

AppSense Appoints Jon Wallace as Chief Technology Officer, Cloud and Emerging Technologies

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Company Expands Office of the CTO with Industry Veteran to Drive Global Cloud and Emerging Technologies Strategy

New York – November 14, 2012 – AppSense, the people-centric computing company, today announced that Jon Wallace has been promoted to chief technology officer (CTO), cloud and emerging technologies. Wallace expands his role within the Office of the CTO and will work closely with Keith Turnbull, AppSense Chief Development Officer (CDO), as well as the cloud and emerging technologies team to service and expand product lines to accelerate the company's rapid growth. His new role reasserts AppSense's commitment in providing innovative cloud technology solutions that help people choose the way they want to work.

Wallace is a seasoned technology executive with more than two decades of industry related experience ranging from sales to engineering. With more than eight years at AppSense, Wallace maintains a deep technology understanding of the business and its cloud-based technologies while operating at strategic levels. He was responsible for the original foundations, principals and designs of the AppSense DataNow product, a leading enterprise data orchestration platform. In this new role, Wallace will focus on and lead the software strategy beyond the current enterprise stack.

"For almost 10 years, Jon has been responsible for creating and developing key cloud-based technology products, including DataNow," said Darron Antill, CEO of AppSense. "As cloud-based and cloud-enabled technology solutions continue to dominate the enterprise and its users in light of enterprise consumerization, Jon's expertise plays a vital role to our company's growth. I am pleased to recognize Jon in his new role and look forward to more of the same innovations."

Gartner recently predicted that the worldwide cloud services market will surpass \$109 billion by the end of this year. As cloud adoption continues to increase due to driving forces such as bring your own device (BYOD), data management and access and the mobile workforce, AppSense is able to penetrate the cloud market through its cutting-edge user virtualization and data management technology solutions.

"AppSense is driving a new level of user-generated computing that transcends the days of being handcuffed to limited devices and technology," said Wallace. "As we listen to our customers' and help define the evolution of the cloud market, we're excited to change the way people access and leverage data with our technologies and solutions."

Supporting Resources

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About AppSense

AppSense, the people-centric computing company, is a leading global software provider of user virtualization solutions that transform organizations into productive mobile workforces securely governed by IT. AppSense works with customers to reduce IT complexity and enable enterprise consumerization with independent management of the user experience across all mobile devices and desktops. User virtualization improves the deployment, management and migration of multi-platform desktop and mobile environments. The company is headquartered in the United Kingdom with offices around the world. For more information visit www.appsense.com.

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