Dir/Mgr Desktop Services, Tech Architect

Concern	Value prop	Proof
Desktop Refresh 'The cost and resources required to roll out a new PC refresh is daunting. We have to migrate data and provision new systems without impacting user productivity or creating downtime.'	<ul style="list-style-type: none"> ● Eliminate the headaches associated with application provisioning during a PC refresh project. ● Reduce complexity because all user profiles are easily managed from a single instance. ● Post-refresh, users' computing experience doesn't change, so productivity is unaffected. ● Eliminate downtime and productivity loss thanks to consistent data migration. Users can log on to a new PC and receive access to all of their existing files and data. ● Post refresh, users have immediate access to their data – right in the same spot they stored it on their old system - along with all of their applications, user rights and personalized features, enhancing user and help desk productivity. 	<p>AppSense takes the bite out of your next PC refresh by eliminating the risk of data migration, eradicating provisioning processes and assuring that users' new systems are available without downtime or productivity loss.</p> <p>See: Page 36 - McHenry Community College</p>
Simple and secure file access, sync and sharing 'Our users often save files on local hard drives where they can't be easily delivered to another workspace or be recovered in a break-fix scenario.'	<ul style="list-style-type: none"> ● Enables simple, secure file access, sync and share (Windows, Mac, iOS, and Web). ● Integrates seamlessly with Microsoft Active Directory and existing enterprise storage locations, including file servers, Microsoft SharePoint, and WebDAV. ● Provides IT with granular and advanced, policy controls around file access and data synchronization. ● Easily plugs into existing storage to enable rapid deployments. ● Eases user data migration cost and complexity. ● Mobile users can work on- or offline. ● Total file sync coverage, including PST files. 	<p>AppSense DataNow is designed to integrate simply with existing IT infrastructure, avoiding the need to provision new storage, migrate data, or manage users in multiple places. Since it works with what you already have, deployment is simple and non-disruptive.</p> <p>DataNow delivers a completely native user experience, so users do not have to learn and remember new folder locations and backup procedures. Files and folders synchronize from their default locations, so files are consistently backed up without user action.</p> <p>See: Page 45 - Valerus Page 39 - Round Rock</p>

Concern	Value prop	Proof
Measure user productivity and satisfaction 'We don't have the data necessary to make informed decisions about the most effective end-user computing strategy.'	<ul style="list-style-type: none"> ● Measure and Track User Environment Management Metrics. ● Identify potential roadblocks to your IT projects. ● Identify potential compromises to endpoint security. ● Track the success and impact of your projects. ● Continuous improvement of your desktop policies. 	AppSense provides IT with a granular understanding of the individual components of logons, including group policy, users with full admin rights, ActiveSetup, printer and drive mapping, scripts and post-logon actions. And you'll see which applications require administrative privileges, how often they are used, by whom and on which endpoints, so you can hone your endpoint security strategy. <i>See: Page 38 - CCI Page 42 - Waterstone</i>
Slow onboarding and recovery 'We have two major issues: onboarding new users and restoring desktop services following any sort of outage.'	<ul style="list-style-type: none"> ● Give users freedom of choice for devices and work location knowing you can deploy a user instance on demand to any device, app, or location. ● Accelerate user roll-out and recovery. 	AppSense removes user instances from physical devices and instead stores them in a central location. Additionally, AppSense provides self-healing and rollback capabilities. Recovery after an outage is as fast as launching a desktop from a new device. <i>See: Page 34- Littler Mendelson Page 39 - Surrey County Council</i>
Migrations take too long 'Migrations just seem to go on and on. Then, when we actually get a user on the new platform, they're unhappy because they need to spend weeks recreating their OS- and application-level customizations.'	<ul style="list-style-type: none"> ● You can precisely manage every user and ensure that post-migration each user's workspace remains just the way they like it. ● Make your migrations much faster, cheaper, and completely seamless for your users. 	AppSense decouples users from their settings and moves those settings to a central stores. These stored user settings are dynamically applied to the desktop, OS, or application. IT can automatically re-configure by device, location, and application. This approach significantly reduces migration project length. <i>See: Page 43- BRITA Manufacturing Page 44 - Brocade Page 45 - Valerus</i>
App virtualization is stuck 'We have so many versions of so many apps that we can't virtualize. They're all delivered different ways, and personalized. It's really complicated.' <i>(Note: rule of thumb is 10% – 5,000 emps = 500 apps.)</i>	<ul style="list-style-type: none"> ● When you remove user complexity from the application, application virtualization is easy. ● Users can roam seamlessly between locally installed, virtualized, and published applications. ● The delivery mechanism and personalization don't matter. 	User data is independent from applications. You manage every aspect of the user in just one place and apply to standardized, virtualized apps on-demand. <i>See: Page 36 - Tyler ISD</i>

Concern	Value prop	Proof
Profile corruption 'We are seeing a huge increase in profile corruptions. I may have to hire more people just to keep up.'	<ul style="list-style-type: none"> When you virtualize the user, you can deliver a predictable user experience with bulletproof reliability. You can eliminate outdated profile management technology and scripting altogether. 	Just the data that is immediately needed is delivered to the desktop on demand. Policy and personalization settings are streamed at the application level. This reduces the data required by the application, speeding up application response and eliminating the need for profiles. <i>See: Page 34 - Littler Mendelson Page 40 - Imperial College Healthcare NHS Trust</i>
Mixed environment prevents full roll-out 'I am making big investments in new technologies to make us more efficient, but I can only get 400 out of 4,000 up and running because we have so many special cases.'	<ul style="list-style-type: none"> Precisely manage every user independent of the desktop and accessing device. Get the full value of your IT investments by eliminating compatibility and user experience issues created by mixed environments. 	With AppSense you decouple, virtualize, and centralize all aspects of the user. You gain the flexibility and scale to support thousands of users in mixed environments, even if you have multiple delivery mechanisms. <i>See: Page 42 - Waterstone Page 43- BRITA Manufacturing</i>
Security 'My AV solutions are not effective anymore.' 'If I remove admin rights my users will revolt.' 'Blacklists and whitelists are too hard to manage.'	<ul style="list-style-type: none"> Run in 'listen mode' to see what applications are being installed and run and what privileges are actually being used . Provide manageable application control with minimal IT impact. Maintain high user satisfaction even with highly restricted devices. Provide more granular control privileges in addition to discovering which ones are being used. 	With AppSense you can deploy completely granular privileges that make the user feel like they're in control and still enforce the required levels of security and compliance. Trusted Ownership® makes application control easy to manage, unlike whitelists and blacklists. <i>See: Page 40 - Imperial College Healthcare NHS Trust</i>
Slow Logon Times Logging on to a PC or virtual desktop is the first thing your users do every day. It sets the tone for your business - perhaps more than you even realize.	<ul style="list-style-type: none"> Apply user personalization to the desktop and applications on a just-in-time basis and not just in case. Capture and manage user personalization elements individually at the most granular level possible. Replace your inefficient logon scripts and cumbersome collection of group policy objects with point-and-click simplicity and the power of contextual awareness. Actively monitor each user's computing conditions and dynamically adapt the configuration of the desktop-based policies you define. This includes basics like printer and drive mapping, as well as more sophisticated user workflows. 	Dramatically improved logon speed is one of the basic and most visible benefits that AppSense provides. Virtualization introduces many computation and I/O elements between hitting <Enter> after password and having the computer ready for action. AppSense intelligently loads only what's needed when it's needed. AppSense also helps logon speed by parallelizing logon processes and printer/ drive mappings. <i>See: Page 34- Littler Mendelson Page 38 - CCI Page 44 - Brocade</i>

Concern	Value prop	Proof
<p>Unresponsive Desktops</p> <p>Unresponsive desktops and applications are not only frustrating to end-users but can also get in the way of doing business. And today's users expect IT to deliver a responsive experience regardless of how applications are delivered or how resource-hungry they may be.</p>	<ul style="list-style-type: none"> ● AppSense helps IT govern resource allocation across all application and desktop delivery types, ensuring that your end-users are productive and business keeps moving. ● Performance Manager guarantees a smooth, productive experience for end-users, even if they're in a shared environment. ● Gives ERP, EMR and other mission critical applications the priority and resources they demand in your desktop environment based on business policy. ● Through memory trimming, Performance Manager can free up RAM and dramatically increase the life of your PCs and maximize existing investments. 	<p>No matter how you're delivering your desktop and applications, AppSense makes sure your environment enables a productive working experience for your users and business.</p> <p>See: Page 40 - Imperial College Healthcare NHS Trust Page 41 - Wellspan Page 42 - O'Neill</p>
<p>No way to identify user productivity and satisfaction</p> <p>'We have no way to identify and address user desktop issues before they become serious problems. This makes planning for the future even harder. We don't have the data necessary to make informed decisions about the most effective strategy for managing end users.'</p>	<p>Transform the desktop experience</p> <ul style="list-style-type: none"> ● Spot the causes of slow logons ● Detect profile bloat ● Pinpoint applications causing CPU and RAM spikes ● Learn who uses applications and who installed them, when and where ● Anticipate the user impact of removing administrative privileges ● Ascertain how many employees and devices use each Windows OS version ● Discover which systems have local admin accounts and who they are ● Identify what and where data is stored on user endpoints <p>Track these critical end-user computing KPIs</p> <ul style="list-style-type: none"> ● User logons ● User profiles ● Elevated privilege usage ● Application installations ● Application usage ● CPU usage ● Memory usage ● Windows platforms ● Desktop delivery ● Local administrators ● System uptime ● User data 	<p>Insight provides a foundation for making targeted and effective changes to the desktop environment, changes that will lower TCO while improving employee satisfaction and productivity.</p> <p>It provides data-driven visibility into what your users experience every day - and why. For example, you'll discover the types, sizes and overall health of user profiles.</p> <p>With Insight you also get granular understanding of the individual components of logons, including group policy, ActiveSetup, printer and drive mapping, scripts and post-logon actions. Lastly, Insight allows you to identify applications that require administrative privileges, how often they are used, by whom and on which endpoints.</p> <p>See: Page 36 - Deakin University</p>

APPSENSE BENEFITS

Benefits	Value prop	Proof
<p>Increased User Productivity</p> <p>An IT workspace project succeeds or fails based on how it is received by users. Users are the heart of any organization, and it is their productivity that an IT project must enhance. AppSense is laser-focused on increasing user productivity in enterprise workspace initiatives.</p>	<ul style="list-style-type: none"> ● Eliminate most profile corruption help desk calls AND provide IT and users with the tools they need to recover quickly when things go wrong. ● Take user logon times from minutes to seconds. ● Provide a more responsive and reliable experience once the user is up and running. 	<ul style="list-style-type: none"> ● Up to 90% less profile corruption ● Improved logon times, sometimes from minutes to seconds ● Faster virtual desktop and application response
<p>Increased Application Security</p> <p>AppSense enables IT to enforce corporate policy and licensing requirements on a per-user basis based on granular elements of the User DNA. This provide users with the privilege they need while enhancing desktop security and reducing costs.</p>	<ul style="list-style-type: none"> ● Along with manageability and user experience, AppSense also addresses the tension between security and user convenience. ● IT teams can tightly manage what applications can run and what privileges users have in a way that significantly reduces compliance and governance risks without putting frustrating and needless obstacles in front of users. 	<ul style="list-style-type: none"> ● User first security ● Compliance & governance ● Privilege management ● Software license enforcement
<p>Increased Resource Efficiency</p> <p>By unlocking and precisely managing the complex User DNA AppSense optimizes the allocation of IT resources.</p>	<ul style="list-style-type: none"> ● Managing the User DNA separately from the underlying desktop and application delivery infrastructure reduces IT operations costs. ● The same measures that optimize user experience also help you get more out of your infrastructure investments. 	<ul style="list-style-type: none"> ● Automation lowers OpEx ● Optimization lowers CapEx
<p>Unprecedented Flexibility</p> <p>Once User DNA is managed independently, IT is free to make vendor and workspace delivery changes. Not only will your current project be deployed more rapidly, but future desktop transformations also become dramatically simpler.</p>	<ul style="list-style-type: none"> ● Once you unlock User DNA and manage it independently, you will see both short- and long-term benefits. ● Friction and risk will be eliminated from both the projects right in front of you, as well as those that are still on the horizon. ● For example, customers who invested in AppSense, as part of their Windows 10 migration will never face a complicated migration project again, because their users' personas are no longer tied to a specific operating system version. 	<ul style="list-style-type: none"> ● 33% decrease in time to migrate ● "AppSense has provided a pain-free user migration to virtual desktops, additionally it future-proofs our design." - Nationwide Children's Hospital

CAPITALIZING ON MARKET INTEREST IN ENDPOINT SECURITY

The demand for endpoint security solutions has taken off. AppSense is in an excellent position to take advantage of the growing demand.

Gartner and Forrester strongly recommend reducing attack surface by employing basic endpoint security practice, namely application control and privilege management.

The challenge for organizations that want to secure endpoints is that most security solutions tend to lock down the desktop, hurting user experience and placing a management burden on IT/Desktop pros. Smart CIOs and CISOs consider endpoint security projects to be user environment management initiatives, as opposed to security-only work.

UNDERSTANDING THE PLAYERS

There are two categories of vendors and solutions in this space; user environment management vendors whose products include security capabilities (AppSense, RES) and security companies with products that secure the workspace/desktop but may lock down the user so completely that it's difficult to be productive.

Security Focused Companies

There are over 76 vendors offering endpoint security solutions today. Their focus is to secure the desktop at the user's expense—no matter what they claim. Products from these companies have been designed to secure, period. AppSense product were designed holistically to manage the users' environment, improve user experience, and secure endpoints in tandem and in harmony. When selling to the InfoSec or UEM buyer, our job is to up-level the conversation to user environment management—not engage in a security feature checkbox war against security vendors.

That feature checkbox war is security vendors' traditional fight, since their buyer works on the InfoSec team and measures a product's value by the number of boxes they can tick off on a requirements document.

Don't fight that fight! Sell the value of UEM, not a feature list. If an endpoint security opportunity starts to look like it's pre-stacked against AppSense, reach out to the desktop group, have the user environment management discussion, and enlist them as an ally.

User Environment Management Companies

This is the easy fight for us to have. From a security perspective most traditional UEM companies, like Liquidware Labs, Tricerat, VMware, Citrix, etc., don't deliver the minimal UEM feature set and don't have our unique approach to endpoint security.

The only UEM vendor that's a significant threat in an endpoint security opportunity is RES Software. We have a solid set of competitive material to help you sell against RES—review the available material in the Sales Toolkit first. If you need more help, talk to the Product Marketing team!

Having a conversation about Endpoint Security

Questions to ask	Value prop
Before you ask your buyer any questions, it's vital to establish rules of engagement and buyer expectations. You want to talk to the buyer on your terms, which is not how security buyers ordinarily operate.	<p>"Security is about defense in depth. I'm here to describe how AppSense delivers value in the application control and privilege management layers of your endpoint security stack."</p> <p><i>NOTE: Memorize this and use it early. Security personnel know more about security than we'll even know so it's very important to set expectations early. We are not there to talk about Zeus variants, botnets and which domain generated algorithms attackers are using. We are there to talk about application control and privilege management.</i></p>
What is your biggest concern about the solutions you are looking at/have looked at for application control?	To a security or UEM buyer, 'application control' is synonymous with 'whitelist management'. Whitelist management's biggest challenge is keeping lists up to date. It's a thankless job and extremely difficult to do. Trusted Ownership™ is the key differentiator to dive into and explain. Do that, and you'll see the lightbulbs go off.
What is your biggest concern about the solutions you are looking at/have looked at for privilege management?	Privilege management, by definition, takes away privileges from users, damaging their experience and reducing their productivity. UEM buyers know that unhappy users will resort to shadow IT or go around the system to get what they need, which creates risk. InfoSec buyers know this, too, and would prefer a happy and productive worker that doesn't resort to workarounds as long as the endpoint remains secure. Get an InfoSec buyer to understand that AppSense is uniquely able to simultaneously support least privilege practice and improve user experience, and you'll get their attention and interest.

APPSENSE & MICROSOFT: ENSURING THE BEST USER EXPERIENCE

AppSense is both Microsoft's key partner and the top choice for Microsoft customers for user environment management:

- Drastically improves user experience and productivity whether their desktop is physical, virtual or cloud served.
- Allows IT to roll out desktop or application virtualization projects faster and with close to 100% user acceptance.
- Measures and tracks metrics that impact the user's experience and general desktop behavior.

Overcome User Experience Challenges

Poor user experience is the number one reason virtualization projects fail. AppSense can help you succeed.

- Seamless user experience in areas of policy, privilege, and personalization
- 90% reduction in logon times
- Enables roaming between heterogeneous environments
- Greater mobility and flexibility with increased contextual control

Stop Firefighting

With AppSense you can resolve common desktop challenges and take a proactive approach to managing your Microsoft environment.

- 90% reduction in help desk calls
- Centrally manage a cost effective, secure, and personalized workspace
- Eliminate profile corruption
- Eliminate use of Logon Scripts and GPOs with point-and-click policy engine

Integration into Microsoft Environment

DesktopNow seamlessly supports Microsoft infrastructure:

- Increases App-V capacity and improves desktop responsiveness
- Smoothens transition of any version of Windows application to App-V
- Integrates System Center for all management tasks

APPSENSE & CITRIX: BETTER TOGETHER

APPSENSE & CITRIX: BETTER TOGETHER

Dramatically improves logon speed and desktop responsiveness

- Captures & manages user personalization elements individually at the most granular level
- Replaces inefficient logon scripts and cumbersome group policy objects with point-and-click simplicity and the power of contextual awareness
- Actively monitors each user's computing conditions and dynamically adapts the configuration of the desktop policies you define

Ensures user acceptance of new Citrix XenDesktop and XenApp environments

- Because user settings are abstracted from the underlying platform, user personas can be optimized and dynamically re-applied based on context and location, allowing users to seamlessly roam between virtual and physical machines, with local resources (printers, networks, etc.) being activated as needed
- Dynamically control and allocate CPU, memory and disk resources to improve quality of service
- On-demand change feature allows you to offer a white-glove response to user requests without impacting image management or user productivity

Speeds physical to virtual migrations like XenDesktop

- Captures settings from Windows desktops and delivers them at first logon to new virtual desktops, using a 'just in time' approach to desktop provisioning
- Solves application compatibility issues with granular user rights management
- Deploys in multiple datacenters with the same consistent experience

Enables XenDesktop and XenApp to work seamlessly with the existing desktop environment

- Migrates users transparently from Windows to XenApp or XenDesktop, irrespective of 32bit or 64bit
- Moves app settings from native installed apps to virtual apps like App-V without compromising the App-V bubble

Brings immediate cost savings

- Reduce batch migration costs to XenDesktop by up to 30%
- Adds additional security and control by integrating with Citrix Netscaler
- Eliminating the need for tools like Microsoft USMT and follow-up support
- Lower desktop and server costs by at least 20% inclusive of licensing
- Enable user settings rollback
- Eliminate roaming profile support costs
- Reduce number of VDI and XenApp servers and associated support
- Lowers TCO by reducing antivirus settings via application whitelisting and Trusted Ownership to block malware
- Throttles expensive I/O resources like antivirus, anti-malware and Adobe Flash
- Ensures users don't have to recreate their settings on first logon
- Works with Citrix Personal vDisk

OVERCOMING OBJECTIONS

AppSense is too expensive, and I've already paid for group policies/profile management/ etc. with my Microsoft/VMware/Citrix license.

AppSense is more expensive than the simple tools you might use to try to manage roaming profiles or group policies. However, it will dramatically change the economics of your entire IT infrastructure, delivering savings in a variety of areas.

AppSense' user virtualization performs traditional profile management functions much more reliably than point products, but also provides value in other essential areas such as policy controls and user experience. Instead of looking at initial license cost alone, consider the total savings you'll derive over the next three years for software, hardware, support calls, migrations, etc.

We have extensive ROI data to help you understand the overall impact this technology could have on many projects across your IT organization.

We don't have the budget or the people to put on another project.

User virtualization will simplify your infrastructure by removing user complexity. You will save money and reduce the effort required on all your projects. You can actually do more with less, and maximize ROI across initiatives. Many customers have found that the ROI and time savings from a single aspect of the AppSense suite frees up time and budget to complete several key initiatives faster and more cost-effectively.

I don't want to lock user data in a proprietary "data jail."

AppSense doesn't lock up user data. For example, user profiles are stored in their native format and can be simply exported at any time. AppSense offers multiple profile data storage models, with support for both basic file share storage and a highly scalable enterprise database deployment option. This approach has some important advantages. Customers realize excellent performance, scalability, and redundancy in addition to the other benefits of Microsoft SQL Server.

AppSense would create a single point of failure.

User virtualization actually creates a reliable alternative to traditional solutions. User settings are ordinarily stored on individual machines or in roaming profiles that are stored centrally—and create a single point of failure.

AppSense provides a failsafe combination of both approaches. Information is stored centrally, but is also cached on the local machine. In the case of a failure, you have backup. In the case of failure of your AppSense server, it will automatically switch over to the secondary site where data has been replicated.

AppSense requires complicated infrastructure.

AppSense can be deployed through a database architecture or by 'hiving' the User DNA. On the surface hiving is a simpler deployment model, and there are many solutions dependent only on that approach. However, storing the data in a database provides huge benefits in data management, reliability, and failover, so most AppSense customers choose the database approach.

There aren't enough people using AppSense. What happens if something goes wrong, or you go away?

AppSense is the leader in user virtualization and endpoint security, with a long list of blue-chip customers who have been with AppSense for 10 years or more, part of a community of 3,600 customers deploying AppSense products on 9 million endpoints. In addition, our 2016 acquisition by LANDESK further strengthens our position – LANDESK has 18,500 customers with 29 million endpoints, is owned by multi-billion dollar investment firm Thoma Bravo, and has been established in the IT industry for over 30 years. LANDESK is firmly committed to making significant investments in AppSense technology to enhance our value to the market for the long term.

The timing is bad. Our plate is full with other projects.

Our customers have found that AppSense simplifies and speeds up other projects. It may actually make more sense to start with user virtualization to improve ROI on subsequent projects.

My team is already too stretched. We don't have time or people to learn something new.

AppSense professional services can deliver a turnkey solution, including training and certification, with little effort required from your team. In addition, there is a certified network of resellers who can augment your staff with trained AppSense professionals.

VERTICAL INDUSTRY PROOF POINTS

Industry - LEGAL

In law firms, time is money. Whether the user is an attorney or a staff member, virtually everyone's time is billable. Law firms tend to support a highly mobile workforce that demands extreme performance, reliability, and stability from its technology infrastructure, especially the desktop. The applications used by law firms have many integration points and other application plug-ins—some of which play well together while others don't. Law firms are also adapting web-based applications, which create additional complexity and security concerns.

AppSense ensures fast logon times plus data and personalization settings that follow users wherever they go. To make attorneys and staff time more fully billable, AppSense simplifies user onboarding, PC refresh, and routine break-fix tasks. Because data is hyper-critical to law firms, AppSense eliminates synchronization and file management problems. AppSense also enables IT or InfoSec teams to lock down desktops to prevent malware and ransomware attacks without negatively impacting user productivity.

Benefits:

- Reduce logon time
- Quick, consistent app access
- Secure desktop and prevent malware and ransomware attacks
- Data synch to file storage to avoid file corruption or file loss

AppSense helps legal:

- Optimize attorneys' access to key systems with fast logon times and consistent application access
- Eliminate file corruption and loss by running data synchs to file storage in background
- Reduce lost time due to laptop loss or refresh, users simply log in to their workspace on a new device
- Work with industry-leading document management systems
- Enable rights and license management
- Granular security and policy controls reduce risk and secure data and apps

Case Study Snapshot:

Littler Mendelson	
Solutions	Proof
DataNow DesktopNow	<ul style="list-style-type: none"> ● Reduced logons to under 60 seconds ● Streamlined group policy ● Decreased profile and data corruption ● Resolved integration and synchronization issues ● Eliminated local admin accounts ● Centralized data enables any device access, easy migration and break fix.

See Sales Toolkit for case studies

Industry - EDUCATION

AppSense provides the desktop experience faculty and students want, with the security and policy IT needs. We help deliver a consistent user experience regardless of the user's building, campus, or device, keep students from installing key loggers, enforce software license compliance in your labs, and more. AppSense can also prevent malware and ransomware attacks by preventing executable files inadvertently introduced into the school district infrastructure via a student or staff member's flash drive. Our solutions save time and money by reducing support incidents and increasing user density in UEM deployments.

Benefits:

- Improve user experience
- Ensure peak performance
- Support regulatory compliance
- Reduce infrastructure & support costs
- Secure infrastructure and data from malware and ransomware attacks

Selling to Education:

- Show value rather than ROI
- Reduced student logon times = students are less distracted and get more lab time
- Go for a site license - don't get caught up in the semantics of 'user, device, or concurrent license'
- Key to success - work with partners who know the industry procurement practices
- Deal timing is critical due to budget allocation and procurement practices

Case Study Snapshot:

Pearland ISD	
Solution	Proof
Application Control	<ul style="list-style-type: none"> ● Stops unauthorized executables from running ● Prevents staff, teachers and students from downloading unauthorized applications ● Enables IT to better manage application licensing ● Stops students from running gaming applications that rob them of instructional time ● Save hundreds of hours per year formerly spent resetting student IDs due to malware issues

Tyler ISD, K-12	
Solution	Proof
Environment Manager	<ul style="list-style-type: none"> Delivered a consistent, personalized user desktop Improved all aspects of VDI management Enabled district to optimize VDI environment despite budget cuts AppSense helped Tyler ISD successfully deploy VDI in the face of \$5M budget cut

McHenry Community College	
Solution	Proof
DesktopNow	<ul style="list-style-type: none"> Improved overall user experience Provided a customizable, consistent and efficient user experience that could be delivered anytime and anywhere across supported platforms Saved 500 man-hours per year from not having to resolve corrupt Active Directory roaming profiles Successful desktop refresh

Deakin University	
Solution	Proof
Insight	<ul style="list-style-type: none"> Identified the cause of corrupt profiles, reducing helpdesk calls by 600 per year Enabled reduced logon times by several orders of magnitude—in one case, from 15 minutes to 15 seconds

See Sales Toolkit for case studies

Industry - FINANCIAL SERVICES / INSURANCE

Finance and Insurance are about speed. Employees and customers expect speedy, secure access so they can quickly make decisions and then execute fast. Whether it's helping users get what they want quickly or delivering market information to your staff, wasting time waiting for IT is unacceptable. AppSense offers a single solution that solves security challenges, addresses performance concerns, and makes it painless for users to access their account information. We optimize and secure the desktop environment and lets IT increase user-density on servers and reduce storage costs.

- These industries are highly regulated, which slows things down but also pushes them to action
- Cyber-security issues, like data breaches/data protection/business continuity, are mission-critical
- Insurance makes all decisions by committee so the buying process is slow
- Roaming profiles that actually work is still viewed as the holy grail, but cyber-security is paramount

AppSense in Finance and Insurance will:

- Ensure availability of mission-critical desktops and apps
- Secure employee desktops and data
- Deliver a consistent and seamless user experience
- Improve staff experience and productivity in branch offices and remote locations
- Meet regulatory compliance demands and protect data
- Drive operational excellence while lowering cost

Case Study Snapshot:

Banner Bank, USA	
Solution	Proof
Performance Manager	<ul style="list-style-type: none"> ● Banner Bank improved performance and saved more than \$225K with AppSense ● Doubled return on AppSense investment through cost savings ● Increased user density by nearly four to one ● Reduced help desk calls and trouble tickets

Mechanics Bank, USA, 3000+	
Solution	Proof
DesktopNow	<ul style="list-style-type: none"> ● Blocked harmful executables, eliminated browser hijacks and malware ● Eliminated need for weekly maintenance 'emergency' windows ● Cut CPU server load by 50%

Industry - FINANCIAL SERVICES / INSURANCE cont.

CCI	
Solution	Proof
Environment Manager	<ul style="list-style-type: none">● Significantly reduced logon times● Provided consistent end user experience● Increased user productivity and satisfaction● Allowed for seamless migration to Windows 7● Eliminated profile related support calls

Grange Insurance	
Solution	Proof
Performance Manager	<ul style="list-style-type: none">● 50% reduction in server utilization● \$20,000 savings in IT infrastructure

See Sales Toolkit for case studies

Industry - GOVERNMENT

Government IT and InfoSec teams have the same challenges as their counterparts in business, but government budgets are much more constrained. One outcome from those budget constraints is that government end user environments are usually a mix of physical and virtual, old, new, and 'repurposed' machines. Another outcome is that IT teams may lack specialized staff, time, and bandwidth to deliver a business-class computing environment.

AppSense reduces the time and investment needed to run a secure, high-performance computing environment that delivers a great user experience. AppSense helps government IT teams to get the most out of physical and virtual desktop environments and assist with the heavy lifting required for Windows 10 and other migration efforts.

To give government buyers the most bang for their buck, AppSense optimizes employee workspaces by separating user settings, management and data from the underlying OS layers. AppSense delivers an excellent user experience that doesn't compromise performance, security or compliance and allows IT to get the most from every platform.

Case Study Snapshot:

City of Round Rock, Texas	
Solution	Proof
DesktopNow File Director	<ul style="list-style-type: none"> ● Extended value of VMware View solution ● Allowed for users to seamlessly move between physical and virtual desktops ● Instant recovery of data and desktop settings, reducing loss of end-user productivity ● Improved user experience and reduces logon times ● Provided anywhere, anytime data access ● Mission-critical for their Windows 10 migration

Surrey County Council	
Solution	Proof
DesktopNow	<ul style="list-style-type: none"> ● Extended value of VMware View solution ● Allowed for users to seamlessly move between physical and virtual desktops ● Instant recovery of data and desktop settings, reducing loss of end-user productivity ● Improved user experience and reduced logon times ● Provided anywhere, anytime data access

See Sales Toolkit for case studies

Industry - HEALTHCARE

Our products give healthcare IT teams the tools to optimize clinician access to key systems, reduce infrastructure costs, accelerate EHR implementations, and achieve compliance with government mandates. We help healthcare IT teams with:

- Improved workspace and application responsiveness
- Increased user density for server-hosted workspaces and applications
- Dynamic workspace configuration based on clinician location and context
- Granular security and policy controls to support compliance
- We have proven success working with both custom healthcare systems and EHR/EMR solutions from leading vendors such as: Meditech, Siemens, Allscripts, Eclipsys, Epic, Cerner, Amdocs, McKesson

AppSense value to healthcare:

- Buyers in healthcare are generally hyper-focused on faster logon
- Users in healthcare log on several times a day
- Easy to quantify the savings
- Buyers may write a check just for faster logons
- Desktop refresh cycles, especially for large organizations
- Easy to show ROI

Case Study Snapshot:

Imperial College Healthcare NHS Trust	
Solution	Proof
DesktopNow	<ul style="list-style-type: none"> ● Enabled Imperial College Healthcare focus on delivering patient care, not IT ● Achieved application launch within 30 seconds from initial boot up ● Reduced time to application launch from logon to less than 10 seconds ● Centralized desktop and application management ● Enabled access to a personalized desktop from any location ● Dramatically reduced service desk calls ● Solved profile corruption issues ● Simplified group policy management ● Eliminated local admin accounts

Industry - HEALTHCARE cont.

WellSpan	
Solution	Proof
Performance Manager	<ul style="list-style-type: none"> ● Increased concurrent users by 100% ● Reduced server count by 20% ● Decreased client re-imaging to once a year ● Saved up to 300MB of memory ● Slashed Cerner Millennium PowerChart access time to 10-12 seconds ● Increased resiliency of infrastructure by improved fail-over capabilities for Citrix servers ● 30 Citrix servers supporting 1,500 concurrent users, all of which are supported by AppSense
Nationwide Children's Hospital	
Solution	Proof
AppSense DesktopNow Citrix XenDesktop	<ul style="list-style-type: none"> ● Increased desktop manageability ● Increase in flexibility for remote workers ● Increased security controls of over 10,000 users and 8,000 endpoints ● Decreased logon times

See Sales Toolkit for case studies

Industry - RETAIL & MANUFACTURING

AppSense helps retail and manufacturing organizations easily deliver a high-performance and low-cost desktop regardless of the mix of physical and virtual devices or combination of multiple devices, locations, or delivery mechanisms. Using a unique concept of interchangeable building blocks delivered on demand, AppSense enables IT to produce a consistent, personalized experience regardless of device, operating system or application.

The benefits are both pervasive and persistent. Not only does AppSense technology produce a better user experience, but also lowers capital and operational expenses, providing unparalleled return on investment. This is a direct result of AppSense's ability to achieve higher levels of desktop project success, power easier access to new innovation, eliminate troublesome desktop problems, and deliver the highest possible levels of user productivity. As a result, AppSense improves not only user experience, but also business experience.

Case Study Snapshot:

Mueller, Inc., Manufacturing	
Solution	Proof
Performance Manager	<ul style="list-style-type: none"> ● 5x reduction in memory usage ● Prevented the need to buy further hardware ● Reduced help desk calls

Waterstone, Retail	
Solution	Proof
DesktopNow	<ul style="list-style-type: none"> ● Implemented profile management ● Reduced number of build images to support and maintain ● Prevented performance bottlenecks ● Eliminated GPOs and logon scripts ● Increased performance

O'Neill, Retail & Manufacturing	
Solution	Proof
DesktopNow	<ul style="list-style-type: none"> ● Provided consistent and excellent user experience ● Reduced desktop management cost ● Guaranteed business application availability for mobile workforce ● Leveraged investment in existing hardware events

Industry - RETAIL & MANUFACTURING cont.

BRITA Manufacturing	
Solutions	Proof
Environment Manager Application Control	<ul style="list-style-type: none">● Vast improvements in user login speeds● Central storage and management of profile data● Consistent user settings within different environments● Basis for simple, efficient Windows migrations in future● Protection from unauthorized activity● Automatic software license control

See Sales Toolkit for case studies

Industry - **BUSINESS SERVICES / INFORMATION TECHNOLOGY**

For Business Services' organizations to be successful, your users' productivity is the bottom line. Whether it's helping your users get what they want quickly or delivering market information to your staff; wasting time waiting for IT simply doesn't fly. At AppSense we offer a single solution that solves your security challenges, addresses your performance concerns, and makes it painless for your users to access your systems. We optimize and secure your desktop environment and let you manage your server farms in a way that increases user-density and reduces storage costs.

AppSense allows your IT team to:

- Meet regulatory compliance demands and protect privileged data
- Optimize and secure mission-critical applications and desktop
- Maximize server utilization with minimized storage requirements

Case Study Snapshot:

EMB	
Solution	Proof
Environment Manager	<ul style="list-style-type: none"> ● No roaming profile issues ● Flexibility in virtual desktop allocation ● Maximum use of server resources ● Better than expected user experience ● Reduced logon times

W Reed, ANZ	
Solution	Proof
Performance Manager	<ul style="list-style-type: none"> ● Gained maximum use of server resource ● Application resource control ● Optimized user experience

Brocade	
Solution	Proof
DesktopNow	<ul style="list-style-type: none"> ● Consistent user environment, providing the same experience regardless of where users log on ● Logon times have been reduced to less than 20 seconds ● Tremendous savings through greater productivity and a reduction of IT resources ● A bridge from Windows Server 2003 to Windows Server 2008 resulting in a seamless migration for users

See Sales Toolkit for case studies

Industry - ENERGY & UTILITIES

Energy and Utility organizations around the world use AppSense to deliver an excellent user experience that doesn't compromise performance, security or compliance.

AppSense's end-to-end UEM solutions provide complete management of the user's desktop experience - always ensuring that the experience remains productive, responsive and secure across physical or virtual Windows desktop environments. The value is that with end-to-end UEM, you can reduce total cost of ownership and risk while increasing user satisfaction and productivity.

Case Study Snapshot:

Valerus	
Solution	Proof
DataNow	<ul style="list-style-type: none"> ● Centralized access and management of user data in DataNow ● Improved utilization of existing storage ● Automated user data migration from PCs to VDI desktops ● Created a consistent and reliable data sync experience from any platform ● Eliminated need to migrate files to untrusted cloud infrastructure ● Simplified restoration of user data after hardware failures

British Energy	
Solution	Proof
Performance Manager Environment Manager	<ul style="list-style-type: none"> ● Maximized use of server resources ● Improved logon and application response times ● Optimized user experience ● Achieved full user adoption of Citrix & 20% improved server efficiency

See Sales Toolkit for case studies

OUTCOME ANALYSIS BY INDUSTRY

OUTCOME	LEG	EDU	FIN	GOVT	H/C	RTL/ MFG	SVCS/ IT	ENER
Fast Logon	!	!	!	!	!	!	!	!
Scalability	!	...	!	!	!	!	!	!
Consistent application quality of service	!	!	!	!	!	!	!	!
Regulatory compliance	!	!	!	!	!	!
Application rules and policy controls	!	...	!	!	!	!	...	!
Removal of admin rights	!	!	!	!	!	!	...	!
Consistent desktop/application look-and-feel	!	...	!		!	!	!	!
Sessions that follow users	!		...	!	!	!	...	!
Location-based printing		...	!	...	!	!	!	...
Consolidation or expansion			!		!
Desktop refresh	!	!	!		!
Vendor consolidation			!					
Risk Management	!		!	!	!	!	!	!
User Density	!	!	...	!	...	!	!	!
User profile management	!		!	!	!	!	!	!
Removal of admin rights/rights elevation	!	!	!	!	!	!	!	!
Data synch to file storage	!		!	!	!	...	!	!
Integration with Electronic Medical Records					!			
Integration with enterprise content management systems	!							
User acceptance of P2V	!		!	!	...	!	!	!
Consistent performance across different endpoints	!		...		!	!	!	!
Image management	!	!	!	!	!	!	!	!

KEY

High = !
Medium = ...
Low =

SELLING TO INFOSEC

Selling to InfoSec: Attitude & Priorities

User Environment Management buyers are invested in delivering a great user experience. While they understand that end user are a significant security risk, their role is centered around user enablement, so that is their priority.

By contract, InfoSec buyers #1 job is to manage risk. They are hyper-aware that users are the biggest security liability in the organization. While their role is more about user denial than user enablement, they do want users to have a good computing experience because users that are content with their desktop are less likely to use risky work-arounds to do their job.

When selling to InfoSec, know that your buyer will collect as much product information as possible prior to making a buy. InfoSec buyers have to make well-informed decisions because an uninformed decision can create risk. They will do more due diligence, rely on resources like Gartner and Forrester reports and analyst advice, and will want to talk to customer references.

User Environment Management buyers' decision criteria are not as stringent as InfoSec's because their consequences of failure are not as profound. The UEM buyer likes to keep things simple. They prefer to buy from fewer vendors to simplify training, support, maintenance contracts, etc. They are willing to compromise on features that are not mission-critical in order to get convenience and are willing to accommodate a few work-arounds in an implementation to get a solution that solves their mission-critical challenges. Understand their priorities and sell accordingly.

In some cases, the UEM buyer and the InfoSec buyer are the same person. You'll find this most often at smaller companies and law firms where the IT team is smaller. This buyer has unique challenges. Most are not equally well-versed in UEM and InfoSec. Generally, this buyer will err on the side of caution and lock down users without regard for the user experience—sometimes at the expense of productivity. For these buyers, AppSense is especially ideal because it locks down endpoints while delivering a great user experience.

Another exception is in companies in highly-regulated industries, like finance and insurance, where everyone in IT is very security-aware.

Attitude & Priorities – the Sales Lesson

Because InfoSec buyers' mandate is to manage and reduce risk, they are more process- and outcome-focused. Their buying processes are more stringent, and they will talk to many vendors and review many products before making a decision. They've probably done their due diligence on AppSense prior to meeting with you for the first time, and they'll be prepared with questions. They may quantify or score risks—for example, some InfoSec groups maintain a 'risk log' that records and ranks threats.

When selling to InfoSec, adjust your expectations and your approach.

- Avoid trying to 'out-tech' or 'out-acronym' an InfoSec Buyer. They will always win.
- Avoid overselling and hyperbole when talking to InfoSec buyers. Be precise when describing what AppSense technology does. For example, AM will not prevent an end user from downloading a malicious file—but it will prevent the .exe to run.
- Use InfoSec terms to describe AppSense. For example:
 - AppSense technology "drives compliance"
 - Trusted Ownership™ = 'dynamic whitelist'
- Be prepared to sign an NDA. InfoSec buyers prefer to keep system vulnerabilities to themselves.

A common sales best practice is to move as high in the IT buying organization as possible. When moving up the organizational ladder in InfoSec, you'll probably get less information, not more. Do your homework at the more technical level as part of your process to move up. Technical architects are a great resource for information and introductions. InfoSec buyers respect their technical expertise and regard architects as more neutral than, for example, a UEM buyer.

The scope of a UEM or InfoSec buyer role can vary considerably. Buyers may cover UEM and InfoSec at small companies, law firms, or organizations that don't have a separate InfoSec team. Large enterprises that have built out their InfoSec team may employ highly specialized InfoSec employees – as granular as email, firewalls, network, data, regulatory compliance, etc. Some larger firms are laggards and are now building out InfoSec teams. Responsibility scope can depend on budget, compliance needs, or whether or not the company has experienced a breach.

Buyer Motivation

The UEM and InfoSec buyers are two sides of the same coin. Both want to manage and balance risk, but their motivations are different.

The UEM buyer is motivated to enable user productivity. In general, UEM solves user-related problems where the cause is easily identifiable, for example, long logon times caused by bulky or poorly-written logon scripts. Since the UEM buyer knows what he needs to fix, he can take a proactive approach to UEM projects.

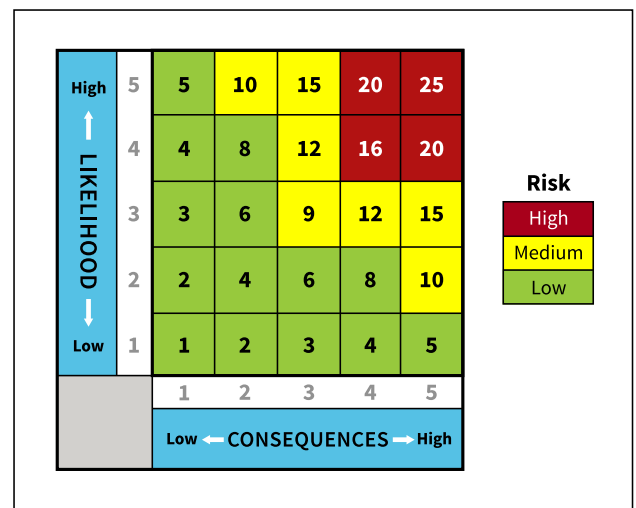
When you work in InfoSec, second chances are rare. The InfoSec buyer is motivated by the negative (the consequences of failure, which can be getting fired!). Since he doesn't know what's coming next, he operates primarily in reactive mode. Additionally, InfoSec is being constantly instructed by management to "make things secure" – direction that reiterates the vague nature of their mission.

Buyer Motivation – the Sales Lesson

When considering how to message to an InfoSec buyer, it's key to understand which computing situations they consider most risky. If you can, get some insights from the UEM team prior to talking to InfoSec. Then you can make a better case for AppSense being purchased to help manage risk. Use the Risk Management Ratio chart to help you determine the risk level the InfoSec buyer is dealing with, or how much risk he's willing to tolerate. Learn where an AppSense solution would sit in the comprehensive IT solution stack and use that information to move the buyer through the buying process.

Avoid talking about the consequences of a breach with InfoSec buyers. They've already thought about what can happen, and it's not pretty. Also, avoid overselling AppSense' ability to reduce risk. Be very specific and conservative when describing AppSense capabilities. For example, when talking to InfoSec buyers, say "we can't prevent a user from downloading ransomware--we can prevent the malware .exe from running and penetrating the system."

Surprisingly, the InfoSec buyer may think that he's already got endpoint security covered with a solution like FireEye. Again, talking to the UEM team prior to InfoSec can help you understand what technology InfoSec already has in place to secure endpoints. Position AppSense as a valuable enhancement to that strategy.



Risk Measurement Ratio

Remember that AppSense has a great risk-reduction value proposition. We enable InfoSec to manage risk while giving users a great experience. Users getting a great computing experience are less inclined to ‘go around’ the system, which further reduces risk.

Buyer Focus

The UEM buyer’s focus is the endpoint. By contrast, the InfoSec buyer can’t focus because failure can come from any element in the computing environment. They have to consider everything, even if they are responsible for only a segment of a comprehensive InfoSec solution.

Buyer Focus – the Lesson

UEM buyers want breadth of functionality in a solution; they will compromise on features to get convenience, for example, comprehensive reporting. By contrast, InfoSec buyers don’t want to put all their eggs in one basket. They want best-of-breed point solutions from multiple vendors, plus a tool that will report on all solutions. Selling to InfoSec can also have more complexity when the InfoSec organization is solo’d by function, like networks, data, end user access, etc.

When selling to InfoSec, avoid the perception that you are trying to displace an existing InfoSec solution. Avoid telling an InfoSec buyer that ‘AppSense is all you need to secure the endpoint’. Instead, position AppSense as part of a ‘layered approach to security’. More specifically, AppSense provides protection at the endpoint, with Trusted Ownership™ as the ‘secret sauce’, providing remediation and reporting in a single solution (i.e., Endpoint Security Suite).

To legitimize a deal, traverse between the UEM and InfoSec teams. Make it a bigger conversation—why wouldn’t both teams want a solution that secures endpoints and creates a great user experience? To get both teams engaged, invite representatives from the UEM and InfoSec teams to onsite education sessions. Tune in to questions or comments that may connect you to other initiatives. Ask for internal introductions and referrals---as noted earlier in this chapter, technical architects are a good place to start.

When you win a UEM deal, and move from a selling to solution provider role, in your new customer’s eyes you’ve earned the right to talk to InfoSec. Leverage that to find security opportunities.

Budgets

UEM buyers have limited budgets. In addition, many UEM initiatives, like Win 10 migration and hardware refresh, are undertaken because they have to happen, not because they drive business value. Spend on the UEM budget dollars that remains must be ROI-justified.

Although InfoSec buyers also need to ROI-justify their expenditures, they generally have an easier time getting budget dollars than the UEM team. Many InfoSec expenditures are driven by regulatory compliance, not ROI, and are viewed as the cost of doing business in highly-regulated industries. And, because security is a corporate priority, InfoSec usually moves to the front of the line when extra or un-earmarked money is available.

InfoSec still needs to be accountable, and like the UEM team wants to stretch their dollar as far as possible, so they will rationalize a budget request by positioning the project to tick a lot of boxes. Those projects are great opportunities for AppSense.

Another item to note is that InfoSec prefers to ‘buy alone’ unless the project requires engagement of other members of the IT team.

Budgets – the Sales Lesson

Look for InfoSec initiatives that also address UEM needs. Your UEM contacts can tell you what InfoSec is planning – ask them to introduce you.

Points of Conflict

As already noted, InfoSec likes to buy and implement projects alone. They also avoid allowing other IT groups to have access to or influence over their projects and implementations. This attitude is understandable given the pressure InfoSec is under. However, this attitude can cause conflict when an InfoSec project overlaps with another group's project, or when InfoSec has to integrate their solution with other technology systems used by the company. Some of the conflict between the UEM team and the InfoSec team come from their authority level in relation to the other team.

Points of Conflict—the Sales Lesson

During the sales process, use this chart to figure out roles and responsibilities and pecking order.

Responsible	<ul style="list-style-type: none"> Who is/will be doing this task? Who is assigned to work on the task?
Accountable	<ul style="list-style-type: none"> Who is/will be doing this task? Who is assigned to work on the task?
Consulted	<ul style="list-style-type: none"> Who can tell me more about this task? Any stakeholders already identified?
Informed	<ul style="list-style-type: none"> Anyone who's work depends on this task? Who has to be kept informed about this project?

Understanding spheres of influence and who has most at stake will help you eliminate surprises as you work on a POC or negotiate a deal. When the UEM buyer is Responsible & Accountable we have a better chance of closing the deal; when the InfoSec buyer is Responsible & Accountable, we don't have the edge, so get the UEM buyer engaged and advocating for you.

When you can, reduce internal conflict by running UEM and InfoSec projects separately. And always document relentlessly--and distribute your notes to all parties to keep everyone in sync.

Endpoint Security Use Cases Where InfoSec and UEM are in Lockstep

There are two endpoint security use cases where the desktop and InfoSec teams are in complete agreement and will work together toward the same goal with little friction:

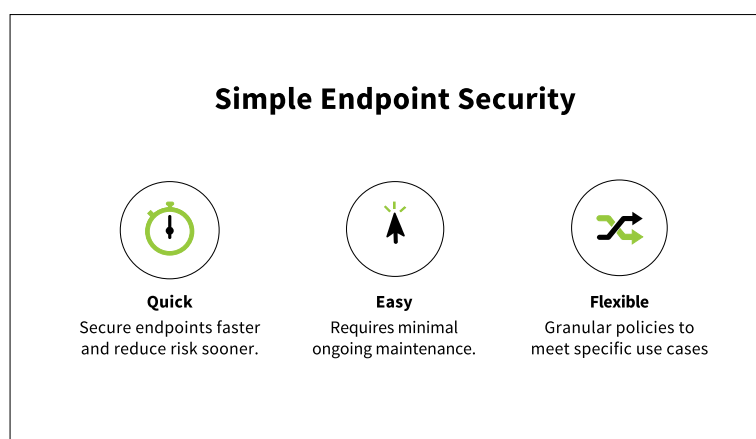
- 3rd party contractors who are accessing corporate apps and data from non-corporate endpoints
- Removing admin rights from endusers to reduce risk and for regulatory compliance

These use cases are Intersection of InfoSec and UEM priorities. Leverage them to uncover additional opportunities or identify and meet additional key contacts.

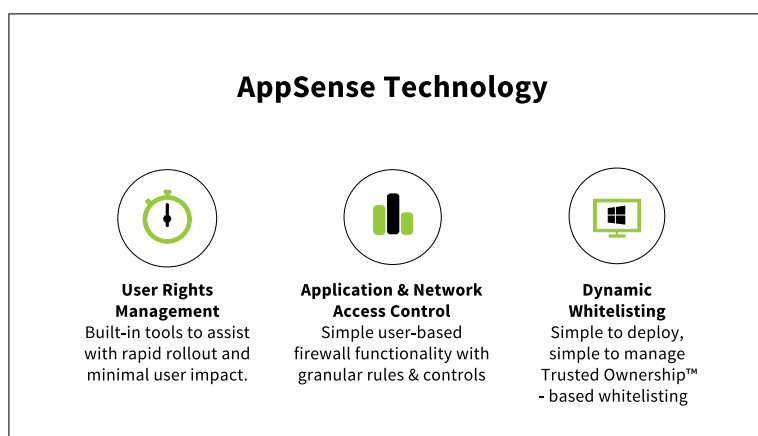
Summary—Talking to InfoSec

- Be succinct
- Avoid ‘security-speak’
- Position AppSense as:
 - Part of a layered approach to security
 - Protection at the endpoint
 - Uses Trusted Ownership™ for dynamic whitelisting
 - Includes remediation and reporting
 - Enables removal of admin rights without detracting from the user experience

A Short Endpoint Security Pitch



- We all know that malware attacks are growing.
- When a user clicks on an unknown executable, they can create big problems for your company.
- AppSense is part of a layered approach to security that protects endpoints but keeps users productive so they don't resort to insecure workarounds.
- AppSense is easy to implement, simple to deploy, and simple to maintain.
- AppSense lets you apply security that is contextual to the user, so you don't have to apply endpoint security to every device that user utilizes.



- Users care most about their applications, data, and settings.
- AppSense allows you to separate those user elements from the OS to make it easy to deliver a great user experience from any device and any location.
- That capability also makes it easy for the system to be contextually aware of who the user is, where they are, and what they are doing. It also enables our user rights management and network access control capabilities.
- AppSense uses Trusted Ownership™ to deliver dynamic whitelisting capabilities. Trusted Ownership knows which accounts are trusted to introduce new software that is NOT a security risk. If a user knowingly or unknowingly attempts to open a file that is not owned by a trusted owner, that file will not run.

Here's a quote from a customer that bought AppSense after getting hacked and then experiencing a Cryptolocker attack the following week. The team tested AppSense by installing it on the PCs in the library of one of the district's high

“You have to have a zero trust policy with virtual firewalls throughout your network and layered defenses. AppSense achieves that on the endpoint.”

Greg Bartay, Directory of Technology,
Pearland Independent School District

schools. Students bring flash drives loaded with games (and who knows what else) to school and play games on library computers. The team sat in the library for an entire school day and watched student after student try to play a game from a personal flash drive--and get shut down, with no exceptions. Most students left the library in disgust, but some stayed and actually studied.

TEN COMMANDMENTS FOR SELLING TO INFOSEC

1. Ask your UEM contact to bring you in to endpoint security opportunities at the company.
2. InfoSec buyers are focused on managing risk—leverage that in your conversations.
3. In endpoint security opportunities, use the Responsibility Assignment Matrix to identify the role of each contact. The team that's Responsible and Accountable is the final decision-maker.

Responsible	<ul style="list-style-type: none"> Who is/will be doing this task? Who is assigned to work on the task?
Accountable	<ul style="list-style-type: none"> Who is/will be doing this task? Who is assigned to work on the task?
Consulted	<ul style="list-style-type: none"> Who can tell me more about this task? Any stakeholders already identified?
Informed	<ul style="list-style-type: none"> Anyone who's work depends on this task? Who has to be kept informed about this project?

4. When selling to InfoSec, cover what AppSense does differently to enable endpoint security than products usually sold to InfoSec:
 - We handle white- and blacklisting differently
 - We have a patented technology called Trusted Ownership™
 - We incorporate whitelisting, rights management, and granular user policies
5. InfoSec buyers have probably done due diligence on AppSense before you call on them.
6. InfoSec buys best-of-breed point solutions. Focus your pitch around features and functions that directly address the problem. Expand if the use case supports additional features.
7. Sell AppSense to InfoSec as part of a layered approach to security.
8. Position AppSense capabilities in ways that make sense to InfoSec:
 - User Rights Management: built-in tools to assist with rapid rollout and minimal user impact.
 - Application & Network Access Control: simple user-based firewall functionality with granular rules & controls
 - Dynamic Whitelisting: simple to deploy, simple to manage Trusted Ownership™-based whitelisting
9. Avoid reminding InfoSec buyers of the consequences of failure.
10. Don't try to 'out-tech' an InfoSec buyer and avoid over-selling.

LEVERAGING APPSENSE PROFESSIONAL SERVICES

Make Money Selling Services

There are three primary reasons AppSense/LANDESK Sales should leverage AppSense Professional Services (APS):

- **Some deals are un-winnable without APS' deep technical expertise;** we have the best AppSense technology talent for hire.
- **Customers want their admins to get certified** to ensure that the company extracts the maximum value for their AppSense investment. AppSense-certified admins are AppSense fanboys, who take their fandom to their next employer and create new sales opportunities.
- **APS engagement protects and grows key accounts.** Deploying a team responsible for the care and feeding of key accounts is more effective than going it alone. Additionally, APS can deal with competitive or technical issues at key accounts that distract reps from sales opportunities. Finally, an APS engagement puts an APS resource in an excellent position to sniff out new opportunities at an existing account.

Why Sell AppSense Professional Services (APS)?

AppSense products are powerful and complex. Implementing AppSense can take months or even years depending on the project scope. Customers can lose momentum or get distracted during that timeframe, reducing follow on sales opportunities or even causing the customer to discard a project and AppSense. APS expert installation and configuration services delivers the shortest time to value and prevents our products from becoming shelf-ware. And, APS presence at a customer site, even when the customer is paying for those services, demonstrates that AppSense has skin in the game and is committed to that customer's success.

APS Sales Secrets:

1. APS presence at a customer site is a customer 'touch.' More touches = more upselling and more add-on selling.
2. APS pays commissions when the deal closes, not when services are delivered. Sweeten every deal by adding education and services to every quote.
3. If a buyer is time-constrained, add APS-delivered installation services to the quote.
4. If you believe the customer needs hand-holding, or has the potential to abandon a project or go to a competitor, suggest a TRM engagement.

AppSense Professional Services (APS) Offers:

- Consulting Services
 - The best AppSense technical talent for hire – for installs, upgrades, health-checks, etc.
- Education
 - Remote & Onsite Classes; Certifications
- Technical Relationship Management (TRM)
 - Subscription based service providing technical talent on scheduled visits designed to protect & grow our key accounts

Technical Relationship Management (TRM) Services

TRM services are designed to help customers gracefully transition to and maintain a user-centric environment management model. TRM services are offered using a 12-month professional service subscription model which:

- Leverages best practices in desktop management
- Establishes a single point of contact for all things AppSense
- Maximizes investment in AppSense technologies

Why Sell TRM Services?

When your customer has a TRM Services contract, you have an AppSense expert onsite to ensure that customer's success. You also have another set of eyes and ears on the ground at that customer to safeguard the relationship and look for new opportunities.

TRM Services:

- Delivers a faster return on AppSense investment
- Greatly increases chances of a successful deployment
- Facilitates a long-lasting relationship between the customer and AppSense
- Ensures a consistent approach to service delivery regardless of the customer size
- Provides the best and most up-to-date practice for AppSense and adjacent products, such as desktop apps and app delivery solutions

How Does TRM Work?



TRM methodology

The TRM methodology is divided into five distinct phases.

- Assess the customer's organization
- Plan their journey towards User-centric computing
- Enable their people with the right tools and resources
- Accelerate their adoption of AppSense
- Review their progress regularly

What our customers say about TRM

Large Global Bank – “Within just few weeks of TRM involvement, the biggest difference we noticed, was the improvement in our internal communications and as a result, faster resolution of technical issues within our environment.”

Global Insurance Provider – “TRM service has been of great value to us, not only through the AppSense upgrade planning and execution, but also in hardening our XenApp 50/65 Hosted Shared Desktop offering. I do see this TRM engagement as a long term partnership as our Application Delivery strategy which we have yet to embark upon is heavily dependent on AppSense as a critical part of our XA HSD, for both Internal and Remote access. We will certainly communicate the value of the partnership, and the need to continue this as we move forward to meet our Virtualization deliverables for this year and beyond.”

Large Retailer – “I would like to say that I really appreciate the work and value AppSense TRM has brought to our overall UV strategy.”

World's largest Aerostructures Manufacturer – “I know we are not one of your biggest customers but we have been treated like we are your biggest customer. I want to especially bring to your attention how much we appreciate the support we have gotten from the TRM team. They have in my opinion gone above and beyond any experience we have had with any of our vendors.”

Large Energy Company – “TRM provided an added value to our organization. TRM and the technical support team put an extra effort, helping us during our quest to iron the kinks out of the AppSense implementation. Big thanks!”

AppSense®

Now part of the **LANDESK** family