

Prepared for:

Tranxition



vs



April 2010

# Technical Assessment



Prepared by FyrSoft LLC

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## Executive Summary

Tranxition has been in the desktop and user migration business for ten years during which it has grown primarily through OEM partnerships. Over the past several years Microsoft has invested heavily in the IT management space, releasing several commercial solutions and accelerators to market via the System Center suite. This increased investment from Microsoft has created a dynamic shift in the community which requires ISV partners to reconsider both tactical and strategic alignments to maintain and grow markets while optimizing attachment.

Additionally businesses migrating users to Windows 7 now have two solutions generally available from Microsoft to assist with automating the migration of user settings and data. This includes the User State Migration Toolkit (USMT) which can also help enterprises extend System Center Configuration Manager, the market leader in Windows desktop management; and the Windows Easy Transfer solution that provides basic user migration capabilities for small vanilla environments. These two offerings create tremendous pressure on the desktop and user migration market that force existing vendors to readjust alignment and long-term strategies.

Through the technical assessment LiveManage was proven to be a very mature product with a rich user interface and several value-adding features that confirmed the solutions competitiveness, viability to IT professionals, and opportunities for better attachment with Microsoft. The assessment identified several opportunity areas for Tranxition to continue increasing competitiveness while attaching to Microsoft System Center suite.

The following brief technical assessment summarizes the key findings and recommendations to Tranxition on how LiveManage compares with USMT and areas the business will find continued market opportunities. Should the business like to investigate these areas further, expedite some of the recommendation paths, or retain ongoing services to support projects FyrSoft would be glad to assist.

## Key Findings

Through interviews and user technical assessment FyrSoft has assessed LiveManage in comparison with Microsoft USMT. The feedback below is organized around specific solution components with a short statement on the key findings which form the basis of the assessment SWOT analysis and recommendations to the business.

Scope	State	Feedback
Architecture	Overall Good/Fair	Overall the solution proved to be very mature, intuitive, and greatly simplifies the user migration in comparison with USMT. While LiveManage provides the ability to automate user profile migrations and initiate multiple migrations simultaneously via cmdlets this workflow could be exposed via the user interface, managing migrations for a business vs. single client. The current version of LiveManage also does not provide an agent-less option which requires users to deploy the service to every machine prior to user migration.
Ease of Use	Overall Good/Fair	This solution is very easy to install and successfully complete a user migration for single or group of clients. USMT is entirely a command line driven and xml configuration file solution so there was no real comparison on ease of use given LiveManage's UI.
Extensibility	Overall Good/Fair	Existing user migration features and cmdlets are very rich, mature, and similar to USMT so easy for SCCM IT professionals to adapt too.
Scalability	Overall Good/Fair	Unsure of overall scalability in large scale organizations of 5000+ users. Successfully attaching to SCCM markets will require proven scalability in large environments.
Reporting	Overall Good/Fair	Reporting is a major value-add that continually reinforces solution value to customer by providing key metrics and performance indicators about managing user profiles and user migration status.
SCCM Integration	Needs Attention	Given the market dominance of Microsoft SMS and its successor SCCM it is vital LiveManage be integrated at the marketing, accelerator, and product level. Several opportunities exist to strengthen SCCM alignment and market attachment.

**Color Code Key**

Not Applicable	Some Concerns	Needs Attention	Overall Good/Fair	Opportunities
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## SWOT Summary

The diagram below summarizes the key findings of the technical assessment in relation to existing strengths of the user migration solution, opportunities to optimize and extend the product, weaknesses that could easily become strengths, and some threats that could create unwanted risks to the business. This SWOT summary is used to help visualize the overall assessment findings which are further aligned with the recommendations of the assessment.



## Recommendations

We've summarized our key recommendations below for the business to consider. Each recommendation includes an overall statement on the rationale for the recommendation along with potential steps to move forward or areas of consideration.

### Recommendation 1 – Continue Existing Product Updates

There were two key improvements pending this summer for LiveManage identified during Tranxition discussions which are both tactically and strategically important to execute on successfully. These plans should remain a priority for the product team.

- a) Introduction of Office 2010 support and migration legacy versions
- b) Introduction of Agent-less user migration support

### Recommendation 2 – Update SMS Accelerator to SCCM 2007

The existing SMS package accelerator that helps users deploy the LiveManage agents should be updated for Configuration Manager 2007. This could be further complemented by offering more accelerator features that fully leverage SCCMs capabilities.

- a) Update SMS Package Accelerator for LiveManage Agent to SCCM 2007
- b) Add SCCM Desired Configuration Management (DCM) Pack to show configuration compliance and drift of both LiveManage agent and profile management.
- c) Accelerator (document) that demonstrates how to integrate LiveManage with SCCM Operating System Deployment (OSD) zero-touch and the Microsoft Deployment Toolkit (MDT)

### Recommendation 3 – System Center Attachment

To successfully attach and compete with the System Center market Tranxition must realign some of its efforts to fully capitalize on the resources available and exploit market opportunities.

- a) Consider adding more materials, video's, and targeted marketing materials like whitepapers and case studies around using LiveManage with SCCM.
- b) Review licensing model in view USMT market and SCCM partner base.
- c) Consider richer integration and accelerators for SCCM such as asset integration, more DCM assessment packs, integrated user migration and reporting.
- d) Consider accelerator or configuration options to integrate LM cmdlets with USMT, ie create user profile template in LM and export to USMT infrastructure.

### Recommendation 4 – Partner Channel

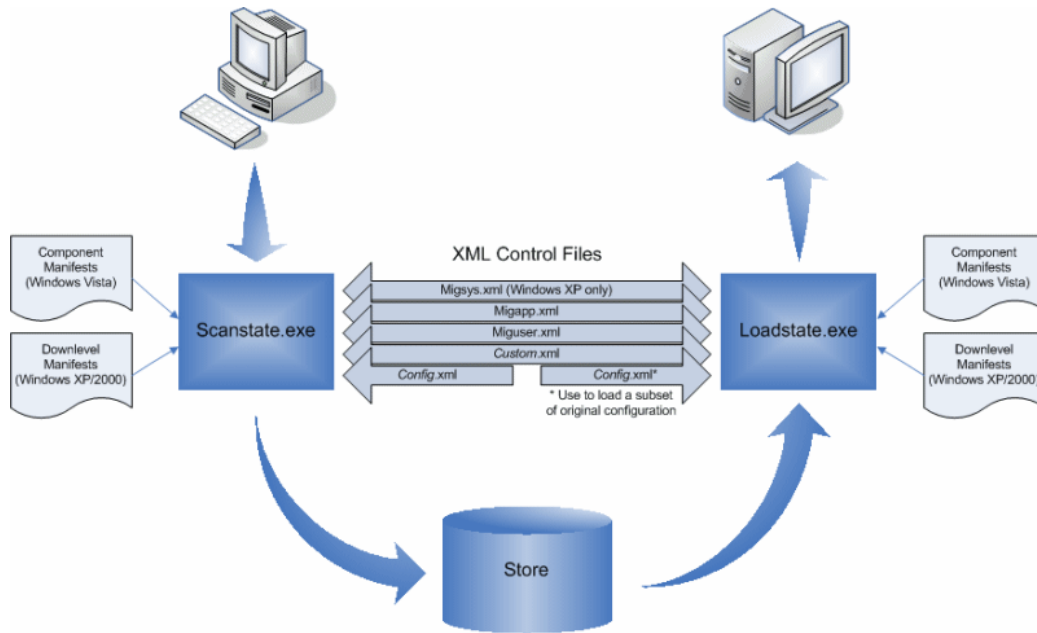
The best way to grow sales revenue outside of direct sales is by improving the partner channel and letting the SCCM community sell LiveManage and integrate into their client offerings.

- Create partner channel campaign and use assets from above to wedge launch.
- Focus efforts around Windows 7 migrations, easing initial migrations, and enabling business continuity through the user profile backup restore functionality (not available in USMT).
- Review licensing model and partner reseller incentives in lieu of USMT

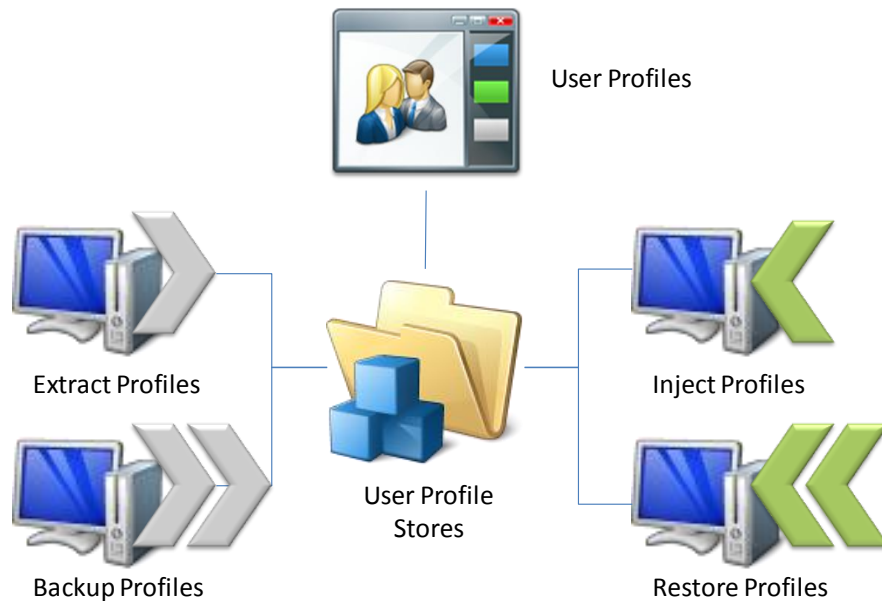
## Architecture Comparison

The architectures between the two solutions have similarities and show differences in enterprise capabilities, extensibility options, and user interfaces. Not enough time was available for a thorough comparison but the diagrams below illustrate the basic architecture components.

### USMT Architecture



### Live Manage Architecture



## Differentiators & Opportunities

The user migration assessment revealed several opportunities already underway that will significantly improve LiveManage market positioning. Additionally the solution already has several key differentiators that for some business will be requirements when migrating to Windows 7. The information below summarizes key technical differentiators and opportunities that should be considered by Tranxition when finalizing forward looking plans.

### Differentiators

Tranxition LiveManage differentiators from USMT enable direct competitiveness and significant value-add that some business will require. Most of these differentiators will most likely not be addressed by Microsoft near or long term so they are great assets to leverage.

- Legacy Client and Application Support: USMT is built for XP/Vista and has a very limited set of canned applications and settings readily available. LiveManage support for Windows 2000 and legacy Microsoft applications will be decision maker for some customers.
- Migrating Office X to Office Y: For businesses that are heavily reliant on office this migration option may be a must have. USMT does not migrate between versions.
- User Profile Backup and Restore: This is probably one of the biggest and most obvious differentiators LiveManage can offer over USMT. USMT is a onetime use solution, where as backup/restore provides an ongoing service. This complemented with rest of solution is powerful differentiator.
- Ease of Use: There is by far no comparison on ease of use between LiveManage and USMT. While potentially a threat if another ISV builds on top of USMT this is a major, very visual, differentiator.
- Time-to-value: For small businesses and SMBs this solution could prove indispensable when migrating to Windows 7. Many Sis have also built programs around Windows 7 upgrades so it's an opportune time to engage those service delivery companies to decrease costs for delivering project by using LiveManage.

### Opportunities

Tranxition is in a very unique position to attach with an open Market within the Microsoft System Center ecosystem. Additionally due to the shortcomings of USMT many opportunities exist to become the Microsoft leader in user migration. The bullets below summarize some of the opportunity areas that could be explored and further discussed on assessment review.

- Partner channels
- SCCM integration and attachment
- Direct sales via web and consumer markets
- Bundling options like light/pro/enterprise
- Integration with USMT, at workflow and UI layer
- Deeper automation of application discovery and profile management

## Appendix - User Assessment Questionnaires

User and administrative questionnaires provide direct insight into how users perceive the tool, how they use it, and opportunities to improve audit processes. User 1 is a seasoned IT Pro that specializes in Systems Management, User 2 is an expert SCCM IT Pro that has deep knowledge of USMT.

### Vanilla User Migration Feedback

		User 1	User 2
For the questions below please rate them on a scale of 1 to 10, where 1 is low/hard and 10 is high/easy.			
1	How easy was it to setup and configure the user profile migration with LiveManage?	9	10
2	Does LiveManage support a majority of your user migration needs out-of-box?	9	5
3	How would you rate your overall satisfaction and experience with LiveManage?	10	8
4	How important is user profile backup and restore capability?	9	10
5	How important is integration with USMT?	6	4
6	How important is integration with SCCM?	9	10
For the questions below please answer YES or NO			
7	Is LiveManage easier to setup and use than USMT?	Yes	Yes
8	Does LiveManage offer more canned functionality than USMT?	Yes	Yes
9	Does LiveManage offer migration features not supported in USMT?	Yes	Yes
10	Were all of the desired user profile objects readily available for migration?	Yes	Yes
11	Was the migration 100% successful?	Yes	No
For the questions below please answer with a numerical value for the time in minutes, ie 10min <b>call out</b>			
12	How long did it take to prepare the user profile extraction on the source machine?	2	< 5
13	How long did it take to inject the user profile on the target machine?	2	< 10
14	How long did the entire process take from solution download to injection on target?	300	360
15	Does LiveManage offer benefits an IT group or consultant would find beneficial in comparison with USMT to manage and maintain user profiles?		
U1	This is very easy to use and comprehensive. It is helpful for consultants however would take away billable hours from the time it takes to customize USMT. An IT group would see much value of this product if the time savings or cost for a consultant would offset the cost of product.		
U2	<p>Yes. The fact that you don't have to configure xml files to migrate custom application settings is a huge deal. Custom application settings and migrating those is one of the largest challenges when migrating user state data. The LiveManage XTransition tool makes it very easy to select which application settings to migrate and application discovery worked flawlessly on identifying which applications were installed and what settings, file type associations, etc. were associated with the application. Having the capability to create custom configuration files based on location, department, etc. is a really cool feature that could gracefully tie in with SCCM OSD and MDT/ZTI. Profiling what the specific settings to migrate in large organizations is another way to tie in the tool with SCCM OSD process.</p> <p>The other large area that LiveManage provides is incremental backups of personalities. USMT doesn't even come close to this. Integrating LiveManage with SCCM DCM is also another avenue for future exploration. For instance, lets take a user in the sales department who has backup of their personality done weekly and they make a change to their system which does not fit the sales department standard configuration. Having a base backup, a DCM state message is created that triggers an automatic inject of the personality that meets the standard build for the sales department. That is one scenario where I see this being taken to the next level. I also like the fact that the command line switches are similar to what's available in USMT around migrating specific users accounts and being able to migrate the current logged on user is very cool.</p>		

16	If LiveManage had a native integration with USMT and SCCM would it make the solution more useful and what types of integrations would you like to see?
U1	Absolutely. However having skins and GUI for USMT would probably be an easier sale than a separate product. USMT is free and typically is just time for a consultant or staff to customize. There is room for a UI for USMT that would offer same functionality as LiveManage atop USMT. Having canned workflows integrated with SCCM would be a benefit for either scenario as well.
U2	<p>Absolutely. The integration points I see possible with LiveManage and SCCM-USMT is around provisioning the xml files for custom user settings (network drives, printers, etc.) and selecting which application settings to migrate and provisioning those xml files for use with USMT. The other major area is around the use of backup and restore of changes in personalities. I see this being very useful for post deployment management of the user profiles (either due to corruption of the profile, etc.) The backup of the user profile could be automated with SCCM to occur on a weekly or monthly basis and the backup stored on the local drive, LiveManage Drive or State Migration Point. Having this capability really allows rollback capabilities to take place that are not possible today. The other scenario I see this being useful around is with printer migrations. I've run into this at a number of customers. Having this functionality integrated with SCCM would allow a one to one mapping of a user to a printer.</p> <p>Some other features for possible integration with USMT and SCCM:</p> <ul style="list-style-type: none"> <li>• User Settings that failed to migrate could have state or status messages created so the administrator can report on those easily.</li> <li>• Allow failures relating to extracting and injecting personalities to be reported on using SCCM. Make them more visible. Allow the end-user to choice if they want to retrieve a particularly setting, file from a backup on their machine from a list of available backups or personality extracts. Similar to advertised run program behavior where the end user has the option to choice which programs they want to run.</li> <li>• Plugging in LiveManage with the SCCM client agent and related settings is key to integration and reducing TCO. There should be a direct tie in with the LiveManage client and SCCM client so that a single console can be used.</li> <li>• Incremental changes from the last time an injection of a personality was made to the backup is a key component.</li> <li>• Pre-defined templates for configuration files would be a cool feature. A wizard like interface would make this even more slick.</li> <li>• Registry and file rules integrate with SCCM hardware and software inventory. Make it easier to identify the files and folder locations given what currently exists. Then create rules based on the inventory in SCCM.</li> <li>• Automated provisioning of command lines required to perform mass extraction, injection and backups on multiple user machines at once using SCCM is key.</li> </ul>

## Feature Comparison Feedback

For the questions below please rate them on a scale of 1 to 10, where 1 is unimportant and 10 is very important.					
Scope	Feature	LM	USMT	User 1	User 2
Architecture	Agent-less migration		X	8	7
Architecture	Virtualization support	X	X	8	5
Architecture	Central service and configuration store	X	X	8	10
Architecture	Hard-link migration store		X	6	8
Architecture	Data transfer and store encryption options	X	X	7	10
Architecture	Integration with SCCM and MDT		X	8	10
Architecture	Client Support: Windows 2000	X		4	6
Architecture	Client Support: Windows XP	X	X	9	10
Architecture	Client Support: Windows Vista	X	X	7	5
Architecture	Client Support: Windows 7	X	X	9	10
Migration	Accessibility, audio, and display options	X	X	8	8
Migration	Keyboard and mouse settings	X	X	8	8
Migration	Power management settings	X	X	8	8
Migration	Regional settings and time zones	X	X	8	8
Migration	Local and network user profile migration	X		8	10
Migration	User desktop objects and shortcuts	X	X	8	10
Migration	User wallpaper background	X	X	8	10
Migration	Internet settings and favorites	X	X	8	10
Migration	My Documents, Music, Pictures, etc...	X	X	8	10
Migration	Other files and folders	X	X	8	10
Migration	Network settings, printer connections, and shares	X	X	8	10
Migration	ODBC settings		X	8	10
Migration	Common Windows applications settings	X	X	8	10
Migration	Migrate legacy application settings to new, ie 07 to 10	X		8	8
Migration	Email data files	X	X	8	9
Migration	Email settings, ie rules and signature files	X	X	8	9
Migration	Object ACLs	X	X	8	5
Migration	Offline migration support	X	X	5	10
Migration	Ability to migration large volumes of users automatically	X	X	8	10
Migration	Ability to add custom file rules	X	X	8	10
Migration	Ability to add custom registry rules	X	X	8	10
Migration	Ability to auto-discover application services and objects			8	10
Migration	Ability to create user profile templates	X	X	8	8
Migration	Multi-language profile migration, ie FR to FR	X	X	8	6
Other	User profile reporting and migration trending	X	X	8	10
Other	Graphical UI for instrumentation	X		10	10

## Ease of Use Feedback

For the questions below please rate them on a scale of 1 to 10, where 1 is unimportant and 10 is very important.				
User Profile Migration Feature	LM	USMT	User 1	User 2
Ability to add rules for custom file and folder objects	X	X	8	10
Ability to add exclusion rules on file types and file sub directories	X	X	8	10
Ability to add rules for registry keys and settings	X	X	8	10
Ability to auto discover and create rules for File and Registry objects	X		8	10
Ability to copy object ACLs for local users and groups	X	X	8	10
Ability to copy ACLs for folder shares	X		8	10
Ability to report on all objects not successfully migrated or available for migration	X	X	9	10
Ability to add migration and conversion logic to rules, ie move A to B, convert X to Y	X	X	8	10
Ability to manage migration rules and configurations in graphical UI	X		8	10
Ability to create rules via wizard driven menu	X		8	10
Ability to auto discover service components and child object settings			8	10
Ability to apply overrides and advanced exceptions to rules	X		8	10
Ability to create custom rule objects from scripts that discover advanced settings			8	10
Ability to create profile templates to quickly build unique user profiles	X	X	8	10
Ability to define backup and recovery policies to migration profiles and users	X		8	10

## Overall Feedback – User 1



### Testing Run Book for User Migration Assessment

This short survey is intended for **users** who are evaluating the User Migrations capabilities of Transition LiveManage in comparison with Microsoft User State Migration Toolkit (USMT).

For the questions below please check the relevant boxes			
1	What are the primary reasons you are interested in User Migration?	<input checked="" type="checkbox"/> IT Consultant <input type="checkbox"/> Business Interest	<input type="checkbox"/> Desktop Engineer <input type="checkbox"/> Desktop Support <input type="checkbox"/> Other
2	Which solutions have you or do you use to manage User Profiles?	<input type="checkbox"/> Manual Migration <input type="checkbox"/> Roaming Profiles	<input checked="" type="checkbox"/> USMT <input checked="" type="checkbox"/> USMT w/SCCM <input type="checkbox"/> Other
3	How often does your business upgrade or migrate user desktops?	<input type="checkbox"/> Daily <input type="checkbox"/> Every few days	<input type="checkbox"/> Once a week <input type="checkbox"/> Once a month <input type="checkbox"/> As required <input type="checkbox"/> Not really
4	Which Windows Operating Systems does your business support or use?	<input type="checkbox"/> Windows 2000 <input checked="" type="checkbox"/> Windows XP	<input checked="" type="checkbox"/> Windows XP 64 <input checked="" type="checkbox"/> Windows Vista <input checked="" type="checkbox"/> Windows Vista 64 <input checked="" type="checkbox"/> Windows 7
5	Select three (3) important features for managing user migrations?	<input checked="" type="checkbox"/> Central Migration <input type="checkbox"/> Conversion Time	<input checked="" type="checkbox"/> Setting Discovery <input type="checkbox"/> Extensibility <input checked="" type="checkbox"/> Ease of Use <input type="checkbox"/> Setup Time
For the questions below please rate them on a scale of 1 to 10, where 1 is low and 10 is high.			
6	How would you rate your understanding of Windows client and desktop management?		8
7	How would you rate your understanding of user profile migrations and needs?		8
8	How would you rate the overall importance of automating user profile migrations?		9
9	How would you rate your overall satisfaction with the LiveManage migration software?		9
10	How would you rate the ease of use with the LiveManage software vs USMT?		8
For the questions below please respond with a YES or NO			
11	Does a graphical user interface simplify the user migration administration process?		Yes
12	Does your business or customers use System Center Configuration Manager (SCCM)?		Yes
13	Is integration with SCCM considered a requirement vs nice to have?		Yes
14	Are you familiar with USMT and business needs for user migration?		Yes
15	Do you use USMT on a regular basis in current environment?		Yes
16	Have you virtualized clients or applications in the workspace?		No
17	Is your business or customers planning to upgrade to Windows 7 within the next year?		Yes
18	Would you use or recommend LiveManage as a potential user migration solution?		Yes
For the questions below please respond with plain text			
19	What did you like about the LiveManage products user migration capability?	Ease of use, completeness, logging, ease of use.	
20	Do you have any comments or feedback you'd like to share with LiveManage?	Very complete product and could easily be integrated into SCCM. USMT is now free so this product is an afterthought and MS has a check box for user migration capability with SCCM. Product needs to be competitively priced or part of the MS SCCM sales process cycle. As after SCCM is sold and implementation is taking place the thought to buy yet another product is a difficult and long process for enterprise software. A point tool is possible sale, but most companies would rather throw resources or consultants at USMT to customize to their needs and the way it is positioned from MS.	

Date: 4/10/2010

Name: Ryan Brennan

## Overall Feedback – User 2



### Testing Run Book for User Migration Assessment

This short survey is intended for **users** who are evaluating the User Migrations capabilities of Transition LiveManage in comparison with Microsoft User State Migration Toolkit (USMT).

For the questions below please check the relevant boxes	
1	What are the primary reasons you are interested in User Migration? <input checked="" type="checkbox"/> IT Consultant <input checked="" type="checkbox"/> Desktop Engineer <input type="checkbox"/> Other <input checked="" type="checkbox"/> Business Interest <input type="checkbox"/> Desktop Support
2	Which solutions have you or do you use to manage User Profiles? <input checked="" type="checkbox"/> Manual Migration <input type="checkbox"/> USMT <input type="checkbox"/> Other <input checked="" type="checkbox"/> Roaming Profiles <input checked="" type="checkbox"/> USMT w/SCCM
3	How often does your business upgrade or migrate user desktops? <input type="checkbox"/> Daily <input type="checkbox"/> Once a week <input type="checkbox"/> As required <input checked="" type="checkbox"/> Every few days <input type="checkbox"/> Once a month <input type="checkbox"/> Not really
4	Which Windows Operating Systems does your business support or use? <input checked="" type="checkbox"/> Windows 2000 <input checked="" type="checkbox"/> Windows XP 64 <input type="checkbox"/> Windows Vista 64 <input checked="" type="checkbox"/> Windows XP <input type="checkbox"/> Windows Vista <input checked="" type="checkbox"/> Windows 7
5	Select three (3) important features for managing user migrations? <input type="checkbox"/> Central Migration <input checked="" type="checkbox"/> Setting Discovery <input checked="" type="checkbox"/> Ease of Use <input type="checkbox"/> Conversion Time <input checked="" type="checkbox"/> Extensibility <input type="checkbox"/> Setup Time
For the questions below please rate them on a scale of 1 to 10, where 1 is low and 10 is high.	
6	How would you rate your understanding of Windows client and desktop management? <span style="float: right;">8</span>
7	How would you rate your understanding of user profile migrations and needs? <span style="float: right;">10</span>
8	How would you rate the overall importance of automating user profile migrations? <span style="float: right;">10</span>
9	How would you rate your overall satisfaction with the LiveManage migration software? <span style="float: right;">9</span>
10	How would you rate the ease of use with the LiveManage software vs USMT? <span style="float: right;">10</span>
For the questions below please respond with a YES or NO	
11	Does a graphical user interface simplify the user migration administration process? <span style="float: right;">Yes</span>
12	Does your business or customers use System Center Configuration Manager (SCCM)? <span style="float: right;">Yes</span>
13	Is integration with SCCM considered a requirement vs nice to have? <span style="float: right;">Yes</span>
14	Are you familiar with USMT and business needs for user migration? <span style="float: right;">Yes</span>
15	Do you use USMT on a regular basis in current environment? <span style="float: right;">Yes</span>
16	Have you virtualized clients or applications in the workspace? <span style="float: right;">Yes</span>
17	Is your business or customers planning to upgrade to Windows 7 within the next year? <span style="float: right;">Yes</span>
18	Would you use or recommend LiveManage as a potential user migration solution? <span style="float: right;">Yes</span>
For the questions below please respond with plain text	
19	What did you like about the LiveManage products user migration capability? Ease of user, application discovery, setting discovery, ability to choice which things to extract. Capability of providing exit codes to SCCM is key. Response file capability for long command line is important as well.
20	Do you have any comments or feedback you'd like to share with LiveManage? I'm very interested in working on building out the SCCM-OSD integration features/scenarios on this. My overall thought is that integration with USMT is a nice to have but not a must have. I am also impressed with how the application is instrumented making it easy to build out a DCM pack.

Date: 4/11/2010\_\_\_\_\_

Name: Matt Tinney