

# Amazon AppStream 2.0 for ISVs

## Accelerate application adoption with online delivery



**Amazon AppStream 2.0 is a fully managed application streaming service that provides users with instant access to Windows desktop applications from anywhere on any device.**

### With AppStream 2.0, ISVs can:

- Reach customers in new market segments by developing a software-as-a-service (SaaS) offering without rewriting their applications.
- Shorten their sales cycle by delivering frictionless online demos, trials, and training of their desktop applications to a browser so customers can get started in minutes, not days or weeks.
- Increase their software adoption by publishing deployment guidance or providing a preconfigured AppStream 2.0 image to their customers to install their desktop apps on AWS.

### AppStream 2.0 Benefits:



#### SaaSify your desktop app with no rewrite:

AppStream 2.0 provides a scalable, reliable, and secure foundation to develop a SaaS solution for your Windows desktop applications with no rewrite. Your applications are available through a web portal, and you can manage users, access, and data with AppStream 2.0's built-in features.



#### Pay-as-you-go pricing:

AppStream 2.0 offers pay-as-you-go pricing, with no upfront investment and no infrastructure to maintain. You only pay for the streaming resources that you use plus a small monthly fee per streaming user. There is no upfront investment and no long-term commitment when using AppStream 2.0.



#### Accelerate application adoption:

AppStream 2.0 shortens your sales cycle by streaming demos, trials, and training of your applications to a browser on any computer. Customers can get started with your applications in minutes, not days or weeks. There are no downloads or installations required.



#### Standardize application performance:

Each user's experience is fluid and responsive because your applications run on virtual machines (VMs) optimized for their use cases, and the NICE DCV protocol automatically adjusts each streaming session to network conditions.



#### Scale without infrastructure:

AppStream 2.0 manages the AWS resources required to host and run your applications, scales automatically, and provides access to users on demand. You can easily scale your environment to any number of users across the globe without acquiring, provisioning, and operating hardware or infrastructure.



#### Apply your branding:

To create a familiar experience for your customers, you can customize the appearance of AppStream 2.0 with your own branding images, text, and website links. When you customize AppStream 2.0, your branding is displayed to users during application streaming sessions rather than the default AppStream 2.0 branding.

### Launch a SaaS solution:

#### Reach customers in new markets by delivering a SaaS offering of your desktop applications - with no rewrite

Delivering desktop applications as SaaS helps ISVs reach new customer segments. Use AppStream 2.0 to enable a SaaS delivery model for your desktop applications, with no rewrite. Applications are available through a web portal, and you can manage users, access, and data with AppStream 2.0's built-in features. Customize your customer experience with your logo, color, text, and help links in the application catalog page.

ISVs don't need to plan, deploy, manage, or upgrade any application streaming infrastructure. AppStream 2.0 launches and manages AWS resources to host applications, and scales the environment to meet customer demand. Lift and shift your desktop applications to AppStream 2.0 and place them closer to your backend servers and data in AWS to provide highly responsive, low-latency, and secure access to your apps from AWS.

### Customer Success Stories



Multiview provides powerful, easy-to-use financial applications to enterprises of any size for accounting and financial planning. Using Amazon AppStream 2.0, Multiview developed a robust SaaS offering for its customers. AppStream 2.0 enabled Multiview to pivot its business to a cloud-first model without rewriting its application for the web.

*"Many of our customers asked for a SaaS offering for our desktop application. While we could have rewritten our application as a web app, it would have cost millions of dollars and years of development. Instead, we simply deployed our application using AppStream 2.0 without rewriting any code. Now, we can instantly deliver our applications to any customer on the computer of their choice with a responsive and fluid experience."*

– Jamil El Ghazal, Director, Technology Services, Multiview Corporation

## Deliver Online Trials, Demos, and Training with AppStream 2.0

### Modernize software trials, demos, and training for your customers

AppStream 2.0 shortens your sales cycle by streaming demos, trials, and training of your applications to a browser on any computer. Customers can get started with your applications in minutes, not days or weeks. There are no downloads or installations required.



#### Software trials on demand:

Provide software trials on demand, with no local installs or special hardware required. Users can instantly access trials from any HTML5-capable browsers (Google Chrome, Mozilla Firefox, IE, and Microsoft Edge) from Windows and Linux PCs, Macs, and Chromebooks. No plug-ins or client software installations are needed. Simply invite prospects to open a link via email and try the application.



#### Deliver sales demos seamlessly:

Enable sales teams to deliver sales demos from any device. No local installation required and sales teams can access the latest software from any device running an HTML5 browser.



#### Deliver training workshops:

Deliver workshops for training and certification for your software with no physical lab or class time. Deliver training virtually, to any desktop, from anywhere. Simply invite prospects to open a link via email, and start training.

## Customer Success Stories



Dassault System SolidWorks Corporation develops 3D CAD design software, analysis software, and product data management software. DS SolidWorks uses Amazon AppStream 2.0 to deliver trials of its software - SOLIDWORKS 2018 CAD Premium—through MySolidWorks.com.

*“Appstream 2.0 helps our prospects start their SOLIDWORKS trials in seconds through their browser with no downloads or installation on their local computer. Because AppStream 2.0 provides GPU optimized instances, our users have an experience indistinguishable from their local graphics workstation. This reduces the time it takes for users to complete trials of the latest version of SOLIDWORKS, in some cases from weeks to hours.”*

– Suchit Jain, VP Strategy & Business Development, SOLIDWORKS

## Increase Software Adoption by Enabling Cloud Deployments with AppStream 2.0

### Increase software adoption by enabling your customers to run software in the cloud

Help your customers to run your software in the cloud and allow them to migrate faster. Provide deployment guidance or share a preconfigured AppStream 2.0 image with your customers. This image enables them to use their existing product licenses to run your applications on their AWS accounts.

### AppStream 2.0 Deployment Guides



SAP GUI



SOLIDWORKS



Siemens NX



Matlab



Topaz on AWS



ArcGIS Pro



AutoCAD

### Resources:

- [AppStream 2.0 \(Accelerate Application Adoption\)](#)
- [AppStream 2.0 Customer References](#)
- [AppStream 2.0 Regional Availability & Pricing](#)
- [AppStream 2.0 Pricing \(blog and pricing tool\)](#)
- [AppStream 2.0 ISV Workshops:](#)

**Follow the AppStream 2.0 ISV project series, which provides step-by-step guidance for the following ISV scenarios:**

1. Deliver online software demos, trials, and training to help customers get started quickly with your applications.
2. Develop SaaS solutions to reach customers in new market segments without rewriting your applications.
3. Share preconfigured application images with your customers to support their migration to the cloud.