



Frequently Asked Questions Document

Liquidware Labs Rebrand to Liquidware

You are shortening your name from Liquidware Labs to just Liquidware. Why take that step now?

In every organization's lifespan, there usually comes a tipping point in which it recognizes that it – and the business climate it operates in -- has moved way beyond where it started.

In 2009, when Liquidware Labs was launched, desktop virtualization was basically emerging technology that was a very good in concept but did not work as expected or even all that well. However, in last decade since desktop virtualization was launched, this technology has come a long way, and is now a mainstream objective for every IT department. Every organization is considering embarking on virtualizing some portion of their desktops to make them more manageable and secure.

So, we thought it was a good time to drop the "Labs" in our name to show we have moved beyond experimentation and early adopter stages. Today we offer solid, tested and mature software that is a standard component of end user computing environments.

We are also launching a 'refresh' of the corporate look and feel with a new logo and website design to convey our status and reputation in the industry.

Why are you keeping Liquidware?

There is tremendous brand equity in the Liquidware name. The end user computing market and community recognizes our name alongside other major vendors in our space, such as Citrix and VMware, as reputable providers of a workspaces environment management suite that includes user environment management, application layering and desktop monitoring. But – what clearly separates us and is a key advantage for our customers -- is that we are NOT linked to only one desktop platform. We are platform agnostic and can support any Windows desktop running on any platform.

The name Liquidware connotes this fluidity of our solutions, which seamlessly support all leading desktop platforms, whether on-premises physical or virtual, RDSH, DaaS or in the Cloud. This fluidity is a highly important consideration for today's organizations as their desktop environments are growing increasingly heterogenous, encompassing an expanding array of Windows OS, physical devices, virtual platforms, DAAS and other Cloud approaches.

Does the name change signal a change in corporate strategy?

Not really. From the beginning, we focused on developing a comprehensive desktop management suite that would allow you to manage the users, applications and underlying infrastructure of desktops. We launched the company with Stratusphere which provided detailed desktop metrics so that organizations could “take a picture” of their desktop environment to inventory applications and resources and to get a baseline of performance. Today, however, Stratusphere is critical in production, providing the visibility needed so that organizations can spot and prevent problems as well as streamline and optimize.

We introduced ProfileUnity to handle the migration of users from physical to virtual desktops. Today, it is the pre-eminent User Environment Management solution on the market, not only supporting migrations but providing granular control over what rights users have on desktops. The launch of FlexApp in 2012 was the final piece of the desktop management puzzle. By decoupling applications from the devices and delivering them back on demand, FlexApp is emerging as a powerful tool that delivers unprecedented control over your applications.

Our solutions are increasingly being used by larger mid-enterprise to enterprise organizations, which require our solutions’ advanced features, scalability and universal applicability in desktop environments. The larger organizations are also leading adopters of cloud-based platforms to support some segment of their desktop operations, which also makes our solutions a very good choice for them.

Is the cloud going to be a more important part of your future strategy?

Yes, because we believe that this will be a critical part of large enterprise organizations’ strategy in the coming years. Why? In a nutshell, security. Desktops are points of vulnerability because hackers can exploit security holes in applications or manipulate users into giving them access. The more you decouple users and applications from the actual devices they use, the more control you have over users and applications, and the more IT infrastructure you can park in vault-like datacenters, the better off you are.

Liquidware solutions are key to deploying a strategy of decoupling users and applications from the devices, keeping user profiles, data and applications in central storage and serving them up only as needed. We leverage cutting-edge virtualization technologies to do this. However, the more you abstract and virtualize, the more you require a monitoring solution so that you can “see” how desktop workloads and all the other components are performing. And as more organizations turn to public clouds, such as Amazon Web Services, Microsoft Azure and Google Cloud Platform, it becomes even more important to have the kind of desktop visibility that our Stratusphere solution offers.

Does making this name change mean that Liquidware is committed to staying independent?

We are proud of all we have accomplished as an independent vendor and our main priority has always been creating valuable solutions for our customers and partners in this market. We will continue with that focus but we are also tracking larger market shifts, and in the future, will assess if forming any strategic relationships will enhance our main priorities based on market conditions.

Does this name change/rebrand change anything for Liquidware customers?

Essentially, nothing changes for you as a customer of Liquidware Labs Inc. as the company still exists intact as a legal entity. All existing contracts remain in force as before. The products will receive the rebranding and may change appearance slightly in the process but the features and functionality remain the same.

Does this name change/rebrand change anything for Liquidware channel partners?

After May 23, 2017, all Liquidware partners will need to start the process of rebranding Liquidware on their websites and in all graphics/promotion and other marketing materials that they use to represent Liquidware from that date forward. They will need to change the website link to www.liquidware.com. All of the marketing materials required to assist in this conversion will be located at the Liquidware partner portal at www.partners.liquidware.com. All branding guidelines will be available at www.liquidware.com/trademarks-branding-terms-use

Will the name change/rebrand invalidate any support agreements in place right now?

No. The name change/rebrand will not invalidate any support agreements. The Support site and knowledgebase will remain at the same location (<https://liquidwarelabs.zendesk.com/hc/en-us>) in the near term, in order to keep continuity for Support services. When this will change in future, we will provide all customers with at least 30 days' prior notice.