

# App-V for ISVs

TMurgent Technologies, LLP

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## New Training Class for ISVs

What you need to release SFTs successfully

As an Independent Software Vendor, you can help your product stand out by offering the option of delivery in the App-V SFT format. Enterprises today demand more than just MSI packages from their vendors (see related story next page).

Due to interest by the ISV community, TMurgent has

- **App-V Architecture.**
- **Required Equipment.**
- **Required Skillsets.**
- **Complete process for packaging and testing.**
- **How to Sequence.**
- **How to Troubleshoot.**
- **Application Design impacts with App-V.**
- **What your help desk must know.**

Best of all, because Tim Mangan knows App-V so

*TMurgent has created a specialized on-site class to help an ISV understand everything it takes to produce and test high quality App-V packages as an optional delivery format.*

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TMurgent is highly regarded in the industry (see sidebar, right). In the three day class, your employees will learn:

well, and is a developer himself, he can help your development team successfully create and test your package during the class. And if necessary, he can make recommendations to make your application easier to package in the future

## App-V and TMurgent



TMurgent Technologies has a *very* long history with the App-V Product. Founder Tim Mangan originally created the product as V.P. of Engineering at Softricity back in 2000. He produced the original sequencing training class for Softricity in 2001. Through our partnership in GridMasterTraining, Tim produced the first independent training for SoftGrid and App-V. Our "Masters Level" class is widely considered the ultimate in App-V training for Enterprises. This five day class is offered quarterly in the US, with numerous private classes at enterprises throughout the world.

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## Why Now?

### Enterprises demand ease of deployment

With the release of Windows 7, we are seeing a huge interest by enterprises in *application virtualization* and specifically in Microsoft App-V.

This is in part because they skipped Windows Vista and have not really touched their applications in a long, long, time. Also, enterprises are readying themselves for *virtual desktops*. Where the phrase “Terminal Services” used to scare ISVs, now they have to worry about VDI. Successful VDI deployments will

be using linked clones and will need application virtualization.

To move from XP to Windows 7, enterprises have to touch each and every application they have. To improve success in this migration, and to prepare for VDI, they are turning to App-V as the first choice for application deployment..

But in that process they will need to evaluate if the current application is OK, if it is time to upgrade, or time to replace. The

opportunity for ISVs right now is good for those that take it..

This is an excellent time to step up and show your customers that you support them in their desire to virtualize. This is the right is time to prepare your applications for enterprise deployment in the next ten years, and prepare your service organization to support them..



*Get your company on the fast path to the new software distribution for ISVs – Microsoft App-V SFTs.*

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