

| Customer and Partner Profile |

TAKING FLEXAPP™ TO THE ENTERPRISE WITH FORTHRIGHT



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STEVE ZOBERG
Fortright CRO



Organization:
Enterprise Aerospace
Customer



Liquidware Partner:
Fortright



Desktop Users:
10,000 users over
multiple locations



Products:
ProfileUnity™
FlexApp™

The Challenge

With over 10,000 users across multiple locations, an enterprise aerospace customer wanted to reduce the need for refreshing global endpoints every 24 months. In addition, it wanted to reduce the significant investment of time and resources to manage an application portfolio with upwards of 2,000 apps. Finally, the customer needed to improve the security of their confidential documents.

Ensuring a robust experience and optimum user experience is a tall order for a company with thousands of users leveraging sophisticated engineering and CAD applications with heavy data and graphics consumption.

With an existing Citrix infrastructure in place, the customer looked to provide users easy access from any device to their portfolio of 2000+ applications, while enhancing the performance of several resource-heavy applications. They needed a way to consolidate the application portfolio in one place, regardless of how users access their apps. Some users leveraged Citrix and others used PCs throughout the manufacturing facilities. With over 2,000 undocumented apps, including PowerShell scripts and batch files that needed to be deployed to users, the company's IT staff utilized a combination of tools including Microsoft System Center Configuration Manager (SCCM) and Numecent. Managing large application portfolios is a complex task when those applications need to be deployed across several physical and virtual workspaces. However, the IT staff wanted to reduce the number of management tools they were using.

The Solution

Already a Liquidware customer, they had utilized ProfileUnity™ for many years to effectively manage user profiles for several thousand power users. After a demonstration of FlexApp™ One, the customer quickly recognized the ability to deploy FlexApp One packages via other in-house distribution methods, such as SCCM. This opened the door to standardize how it managed and deployed applications across all users and all endpoints, globally.

The customer engaged Forthright, a Liquidware Center of Excellence partner and an expert in all things related to end user computing (EUC). Having worked with Citrix since the early 90's, Forthright has a solid reputation as a "go-to" partner for their enterprise clients, as well as deep experience with leading technology vendors like Liquidware. Forthright's focus on providing excellent end user experiences aligns well with Liquidware's FlexApp application portability platform.

Currently, the customer uses SCCM to push applications to end points but will be migrating to Intune. They plan to use FlexApp to automate the move to Intune, along with PowerShell scripts written by Forthright's Liquidware experts to aid in the automation of application deployment.

Vendor and Partner Working in Tandem for Customer Success

Liquidware brought in Forthright to help "fine tune" the customer's virtual infrastructure to ensure its readiness for success. Forthright focused on an initial use case of approximately 1,000 users and 60 apps as an ideal PoC environment. The customer had a short timeline prior to the holidays to stand up this initiative.

"We started by delivering a pilot of packaging 60 or so apps to see how they performed in a real-time use case," explains Steve Zoberg, Forthright's CRO. Forthright's criteria for success was to demonstrate that it is possible to package and deliver apps to be deployed for both VDI and regular desktops quicker with FlexApp, while meeting or improving the current user experience.

Forthright built out the FlexApp environment, including the automation packaging system, with custom PowerShell scripts to enable them to run the 2,000 apps through it and to determine which apps passed and which failed. The Forthright team then packaged dozens of applications to establish an effective process for this environment. This effort allowed them to create a 30-page Application Lifecycle and Management procedure document that included verification steps and change controls, providing a valuable blueprint for the customer.

As experts in EUC dependencies, Forthright worked closely with the SCCM team to provide training on ProfileUnity and FlexApp and has written a process for best practices for adopting new

technology and planning application lifecycle and management. They also provided training for the SCCM team that covers all the technology used in the deployment, not just Liquidware solutions.


"Liquidware and Forthright are a great combination of partners who have helped us mitigate VDI issues and manage our physical environment more effectively. Having a holistic, in-depth knowledge of the EUC environment, Liquidware and Forthright staff continue to go above and beyond our own implementations to troubleshoot other issues (not just those related to Liquidware) in the pursuit of success," said a representative from the customer.

Forthright's approach, one that has proven so successful in this case and with other clients, is to assign a project manager who has access to a wealth of technical resources in many technology areas. As they oversee each project, unlike a staffing approach, Forthright's project managers have the ability to build their team but also pull in additional resources, as they are needed, allowing these industry veterans with extensive business and technology backgrounds to quickly understand what is needed for success. Forthright empowers their team to become the "difference makers" in delivering what's needed to exceed the defined criteria for success.

Planning for Success While Overcoming Obstacles

The customer had minimal documentation, no methodology to test, deploy, or update apps, and had no standardization across departments. Despite their talented technical resources, the various teams remained siloed. While the Citrix VDI team initially tested FlexApp, the app packaging team didn't get involved until several months later.

"Once both teams began working with Forthright, FlexApp ownership ended up in the right department – App Packaging!" explains Zoberg. "By implementing the Forthright methodology, which can be customized for individual organizations, we helped them produce and document the required steps for long term success. The client now has a proven roadmap to follow as they execute their application delivery strategy over the next two years."



FLEXAPP™ USE CASES

Key Takeaways

- What started as a tactical requirement quickly became very strategic. FlexApp was not only deployed for Citrix VDI but is now their “go-to” cross platform solution, regardless of device or application.
- The key to the client’s success was to prioritize the apps that needed to be available while identifying gaps to determine what resources were required.
- Forthright’s overall focus is about user experience – they ensured the best user experience by engulfing the customer with their experience and documenting a defined process. They worked in concert with Liquidware to ensure FlexApp was managed by the app packaging team, and not the Citrix team, to get maximum value from the solution and ensure it could be leveraged cross platform.

Overall, this project was about implementation lifecycles and the approach to managing them. A key consideration is whether the customer has the skills internally to move forward or do they outsource to accomplish their goals?

“As the partner, we want to empower the customer to manage their environment, instead of leaving them completely dependent on a vendor,” highlighted Steve Zoberg. “Now the customer is poised to successfully deliver access to its large application portfolio – across all end points, including the complex deployments – thanks to Liquidware, FlexApp and Forthright’s methodology.”

The logo for Forthright, featuring the word "Forthright" in a bold, black, sans-serif font with a small green dot at the end of the word.

www.forthright.com

Forthright is an IT consulting, engineering, and managed services firm founded in 1996 with a strong focus on providing our clients with the best end user experience available. Forthright’s approach to IT is one founded in expertise, best practices, and a commitment to honesty, integrity and providing the best value to clients. We help businesses leverage technology to optimize, automate, and secure their business operations with a modern IT environment that moves them further in their digital journey.

The logo for Liquidware, featuring the word "liquidware" in a lowercase, black, sans-serif font with a blue water droplet icon below the letter 'i'.

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