DATASHEET

# Flexera App Portal

App Portal enables IT to enforce continual software license compliance and control software deployment, while increasing employee satisfaction and the efficiency of self-service application delivery.

**Benefits to Your Organization:**

- **Empowers** business users with a single place to access and download on-premise, cloud-based or mobile 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 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** governance 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 deployed, combined with the ability to automatically reclaim and recycle software licenses.

The **enterprise app store** is a critical component for governing desktop, cloud, and mobile applications in today's enterprise environment. Consumer app stores can expose enterprises to potential risks and new threats from unapproved apps, while simultaneously raising employee expectations of self-service.

Flexera App Portal is a universal enterprise app store for desktop, cloud, and mobile applications that enables IT to maintain the control necessary to ensure compliance with licensing agreements and corporate policy while reducing software costs and maximizing software usage. App Portal provides seamless integration with **Software License Optimization** processes that enable the automated reclamation of unused software to avoid overspending on expensive enterprise software licenses.

In addition, App Portal addresses the business need to control the distribution of approved and authorized applications and the user's expectations of a consumer-driven experience for accessing IT services in the workplace.

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, employees take responsibility for the software they use, ensuring that applications are necessary and properly licensed. By harnessing the power of the employee community, IT can better control application usage, ensure compliance with software license agreements, and reduce overspending on software.

## App Portal

Flexera App Portal makes the enterprise app store a reality. With this solution, business people serve themselves while IT maintains governance and control of software approval and licensing. The end-to-end fulfillment process runs automatically, gathering approvals where necessary, enforcing proper licensing, verifying successful installation, maintaining a detailed audit trail and keeping the requestor informed of the status.
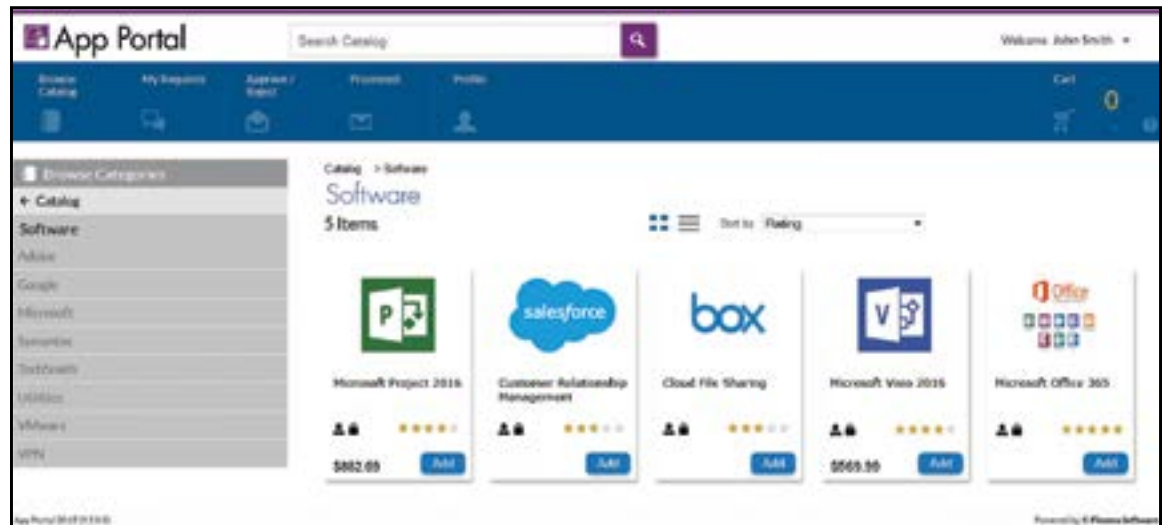


Figure 1: Flexera App Portal presents users with a familiar browser interface that lets them order and receive applications in minutes.

App Portal recommends apps for other devices registered to the user, giving employees the ability to request an application once and have it deployed to a desktop, tablet and phone at the same time.

**Support Macs and PCs from One Universal Enterprise App Store -** The use of Apple Macs in the enterprise is growing and now IT departments can provide their end users with a single enterprise app store for both Mac and PC applications. Improve the experience for end users and intelligently display applications available for their specific device.

**Provision Cloud Applications Via Self-Service —** Employees request Salesforce.com, Microsoft® Office 365, Box, and other cloud applications from the same app store where they get desktop and mobile apps. A single universal app store, simplifies the user experience and automatically provisions cloud accounts, providing the same level of automation and control as desktop and mobile apps.

### Ensure Governance

**Role-based App Distribution —** Ensure employees 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.

**Automated Approvals —** Automated approvals are flexible and can use the turnkey App Portal approval process or be delegated to utilize established approval workflows in an existing ServiceNow or BMC Remedy ITSM implementation. Specify the type of approvals required based on a variety of factors such as 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 one approver at each level of a list.

**Installation Verification —** Once checkout is complete and the required approvals are received, App Portal triggers the appropriate deployment system to install the application and verifies installation.

### Maintain Compliance

**License Availability Check and Reservation —** Effectively maintain continual software license compliance each time an employee requests an application. The store informs the user of the price, license availability, and if an approval is required. Upon check out a license is reserved prior to the approval processes, ensuring a successful installation on the user's device once approval is obtained.

**Software Leasing —** Employees 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 between different projects.

### Promote Software License Optimization

An innovative and unique facility called My Apps operates in concert with FlexNet Manager Platform to empower employees with the information they need to participate in Software License Optimization, ensure that they comply with license requirements and help reduce the cost of unused software. My Apps delivers two important capabilities:

**Consolidated User View —** Employees have a comprehensive view of all apps installed on each of their devices, including those obtained outside the app store. They can see at a glance the applications they have installed including cost, usage and policy compliance status.

**Software Policy Score™ —** A metric, displayed as a pie chart, that indicates how closely applications on the user's devices comply with defined policies. Users can keep their score green by aggressively resolving the policy alerts they receive, such as removing unused applications or providing proof of purchase for unlicensed software. 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.



Figure 2: My Apps offers employees one place to view how applications installed on their devices comply with corporate policies and to participate in Software License Optimization.

## Deliver Faster Service

**Express Check Out —** Employees get the applications they need with a simple and fast check out process that reduces friction and delivers a better user experience.

**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. If an employee's computer is reimaged or the employee is migrated to a new device, App Portal triggers the reinstall the latest versions of all applications previously delivered. This eliminates the need for the employee or service desk technician to request reinstallation of the applications.

## Integrate Easily with Other Systems

**Microsoft® System Center Configuration Manager (SCCM) —** App Portal supports all deployment types within Microsoft System Center Configuration Manager providing fast delivery and real-time status monitoring of Applications, Packages, Task Sequences, OSD and App-V.

**Symantec™ Client Management Suite (Altiris) —** App Portal supports both Managed Software Delivery policies and classic Advertisements within Symantec Client Management Suite providing fast delivery and real-time status monitoring. App Portal supports both user centric and computer centric deployment models to meet all your deployment and use case scenarios.

**VMware® AirWatch Enterprise Mobility Management —** Support internally developed mobile apps and those from Apple iOS and Android public stores with out of the box integration with VMware AirWatch to deploy software to employee's devices. Use the same IT controls, approvals, and workflow for mobile app requests and accelerate app delivery by using **AdminStudio** to simultaneously add mobile applications to AirWatch and App Portal.

**JAMF Software Casper Suite —** App Portal supports the deployment of software to managed Mac computers with out of the box integration. By providing a simple, flexible, and scalable framework to work within, adding the Casper Suite helps IT admins maintain, update, and ensure their fleet of Apple devices are running at optimal performance and employees can access software for PCs and Macs in a single universal app store.

**ServiceNow® —** App Broker for ServiceNow® populates the ServiceNow Service Catalog with an authorized list of software titles, optimizes license usage, and automates deployment of Windows, Mac, cloud, and mobile apps through the ServiceNow Service Portal. Powered by App Portal, App Broker for ServiceNow brings software governance and automation to the ServiceNow platform.
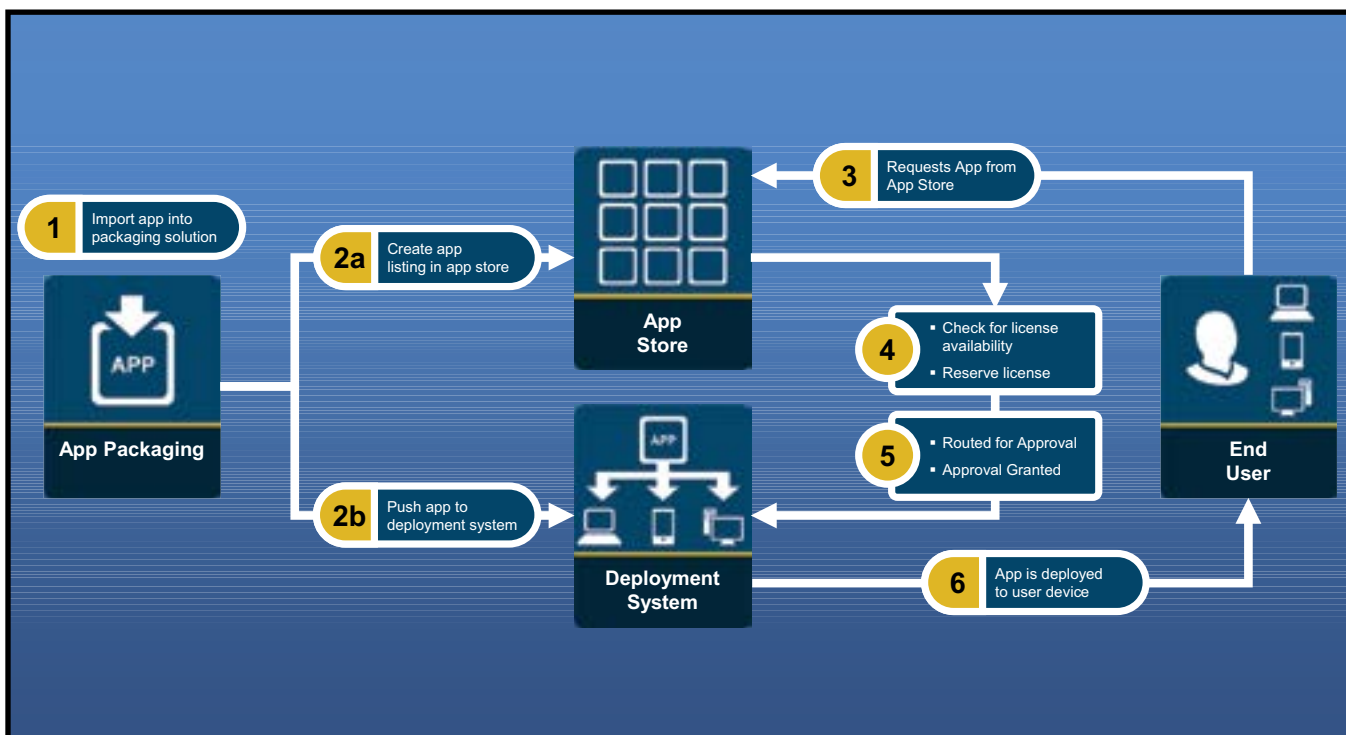


Figure 3: Flexera App Portal automates license checking and approval to deliver applications to end users faster.

**Microsoft® Active Directory —** 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 store to each employee, displaying only the applications that they are entitled to access.

**IT Service Management —** Give employees a single seamless user experience when making IT requests and leverage the benefits of the service desk and the app store to deliver increased value to the business. Integration with IT service management (ITSM) systems such as BMC Remedy, ServiceNow and Microsoft Service Manager, enables the creation and updating of incidents, integration with the IT Service Catalog, and delegation of approvals to the established ITSM workflows.

**Workflow Systems —** Workflow solutions such as Flexera 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 items from a purchasing system.

## Enhanced Software Asset Management

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

**Product Use Rights —** Checking Product Use Rights for each app request ensures you only purchase new software licenses when you need to. Product Use Rights can allow installation on more than one device, and vary depending on each software vendor agreement. Each request is evaluated based on the Product Use Rights to ensure proper license consumption and more IT savings.

**License Reclamation —** App Portal uses installation and software usage metering data to identify installed applications that are not used. It then automatically issues alerts via email or MyApps to notify employees and solicit their responses. Employees have the option of keeping the application or surrendering it. If the employee elects to keep the application, App Portal can present questions to solicit the business justification. If the employee elects to surrender it, the application is uninstalled automatically and the license returned to the available license pool.

**Maintain Control with Smart Uninstall —** Automatically remove applications from devices even when the application has no uninstall program. Smart uninstall coordinates with FlexNet Manager to determine key metadata about applications and creates uninstall commands for applications based on Windows Installer technology

## Empowering Users/Empowering IT

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

## About Flexera

Flexera is reimagining the way software is bought, sold, managed and secured. We view the software industry as a supply chain, and make the business of buying and selling software more transparent, secure, and effective. Our Monetization and Security solutions help software sellers transform their business models, grow recurring revenues and minimize open source risk. Our Vulnerability and Software Asset Management (SAM) solutions strip waste and unpredictability out of buying applications, helping companies purchase only the software and cloud services they need, manage what they have, and reduce license compliance and security risk. In business for 30+ years, our 1000+ employees are passionate about helping our 80,000+ customers generate millions in ROI every year. Visit us at **www.flexera.com**.

**Next Steps:**
For more information, visit
**www.flexera.com/app-portal**
or contact a Flexera representative

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