



PRESS RELEASE FOR IMMEDIATE RELEASE

IndependenceIT Announces Availability App Services Delivery Platform and Launches Channel Program

App Services Initiative Introduces Lucrative Channel Program with Licensing that Starts at Only \$100/month per SDDC and Includes Entire Software Suite

BOSTON, MA – September 27, 2016 – [IndependenceIT](#), a cloud management platform provider that enables IT departments, service providers and ISVs to easily deploy Software Defined Data Centers, App Workloads and Cloud Workspaces, today announced general availability of its App Services Delivery Platform and the launch of a new channel program for independent software vendors (ISVs) and managed services providers (MSPs) to facilitate deployment of application services. App Services and the new channel program open new revenue channels for IndependenceIT partners entering the cloud-based application market.

App Services by IndependenceIT is designed for service providers to set up and manage application collections that can be delivered directly to any end-user device or published to an existing Cloud Workspace® environment. App Services offers IT administrators an application publishing model that offers wizard driven workflow to define a new service, creation of software defined data center server infrastructure, application installation and management, and the publishing of applications to users or groups of users from a range of end-user organizations.

App Services Delivery Platform leverages the power of IndependenceIT's automation engine to support IT service providers with:

- Automated services setup
- User entitlement management
- Data layer abstraction
- Automated platform scaling
- Automated resource management
- Workload scheduling
- Automated service scaling
- Virtual data center activity logging
- A robust API for integration

According to International Data Corporation (IDC)¹, "Cloud is a new paradigm of computing that will shape IT spending over the next several decades – the logical evolution of what IDC called 'dynamic IT'" for years. It entails shared access to virtualized resources over the Internet. IDC estimates that cloud services spending will continue to grow at double-digit rates for the next few years, gradually accounting for a larger proportion of all IT spending."

To promote the adoption of App Services, the company has announced its App Services Channel Program which provides a supportive on-ramp for ISVs and MSPs entering the cloud-based application market. New entrants to the program are provided with the following:

- Licensing priced at just \$100 per month/SDDC which includes the entire software suite necessary and the management of up to 15 Active Directory users or management of 50 VMs
- Above average sales margins compared to alternative solutions

¹ International Data Corporation (IDC), Worldwide Public Cloud Services Spending Forecast to Double by 2019, January 21, 2016, <https://www.idc.com/getdoc.jsp?containerId=prUS40960516>

- Dedicated technical support for partners
- Dedicated solution partner portal with access to collaterals, technical guides, and more

“With App Services, we are able to streamline our business with greater efficiency and scalability,” said Mike Callan, CEO, Swizznet. “The ability to offer application services in a profitable and efficient manner has been made possible by IndependenceIT’s partner program which features unmatched sales margins and a well-defined support structure. The organization has also been very helpful at all stages of implementation which has accelerated our time to revenue.”

“App Services brings a new level of efficiency, unparalleled flexibility and functionality to the market for IT service providers,” said Seth Bostock, CEO, IndependenceIT. “Our approach re-invents application service delivery with greater simplicity and profitability for IT service providers worldwide. Along with our new channel program, partners are empowered to deliver applications much quicker and easier, helping end-customers to leverage the cloud for their organizations.”

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About IndependenceIT

IndependenceIT is a cloud management platform provider that allows IT departments, service providers and ISVs to easily deliver Software Defined Data Centers, application workloads, Cloud Workspaces and data from any cloud infrastructure to users

anywhere, on any device. The company's adaptive Cloud Management Platform (CMP+) combines application, end-user and infrastructure management into a seamless, easy-to-manage solution with a unified management interface and robust API for ease of integration with existing systems that simplify deployment and increase responsiveness. Contact IndependenceIT at 888-299-4552 or visit www.independenceit.com.

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