

FULLARMOR FullArmor Boosts Efficiency, Expands Global Reach with Move to Windows Azure

Fast Facts

Partner

For more than 20 years, FullArmor has developed market-leading enterprise endpoint management solutions based on the Windows platform.

Web Site

www.fullarmor.com

Software and Services

Microsoft Server Product Portfolio

- Windows Azure

Technologies

- Microsoft Application Virtualization

Microsoft® Gold Certified Partner FullArmor specializes in developing Windows®-based solutions that extend the native capabilities of Microsoft virtualization, cloud computing, and enterprise security management technologies. Founded in 1987, the Boston, Massachusetts-based firm has earned a reputation as a pioneer for its success in rapidly developing enterprise-level applications built on emerging technologies. Says Danny Kim, the company's Chief Technology Officer, "The best way to describe FullArmor is as a 22-year-old startup that continues to take full advantage of Microsoft technologies to deliver leading-edge solutions to some of the world's largest companies." In fact, more than 5 million users and 1,500 organizations worldwide rely on FullArmor solutions, including many Fortune 100 companies.

One of the keys to maintaining its competitive edge has been the company's ability to anticipate and rapidly respond to trends in enterprise computing. For example, in response to the growing emphasis on lower total cost of ownership, FullArmor designed a solution that builds on advancements in the system policy settings for Windows operating systems to help customers reduce IT maintenance costs. After a Gartner Research report highlighted that the Tennessee Valley Authority realized an annual savings of more than U.S.\$1 million because of the organization's use of the FullArmor Zero Administration product, demand for this solution soared. In 2005, FullArmor released its now-popular PolicyPortal solution, which uses a Web services model to give administrators the ability to easily secure and configure all endpoints—both inside and outside Active Directory® Domain Services.

Moving to the Windows Azure Platform

Now, while some software vendors are just beginning to evaluate the business case for developing solutions for cloud-computing platforms, FullArmor is leading the way. And, once again, Microsoft technology is at the core of the company's strategy. Aided by the Front Runner program, which provides Microsoft partners with prerelease access to new technologies and direct support from product engineers, FullArmor has developed several solutions for commercial release based on the Windows Azure™ Platform. As a first step in working with the new technology, the company opted to move the PolicyPortal solution to the Windows Azure Platform. In less than two months, FullArmor was able to fully migrate and scale the solution to manage hundreds of thousands of desktops, laptops, and mobile devices for several key customers.

"Our customers have been increasingly interested in accessing our endpoint management solutions through the cloud to gain additional flexibility without incurring a lot of additional cost through capital expenditures," says Kim. "The Windows Azure Platform has been a total game changer for FullArmor by enabling us to meet this demand while reducing our internal development costs and time-to-market."

In the course of upgrading its PolicyPortal solution to run on Windows Azure, the company also built its own software development kit for creating cloud-based applications. This lets the company reuse and extend infrastructure components to rapidly develop and roll out new products designed for the Windows Azure Platform.



Danny Kim, Chief Technology Officer, FullArmor



Microsoft
Partner Network™

Expanding Product Portfolio

Access to flexible and familiar technology—combined with

technical and marketing support from Microsoft—has enabled FullArmor to create an impressive portfolio of new products.

technology to enable administrators to use virtualized applications as network-available services for rapid deployment.

Accelerated Development Life Cycle

By developing on Windows Azure, FullArmor has experienced a dramatic reduction in the time needed to move from concept to full release for its solutions. For example, the company built its MailPortal solution in just six weeks. Kim estimates that developing a traditional client application with the same functionality could have taken up to a year. "Because Azure provides all of the computing and database resources, we can focus 100 percent on developing functionality, which is exactly our strength as an ISV," says Kim.

Faster Responsiveness to Customer Change Requests

As a company with deep experience in building applications on the Microsoft .NET Framework, FullArmor's development team rapidly gained proficiency in Windows Azure technology. This helped the company capitalize on demand from existing customers and stay ahead of other vendors. By drawing on available skill sets, the company's development team was then able to quickly and cost-effectively extend solutions to meet change requests. Says Kim, "In some cases, we've been able to turn around changes in as little as a week, when our customers fully expected it to take several months to complete the work."

Increased Competitive Advantage

FullArmor attributes its longevity in the industry and its track record of successful product releases to the strategic decision to build on the Windows platform. "Our alignment with Microsoft has always been the critical factor that has helped us stay on the leading edge of technology and grow our customer base," says Kim. "This has never been more true than it is today with the leadership in cloud computing from Microsoft. With Azure, we can efficiently scale our applications, so we're able to compete and win on deals with larger customers without the need to add staffing resources."

Partner Experience Highlights from Danny Kim, Chief Technology Officer, FullArmor

Building on Innovative Technology

"As a small company, we essentially made an all-out bet on Microsoft technology, and we're now experiencing the payoff from that bet. We're experiencing higher demand for our products now than ever before."

Driving Greater Efficiency

"We're a small ISV that now has the capability to compete globally against much larger companies. With the Windows Azure Platform, we've been able to create differentiated solutions and get them to market twice as fast as we could before we adopted this technology."

Maintaining a Strategic Alliance with Microsoft

"We believe Windows Azure is game-changing technology and we're committed to building our entire solution portfolio around it."

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Danny Kim, Chief Technology Officer, FullArmor

Recently, the company released its MailPortal solution. Designed with educational institutions in mind, and with an interest in offering an alternative to Gmail by Google, FullArmor MailPortal helps organizations migrate e-mail accounts to Microsoft Live@edu or Microsoft Exchange Online. The solution provides full archiving and filtering and can be enabled for self-service or centrally administered, balancing flexibility and ease of use with rigorous compliance capabilities. In addition, the company recently introduced its AppPortal solution for the Windows Azure Platform, which lets administrators deliver and manage virtualized applications from the cloud. AppPortal works with Microsoft Application Virtualization

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