

# Flexera Software App Portal

App Portal enables businesses to increase customer satisfaction and service efficiency with a self-service enterprise app store that deliver software to business users faster, while reducing the cost of service delivery and maintaining continual license compliance.

**Benefits to Your Organization:**

- **Empowers** business users with a single place to access and download on-premise, cloud-based or virtualized applications at anytime from anywhere
- **Increases** IT responsiveness by automating software delivery across complex enterprise environments and aligning service levels with metrics relevant to the end user experience.
- **Reduces** support costs through decreased administration expenses and service desk call volumes to improve user satisfaction on both sides of the IT Service Desk.
- **Increases** control over application usage with a central repository of well-vetted applications and services that are delivered via role-based application distribution.
- **Enhances** overall software asset management by eliminating shelfware and compliance issues with visibility into software licenses that are deployed, combined with the ability to automatically reclaim and recycle software licenses.

The enterprise app store is revolutionizing the way IT delivers software to business users. It empowers business people to get the applications they need on their own. They simply place the applications in a shopping cart, checkout and have the applications automatically delivered to their computers within minutes.

Users no longer have to wait days for the installation of the applications they need and the IT staff no longer has to manually grapple with thousands of one-off requests for applications. As a result, the enterprise app store boosts user productivity and drives down IT costs.

The enterprise app store also provides an ideal place in which IT can connect more closely with the business in ways that minimize business risk and save the company money. Through the app store, IT can empower and motivate business people to take responsibility for managing the software they use, ensuring that each application has been properly allocated and properly licensed. By harnessing the power of the user community,

IT can better control application usage, ensure compliance with software license agreements, and mitigate software expenditures.

**App Portal**

Flexera Software App Portal makes the enterprise app store a reality. With this solution, IT can empower business people to serve themselves while still maintaining control of the request, approval and fulfillment processes. People can request applications from an easy-to-understand catalog using a Web browser. The end-to-end fulfillment process runs automatically, gathering approvals where necessary, enforcing proper licensing, delivering the software to the user’s device, verifying successful installation, maintaining a detailed audit trail and keeping the user informed of request status.

App Portal tightly integrates with Microsoft® System Center Configuration Manager and Altiris™ Client Management Suite, leveraging their software deployment capabilities to deliver each application quickly, reliably and in the most

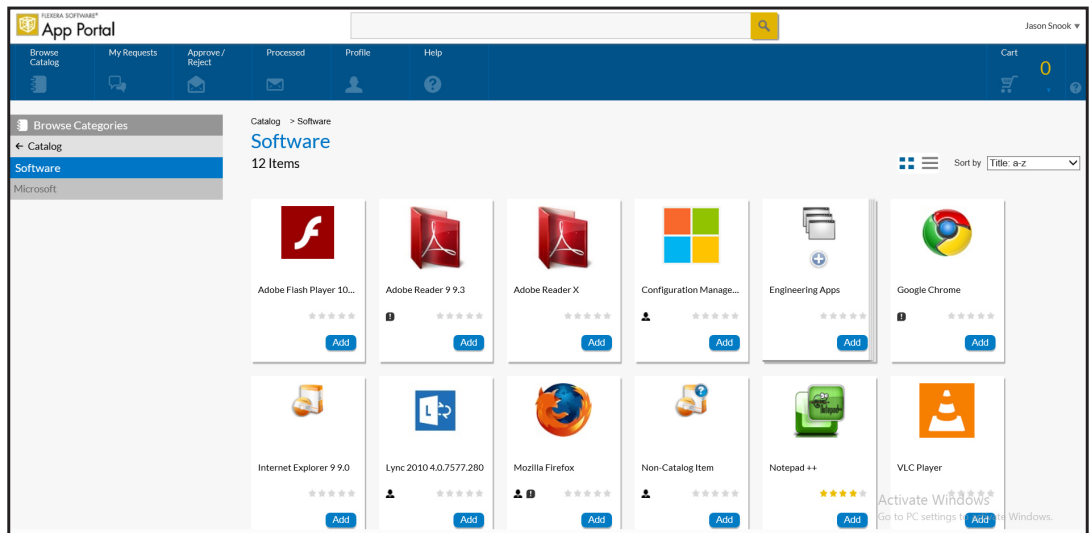


Figure 1: Flexera Software App Portal presents users with a familiar browser interface that lets them order and receive desktop applications in minutes.

appropriate way. A single instance of App Portal supports Microsoft System Center Configuration Manager 2007 and 2012, and Altiris Client Management Suite 7.1, so it can accommodate mixed environments.

In addition, App Portal permits IT to solicit feedback from users through questions presented to users. Answers can be required or optional. IT can use questions to gather pertinent information such as the business justification for a particular software request. Responses to questions may include attachments such as proof of purchase documentation. Question content and sequence is dynamic, determined by the particular process in progress and the answers given to previous questions.

### User Self Service

**Consumer-oriented Shopping Experience** — Users browse a catalog of the applications available to them, and order applications by simply adding them to a shopping cart. The catalog includes attributes such as cost, delivery time and any approvals required. The catalog also flags those applications currently installed on the user's device. The catalog can be used by business users to request applications for their own use, by managers to request applications for their staff members and by help desk technicians to request applications for employees. Users can check the status of their requests at any time.

**Automated Approval and Fulfillment** — Once checkout is complete, the fulfillment process runs automatically, routing requests to the appropriate approvers as defined by the administrator. When the required approvals are received, App Portal triggers Microsoft System Center Configuration Manager or Altiris Client Management Suite to install the application and to verify successful installation.

**Software Leasing** — Users can lease an application for a specified time and the application is automatically reclaimed when the lease expires. Leasing helps keep license costs under control in project-based environments in which application needs change as employees move among different projects. It also simplifies license management in environments in which contractors are temporarily engaged.

### My Apps

App Portal includes an innovative and unique facility called My Apps. My Apps operates in concert with FlexNet Manager Platform to empower business people with the information they need to participate in the management of applications and ensure that they comply with license requirements and help reduce the cost of unused software. My Apps delivers three important capabilities:

**Consolidated User View** — Users enjoy the convenience of a single comprehensive view of all apps installed on their device, including those obtained outside the app store. They can see at a glance the applications they have installed along with the cost, usage and policy compliance status of each application.

**Alert/response Mechanism** — IT can take advantage of My Apps alerts to interact with users to promote license and policy compliance and eliminate waste in software spend. Alerts are displayed in the My Apps user view along with installed applications. Business users respond by clicking on the desired response and, if appropriate, answering the questions presented. For example, when an application has not been used for a specified period, App Portal can send an alert asking if the user wishes to keep or relinquish the application. Appropriate actions, such as uninstalling the application, are automatically performed based on the user's response. This closed-ended alert/response approach is a far more effective way of communicating with users than the traditional, open-ended email notification.

**Software Policy Score™** — A metric, displayed as a pie chart in the My Apps view, that indicates how closely applications installed on the user's device comply with policies defined by the administrator. Users can keep their scores high by aggressively resolving the policy alerts they receive. This unique feedback mechanism enables IT to engage users and encourage them to be good corporate citizens, making them part of the solution rather than part of the problem.

### Request Management

**Simplified Application Catalog Management** — A wizard simplifies the publishing of items in the catalog. Administrators

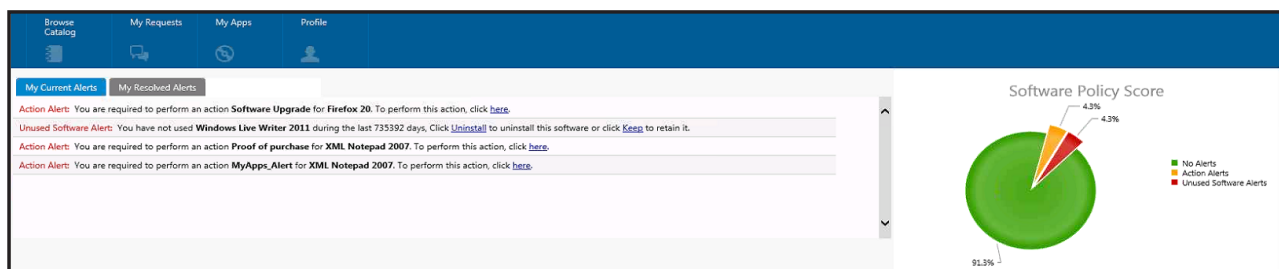


Figure 2: Flexera Software App Portal My Apps.

can use the wizard to add software, hardware and security group provisioning to the catalog. The administrator can specify the attributes to be included with each application, such as the approvals required and whether deployment is to be immediate or scheduled. To simplify software ordering, items that are typically ordered together can be bundled and presented as a single catalog item.

**Microsoft System Center Configuration Manager and Altiris Client Management Suite Integration** — App Portal leverages the software deployment capabilities of these technologies to deliver software reliably and in the most appropriate way. In addition App Portal can automatically query the user, computer, and user-computer relationship data maintained by these deployment technologies and synchronize the data with the App Portal database, ensuring that the database is accurate and up to date.

**Active Directory Integration** — Integration with Active Directory makes additional user information available such as Group and Organizational Unit. This information identifies which applications a person is entitled to access based on his or her role within the enterprise. As a result, administrators can have App Portal automatically tailor the online catalog to each user, displaying only those applications that the user is entitled to access.

**Intelligent, User-centric Deployment** — User-centric deployment reduces IT administration effort by enabling automatic

intelligent deployment to the proper device based on device type and configuration. Without this capability, administrators would have to explicitly match the proper deployment type to each device, a cumbersome and error-prone process. If a user's computer is reimaged or the user is migrated to a new device, App Portal triggers Microsoft System Center Configuration Manager or Altiris Client Management Suite to reinstall the latest versions of all applications previously delivered through App Portal. This eliminates the need for the user or service desk technician to request reinstallation of the applications.

**Role-based App Distribution** — App Portal provides role-based distribution to ensure users only have access to the applications necessary for their job function. Data access and app distribution layers may differ by factors like role, department, unit, even location. Limiting permissions plays a major role in protecting company data, and role-based distribution helps strengthen compliance in industries with strict rules around data storage and access.

**Support for Multiple Languages and Currencies** — App Portal supports seven languages out of the box and can be easily extended to more. The administrator selects the language to be used in communicating with each user as well as in the application itself, based on the user's location. Support for currencies can be based on exchange rates or static values, and costs are shown in a format familiar to end users.

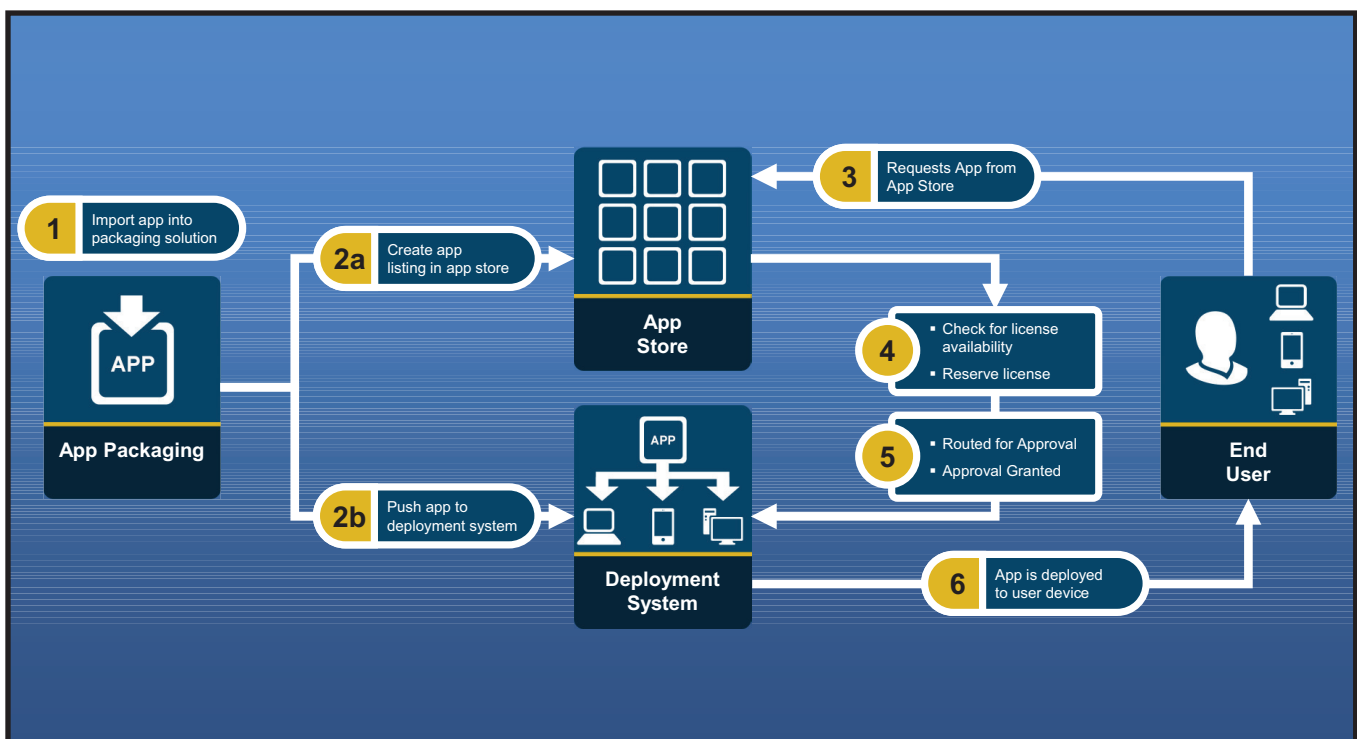


Figure 3: Flexera Software App Portal automates license checking and approval to deliver applications to end users faster.

**Question Templates** — Templates allow administrators to easily create questions for soliciting information from users. Templates are available in ten different formats ranging from simple text input to dynamically generated and conditional questionnaires derived from previous input and user conditions.

**Automated Approval Cycle** — Administrators can specify the type of approvals required for each application based on a variety of factors such as application cost and user role as determined by the Group or Organizational Unit contained in Active Directory. Examples include approval by everyone in a list, by only one of the approvers in a list or by one approver at each level of a list. Administrators can designate deputy approvers in case a primary approver is not available. They can also delegate the responsibilities to regional, local and departmental administrators, enabling them to order applications on behalf of their users.

**Email Communication** — Administrators can choose from more than 60 email templates for various communication requirements and tailor them to align with enterprise communication standards. These templates can be translated into local languages with variable fields containing the desired data elements.

**Integration with IT Service Management and Workflow Systems** — Integration with IT service management (ITSM) systems such as BMC Remedy, ServiceNow and Microsoft Service Manager enables the inclusion of the app store in service management processes. Integration with workflow solutions such as Flexera Software Workflow Manager and Microsoft System Center 2012 Orchestrator enable administrators to create automated processes that span multiple systems. This integration broadens support to include requests for services and other items in addition to applications, such as requests for new file share or password reset, or requests for items from a purchasing system.

### License Reclamation

App Portal uses installation and software usage metering data to identify applications that are installed on a computer but not being used. It can then automatically issue an alert via email or MyApps to notify users and solicit their responses. Users have the option of keeping the application or surrendering it. If a user elects to keep the application, App Portal can present questions to solicit the business justification. If a user elects to surrender it, the application is uninstalled automatically and the license returned to the available license pool.

### Enhanced Software Asset Management

The integration of App Portal with Flexera Software FlexNet Manager Platform greatly enhances software asset management with three important capabilities:

**Software Asset Data** — Administrators can obtain detailed asset data for each application from FlexNet Manager Platform, including the number of licenses owned, how many copies of the software are installed and/or in use and how many licenses are currently available. During approval processes, requests are routed automatically based on this data. Administrators can leverage the FlexNet Manager Application Recognition Library (ARL) to obtain detailed information on installed applications. The ARL covers more than 110,000 commercial applications from more than 14,000 software vendors across multiple platforms such as Microsoft Windows, Linux, UNIX (including more than 2,000 IBM titles) and MAC OS.

**Asset Data Filtered by Enterprise Groups** — Administrators can obtain from FlexNet Manager Platform software asset data per application filtered by Enterprise Groups for licenses that are allocated to specific cost centers, business units or locations. Information includes the number of licenses owned by the Enterprise Group, how many are in use and how many are currently available.

**License Availability Check and Reservation** — When a user requests an application, App Portal queries FlexNet Manager Platform for available licenses for that application. The administrator can specify how FlexNet Manager Platform is to allocate licenses — globally (across the enterprise) or by Enterprise Group.

### Reporting

**Built-in and Custom Reports** — App Portal includes support for reports generated using Microsoft SQL Reporting Services. It also includes more than 40 built-in reports. Administrators can view existing reports, create and edit report categories, and create custom reports.

**Audit Trails** — App Portal maintains a complete history of software requests, approvals, installations, and purchases, providing an audit trail for software license and regulatory compliance purposes.

### Empowering Users/Empowering IT

Flexera Software App Portal provides business users with a familiar, consumer-like experience in accessing IT services in the workplace. And it empowers and motivates users to participate in the management of their business applications. At the same time, App Portal empowers IT with the control

necessary to ensure compliance with licensing agreements, corporate policy, and regulatory requirements. In addition, it eliminates hundreds of hours of IT staff time spent dealing with requests for IT services.

The resulting benefits are compelling and include higher user productivity and satisfaction, and lower IT costs. What's more, App Portal enables IT to connect more closely with business users and that means closer alignment of IT with the business.

### About Flexera Software

Flexera Software is the leading provider of strategic solutions for Application Usage Management; solutions delivering continuous license compliance, optimized usage and maximized value to application producers and enterprises. Flexera Software is trusted by more than 80,000 customers that depend on our comprehensive solutions - from installation and licensing, entitlement and compliance management to application readiness and Software License Optimization - to strategically manage application usage and achieve breakthrough results realized only through the systems-level approach we provide. For more information, please go to: [www.flexerasoftware.com](http://www.flexerasoftware.com)

#### Next Steps:

For more information, visit [www.flexerasoftware.com/app-portal](http://www.flexerasoftware.com/app-portal) or contact a Flexera Software representative



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