



Simplifying your path to Windows 10

www.testhouse.net

www.apptimized.com

January 29, 2018

Agenda



12:30 – 13:00	Introductions and Objectives
13:00 – 13:30	Who are Apptimized? Who are Testhouse?
13:30 – 13:45	The Windows 10 applications challenge – Observations
13:45 – 14:15	Discussion: what's holding up your Windows 10 adoption?
14:15 – 14:30	BREAK
14:45 – 15:00	Windows-as-a-Service
15:00 – 15:30	Introducing App-Compat-as-a-Service: An integrated approach to application compatibility analysis, remediation, packaging and UAT
15:30 – 16:30	A Demonstration and Case Study
16:30 – 17:00	Conclusions and Next Steps

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12:30 – 13:00

Introductions and Objectives

13:00 – 13:30

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The Windows 10 applications migration challenge

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A Demonstration and Case Study

16:30 – 17:00

Conclusions and Next Steps

Let us introduce ourselves...



Sug Sahadevan

Testhouse



Simon May

Apptimized



Mathias Baumann

Apptimized

Objective

Articulate the application challenges inherent in migrating to Windows 10

How an integrated approach to application management will reap you massive benefits

What makes Windows 10 different to previous Operating System migrations

What Windows-as-a-Service will mean to you

Scene setting...dates for the diary...

09/1/2018	Mainstream support ends for Windows 8.1 (Extended support 10/1/2023)
14/1/2018	Two years countdown to migrate Windows 7 devices onto Windows 10 starts
13/3/2018	Windows 10 v1803 (codenamed Redstone) released. V1607 EOL
10/4/2018	Original EOL date for Windows 10 v1511. Extended support offered for enterprise customers
11/9/2018	Fall update, v1809 release date
30/9/2018	v1703 EOL
14/1/2019	One year countdown to migrate Windows 7 devices onto Windows 10 starts
12/3/2019	Spring update, v1903, release date. v1709 EOL
10/9/2019	Fall Update, v1909, released v1803 EOL
14/1/2020	Support for Windows 7 ends

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Conclusions and Next Steps

About Us - Apptimized

Microsoft Partner



Application packaging
experts



Wholly owned subsidiary of
Revacom GMBH
Established 2003



Global presence



Hundreds of
customers in all
sectors



Scale. 10,000
application packages
per year



World's first fully
cloud-based
packaging solution



Innovators in
packaging
automation & AI



Pioneers of fixed
cost, PAYG, SAAS
packaging

Customers - Apptimized

Microsoft Partner



TESTHOUSE OVERVIEW

DEVOPS4DYNAMICS



Agenda

- About Testhouse and our services
- About DevOps for Dynamics
- A solution which is a win for all
- Demo – Automated Build and Deploy
- Demo – Automated Functional Testing
- Q & A

Key facts

- Founded in 2000
- Headquartered in London
- Full Service Centres
(UK, UAE, India)
- Partnerships with Vendors
(Dynamics CRM & ALM)
- Quality Partner of many
Leading Organisations



Gold DevOps
Silver Cloud Platform
System Integrator Dynamics

G-Cloud 8 Supplier

Crown
Commercial
Service
Supplier

Agile, ALM & DevOps Consultancy

- ALM and BizDevOps assessments & audits
- Continuous integration, deployment, delivery
- CI/CD pipeline development & tooling
- Agile transformation & coaching
- Cloud adoption – Azure, AWS, etc..

Test Automation

- Framework design & implementation
- API & RPA automation services
- Mobile Automation
- Continuous testing
- Automation Centre of Excellence

Non-functional testing

- OAT Planning, Management, Co-ordination
- Performance, Load, Volume, Stress
- Disaster Recovery Validation & Reviews
- Availability (Fail-over/Fall-back), Resilience
- Back-Up & Restore, Archive/Purge



Test strategy and guidance

- Quality & Test Process Reviews
- Quality Management
- Test Process Improvement
- Exec & Senior Mgr Mentoring
- Training, Coaching, Facilitation

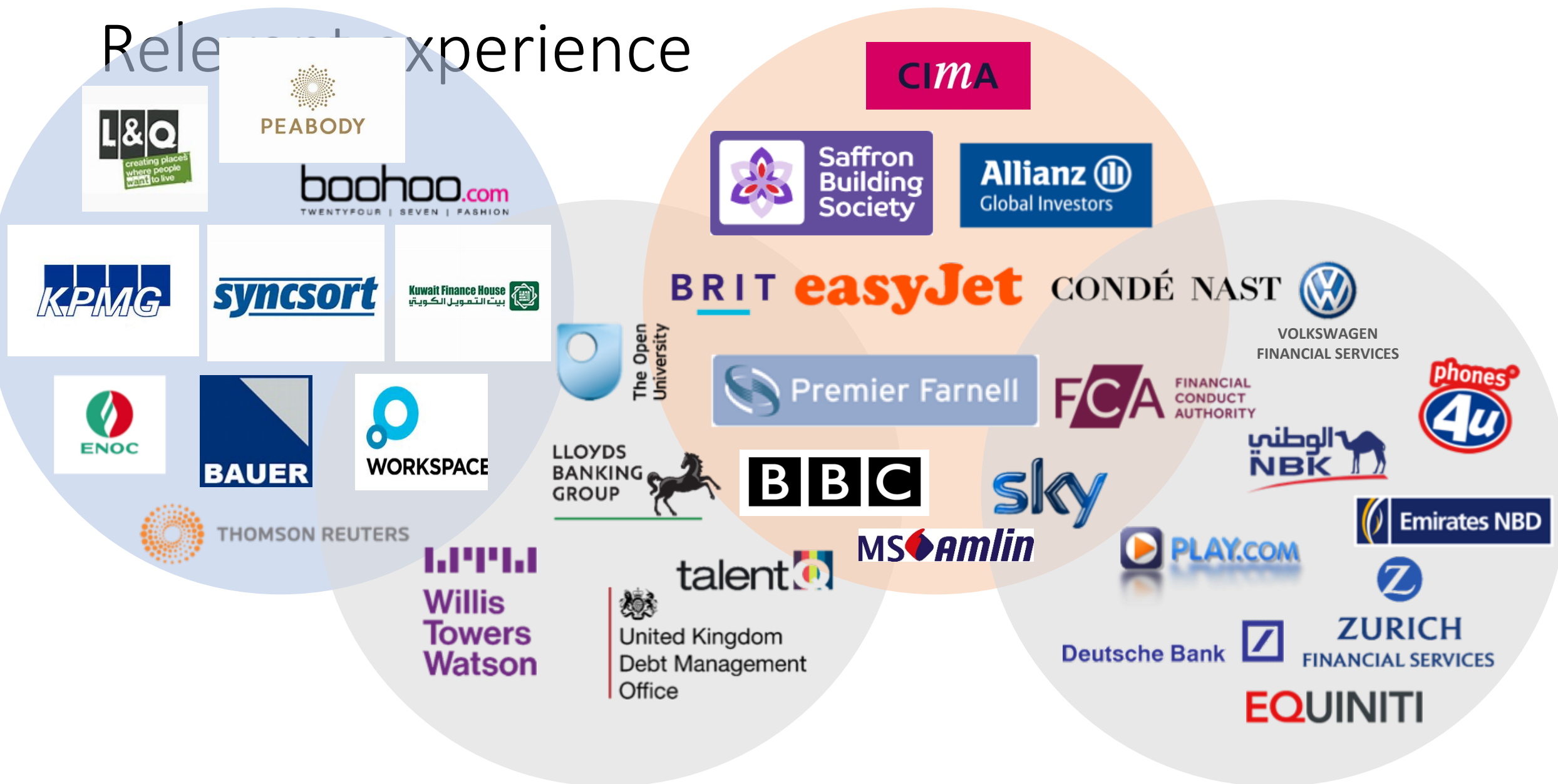
Managed Services

- On/Off site; On/Near/Off shore
- Flexible Blended Delivery
- Partnering on Integration Services
- Software Upgrade Assurance
- Solution Accelerators

Functional Testing

- Compatibility, Mobility
- Usability, Accessibility
- Roles & Permissions
- Data Integrity
- Integration

Relevant experience



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Session 1

The Windows 10 applications migration challenge

What we'll cover in this session:

- What is the apps challenge inherent in your Windows 10 Operating System migration?
- The MS answer: Windows Upgrade Analytics.
- Introduction to Windows-as-a-Service

What is the apps challenge?



The Microsoft answer: Windows Upgrade Analytics

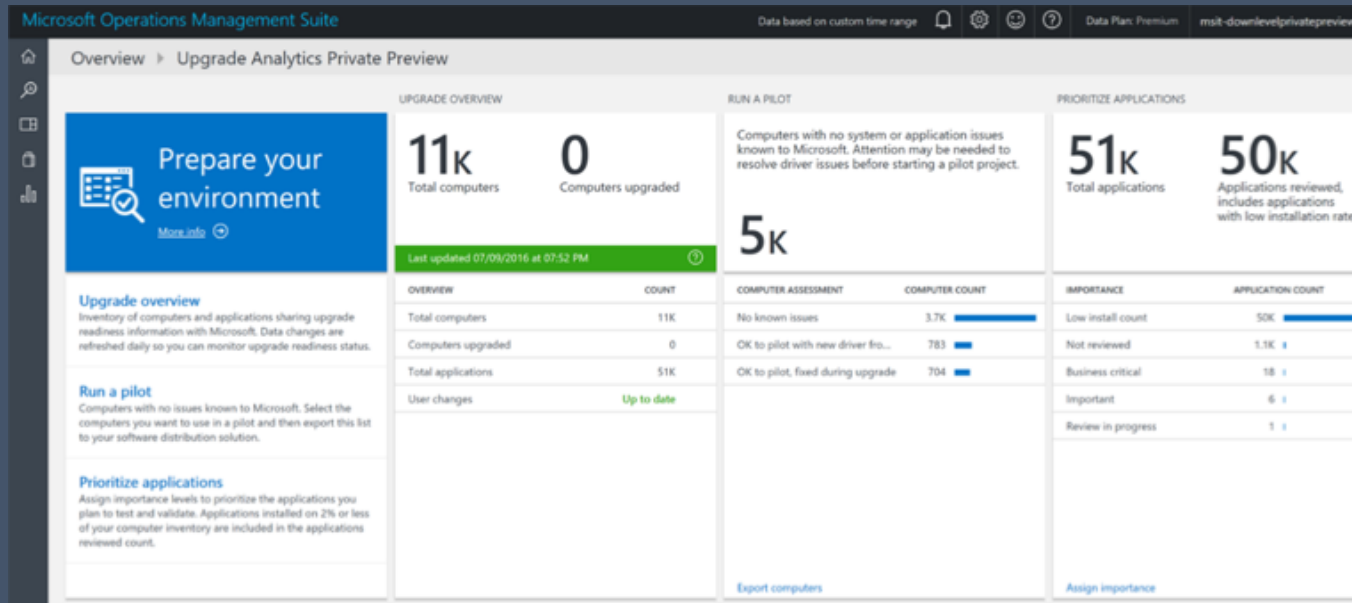


Image courtesy of Microsoft



Microsoft's Upgrade Analytics tool and readyforwindows.com provides a guide to apps readiness

Windows Upgrade Analytics...limitations

Criteria	Microsoft Upgrade Readiness
Application Compatibility	Based on telemetry data – if its installed on >10,000 devices running the chosen OS release, its deemed compatible
Application Readiness	Limited capabilities
Workflow	Ready, Set, Go! only
Application Lifecycle	Based on limited vendor input
Application Normalization	Manual and limited
Legacy / in-house applications	Zero information in most cases
Customized applications	Not supported

Nothing new here, right?

This is the same challenge I faced when I went from NT to XP, or XP to Vista, or Windows 7 or Windows 8...



Not quite...Windows-as-a-Service

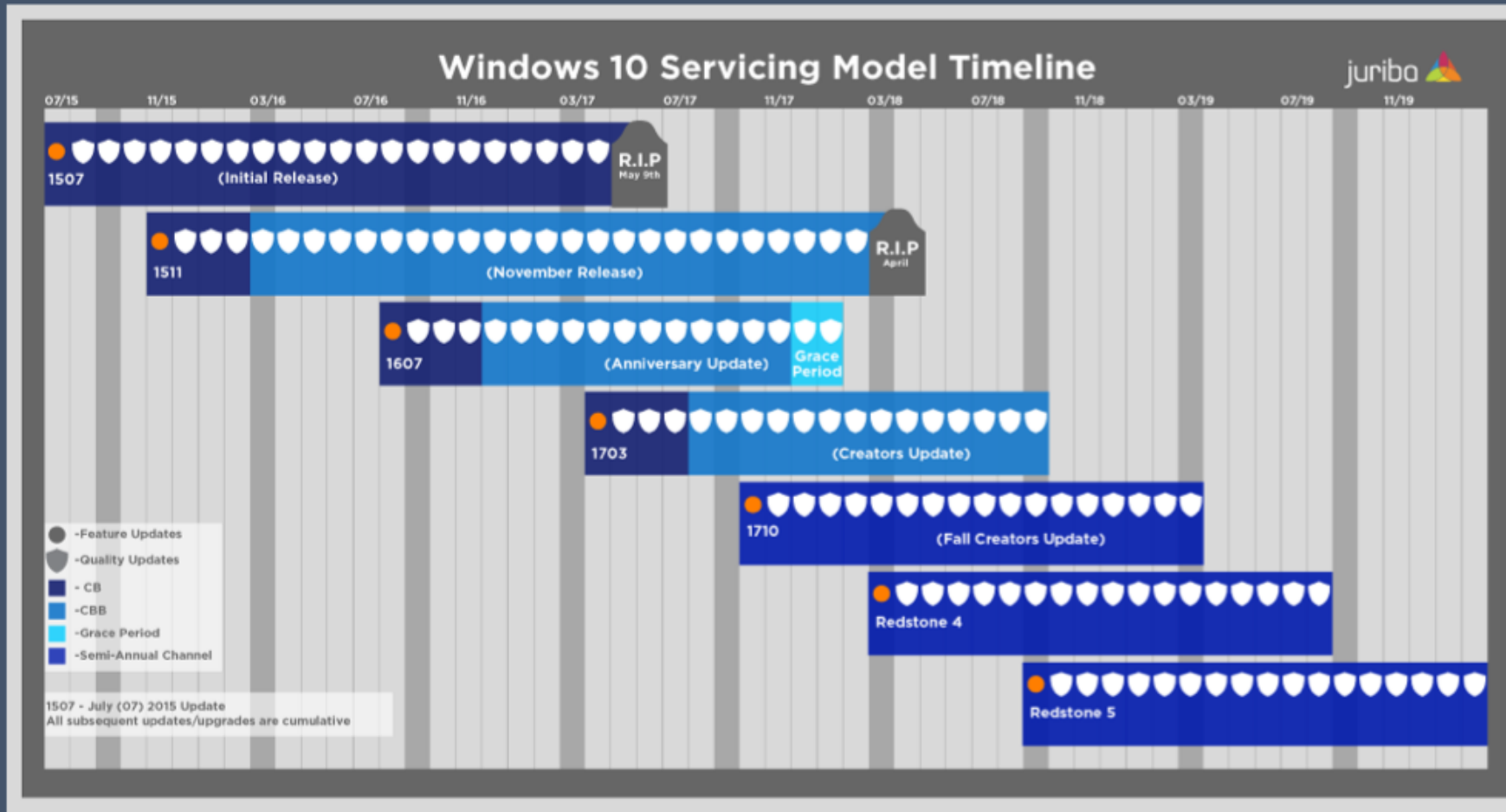


Image courtesy of Juriba – www.juriba.com

Take-aways

- The move to Windows 10 requires careful applications management
- Microsoft provide more applications data than ever before, but be aware of its limitations
- Windows 10 brings Windows-as-a-Service

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Roundtable Discussion

What's holding up your Windows 10 adoption?

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BREAK

Please be back at 2:30!

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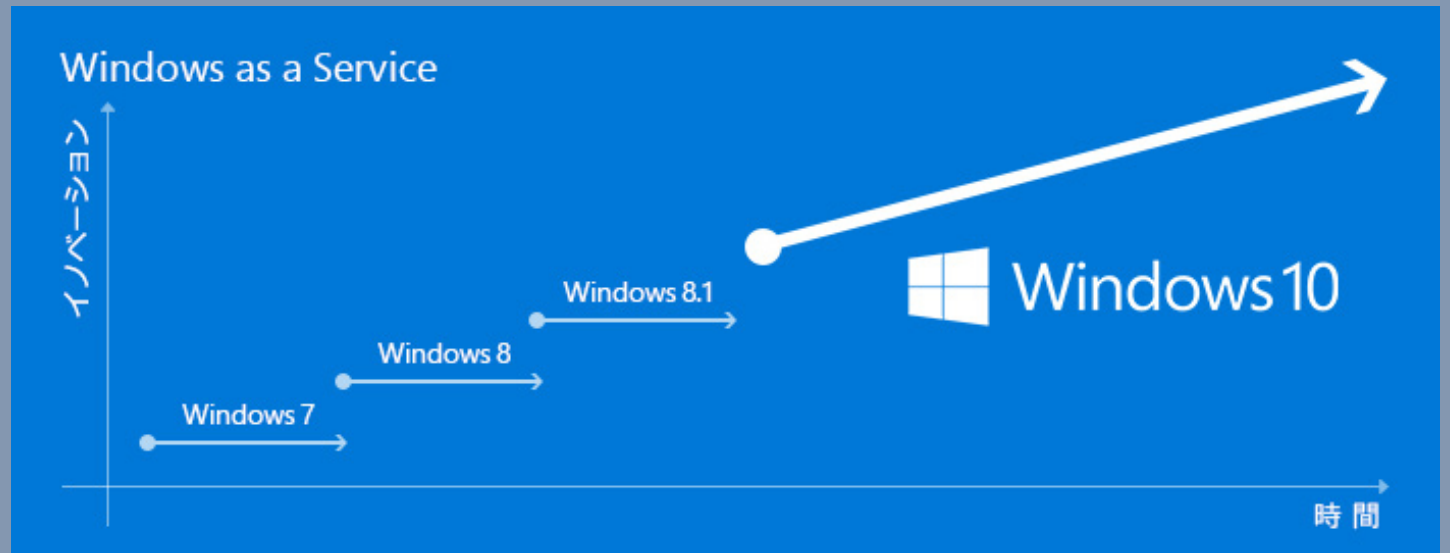
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Session 2

Windows-as-a-Service

What we'll cover in this session:

- What is Windows-as-a-Service?
- Why does it matter?



Windows-as-a-Service... what is it?

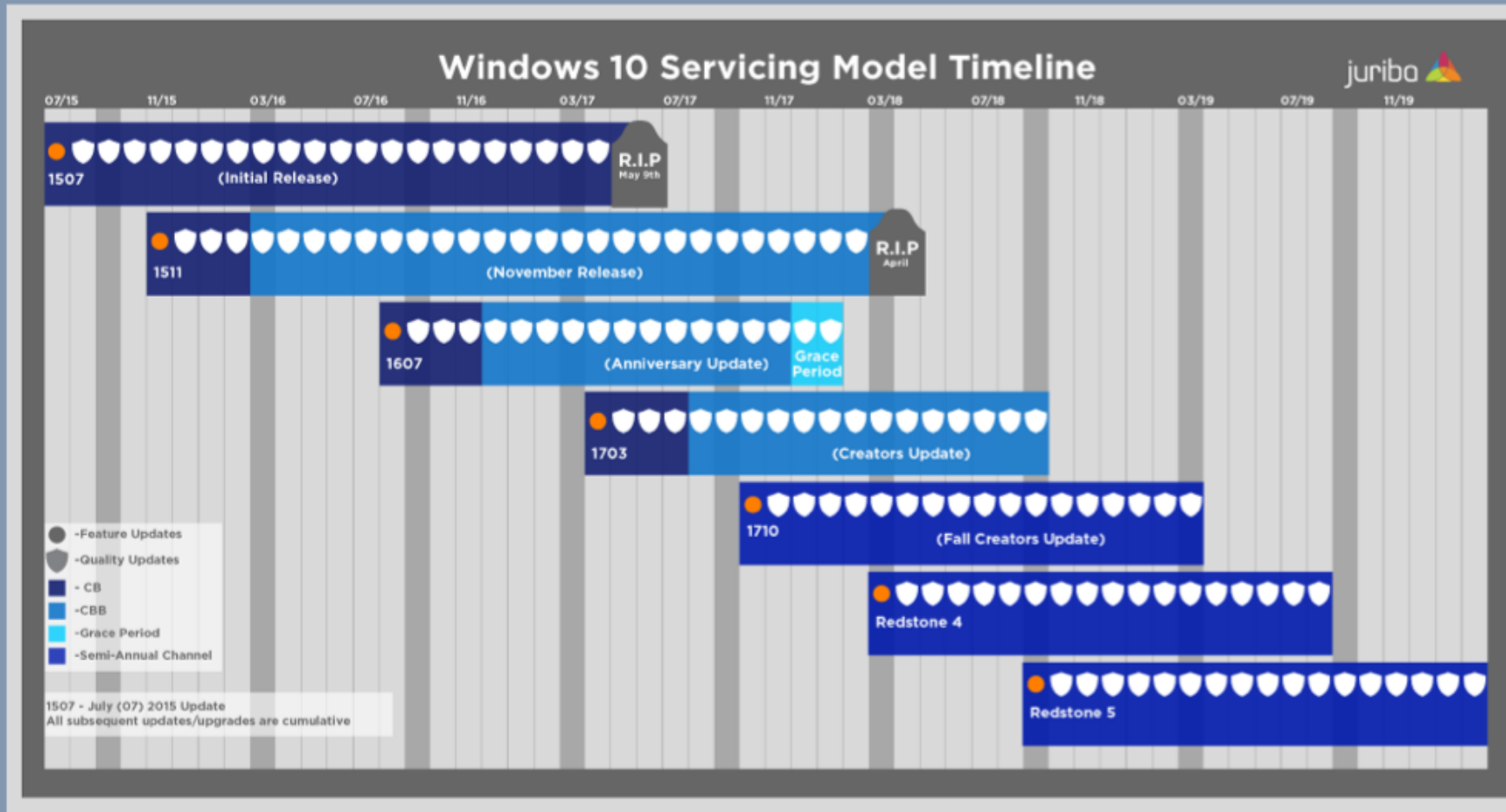


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Windows-as-a-Service... what is it?

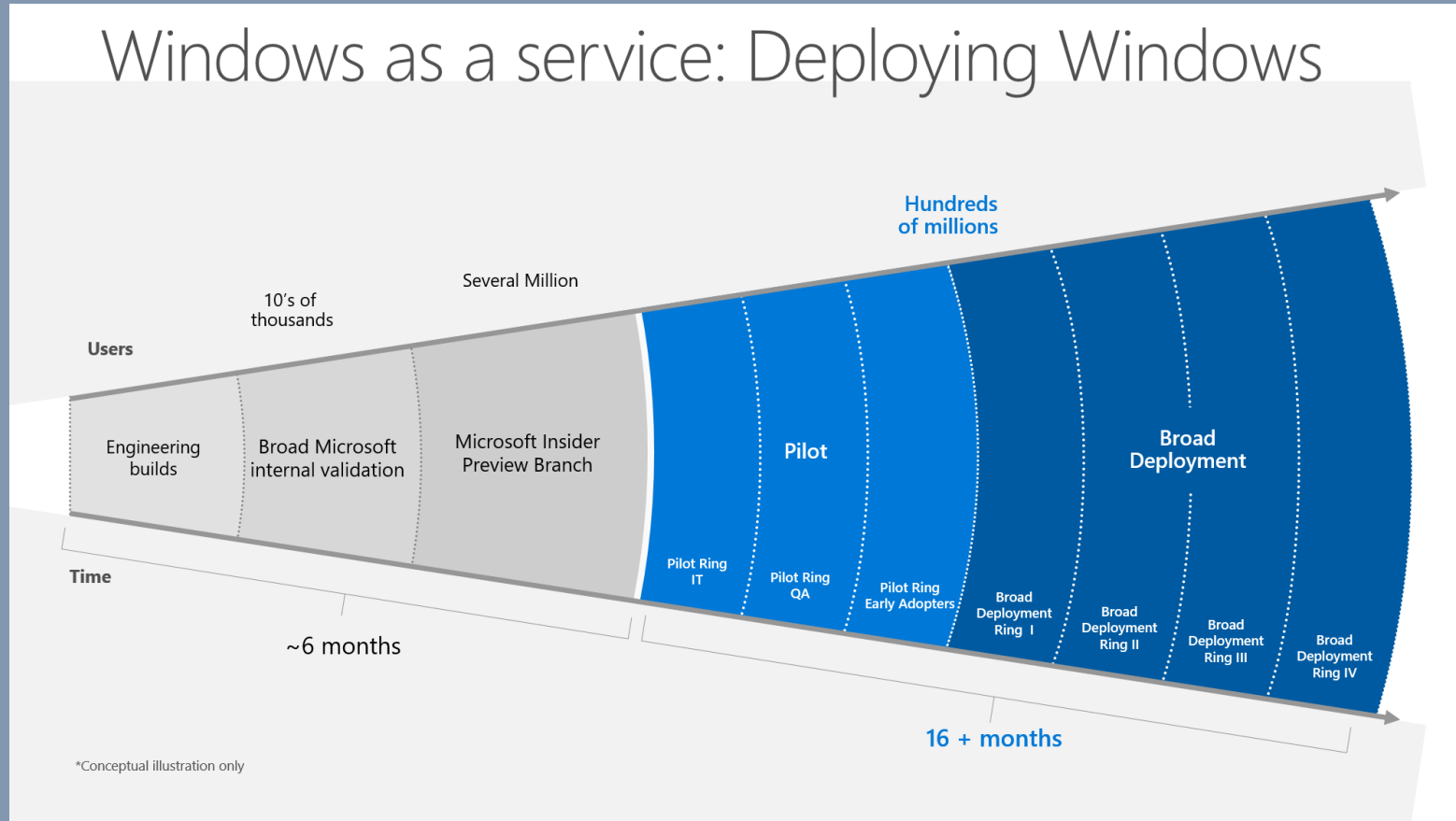


Image courtesy of Microsoft

Windows-as-a-Service

- Four to five year OS release cycle replaced by Windows-as-a-Service
- Twice yearly feature upgrades to Windows 10 – March and September
 - New releases are deployed while old releases are retired
 - Started with Fall Creators Update, 10/2017
 - Was previously planned to be every four months
 - Makes it easier for enterprises to 'skip a release'
- Each update will be supported for 18 months
 - Was previously planned to be supported for 12 months
- Critical applications will need to be tested and remediated at least every 12 months

Windows-as-a-Service – Microsoft recommended approach

- Plan and Prepare.
 - Leverage the Windows Insider Program to follow along with the development of new Windows 10 features (so that you can prepare to deploy those features), while at the same time validating compatibility and providing feedback on any issues or concerns.
- Targeted Deploy.
 - Starting as soon as a new Semi-Annual Channel feature update is released, begin targeted pilot deployments to a targeted group of machines (we typically suggest around 10%) to validate app, device, and infrastructure compatibility.
- Broadly Deploy.
 - Once you are satisfied with the results of the pilot deployments, begin broadly deploying throughout the organization. For some organizations, broad deployment can begin quickly; for others it can take longer. It is up to each organization to determine when to make that transition.

To support Windows-as-a-Service, enterprises need to review how they test and packaging their line of business applications

The traditional approach to application testing and packaging provides a barrier to managing line of business applications in a world where the Operating System is being upgraded every 6 to 12 months



Hardware / software
reliant



Manual



Slow



Expensive



Not scalable



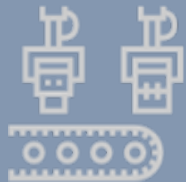
Slow to implement

Enterprises need to remove the testing and packaging barrier to Windows 10 and Windows-as-a-Service adoption

...by considering alternative approaches to application testing and packaging



Fully cloud-based



Automation



Rapid



Low cost



Scalable



Fast to implement

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Session 3

Introducing App-Compat-as-a-Service: An integrated approach to application compatibility analysis, remediation, packaging and UAT



Sug Sahadevan

CEO and Founder,
Testhouse

App-Compat-as-a-Service - background



App-Compat-as-a-Service

The only integrated end-to-end application testing and packaging service that supports Windows 10 migration *and* ongoing Windows-as-a-Service Release support

Enterprises have to migrate to Windows 10

Windows 7 goes end of life 01/2020

Chipset end of life forcing enterprises to start planning now

Application compatibility needs to be assessed and mitigated

Microsoft provided Windows Upgrade Analytics data generic and therefore perceived to be of limited value

Enterprises will need to test, remediate and package applications for Windows 10 quickly and cost-effectively

In addition, Windows-as-a-Service updates mean that enterprises will need to continually test applications



App-Compat-as-a-Service - why?



- Windows 10 adoption slow
- Application compatibility an issue
 - Major effort and expense to test and remediate entire application estates
 - Windows XP to 7/8 efforts have 'spooked' corporations
 - Compatibility data (eg Upgrade Analytics) too generic to be of major benefit during planning
 - Impact of Windows-as-a-Service update model unknown
- No compelling to reason to adopt Windows 10
 - EOL still 24 months away
 - Most hardware still compliant

App Compat-as-a-Service will remove these barriers, providing a simple, trusted service that for an annual per application fee will prepare applications not only for Windows 10 adoption, but also continually test and remediate to support the Windows-as-a-Service update model.

What is App-Compat?

- App-Compat encompasses the processes required to ensure that an application is compatible with target Operating System(s) and other present applications
 - Discovery - Testing - Packaging - Remediation
- Typically an activity only undertaken as part of an Operating System upgrade
- The Windows-as-a-Service update model means App-Compat needs to become an ongoing activity
- Applications need to be tested against all the Windows 10 Releases that might be in production at any one time
- App-Compat has traditionally been delivered as an onsite resource-based service, deployed tactically to support migration activities
- Windows-as-a-Service makes this approach unfeasible and expensive

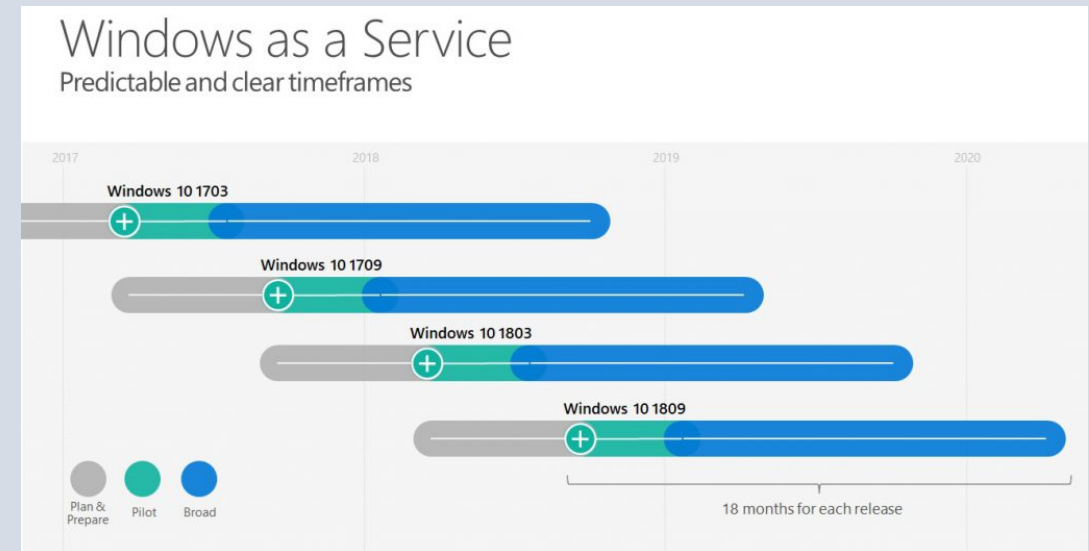


Image courtesy of Microsoft

What is App-Compat-as-a-Service?



App-Compat-as-a-Service will guarantee that every application will install, deploy and function as required on **all current and planned** Windows 10 Releases

- Test every application - line of business, in-house, COTS, legacy, web - for Windows 10 deployment and package and / or remediate where necessary
- Test, remediate and package where necessary every application against every Windows 10 Release as it is released
- Give the customer confidence that they can deploy any application to any Windows 10 Release at any time
- Access to Windows Insider Previews giving customers early warning where a Windows 10 Release may cause issues in the application estate.
- Test, remediate and repackage 'silently' where possible, simply making a fully tested and working version of every application constantly available against every required Windows 10 update
- Fully customized and configured
- Simple commercial model
 - Annual per application charge allowing for easy planning and zero financial risk



How does App-Compat-as-a-Service work?



App-Compat-as-a-Service is a fully configured end-to-end application management service combining best in breed testing services with a world leading packaging and remediation service

Customers are not buying a one-off service or capability to migrate an application, but a customized service that will migrate the application and future proof it for Windows-as-a-Service updates

- Applications are tested, remediated and packaged as required to support migration to Windows 10
- User cases are captured and documented and Windows 10 ready packages are delivered to the customer for migration
- Applications are then tested against Windows 10 Releases as they are released
 - User cases and test scripts created for the migration are used
- Applications are remediated or repackaged and subsequently retested when required and made available for deployment
- The customer is notified only when there is an issue (eg if an existing version is incompatible with a Windows 10 Release)
- All information – eg where a version is incompatible or where a customization has caused a compatibility issue – is shared with Microsoft to supplement Windows Upgrade Analytics data with real-life data

Why App-Compatible-as-a-Service from and ?

Testhouse and Apptimized have partnered to offer a unique one-stop shop combining best in breed testing and industry leading remediation and packaging services

Testhouse and Apptimized have partnered to offer a service that reduces risk and cost from Windows 10 apps migration and ongoing Windows-as-a-Service support

- Testhouse has almost two decades experience delivering specialist application testing services to customers including the likes of KPMG, HSBC and IBM
- Apptimized has been an industry-leading supplier of application packaging services to organisations including PwC, Commerzbank and UBS since 2003
- Application testing and packaging services are typically procured separately leading to long lead times, duplication and unnecessary cost
- There is no offering in the marketplace today that combines these capabilities to create a single, high quality, low risk end-to-end integrated Windows 10 migration and Windows-as-a-Service support service

How will it work

Planning	Configuration	Testing	Remediate/Package	Windows-as-a-Service Support
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Customer	Agree scope, testing strategy, packaging format, target OS		Key user input	UAT
App-Compat-as-a-Service		Configure testing and packaging environments	Continual testing and remediation / repackaging process	

BENEFITS	<ul style="list-style-type: none"> Improved project lead times Zero duplication Single billing Capex / Opex 	<ul style="list-style-type: none"> Integrated test and packaging processes Change Control Lower unit costs 	<ul style="list-style-type: none"> Ability to test all applications Reduced time to test and package Fully integrated Increased efficiencies Enhanced customer experience Seamless knowledge transfer 	<ul style="list-style-type: none"> Seamless service Low overhead High quality Zero risk Reduced end user downtime
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How will it work

Planning



- Capture details of Desktops
- Capture details of applications
- Prioritise applications into High, Med, Low levels of business criticality.
- List key application owners
- Capture known compatibility issues
- Capture key user groups
- Capture known co-existence issues

How will it work

Configuration



- Capture packaging standards and configure service accordingly
- Analyse and understand Windows 10 image and common applications / plug-ins
- Configure testing and packaging environments and establish change control to maintain synchronization with production

How will it work

Testing



- Set up Test management tool
- Create Test cases according to priority
- Execute Tests
- Capture results
- Identify issues
- Escalate issues for remediation
- Retest the remediation
- Move to container those apps which cannot be remediated
- Identify those test cases which may have issues with Automation
- Produce report
- Pass to packaging and automation

How will it work



Remediate/Package



- Where an application requires remediation or repackaging to deploy, install and function on the target Release, it is packaged to customer standards to meet the original test case

How will it work



Windows-as-a-
Service Support



- Automate test cases and maintain them.
- Execute automated tests as soon as the beta release is ready
- Support any issues with automation

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Session 4

A Demonstration & Case Study

What we'll cover in this session:

- Cloud-based application packaging
- A Case Study

What is Apptimized?

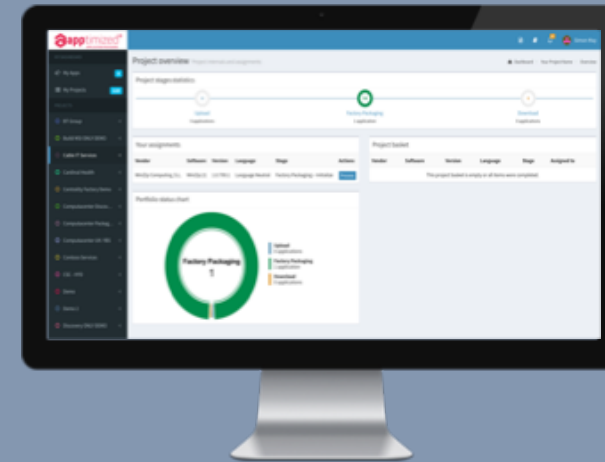
- ✓ Apptimized is a unique cloud-based applications readiness solution
- ✓ Offers enterprises the only pure PAYG, SAAS alternative to the traditional resource-based approach to testing and remediating applications
- ✓ Apptimized provides a secure, high quality, high speed, cost-effective, zero risk service with no hardware, software or resource costs
- ✓ By migrating to Apptimized the average large enterprise will save at least 50% of the applications readiness costs associated with a migration to Windows 10
- ✓ Apptimized supports 'Evergreen IT' by removing the cost and process barriers to keeping packaged desktop applications up to date in support of Windows-as-a-Service

DEMONSTRATION



Mathias Baumann

CTO and Co-Founder,
Apptimized



For a demonstration of Apptimized, [please click here](#) and click on

Get a free demo

The Requirement



- The second largest professional services firm in the world with billings of over \$35 billion pa
- Over 223,000 people in 743 offices across 157 countries
- Project kicked off to migrate all endpoints – circa 240,000 – to Microsoft Windows 10
- Requirement to roll out a global centralized IT service to 160 member firms
- Apptimized engaged to stand up a global centralized application packaging and remediation service
 - to ensure compliance of all desktop applications against the corporate standards
 - to ensure compatibility of all desktop applications with Microsoft Windows 10
 - to remediate applications that don't comply or are incompatible with Windows 10 quickly and cost-effectively

The Challenge



- ✓ To ensure a smooth migration to Windows 10, all line-of-business applications need to deploy, install and function as needed on Windows 10
- ✓ A mixed estate, packaged by various suppliers to various standards, to be tested and remediated to ensure consistency of quality and adherence to standards
- ✓ Unable to accurately forecast volumes or throughput requirements
- ✓ Needed a cost-effective, quick and accurate way of delivering an application testing and remediation service to their member firms globally without incurring cost and risk
- ✓ A traditional resource-based approach was seen as expensive and financially risky
- ✓ Whatever was stood up for the migration programme to remain in place for Business As Usual

The Solution



- The customer engaged Apptimized to provide a global application packaging and remediation service until 2020.
- The service is fully cloud-based, accessed via a web-based portal giving all member firms globally an identical user experience, quality of service and delivery times
- The service scales to meet customer demands with no need for any upfront volume or throughput commitment
- The service has been fully configured to meet customer's technical and service requirements
- The service is offered on a Pay-As-You-Go basis. The customer only pay for what they use, when they use it
- The customer has invested zero budget in specialist resource, dedicated hardware or expensive non-core software licensing

The Benefits



- The customer is realizing OPEX savings estimated to be in the region of £50,000 to £100,000 per member firm on average compared to the traditional resource based model
- The customer has made zero CAPEX investment standing up a team or procuring hardware and software
- The customer only pays for what they use, when they use it. Zero risk. Zero waste.
- Customer member firms are receiving a consistent level and quality of service globally
- The customer is able to enforce application standardization globally, eradicating duplication and wasted spend as well as making their estate easier to manage and support
- The customer has one accountable supplier

How have the savings been realized?



Moving from a variable cost base to a Pay-As-You-Go SAAS approach



Removing the need to procure and maintain any hardware or software



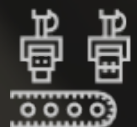
Eradicating the requirement for any CAPEX expenditure



Removing reliance on expensive specialist resource



Scale instantly to meet fluctuating demand without risk



Increased process efficiencies through industry-leading automation

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- Applications are a critical element of every Windows 10 migration
- Windows-as-a-Service changes everything
- Managing speed of change is critical
- The traditional approach to application management won't scale and will incur significant costs
- An integrated approach supported by tried and tested processes and toolsets is critical

