

## Application Jukebox - SaaS Edition

### DATASHEET

**Application Jukebox – SaaS Edition** is the next generation of application virtualization designed to deliver any Windows® application to any remote PC, anytime, from anywhere, without the need for downloads or installs. Application Jukebox is an out of the box technology solution for instantly delivering existing Windows® software, as a service, to end users with no re-engineering. Whether a business-to-business or business-to-consumer focus, Application Jukebox immediately opens new revenue opportunities to deliver your applications for sale, rent, subscription or try before you buy.

#### Application Jukebox – Features

##### Configurable Virtualization

Applications held in Application Jukebox can be fully integrated with the end user client environment, fully isolated or any combination in between. This unique functionality gives the administrator complete control on how applications are delivered and interact with client devices. *A simple example being an application that is shipped with fonts only licensed for use with that application. The application could be streamed as a fully integrated application, interacting with local system resources and other locally installed software. The fonts, however, could be streamed in an isolated virtual environment, hidden from the resident OS and installed applications, and therefore only available to the licensed application.*

##### Mixed Media Streaming

Application Jukebox makes it possible to stream applications from different media sources; CD, USB stick or network delivery. This gives the ISP or ISV increased flexibility in delivering applications. For instance, a service provider can send out a CD as part of a marketing campaign. The CD has a preloaded application containing only the necessary data to launch the application, but if that person chooses, they can stream any additional data blocks as needed, on-demand from the service provider.

##### Multistage Progressive Streaming

Applications can have additional blocks of data streamed using macros once the activation and prefetch have taken place. A service provider can publish an application with a small prefetch allowing users to start working more quickly, while in the background additional data is being streamed.

##### Incremental Patching

When bug fixes and minor point versions of applications are released, ISPs need to get the updates to their users in a timely manner; Application Jukebox makes it possible to quickly and easily patch the application and stream only the differential (not the whole application), thus saving time and effort.

#### Benefits of SaaS

##### Portal Based Interfaces

Application Jukebox is a unique patented technology offering an alternative to completely installing software applications on a PC. Instead, the software is streamed from the central Application Jukebox Server, where only the parts of the application required by the user are made available for immediate use through their Application Jukebox Player. As additional functionality is required, it is streamed on-demand. *Application Jukebox SaaS Edition provides significant flexibility to customize the user interface, link to additional features and incorporate third party services, in order to capitalize on your existing corporate branding by creating simple portal based interfaces.*

##### Reduced Total Cost of Ownership

Most organizations deploy and manage their business applications using methodologies that were introduced over a decade ago prior to the 'digital age' and the internet phenomenon as we know it today. The exponential growth of our dependence on the PC, and the increase in remote workers, has led to a spiraling application and hardware Total Cost of Ownership (TCO). Application Jukebox allows the service provider to rapidly deliver desktop applications,

upgrades and patches to their customers as they need it, when they need it and where they need it on a “pull-based” application delivery model. There is no need for the customer to invest in additional hardware or bulk buy software licenses.

### Avoid Compatibility and Stability Issues

Application Jukebox avoids application compatibility issues by isolating the streamed application from other application’s configuration/run-time environment and dramatically reduces the cost and complexity of delivering applications. Software delivery becomes an on-demand service – one where the latest release of the application is always accessible, where application maintenance releases are automatically detected and instantly made available. Central administration eliminates the need to recall or visit the client computer. By isolating the streamed applications, ISV’s and ISP’s can guarantee software stability with an immediate roll out of new builds to their users.

### New Revenue Opportunities

For the retail SaaS enabler, the application cache could be freely distributed on CD/DVD through retail stores. The user would simply install the Application Jukebox Player with a pre-loaded application(s), connect to the Internet (which would automatically stream any update data, not a whole new application) and subscribe to the software service on offer; pay as you go, 30 day trial, or monthly subscription for example. With Application Jukebox’s advanced license management, software is guaranteed to be removed after a subscription has expired.

Benefits To the customer	Benefits to the ISV/ISP
<b>Reduced expense and risk of software implementations</b>	<b>Reduce Implementations to days not months by streaming pre-configured applications</b>
<b>Reduced cost of supported hardware</b>	<b>Apply recurring revenue streams with advanced metered / pay-as-you-go control</b>
<b>Reduced cost for internal support</b>	<b>Engage with organizations who previously lacked the infrastructure to run their applications</b>
<b>All users stay up to date with the latest version</b>	<b>Reduced time and effort supporting, maintaining and rolling out new versions and patches (only the changes are streamed)</b>
<b>Improved efficiency in software rollouts</b>	<b>Improved customer service through rapid distribution of applications in a stable environment</b>
<b>Easy to deploy to multiple sites and remote workers</b>	<b>Provides the ability to introduce flexible licensing models</b>
<b>Increase / decrease license costs easily – only pay for what you use</b>	<b>Prevent software piracy and license breach through extensive usage tracking and reporting</b>
<b>Guarantee compliance of license agreement</b>	<b>Monitor customer use to improve usability, performance and functionality</b>

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