

App Launchpad Upgrade 2.0.0.1 out now



What is Application Launchpad?

VMware App Launchpad (ALP) 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 applications can be delivered via containers or VMs, making for a highly compelling offer if Kubernetes clusters are also being provided into the same tenant solution. This 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.x?

App Launchpad not only supports Cloud Director, but now also Cloud Director service. ALP lets users add applications - including third party and secure Bitnami applications - from VMware Marketplace to their VMware Cloud Director catalog. Bitnami applications are provided to Cloud Providers using ALP at no additional cost. Providers can use App Launchpad to deploy both VM and container based applications on VMware Cloud Director environments. Now, Cloud Providers can support connecting to container registries and present these 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.

The solution is capable of automatically 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 and deploy applications from the VMware Cloud Marketplace to Provider VDCs. Cloud Providers can leverage the “auto-sync” feature to keep VM catalog items from the VMware Marketplace in sync with the latest updates in the Marketplace and keeping up to date with secure and tested builds.

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

A Natural Partnership



VMware, Inc. 3401 Hillview Avenue Palo Alto CA 94304 USA Tel 877-486-9273 Fax 650-427-5001 www.vmware.com
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