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Computing Industry Embraces IT Service Provider Cloud Delivered Apps and Workspaces to Promote Strategic Digital Transformation

*MSPs, ISVs and Market Research Firms Highlight
IndependenceIT's Role in Digitizing the Workplace*

BOSTON, MA – November 15, 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 new validation from cloud-focused IT service providers and market research firms that virtual client computing, including Workspace-as-a-Service (WaaS), will contribute significantly to strategic digital transformation in the workplace.

WaaS in IT refers to services that provide end users with a virtual applications or complete workspaces, which reproduce the resources that end users would have at their desks within a physical office environment. WaaS platforms come with everything that is needed for a person to take care of office-related tasks, including things like anti-virus software, backup capabilities, productivity apps such as Office 365, accounting software and custom business applications.

IT industry research firms such as International Data Corporation (IDC) classify WaaS software vendors under the Virtual Client Computing (VCC) category. In a recent report, the firm said, "As companies and organizations become more comfortable with running critical business workloads in the cloud, the acceptance will extend to the desktops and applications as well."

Therefore, it is important for IT organizations to take into consideration cloud deployment models.”¹

IDC recently included IndependenceIT in the IDC MarketScape: [Worldwide Virtual Client Computing Software 2016 Vendor Assessment](#)². According to the report, “This is the first time that IndependenceIT has been covered in the IDC MarketScape for virtual client computing software, and it has been placed in the Major Players category.”

“Cloud Management Platform (CMP+) by IndependenceIT was built with cloud enablement in mind,” said Billy Forte, CEO, CloudTitan. “Most compelling are the features and functionality that allow IT service providers to build service offerings and successful businesses around the technology – beginning with the product’s cloud-first architecture. The solution also provides a recurring revenue licensing model which is key to becoming successful in this space and high levels of automation which go far beyond what is available from other platforms.”

“IndependenceIT gives service providers and their end customers flexibility in that they can avoid supplier lock-in,” said Robert Young, Research Director, IT Service Management and Client Virtualization Software for IDC. “This is a significant strength in that the business dynamics in the cloud/hosting space are ever changing, particularly as vendors continue to aggressively compete and seek unique niches. For service providers, being able to quickly and easily migrate their customer deployments to a lower-cost cloud platform is a valuable attribute.”

CMP+ provides IT service providers with the architecture, technology, and tools to deploy and manage the software defined data center, applications workloads and workspaces in the cloud. The technology’s foundation is a tightly integrated tool set and API to orchestrate the hypervisor(s), software defined data center(s), Windows operating system(s), Windows API(s), and Windows Active Directories to manage a single- or multi-tenant architecture. As a result, CSPs, MSPs, ISVs, and enterprises are able to easily assign machines to organizations, secure

¹ IDC, IDC MarketScape: Worldwide Virtual Client Computing Software 2016 Vendor Assessment, November 2016, Document #US40700016, <http://www.idc.com/getdoc.jsp?containerId=US40700016>

² IDC, IDC MarketScape: Worldwide Virtual Client Computing Software 2016 Vendor Assessment, November 2016, Document #US40700016, <http://www.idc.com/getdoc.jsp?containerId=US40700016>

them in the infrastructure, and manage all Windows system administration and active directory tasks needed to implement application workloads or Cloud Workspaces®.

“The stage is set for 2017 to become the year of virtual client computing. With market participants, including customers, IT service providers, and industry analysts reporting greater interest, it is definitely emerging as a leading IT category,” said Seth Bostock, CEO, IndependenceIT. “The positioning of IndependenceIT as a ‘Major Player’ in the virtual client computing space by the IDC MarketScape and others validates the success we continue to have with the IT service provider channel, including MSPs, and ISVs.”

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About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360 degree assessment of the strengths and weaknesses of current and prospective vendors.

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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