



Bob Kelly's State Of The Windows Application Packaging Nation Report

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Maintaining Windows application readiness is a growing challenge



Enterprises today face a monumental task: managing vast, complex, and ever-changing Windows application portfolios. To benchmark the key challenges and identify future trends, I initiated my "State of the Windows Application Packaging Nation" survey.

This update outlines the findings from the data gathered in late 2025 and will be updated on a bi-annual basis. Designed to analyze the trends and challenges faced by Windows application packagers across the globe, the report highlights the state of the market today, how the market is moving, and the strategies in progress to modernize delivery processes.



Key Findings



Windows Application Coverage

For “managed” applications in the portfolio, over 56% of respondents said that they update >75% within 3 months, highlighting a drive towards patching efficiency. However, the scale of “unmanaged applications” is a foundational challenge for IT, impacting security, cost, and resources required for maintenance, modernization, and migration projects. Unmanaged applications were estimated by respondents at 43% of a total estate.



Windows Application Update Frequency

Whilst over 57% of teams can publish packages in <1 week. However, 82% of those surveyed still struggle to keep their Windows applications updated within 3 months. This “update gap” means most businesses are operating with outdated software, exposing them to known software vulnerabilities.



Application Repackaging Formats

While Microsoft pushes MSIX and MSI is still king (70%), the industry has standardized on PSADT (51%) and Intunewin (48%) wrappers to bridge the gap. When considering new formats like MSIX, insufficient benefit, lack of expertise and compatibility concerns remain the biggest barriers to adoption. Virtualization formats such as AppAttach are gaining traction.



Windows Application Portfolio & Team Size

A good mix of portfolio sizes was highlighted with 61% managing <1,000 apps across a range of industry types. The trend continues for moving packaging in-house with 63% now managing their own estate and 15% operating a hybrid model and 21% outsourced. Packaging teams varied in size with 44% having between 1-5 packagers and over 25% having more than 10 packaging resources. Interestingly, 28% expect their budget to increase in the next financial year, whilst the same number expect a decrease, demonstrating significant uncertainty on the volumes and capacity that will be required in the future.



Endpoint Management Tools

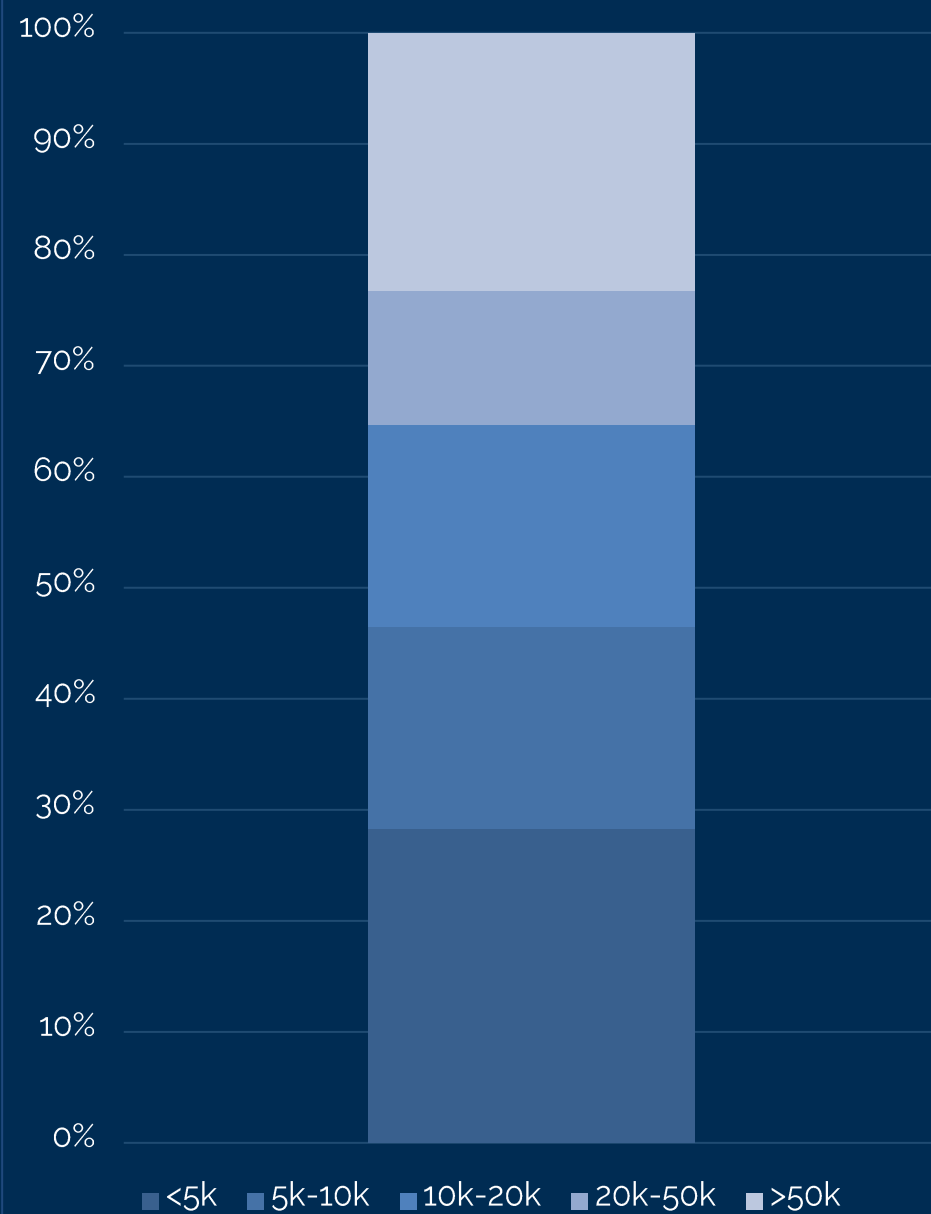
The move to the cloud is happening with Intune, but our data reveals a hybrid reality. A co-management scenario (SCCM & Intune) remains the dominant model today, albeit 81% now cite Intune as their primary for endpoint management app distribution. With every respondent indicating a plan to modernize Windows app delivery, the journey to automation becomes a critical element in delivery, given team capacity challenges.



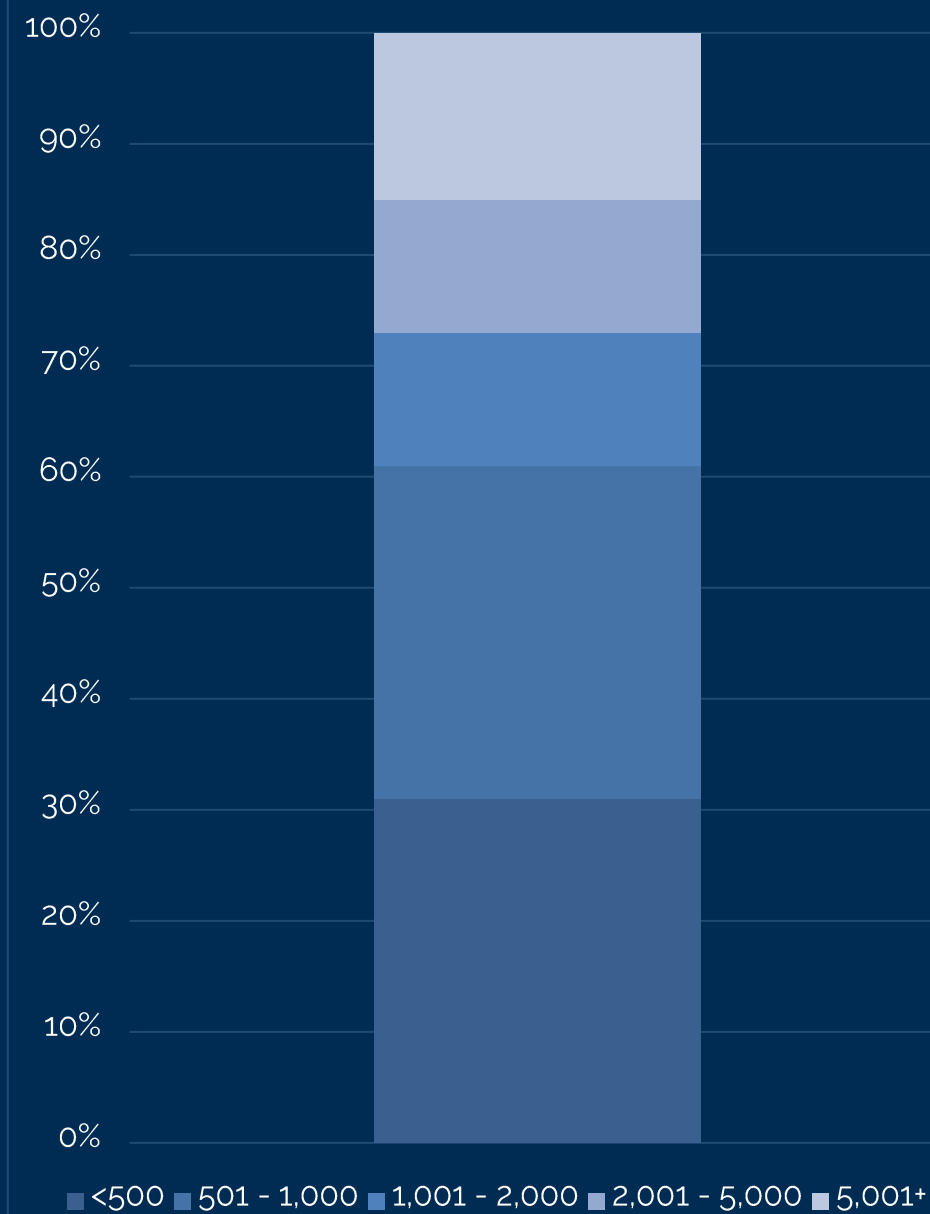
Who Completed The Survey?

Respondents ranged from smaller estates (61% managing <1,000 apps) to large enterprises (15% managing >5,000). While half have successfully centralized over 75% of their apps into an endpoint management system, the data reveals a significant maturity gap that many organizations still need to close in this space.

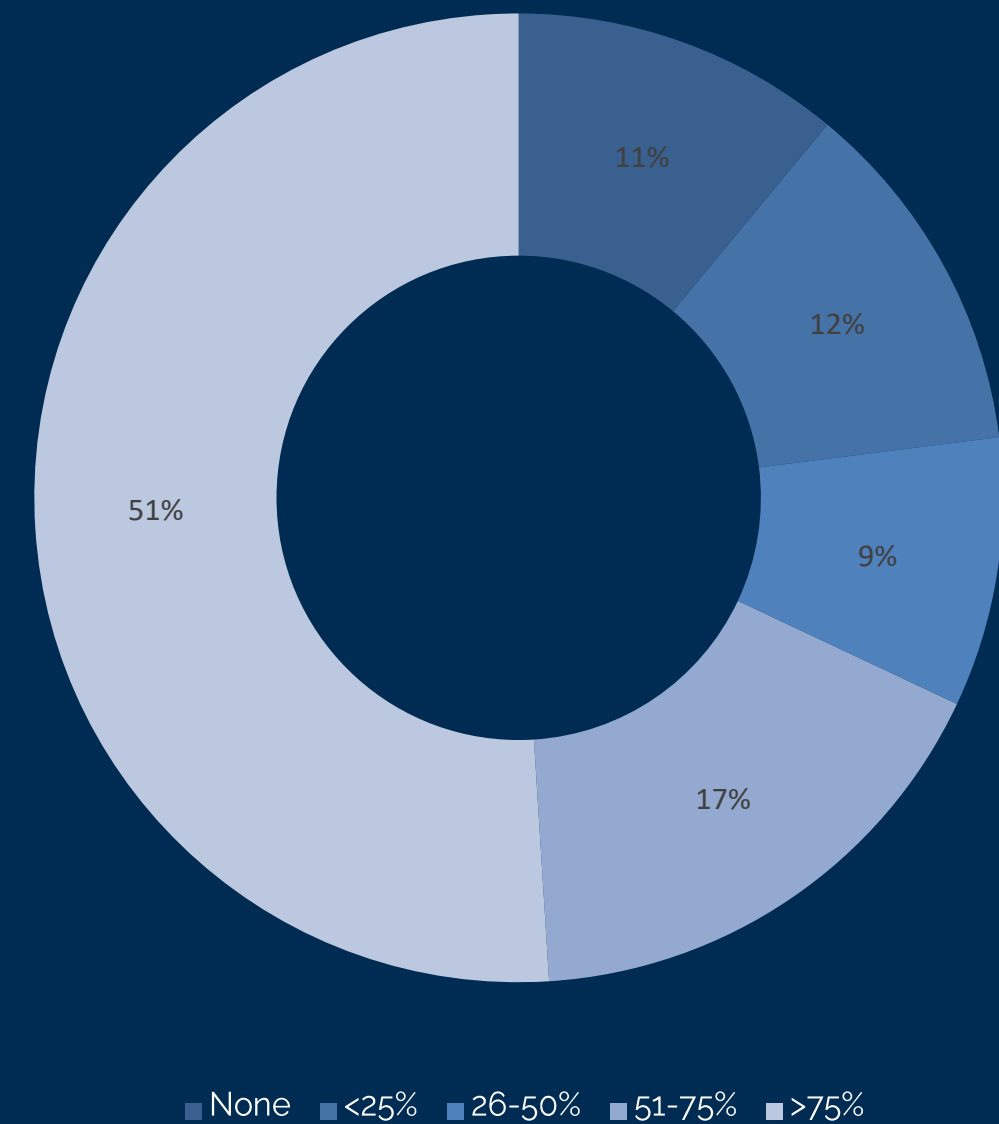
Size Of Organization Represented



Number Of Managed Apps In Estate

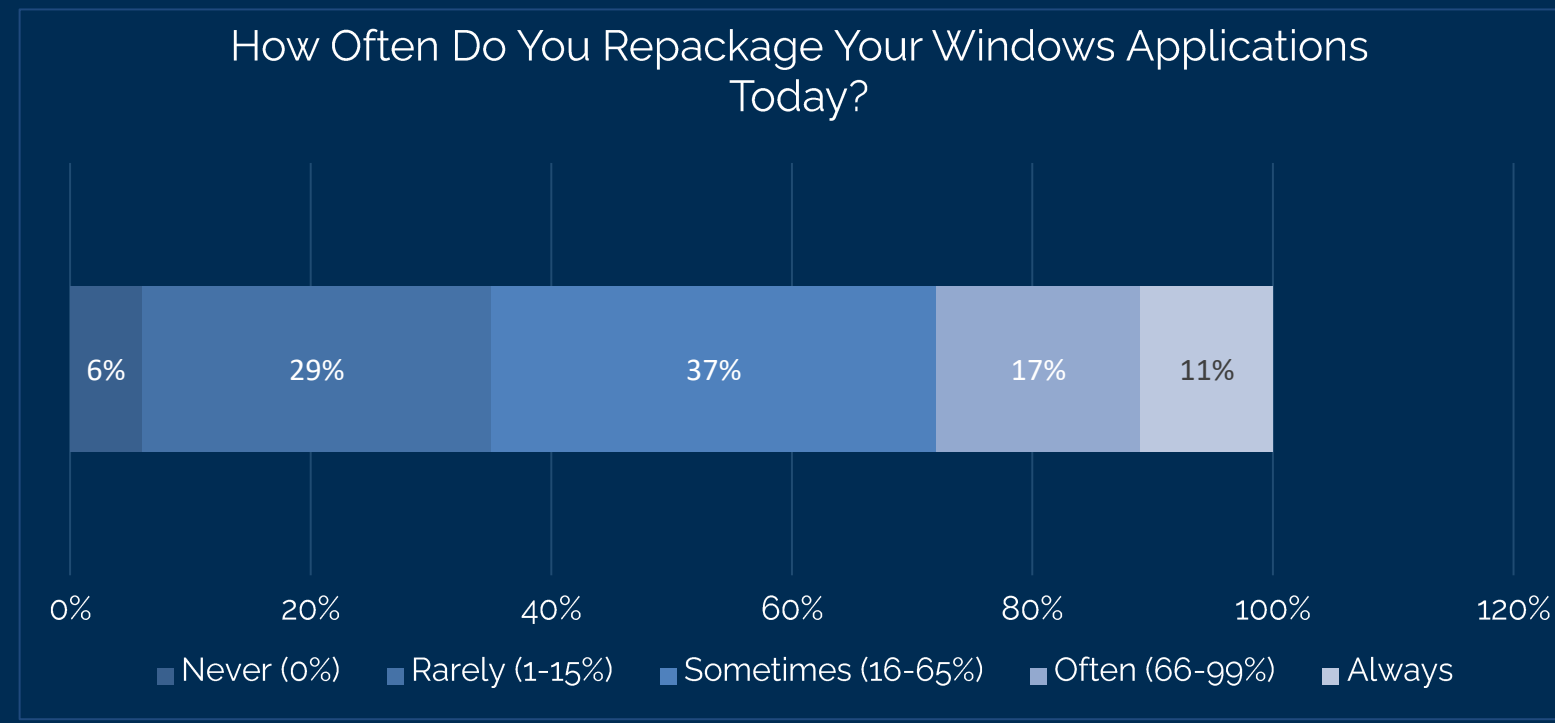
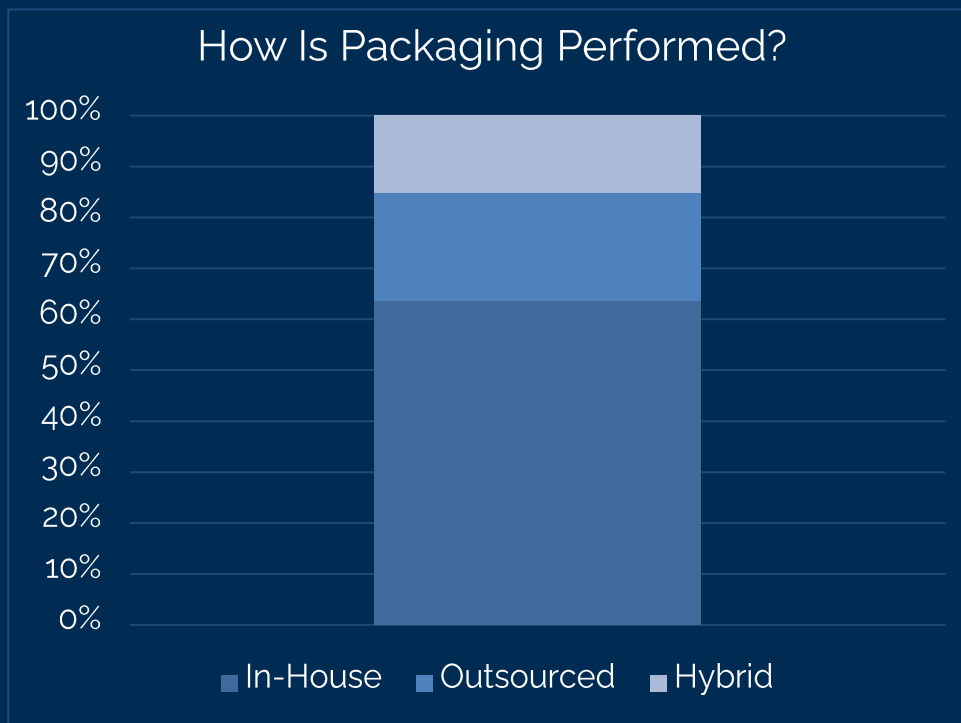
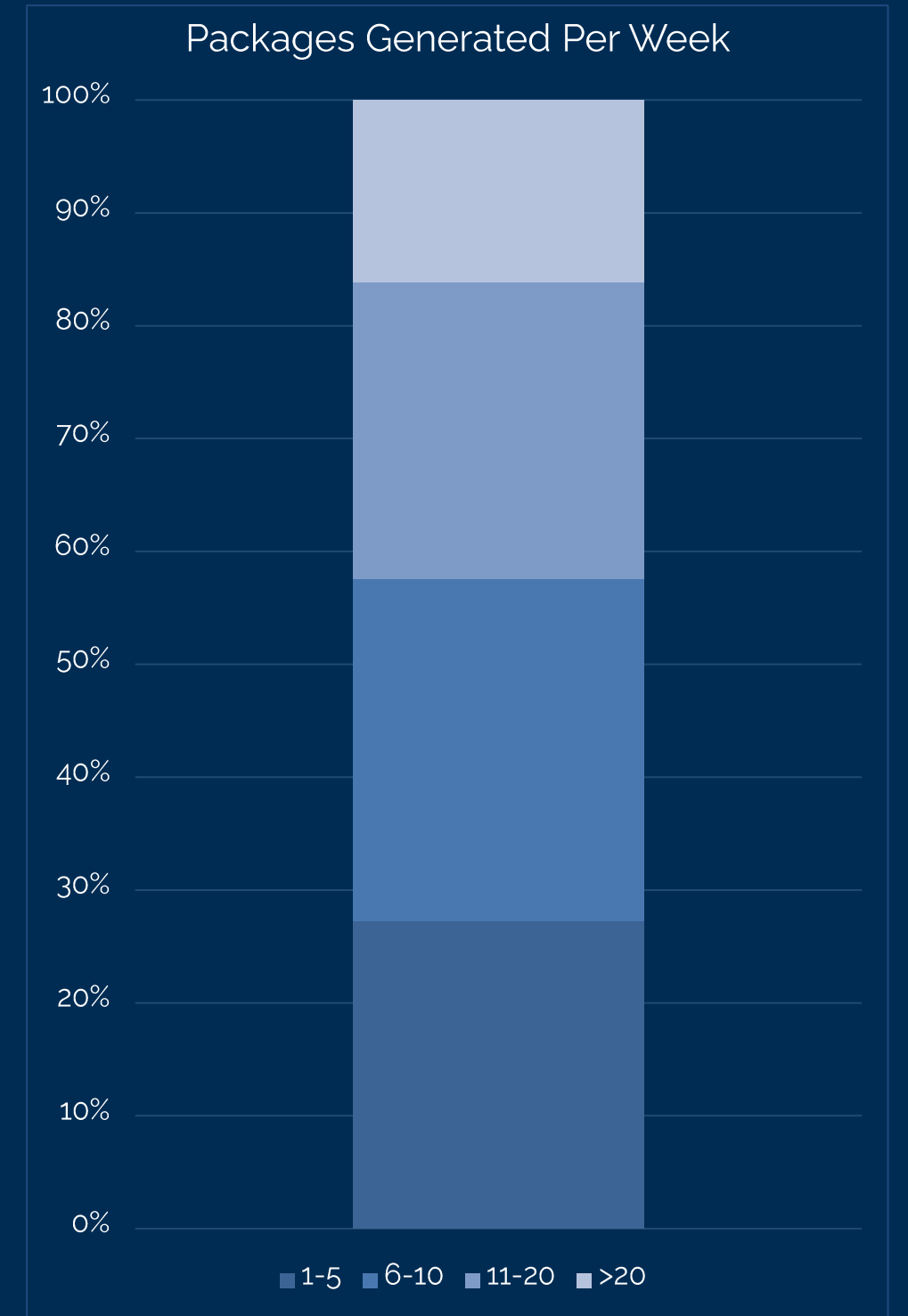
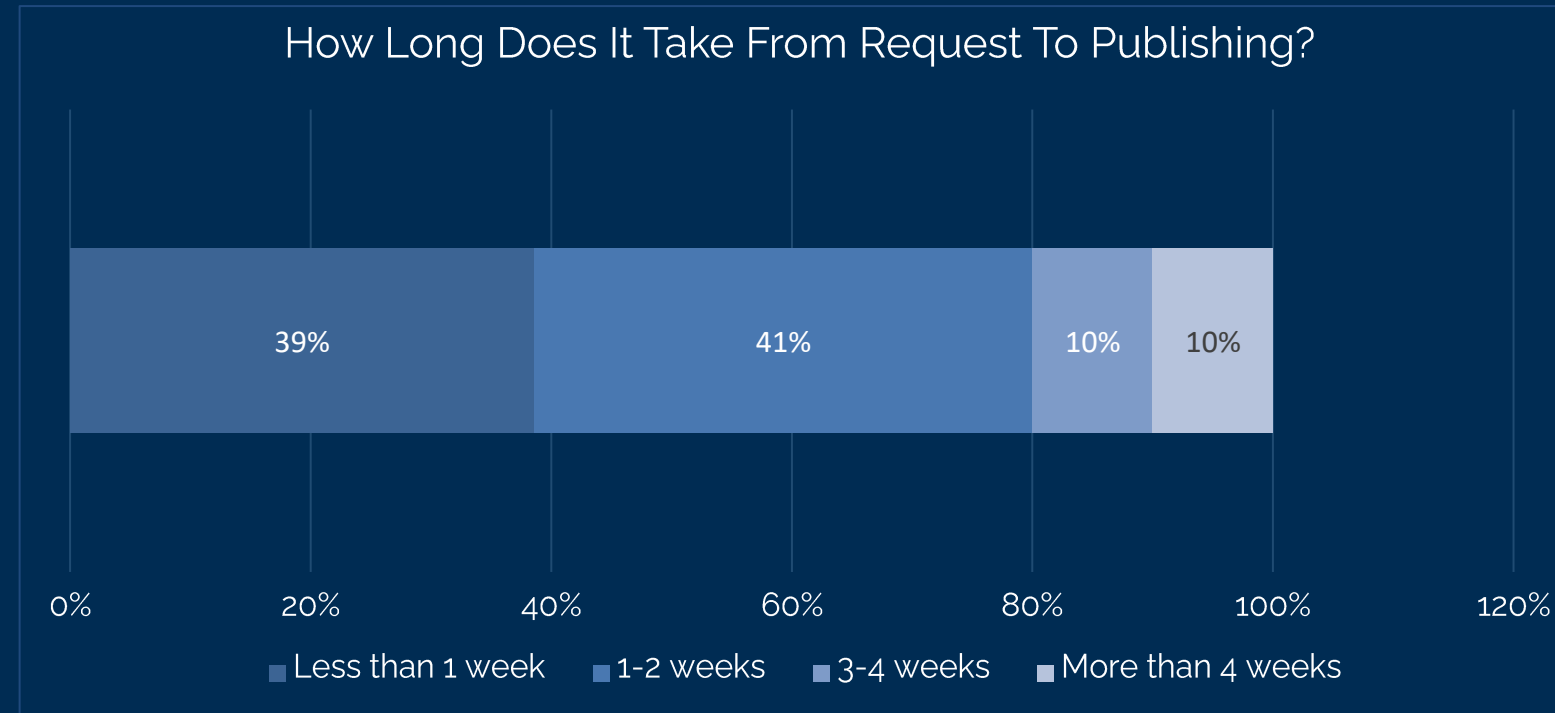
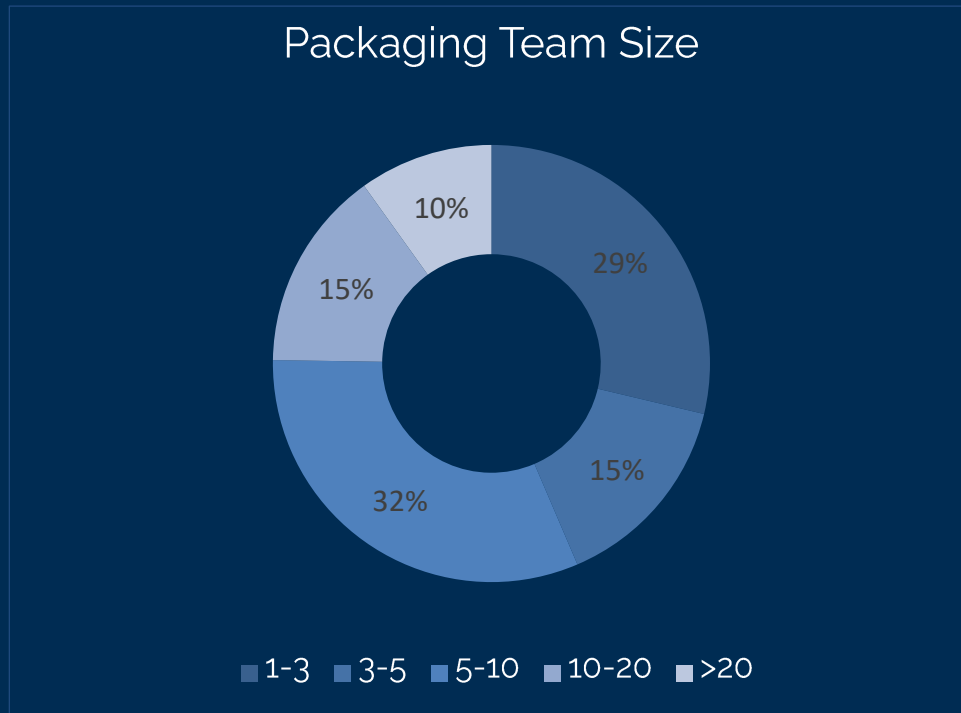


Percentage Of Managed Apps Supported By Endpoint Mgt Systems



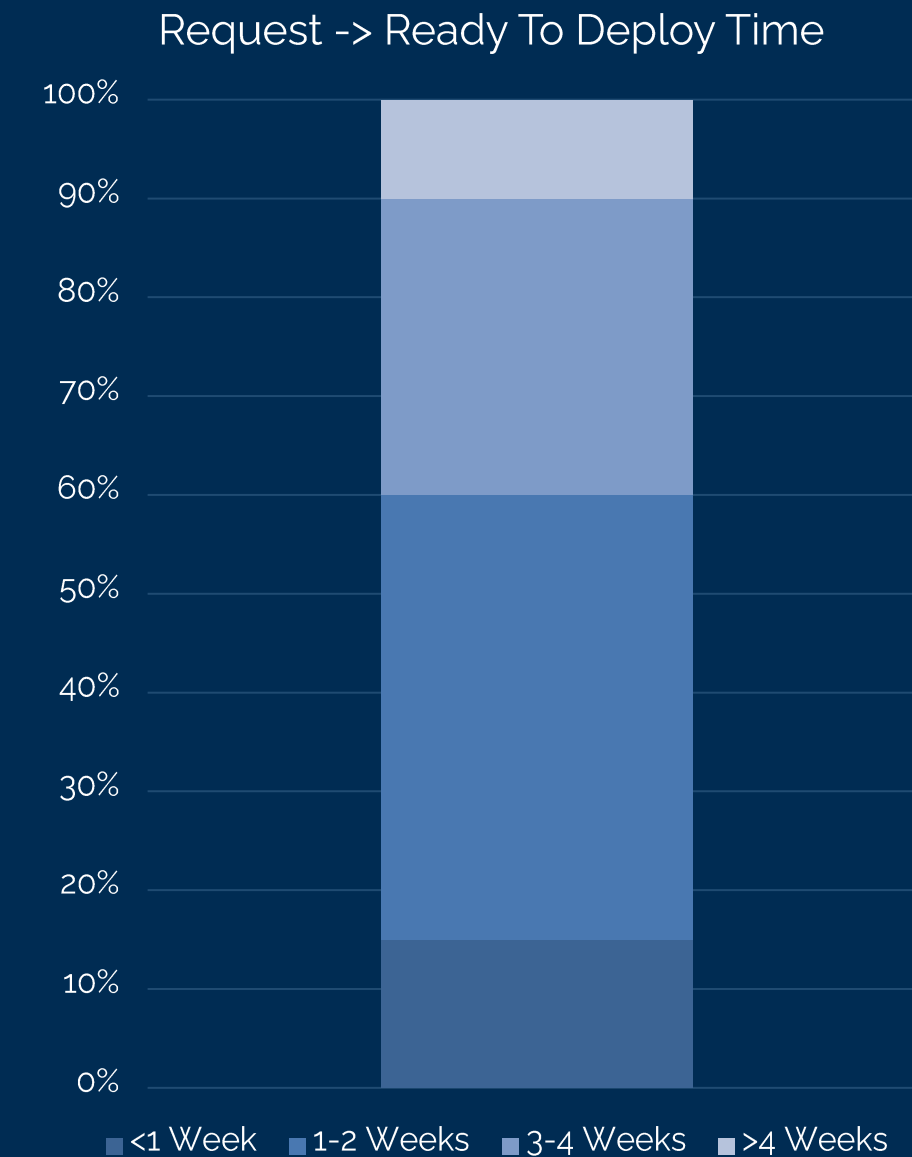
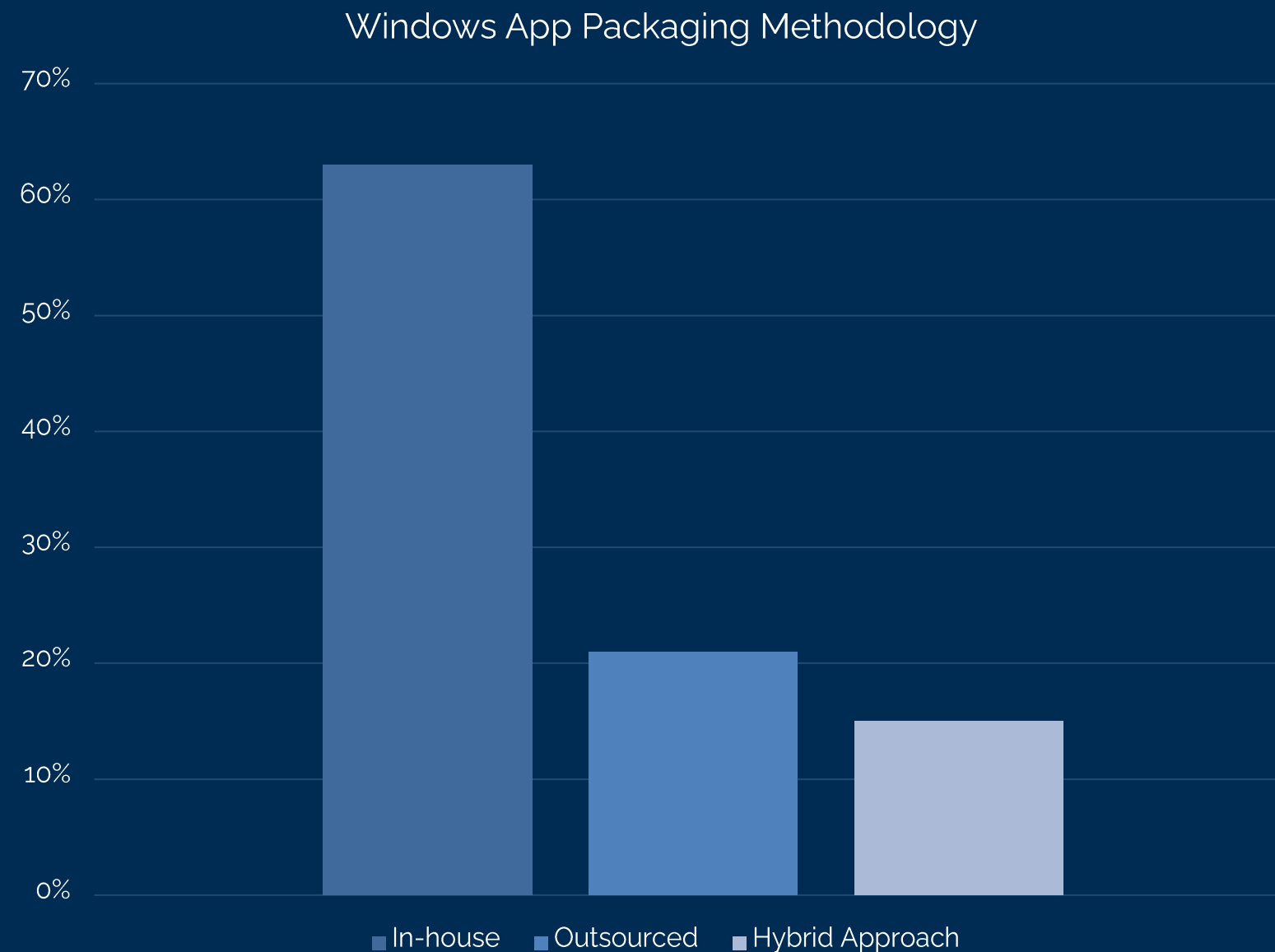
What Is The Team Profile?

A significant shift towards in-house packaging expertise since our last report, likely driven by increased volumes of packaging requests but no increase in budget which makes the consumption model difficult for most suppliers. Repackaging is still prevalent, whilst speed of delivery averages between 1-2 weeks per app.

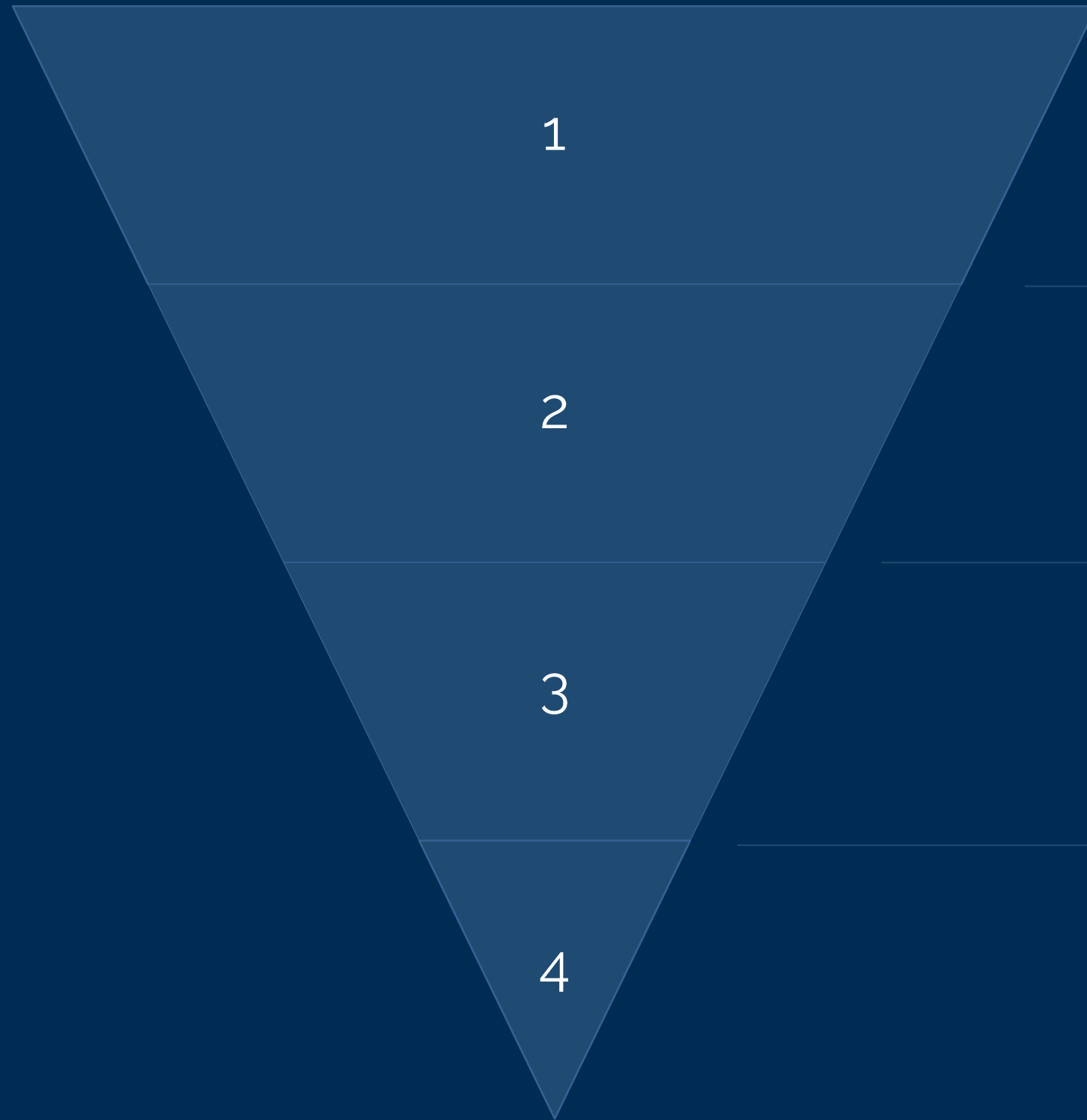


Current Windows App Packaging Ops Metrics

In a surprising change to previous years, many respondents indicated that their Windows app packaging methodology had shifted towards in-house service delivery (63%) up 3% from our previous survey. This may reflect the increasing number of automated application update solutions coming to market, and the lower reliance on commoditized application packaging services with more organizations adopting vendor command line support as their primary strategy. However, timelines remain extended with most (75%) Windows applications taking 1-4 weeks to go from initial service request to “ready to deploy”.



Windows App Modernization Key Findings



Strong commitment to modernization: 42% of organizations plan to modernize their Windows application management within the next 12 months, driven by security and patching, cloud platform (Intune / Workspace One) migration, compatibility and efficiency needs.

The primary drivers for modernization are operational: Key motivations have shifted towards faster delivery (36%), reducing packaging & testing complexity (21%) and simplifying deployment (21%). But only 14% of respondents feel very prepared for the future.

Growing interest in automation and AI: 36% chose automated app patching ahead of 23% interested in AI-Driven packaging. Self-service packaging boosted to 17%. This signals a strong market appetite for intelligent automation to replace manual tasks and a shift-left mentality.

Compatibility issues limit MSIX adoption: Insufficient benefits has risen to the top (34%) with lack of expertise (27%) and compatibility concerns (25%) scoring highly. This shows that this path to modernization remains poorly defined and challenged for adoption until better reasons exist.



The Vision For Windows Application Packaging



Emerging application packaging formats: Many organizations have now begun to adopt MSIX as their primary standard, but MSI remains the most common format. Virtualization formats are starting to become prevalent with AppAttach, Numecent Cloudpaging (9%), Omnissa App Volumes (8%) and Liquidware FlexApp (8%) gaining steady traction. PSADT is by far the most used tool for wrapping applications and selected by over 51% of respondents.

Intune as primary delivery platform: As expected, Intune remains the majority strategic focus for Windows application delivery, although Workspace One brought in 12% of the vote. Configuration manager remains the choice for only 11% of the population.

Migration timeline expectations: 14% of our respondents are aggressively pursuing an app modernization timeline of up to 6 months, with a further 28% anticipating completion within the year. 32% have a longer timeframe of 12-24 months, and the final 26% are committed but have no agreed timeline indicating that modernization is clearly on the digital workplace agenda, but maybe not yet the top priority.



Key Challenges & Opportunities

Challenge 1



Sprawl & complexity

Many enterprises manage over 1,000 Windows applications, creating a complex environment that requires robust strategies for effective maintenance and modernization



Challenge 2

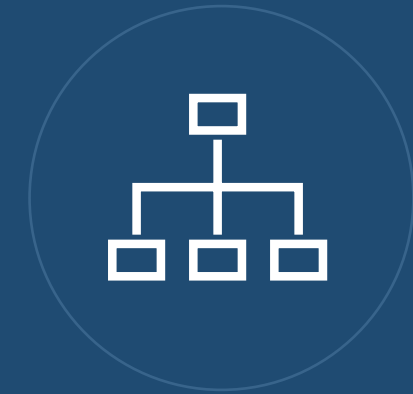


Automation & AI

82% of organizations struggle to keep applications updated. Automation and AI adoption should be prioritized to improve update rates and reduce operational bottlenecks



Challenge 3



Legacy vs modern tools

Legacy formats like MSI dominate for repackaging at 70%. Hybrid management systems and compatibility issues challenge modernization efforts



Strategic Recommendations

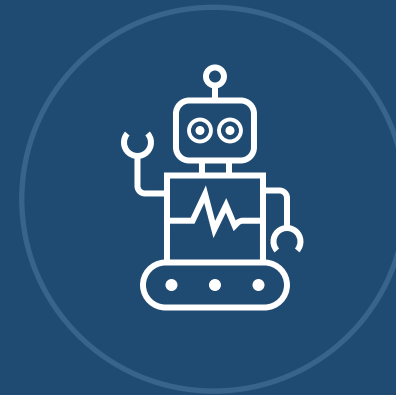
Windows application management modernization is becoming a critical component for enterprises looking to close security gaps around unmanaged applications. The sector faces challenges like application sprawl and legacy formats yet is poised for transformation with growing adoption of modern packaging technologies, techniques and tooling. Long-term phased migration to modern platforms requires overcoming skill gaps and compatibility issues to enhance agility and security. With so many organizations planning Windows application modernization within the next 12-24 months, focusing on efficiency, committing to modernization and automation is critical for digital workplace leaders.

Prioritize Modernization & Automation



42% of organizations plan to modernize Windows application packaging within 12 months, focusing on automation to reduce manual workload and improve update speed and security

Invest In Training For MSIX and AI



Our survey stated 54% of organizations favor MSIX packaging but face compatibility and skill gaps; investing in training will bridge these gaps and support technology adoption

Develop Migration Plans



74% of organizations aim to complete a migration to target platforms such as Intune within 12-24 months, requiring clear, phased roadmaps to ensure business continuity



Navigate your journey to complete Windows application coverage

You've seen the challenge – and the opportunity. Achieving 100% managed Windows application coverage is within your reach with the right framework, tools and approach. Juriba enables enterprise IT teams to make this shift at scale. If you're ready to take the next step, we've made it easy to act.

Take the Windows Application Risk Survey

With AI-driven vulnerability discovery now accelerating the volume of vendor security updates, the gap between what you manage and what you can patch matters more than ever. Take 2 minutes to benchmark your exposure.

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