

Vladimir Pavlov, CEO, rollApp Inc.

rollApp's Experience of Offering Application Virtualization Platform in the USA and Russia

similarities and differences between the two markets

In This Presentation

What is rollApp?

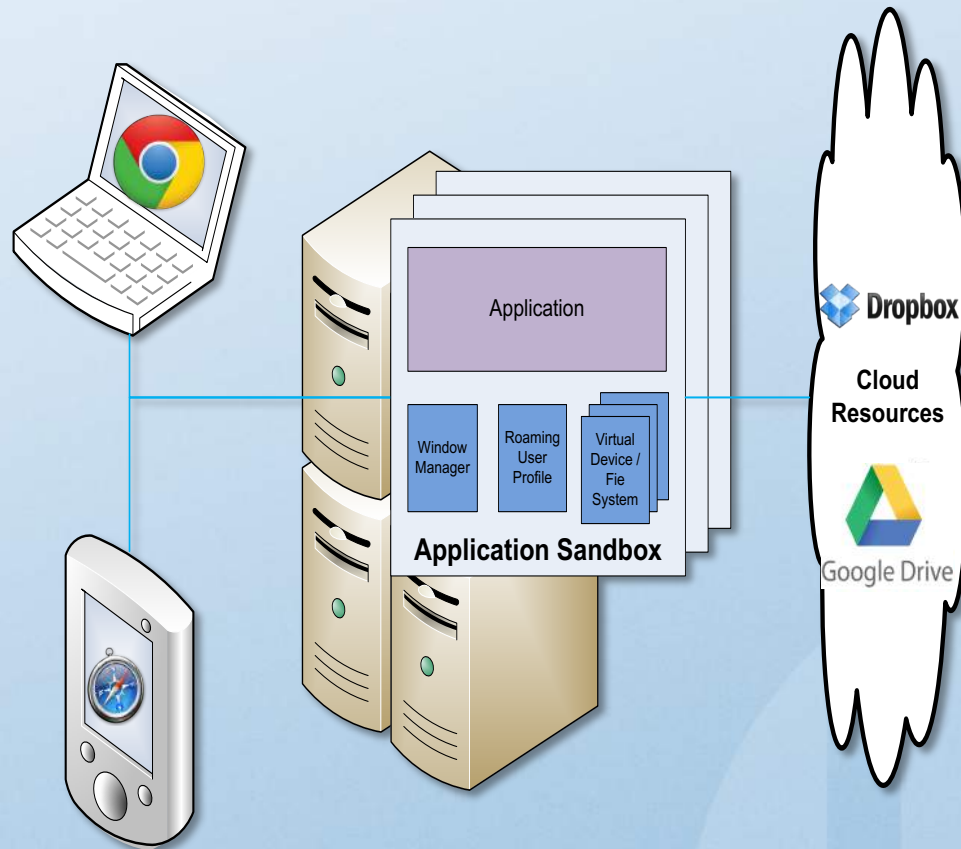
Our experience in Russia

What is next?

Introduction

- rollApp operates a platform that allows to publish existing Windows and Linux apps to the public or private cloud and work with them from tablet, mobile and traditional desktop devices
 - iOS, Android, ChromeOS, MacOS, Windows, Linux, etc.
 - <http://goo.gl/6UTNXD>
- In 2012 rollApp entered Consumer market
 - Public cloud
 - in 2014 our average # of monthly active users exceeded 2 mln.
- In 2015 entered Enterprise market
 - Private cloud
- Partnership with global leaders
 - Samsung, Mozilla, etc.
- rollApp is a venture-backed company established in 2010
- While rollApp team is relatively small (less than 50 people), it includes some of the best experts on the planet
 - Bjarne Strastrup (the author of C++) and Bob Iannucci (former CTO and Senior VP from NOKIA)

rollApp Runs Apps in the Cloud and Emulates UX Via a Browser



Approach

- each application instance is executed in it's own low-overhead sandbox, that virtualizes an execution environment and isolates an application from other applications
- end-user interacts with application UI via a browser; system calls to UI, file-system and devices are intercepted and redirected

Specifics

- application servers have to be “close” to end-users to minimize UI response delay
- rollApp operates a globally distributed network of application servers (public cloud) with presence in every geo
- rollApp also offers enterprise clients an option for private cloud deployment with managed service model

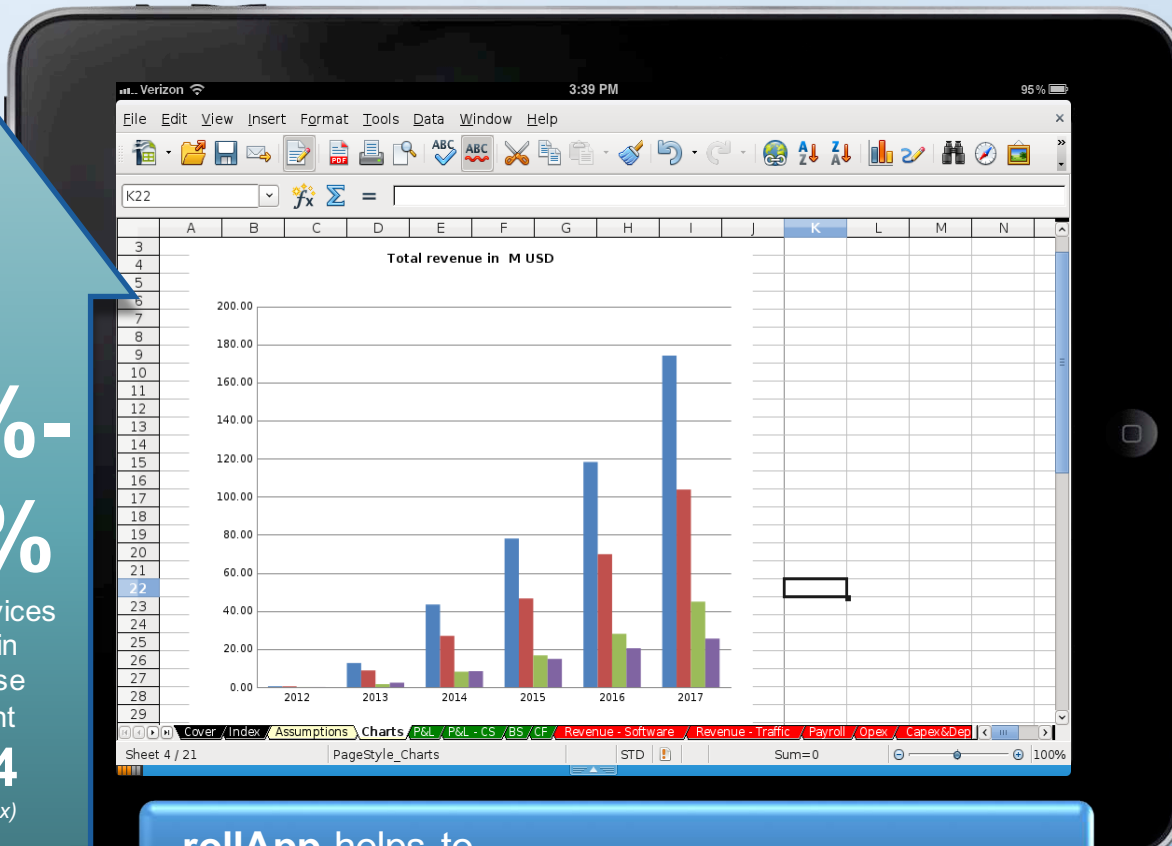
Windows Applications on iOS, Android, Tizen and FirefoxOS

36%-
72%

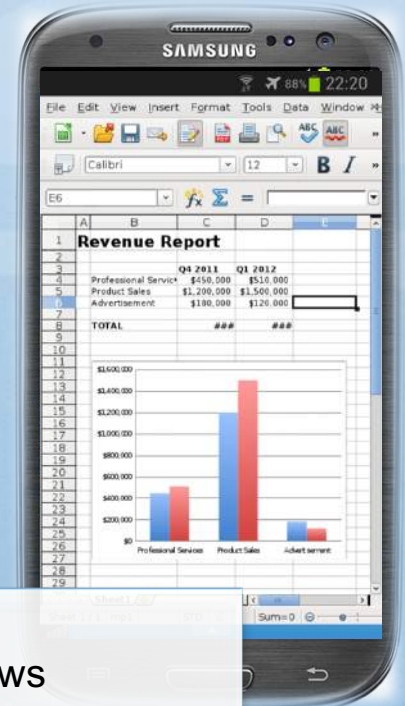
mobile devices
growth in
Enterprise
segment

2014

(IDC, Citrix)



rollApp allows to work
with Windows and Linux
desktop applications
from virtually any tablet
and smartphone



rollApp helps to

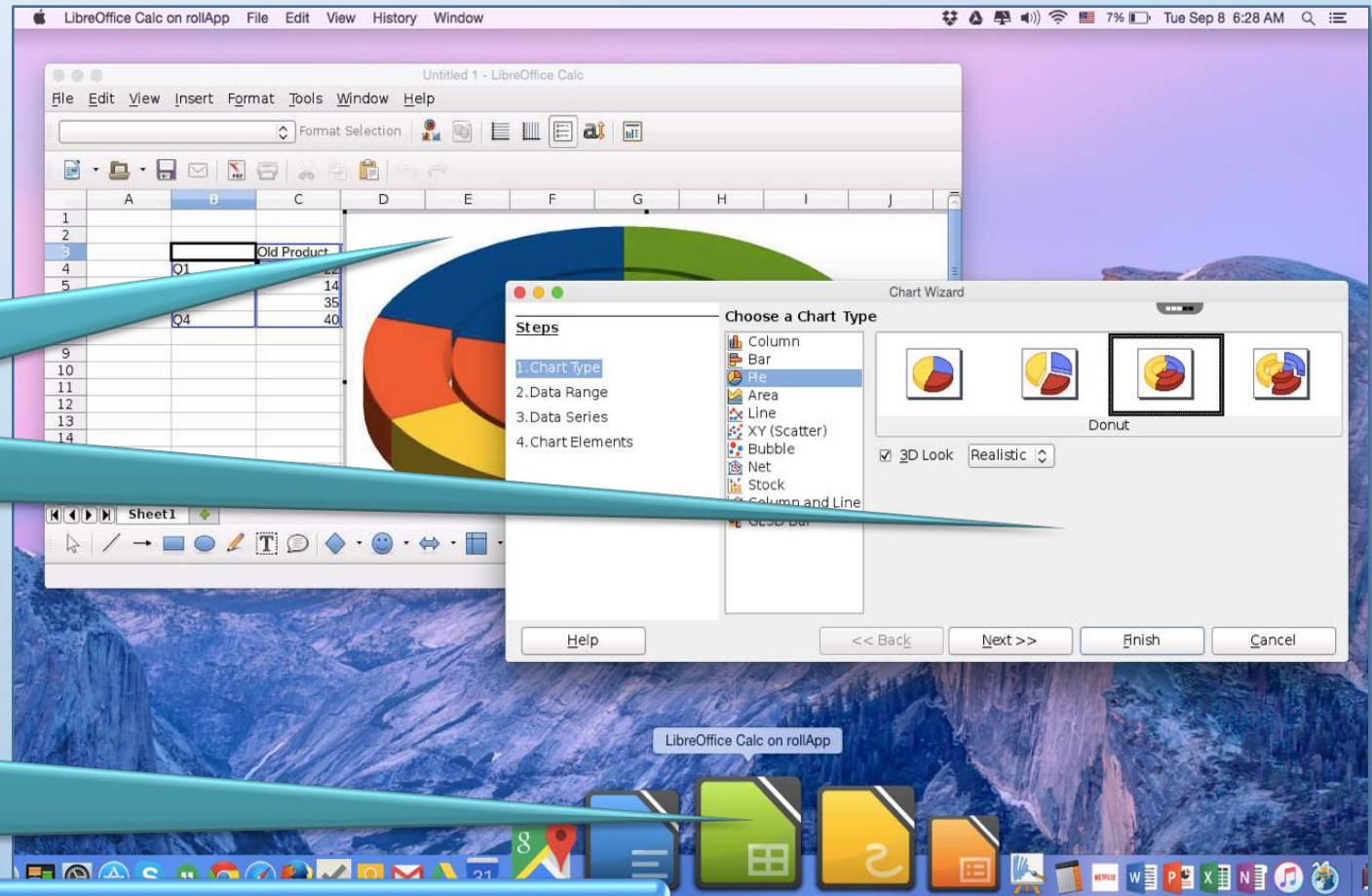
- improve employees' productivity by bringing your Windows apps to almost any mobile device
- enable BYOD scenarios with virtually zero extra effort from your IT department

Windows Applications on MacOS, ChromeOS, Linux and Windows

rollApp allows to work with cloud-hosted desktop apps via a browser. For an end-user, the apps look and feel like locally installed

These are the browser windows. But for a user they look as if this is a locally-running spreadsheet application

This is just a browser shortcut. But for a user it looks as a an icon for a locally installed application. One click – and the application is up and running



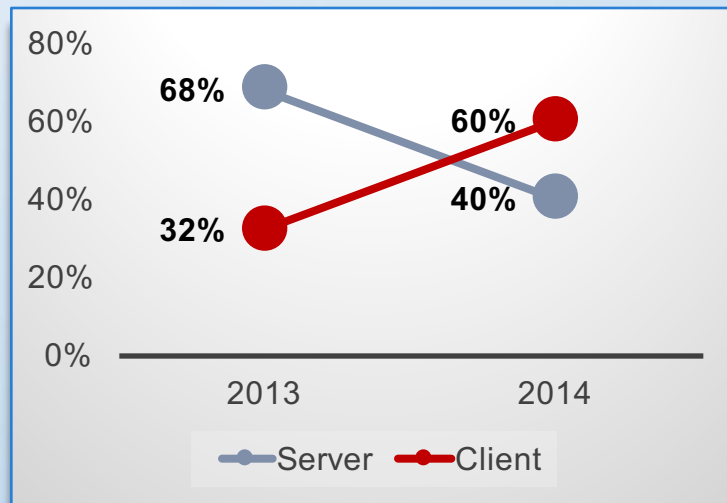
rollApp helps to

- reuse your proprietary Windows applications on MacBooks and ChromeBooks

Client Devices Are Now the Main Source of Security Risk for Enterprises Worldwide

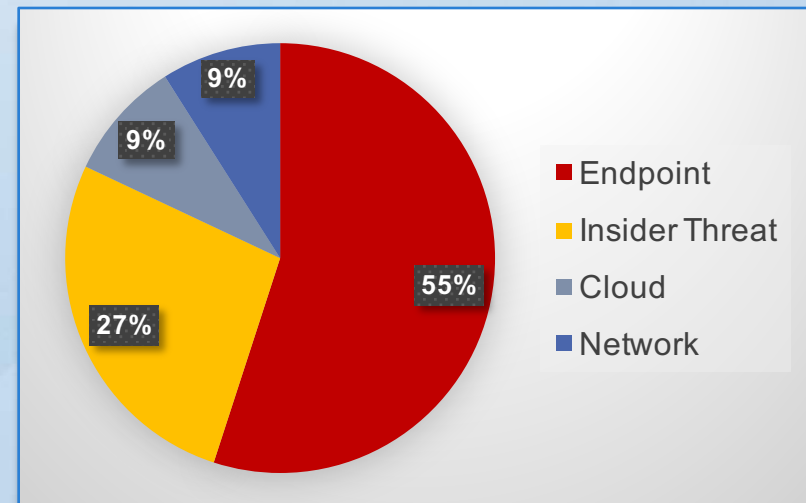
If there are 2,000 devices or more in your organization, there is a 50 percent chance that there are at least six infected or targeted mobile devices on your network.

(Check Point)



Global distribution of top IPS (Intrusion Prevention System) events between Client and Server. In 2013 and before, servers were the preferred target. Last year this all changed: Clients are now the weakest link.

(Check Point)



What is the source of the greatest security risk? Percent of responders. Survey conducted among the security professionals about their opinions on a variety of security trends during the Black Hat 2015 conference (Aug 2015, Las Vegas)

(Bromium)

rollApp helps to

- Minimize endpoint security risks
- Mitigate insider threats

rollApp Value Proposition to Enterprise Clients

Enable Productivity On The Go

- Enable desktop applications on tablets and smartphones
- Support BYOD scenarios

Easily Switch to New Platforms

- Bring your proprietary/legacy Windows apps to MacBooks and ChromeBooks

Enhance Security

- Minimize endpoint security threats
- Decrease insider risks

Way Better Than Citrix

Native OpenStack Compatibility

- works on top of Linux servers, no need to have Windows installed anywhere
- easy to deploy on OpenStack-based infrastructure

Easy to Implement and Manage

- requires only a browser on the client devices, no need to install any “receiver” applications
- server-side deployment and management is provided as a “managed service” by rollApp, everything is done remotely by rollApp employees

Significant Cost Cuts

- no Windows licenses are needed on either server or client side
- zero effort is required to support virtualized applications on the end-user devices

The Bottom Line

- rollApp offers online application virtualization platform
- ...that can bring your Windows apps to tablets/phones
- ...as well as to MacBooks, ChromeBooks, and more.
- It improves your security, helps cut costs,
- ...is easy to implement/manage and fully openstack-ready.

Our Recent Experience in Russia

- Partnership with Samsung / new opportunities on B2B market
- Overall demand for our product is surprisingly high
- Cost reduction quite often becomes the major motivation
- “Managed Services” model does not work
- Security is mostly considered from the compliance point of view

How CWII (Cold War II) Impacts the Software Market: USA Side



U.S. DEPARTMENT OF STATE

DIPLOMACY IN ACTION

SECRETARY KERRY MEDIA CENTER BLOG

ABOUT STATE POLICY ISSUES COUNTRIES & REGIONS ECONOMICS, ENERGY & ENVIRONMENT ARI INT

Home » Under Secretary for Economic Growth, Energy, and the Environment Affairs » Counter Threat Finance and Sanctions » Economic Sanctions Policy » Russia Sanctions

Ukraine and Russia Sanctions

Russia and Ukraine Sanctions, Department of the Treasury

On March 6, 2014, President Obama signed **Executive Order 13662** and entities responsible for violating the sovereignty and territorial assets of the Ukrainian people. These sanctions put in place restrict officials and showed our continued efforts to impose a cost on Russia in Crimea.

On March 17, 2014, President Obama issued **Executive Order 13662** respect to Ukraine that find that the actions and policies of the Russian Government including through the deployment of Russian military forces in the democratic processes and institutions in Ukraine; threaten its peace territorial integrity; and contribute to the misappropriation of its assets.

On March 20, 2014, the President issued a new **Executive Order**, "Contributing to the Situation in Ukraine" expanding the scope of Executive Order 13660 of March 6, 2014, and expanded by Executive Order 13662 of March 17, 2014, that the actions and policies of the Government of the Russian Federation of Crimea and its use of force in Ukraine, continue to undermine democratic processes and institutions in Ukraine, threaten its peace, security, stability, sovereignty, and territorial integrity.

U.S. DEPARTMENT OF THE TREASURY

Contact Us | Press Room | Español | Languages

Home Treasury For... About Resource Center Services

Consumer Policy

Economic Policy

Financial Markets, Financial Institutions, and Fiscal Service

Financial Sanctions

- Specially Designated Nationals List (SDN List)
- Consolidated Sanctions List
- Search OFAC's Sanctions Lists
- Additional Sanctions Lists
- OFAC Recent Actions
- Complete List of Sanctions Programs and Country

Resource Center

Home » Resource Center » Financial Sanctions » Programs » Ukraine-/Russia-related Sanctions

Ukraine-/Russia-related Sanctions

✉ Sign up for Ukraine-related Sanctions e-mail updates.

Frequently Asked Questions

OFAC has compiled hundreds of frequently asked questions (FAQs) about its sanctions programs and related policies. The link below sends the user to the entire list of OFAC FAQs.

- Questions Regarding Sectoral Sanctions under Executive Order 13662 - "Blocking Property of Additional Persons Contributing to the Situation in Ukraine"
- Questions Related to Entities Owned by Persons Whose Property and Interests are Blocked (50% Rule)
- Other OFAC Frequently Asked Questions

Russian Companies Can't Buy New American SW – but Can They Still Use What They Purchased Before?

There were 7038 new vulnerabilities registered in National Vulnerability Database in 2014: on average **19 new vulnerabilities a day**

Major software vendors regularly publish new updates to address these vulnerabilities

If a Russian company is in the USA sanctions list, then Microsoft, ORACLE, IBM and other American companies can no longer do business with the Russian company. Which means the Russian company can no longer receive updates for the software that was purchased before. It leaves all the company's computers totally open and unprotected from attackers willing to use this situation.

Operating System	Vulnerabilities discovered in 2014	Critical vulnerabilities
Apple Mac OS X	147	64
Apple iOS	127	32
Linux Kernel	119	24
Microsoft Windows Server 2008	38	26
Microsoft Windows Server 2012	38	24
Microsoft Windows 8	36	24
Microsoft Windows Vista	34	23

How CWII Impacts the Software Market: Russian Side

- Russian government is establishing the **“Register of Russian Software Applications”**
- A software application has to meet several requirements to get included into this Register
 - All IP rights must exclusively belong to a Russian company that has over 50% of Russian shareholders
 - Royalties / software license fees payable to external organizations can't exceed 30% of the company's software revenue
- From Jan 1, 2016 government-backed organizations in Russia will only be allowed to purchase non-Russian software if there is no equivalent product in the “Register of Russian Software Applications”

Contacts

Vlad Pavlov, CEO

VladP@rollApp.com

530 Lytton Av, 2 fl., Palo Alto,
California, 94301, USA