apptria
technologies

The Gold Standard for Software Identification

INTRODUCING APPTRIA TECHNOLOGIES,

a business whose singular purpose is to deliver world-class software recognition to ISVs so they can meet their own customers' demands for reliable asset management capabilities and reporting.

The Apptria Software Catalog™ has been **licensed by some of the world's top names in asset management** including IBM, New Boundary Technologies, Numara Software, BMC, FAST Ltd., and LANDesk, to name just a few.

Through its expanding network of OEM partners, the Apptria Software Catalog **provides application recognition capabilities for over 15 million corporate and public sector PCs** across the globe.

apptria
technologies

Give Your End Users What They Expect

AT A COST THAT CAN BE JUSTIFIED

Your customers are struggling with license management, and they expect you to deliver a solution whose data they can trust. Easier said than done, right?

That's because your product's data is only as good as the software recognition methodology used to interpret what's discovered on desktops and servers. And it requires a significant financial commitment—not to mention considerable domain expertise—to develop and deliver software identification capabilities that remain continually relevant in today's rapidly changing IT environments.

Apptria Technologies offers a simple outsourcing model; we build and maintain a software catalog that's second to none—for a fraction of what it would cost you to develop and manage yourself—so you can focus your financial resources and developers' efforts on more strategic areas of your businesses.

WHAT IS THE APPTRIA SOFTWARE CATALOG?

Simply put, it's the industry's most accurate and extensive database of commercial applications, enabling proper identification of software installed and used across corporate networks—a capability vital for effectively managing software licenses and performing countless other critical desktop management functions.

Software Recognition
Your Customers Can Rely On

TRUSTWORTHY APPLICATION DATA

A widely-recognized shortfall of many software asset management tools is their utilization of data found within file headers and/or registry entries to perform the complex task of identifying software. However, it's virtually impossible to obtain an accurate view of installed software without cleansing, classifying, and normalizing discovered data into a taxonomy that can be correlated with licensable application titles and other important software information.

The Apptria Software Catalog allows raw data discovered on desktops and servers to be mapped to their proper software titles, versions, editions, and manufacturers so your customers can rely on the reporting found within your product to make critical licensing decisions.

COMPREHENSIVE APPLICATION COVERAGE

The Apptria Software Catalog has been built over a period of 15 years by a team with extensive expertise in the areas of application data collection, identification, and normalization. The content within the database has been "crowd-sourced" by a community comprised of our OEM partners' end users and software publishers, reflecting the diverse range of software installed on the desktops and servers of tens of thousands of corporate and public sector organizations.

By leveraging this vast network of users, you provide your customers access to the most up-to-date and comprehensive database of normalized applications in the industry.

✓ **Group and correlate all executable files related to a single application**

✓ **Normalize variations in application titles, versions, and manufacturers**

✓ **Differentiate between applications that share a common executable**

✓ **Correctly identify suites and their installed components**

1

MAXIMIZE CUSTOMER SATISFACTION & SUCCESS

By licensing the Apptria Software Catalog, you ensure your customers are taking advantage of the largest, most reliable, and most widely-used software catalog in the world—and equip them for success with their compliance and license management efforts.

2

FREE UP DEVELOPMENT RESOURCES

Apptria Technologies is uniquely positioned to deliver and expand the database—for a fraction of what it would cost you or anyone else. By letting us do the work, you save money, avoid distractions, and ensure your development resources are deployed to the most strategic areas of your business.

3

DELIVER A SOLUTION TODAY THAT WILL BE RELEVANT TOMORROW

Maintained by a dedicated team of researchers, the database grows daily through the contributions of its extensive network of end users and software publishers, ensuring it remains perpetually up-to-date and relevant within ever-changing corporate desktop and server environments.