



BMC APPZONE – THE UNIVERSAL ENTERPRISE APP STORE

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People now download personal mobile apps routinely through consumer app stores. Enterprise users need the same kind of simplicity and convenience—not just on mobile devices, but across desktop and cloud platforms as well. IT can use a universal app store paradigm to help users become more productive while making app delivery more efficient, secure, and cost-effective. The enterprise app store puts the full power of consumerization to work for business.

The app store first appeared in the enterprise in an unmanaged form, as users downloaded personal productivity apps and games onto their mobile devices from consumer stores such as the Apple® iTunes® and Google Play™. This raised legitimate concerns about rogue or unsecured applications residing on devices that also access corporate data, leading IT to view app stores as a threat. Now, IT recognizes the value of app store self-service to manage the distribution and control of applications across mobile, desktop, and cloud.

The App Delivery and Management Challenge Today

Access to enterprise apps and IT services is typically spread across multiple systems, including web-based apps, SaaS apps, and cloud services, with a variety of access methods and user interfaces. This disparity creates high management costs for IT as well as

confusion for end users. As mobility increases, the challenge grows even greater, adding another platform for IT to support and another access point for users to navigate.

The ability of IT to maintain visibility, control, and security across this diverse environment grows more difficult by the day. Without a simple way to monitor app usage, licenses may go unused when they could be reclaimed and assigned to other users. The lack of consolidated reporting makes it difficult for IT to quantify the value of apps developed and procured. Current systems have no effective mechanism to provide user feedback to IT and peers.

IT faces three key challenges:

- » Consolidate multiple points of access to one in order to improve IT efficiency, reduce costs, and simplify management and administration

- » Provide users with a single, intuitive self-service point of access for all their apps to aid productivity and lessen the burden on IT
- » Drive efficiency gains and reduced costs through increased application adoption by end users and the ability to reallocate app licenses.

IT can address each of these challenges with an enterprise app store that is platform agnostic.

Consolidate Mobile, Cloud, and Desktop Apps through a Universal App Store

IT can use BMC AppZone to provide consolidated access to desktop, mobile, and cloud apps no matter what endpoint device is used. A consistent, easy-to-use interface ensures a seamless and familiar experience across disparate systems. BMC AppZone provides a simple solution for IT to procure, publish, manage, and secure critical business apps for the enterprise.

For Users, BMC AppZone follows the well-established consumer app store paradigm, with a user interface that is immediately intuitive and requires little or no training. The solution offers end users a secure, unified catalog of approved IT apps and services across the enterprise, accessible from their device of choice. App selections are personalized to the individual and device type, ensuring that only relevant apps are shown. Users can find and self-provision the apps they need in minutes—not hours or days—to speed productivity.

BMC AppZone delivers two distinct benefits:

1. Increased application adoption by way of a fantastic user experience and the personalization of apps available to the individual user. Users also have the ability to share, review, and comment on productivity tools, which drives adoption and boosts IT satisfaction ratings.
2. The ability to repurpose app licenses from departed users. When employees or contractors leave, IT can reassign their apps to new users instead of purchasing new licenses. This can result in significant cost savings for the enterprise.

Next Steps

A universal enterprise app store powered by BMC AppZone enables IT to deliver a consumer-like experience that meets user expectations and improves productivity. The user's app store experience remains consistent across desktop, mobile, and cloud platforms. At the same time, IT fulfills its own internal requirements for efficiency, cost control, and security. For more information about BMC AppZone and the universal app store, please visit www.enterpriseappzone.com

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