



Deliver Online Trials and SaaS Without Application Rewrite Using Amazon AppStream 2.0

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Rapid Transformation in the Independent Software Vendor Space

As customers increasingly adopt cloud-native software services, Independent Software Vendors (ISVs) and service providers with traditional on-premises application delivery models find themselves at a crossroads. With higher customer expectations, there is mounting pressure to shift to Software as a Service (SaaS) with a subscription business model. In 2019, Forrester¹ conducted an online survey with 289 participating software professionals based in North America and Europe. 81% of the respondents confirmed that their customers expect a SaaS version of desktop applications, while 84% agreed that customers expect online training and trials to be available online. ISVs and Service Providers have multiple options to meet these expectations; they can refactor, rewrite or do a lift & shift of their application to move to a SaaS model.

If you are an ISV or a Service Provider that has a Windows desktop application, you can use [Amazon AppStream 2.0](#) to launch a SaaS solution via lift & shift without rewriting your

application. This can help you address growing customer demand for SaaS, drive existing and new segment growth, improve the pace of innovation, and deliver recurring revenue with greater predictability.

SaaS transformation is a journey in which ISVs and service providers transition from local on-premises infrastructure to a cloud based micro services architecture sold in a subscription based pricing model. This transformation requires changes in technology and business. To assist with business transformation, AWS has created a [framework](#) to guide SaaS companies through the journey. This eBook is focused on how AWS can help customers with the technology transformation using [Amazon AppStream 2.0](#) to modernize the delivery of their training, trials and demos and launch a SaaS solution without rewriting their Windows desktop applications.

Amazon AppStream 2.0 Overview



Amazon AppStream 2.0 is a fully managed, non-persistent applications and desktop streaming service that helps your users securely access the resources they need, anywhere, anytime, from any supported device. Your applications

and data are co-located in AWS and only encrypted pixels are streamed across the network. With AppStream 2.0, you can quickly scale your applications and desktop resources to any number of users across the globe without acquiring, provisioning, and operating hardware or infrastructure. Users can access applications using an HTML5 browser or Windows client application. If you have a Windows desktop application, then you can deliver that application in a browser without an application rewrite. Below are the top use cases where ISVs and service providers are adopting AppStream 2.0 to accelerate their SaaS journey and modernize application delivery.



Top Independent Software Vendors Use Cases

Deliver online training, trials and demos with Amazon AppStream 2.0

The traditional approach to delivering trainings and trials is cumbersome and time consuming. Your users need to sign up for trials, download the installer, and go through complex installations. Additionally, you have to go through significant operational lift to set up workshops, booth and training sessions at Sales conferences and training events. AppStream 2.0 helps you shorten sales cycles by streaming demos, trials and training from your desktop applications to a browser with no local install or special hardware requirements. Users can instantly access trainings from a browser from Windows PC, Linux PC, Mac and Chromebooks. You can simply invite prospects to access the online trial link via an email. Here are a few customers that have used AppStream 2.0 to deliver online trials, trainings and demos.

SOLIDWORKS streams trials to shorten sales cycle

SOLIDWORKS provides computer-aided design and engineering applications used by industry professionals to design and build products. The company's applications are used by more than three million people in 80 countries.

SOLIDWORKS' challenge was getting prospects to try their software offering. To execute a trial process, prospective customers had to access a powerful workstation and download large files. Because of its complexity, often the trial would take weeks — leading to lost sales opportunities.

By employing AppStream 2.0, SOLIDWORKS was able to deliver software trials online without any downloads, reducing the software's trial length from weeks to hours. The GPU-optimized instance of AppStream 2.0 ensured SOLIDWORKS design software was streamed to prospects without any difference when compared to their highly-optimized local workstation.

Read the Customer Success Story [here](#)

SaaSify your applications with Amazon AppStream 2.0

As your customers become more and more comfortable with cloud native applications, your ability to quickly and securely deliver a SaaS solution becomes that much more important. Hosting your applications using traditional models like data centers may require significant IT investments, that take key resources away from your core business. With AppStream 2.0, you can stream your application to your users, without needing to build and manage a data center or any infrastructure. Your customers can simply access applications over the internet as needed. Appstream 2.0 allows you to launch a SaaS solution for your Windows desktop applications without rewriting or refactoring your applications. Applications are available through a web portal and you can manage your users' access and data using the built-in features available in AppStream 2.0. AppStream 2.0 serves as a catalyst for you to move to AWS with the lift and shift as the first step to modernize your application delivery.



Multiview meets customer demand by transforming to SaaS

Multiview is a financial ERP solution provider that developed, maintained and sold its offering as desktop-based Windows applications for 30 years. Multiview's software was a traditional client/server/database application that the customer would have to deploy and manage themselves on-premises, preventing smaller customers from on boarding, and adding costs to the larger customers from managing additional infrastructure.

Due to the emerging customer demand for cloud-hosted solutions, Multiview started considering alternatives. Multiview identified that they could either completely rewrite their software to be web-first, utilize a VDI technology, or leverage a managed service like AppStream 2.0. Rewriting their software required large investment, had significant unknowns, and lots of risks from not having the existing skillset. Rebuilding the application was time consuming and cost-intensive, as software rewriting would have taken over five years to complete.

With AppStream 2.0, Multiview discovered that their software solution would be available to their customers almost overnight. Additionally, the cost would be minimized with the AWS subscription-based pay-as-you-go model. The benefit of AppStream 2.0 is that they could take their existing Windows applications without having to rewrite it, or make any coding changes and deploy it to users over the internet through a web browser and sell it as a SaaS solution.

Read the Customer Success Story [here](#)



Amazon AppStream 2.0 Benefits

As you push to meet growing customers' demand and drive competitive differentiation, AppStream 2.0 can help you quickly launch a SaaS solution and provide a range of benefits.



Scale without infrastructure

AppStream 2.0 allows you to quickly scale your applications and desktops up or down in just a few clicks, based on your customers' usage patterns. You can scale your streaming service to any number of users across the globe without acquiring, provisioning, and operating hardware or infrastructure. You can leverage AWS' global presence, extensive partner network and compliance programs to reach customers across the globe with unmatched ease.



Simplify SaaS administration

Unlike the traditional model where you need to build and manage data centers, servers, networks, and other infrastructure, AppStream 2.0 offers a fully-managed service that makes your applications available on a web portal. You don't need to rewrite your application; you simply install your desktop applications on AppStream 2.0 the same way you would on any computer, then start streaming them to your users. You centrally manage the version of your applications that your customers receive, eliminating the need to manage multiple codebases which reduces your downtime, deployment duration, and administrative overhead.



Reduce time to market

AppStream 2.0 accelerates your SaaS transformation with no application rewrite required for your windows desktop applications. AppStream 2.0 allows you to deliver Windows desktop applications from AWS to an HTML5 browser without application rewrite and without downloads or plugins required, dramatically reducing your time to market.

Getting Started



Jumpstart your SaaS journey today and support your customers with Amazon AppStream 2.0. AWS looks forward to partnering with you to build, launch and scale your SaaS environments using AppStream 2.0. Click on the below links to learn more, contact us, or get started today.

[Get Started Today](#)

[Learn More](#)

[Contact Us](#)

Resources

[Amazon AppStream 2.0 \(Accelerate Application Adoption\)](#)

[Get Started with Amazon AppStream 2.0](#)

[Amazon AppStream 2.0 Customer References](#)

[Amazon AppStream 2.0 Regional Availability and Pricing](#)

[Amazon AppStream 2.0 Pricing \(Blog and Pricing tool\)](#)

[Amazon AppStream 2.0 ISV WorkShops](#)

[AWS Partner Network](#)

¹ Accelerate Cloud Adoption With Application Streaming. Oct 2019.

² SaaS Journey Framework (Building a New SaaS Solution on AWS). Oct 2020.

