# Application Launchpad

## What is Application Launchpad?

App Launchpad is a plugin for VMware Cloud Director that exposes a pre-curated application marketplace to tenants to easily consume applications without having to worry about the underlying endpoint security and infrastructure. Applications are provided from the VMware Cloud Marketplace, third-party and custom applications.

## What opportunity does it address?

In a world where cloud provider portfolios need to be attractive and comprehensive to increase offering differentiation and avoid customer attrition, App Launchpad addresses consumers of cloud who have less focus on cloud complexity and more focus on applications, typically developers. With App Launchpad, cloud providers are able to service new personas, drive more consumption and create faster applications of their underlying infrastructure from pre-architected, tested and validated application offerings.

App Launchpad 2.0 applications are delivered onto containers, making for a highly compelling offer if Kubernetes clusters are also being provided into the same tenant solution. 2.0 also allows custom applications and Helm Chart support, allowing providers or tenants to publish applications they have built directly into App Launchpad to be available to tenant developers and users.

## What functionality is provided in 2.0?

With this release, App Launchpad now supports launching container applications to Cloud Director k8s clusters managed by VCD Container Service Extension or vSphere Kubernetes. Cloud Providers with App Launchpad 2.0 can support connecting to container registries, these are then presented as tiles in ALP, supporting developer custom repositories and registries. Further support for container endpoints is provided with the ability for provider admin to present container apps and Helm Charts from VMware Cloud Marketplace in the App Launchpad user interface. This allows tenants to deploy container applications to existing VMware Cloud Director Kubernetes clusters. The solution is capable of recognizing whether the endpoint is a VM or a container and present the appropriate (and customizable) fields in the UI wizards during deployment.

Providers from the provider portal can now sync applications from the VMware Cloud Marketplace and deploy these apps to multiple Provider VDCs. Cloud Providers can leverage the new "auto-sync" feature to keep VM catalog items from the VMware Marketplace in sync with the latest updates in the Marketplace, making management of catalogs far simpler.

A new Public API is available for all tenant and provider functions, further helping developers deploy and manage applications from their coding environments. Should providers wish to extend their offerings, they can add VM and container applications with logo and description and in-app customizations for container launch (e.g. username, password) all via the App Launchpad user interface.

## A Natural Partnership