

FOR IMMEDIATE RELEASE

Wednesday, 31 July 2019

Software2 expands into Australian higher education market through partnership with iSTRATEGY.



Education technology developer Software2 has partnered with iSTRATEGY to deliver its proprietary software solution, AppsAnywhere, into the Australian higher education market. The move represents a huge growth opportunity for the Leeds-based company, with the Australian university and college market being similar in size to the UK, where Software2 has already achieved nearly 50% market share since being founded in 2009.

Software2's unique approach to application delivery addresses the key challenges faced by Higher Education IT, namely the deployment of software to tens of thousands of students and devices in multiple locations on and off campus. Thanks to AppsAnywhere from Software2 universities and colleges can improve the student experience by deploying all their software on-demand whilst reducing overheads and increasing IT efficiencies.

With the majority of universities in the UK and many more in North America, Spain, Scandinavia and the DACH and Benelux regions already using the company's solution, Software2 is trusted and loved by IT professionals and students across the world of higher education

Marcus Conway, Senior Vice President of Software comments: "Having seen high levels of demand for AppsAnywhere – our application deployment and virtualization solution – across the UK and US – including notable institutions such as Durham University, Cornell University and the University of Michigan – we're thrilled to partner with iSTRATEGY to improve the student experience and meet the demand of colleges and universities in this region."

David Collier, Director of iSTRATEGY adds: "AppsAnywhere is brilliant in its simplicity and delivers students with an experience they expect – any application, anytime, anywhere. We look forward to bringing this great solution to the Australian education market."

In partnership with iSTRATEGY, Software2 will be working with higher education institutions across Australia to improve how software is delivered, in a way that the 21st century student expects from their learning experience. With an existing user base of 1.5 million worldwide, AppsAnywhere is well tried and tested. Mr Conway continues: "We approach application delivery in a much different way to other solutions. By bringing together all leading delivery technologies on the market, including Cloudpaging, Citrix, VMware and Parallels, we're capable of bringing 100% of apps to students".

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About Software2:

[Software2 is the home of AppsAnywhere](#), the world's only dedicated education app store, used and loved by students, colleges and universities across the globe. With offices in Leeds (UK), Boston (USA), Spain and Germany, Software2 are highly-experienced in working within the higher education technology sector, to solve the problem of delivering any software to any user, on demand.

Software2's AppsAnywhere solution is used by more than 1.5 million students in higher education establishments across North America and Europe. Notable users include University of Michigan (USA), University of St Andrews (UK), Durham University (UK) and Imperial College London (UK). Today, 15 apps are launched by university students and staff through AppsAnywhere every second, worldwide.

About AppsAnywhere:

[AppsAnywhere](#) is a super-cool software deployment and application delivery solution. The digital workspace offers a friendly way for students to get better technology and a better learning experience, by integrating with a variety of technologies (e.g. Microsoft SCCM, Parallels RAS, VMware Horizon, Numacent Cloudpaging) and by using leading application virtualization software; the only solution on the market capable of delivering 100% of software applications on-demand.

AppsAnywhere combines the IT department's vision with the 21st century student's expectations: to be able to access any app on any device, at anytime and anywhere, both on and off campus. It transforms the students' technology and learning experience and allows the university to take advantage of true BYOD (bring your own device), on both Windows and Mac, whilst reducing the overheads associated with traditional solutions like virtual desktop infrastructure (VDI).

About iSTRATEGY:

[iSTRATEGY](#) provides the education sector with innovative technology solutions that enhance the student and staff experience while maintaining a cyber safe environment. The experienced iSTRATEGY team have led the successful implementation of many new technologies including cloud computing and unified communications in an education setting.

Customers come first at iSTRATEGY and the team always places the emphasis on understanding customers' needs and building solid relationships based on trust and respect.

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