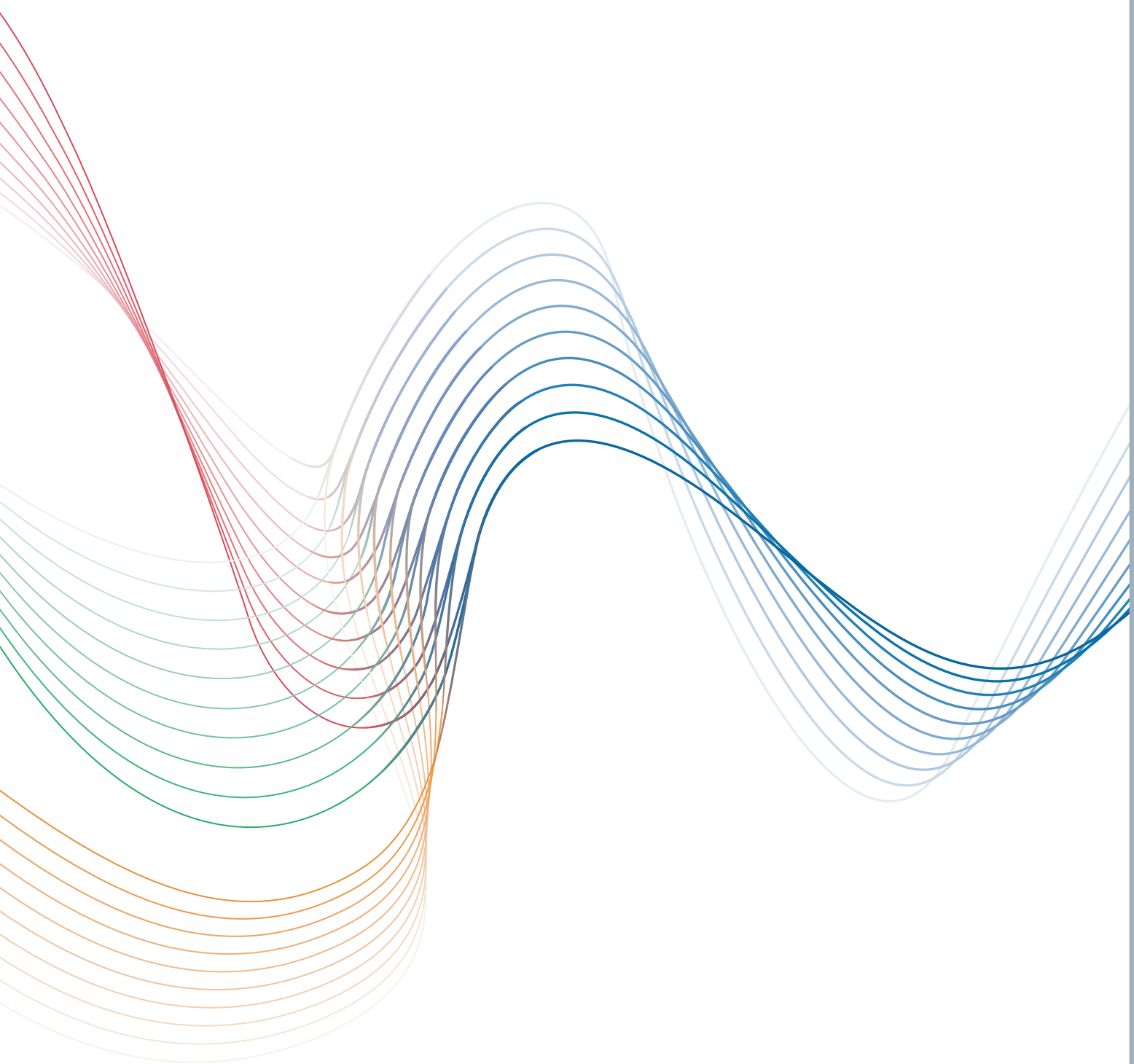


AppSense®



| Solutions Overview

# Automatically secure, manage and optimize your IT infrastructure



AppSense Management Suite is an enterprise-class solution with individual product components that automatically secure, manage and optimize IT infrastructures to meet the diverse corporate and operational challenges of IT and deliver a greater return on investment.

Whether deploying new systems or managing existing environments, the challenge of every organization is to maintain IT infrastructures in their optimal state. Once a system is deployed it becomes susceptible to virus outbreaks, security breaches, unpredictable performance problems and uncontrolled configuration changes. The cost: lost productivity due to downtime and increased support costs while the IT department identifies and resolves the underlying issues.

Many of the challenges that need to be overcome in order to deliver and maintain systems at their optimal state can fall into three broad categories: security, management and performance.

Security challenges are concerned with maintaining the integrity of the systems once they have been deployed; management challenges arise in respect to setting up and maintaining the system, the users' environment and their application set; performance challenges are associated with delivering a consistent quality of service to the end users and consolidating the system infrastructure to significantly reduce costs.

AppSense is the first company to develop fully integrated, enterprise-class software solutions that close the gap between a system in its optimal state and its actual state through robust security, simplified management and improved system performance.

## Security

AppSense security technologies strictly control the execution and availability of the corporate application set to each group, device and individual user, ensuring Security from within™

## Management

AppSense centralizes management architecture using intuitive administration tools to provide a comprehensive solution for Management made easy™

## Performance

AppSense workload management and optimization technologies dynamically control processor, memory and network resources to deliver Performance for everyone™





# Automatically eliminate 100% of unauthorized applications and control application access

A true end point security solution delivering 'out-of-the-box' kernel-level protection

With corporate access to the Internet and e-mail, it's easy for users to introduce unauthorized applications that affect the security, availability and performance of your systems. Common threats include trojans, spyware, executable and script-based viruses, hacking tools and file sharing programs, which are normally addressed via reactive security updates.

## External threats

Viruses, malicious code and hacking tools all threaten the integrity of the entire enterprise and existing security measures, such as firewalls and anti-virus software, are not effective. Retrospective updates and fixes provide purely remedial solutions in the aftermath of any damage caused to software and systems, leaving the enterprise to pay the cost of system recovery and downtime.

## Internal threats

The increased prevalence of file sharing and instant messaging programs has intensified these security concerns, by providing users with tools that not only threaten a system's integrity, but may also lead to the exposure of sensitive corporate information.

## Software license compliancy

Software theft and licensing compliance is fast becoming the single most important issue for all IT professionals. The increasing circulation of file sharing technologies compounds this issue and creates a real and financial threat to every organization.

## Key benefits

- Block 100% of unauthorized applications
- Eliminate security threats from hacking tools, peer to peer and spyware
- Proactive virus protection against executable and script based viruses
- Deliver the right applications, to the right user at the right time
- Optimum system stability and integrity for all servers and desktops

## Security from within™

AppSense takes an end point approach to system security, delivering 'out-of-the-box' protection against all user introduced applications. Whether downloaded from the Internet, received as e-mail attachments or introduced from removable media (such as CD-ROM or USB Flash drives), AppSense automatically blocks the execution of all unauthorized software.

By working at the kernel-level, 100% of all execution requests are intercepted, guaranteeing the integrity of every process and its associated software components (such as ActiveX controls and Dynamic Link Libraries). This protection extends to legacy DOS and 16-bit applications and also provides control over many other types of application content, including Windows Scripting Host (WSH) scripts (such as VBScript), batch files, Windows Installer packages and registry configuration files.

In addition to eliminating unauthorized applications from your systems, AppSense enables system administrators to control the delivery of production applications. Rules may be defined to restrict access to applications based on particular groups of users, client devices or within pre-determined times of the day.

Administrators are also able to gain greater control over the distribution and use of licensed software within the enterprise. Limits can be placed on the number of instances of an application that a user can run concurrently, and enforced on a per-user or per-client basis across the whole enterprise.

# Management

## Centrally set-up, lock-down and self-heal user environments

Complete control of the configuration, lock-down and maintenance of system and user environments

Setting up and maintaining systems and user environments are complex and labor intensive tasks. Administrators are faced with developing and maintaining logon scripts, managing comprehensive user profiles and attempting to use inadequate policies to lockdown application features that may compromise system security.

### Desktop and server management

By using complex and customized scripting, many management approaches are difficult to configure and maintain. Individual scripts can also increase logon times and create security loopholes - without a consistent approach to management, some users can slip through the net - in particular remote and mobile users who can often change configuration settings outside of corporate standards.

### System degradation

Over time, constant exposure to users' alterations leads to system degradation and lower overall quality of service - not to mention Administrators wasting valuable time repairing systems and configurations.

### Support and maintenance

IT Administrators are inundated - to support and maintain today's complex systems takes up more time and resources than ever before. Ease of management is crucial to meeting all the diverse demands of the modern enterprise.

## Key benefits

- Streamline administration of complex tasks
- Faster implementations and migrations
- Central configuration and policy management for the enterprise
- Improve end user experience with consistent and simplified application set
- Reduce overall support and maintenance costs

## Management made easy™

AppSense provides a comprehensive solution that delivers complete control of the configuration, lockdown and maintenance of system and user environments throughout the enterprise. A centralized and intuitive management console allows for simple configuration and maintenance of the most challenging of environments and replaces the need for complex logon scripting.

By defining computer and user policies, the Administrator is able to deliver tailored server and desktop environments regardless of where users log on from. The Administrator may also remove unwanted application features to both simplify the end user experience and ensure potential security loopholes are closed - especially where remote or mobile users are concerned.

Both computer and user actions are enforced using AppSense's self-healing mechanism, which prevents users from making critical changes to server or desktop settings.

This ensures that critical runtime services and processes such as Antivirus and Firewalls remain unaffected, and the Registry is protected from contaminating spyware and trojans. The benefit? IT Administrators can support and maintain their IT infrastructure more efficiently and effectively, with minimum hassle.

## Performance

# Dynamically manage system performance, availability and capacity

Make systems more efficient by allocating and distributing the available resources effectively

Expenditure in IT has always been a sore point - from maximizing the total return on investment (ROI) to the need to minimize total cost of ownership (TCO). As systems have become more sophisticated, resource availability and overall quality of service (QoS) issues have increased.

### Workload Management

Without a workload management solution, resource conflicts and bottlenecks can easily occur. To ensure uninterrupted business continuity, it's important that each application receives a fair share of the available resources. Without it, mission critical applications may fail to receive sufficient resources.

### Quality of Service (QoS)

Delivering complex and demanding applications to the enterprise without compromising overall QoS isn't easy. From desktops to backend servers, today's IT departments are tasked with delivering a consistent and productive user experience 24 hours a day, 7 days a week.

### Server Consolidation

Apart from saving costs, server consolidation offers other important benefits - enhanced manageability, security, availability, and disaster recovery provision. However, risk mitigation is crucial when undertaking server consolidation as conflicts with key service deliverables can arise. You don't want to sacrifice QoS and agility in the interest of consolidation.

## Key benefits

- Significantly increase server capacity
- Enable and enhance server consolidation projects
- Deliver improved and consistent quality of service
- Prevent server and desktop lock-ups caused by demanding applications
- Prioritize access to resources for mission critical applications

## Performance for everyone™

AppSense provides comprehensive workload management and optimization technologies that can handle the most demanding desktop and server systems and ensure that hardware resources are always maximized without compromising QoS.

By defining user and application based rules, each system's critical resources, such as processor, memory and network bandwidth, can be reserved, shared and limited appropriately.

Eliminating the common performance issues that occur when delivering complex mixes of Windows applications on either physical desktops or via terminal services, AppSense ensures that multi-tasking users experience consistent and improved response times across the entire application set. AppSense's workload management solutions can target all types of servers - application, database, web and virtual - delivering increased workloads on each server through intelligent management of a server's critical resources.

These performance gains give the enterprise a number of benefits such as a solid base for server consolidation, the opportunity to substantially reduce hardware, software and running costs and the peace of mind knowing that the highest quality of service is being delivered across the entire enterprise - all day, every day.

Visit our website for news and support  
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