



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 application portfolios. To benchmark the key challenges and identify future trends, I initiated my "State of the Windows Application Packaging Nation" survey.

This presentation outlines the findings from the data gathered and will be updated on an 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



Application Portfolio & Team Size

50% of organizations surveyed manage over 1,000 unique Windows applications with over 30% of those managing >2,000. This scale of “application sprawl” is a foundational challenge for IT, impacting security, cost and resources required for maintenance, modernization and migration projects. Yet most packaging teams are shrinking with >55% having just 1-3 resources. This disconnect between team size and increasing demand is creating a severe bottleneck for IT, delaying projects, impacting OS migrations and hindering business agility.



Endpoint Management Tools

The move to cloud is undeniable, but our data reveals a hybrid reality. A co-management scenario (SCCM & Intune) is the dominant model today. So, whilst the strategic direction is cloud, on-premises infrastructure remains critical for managing complex legacy applications, forcing IT teams to maintain two toolsets.



Windows Application Coverage

Only 34% of organizations manage more than 75% of their Windows applications via endpoint management systems, indicating a significant coverage gap today.



Windows Application Update Frequency

82% of organizations surveyed struggle to keep up their Windows applications updated within 3 months. This “update gap” means most businesses are operating with outdated software, exposing them to known software vulnerabilities. This relentless pressure is the primary driver for organizations to seek automated solutions for patching and updates.



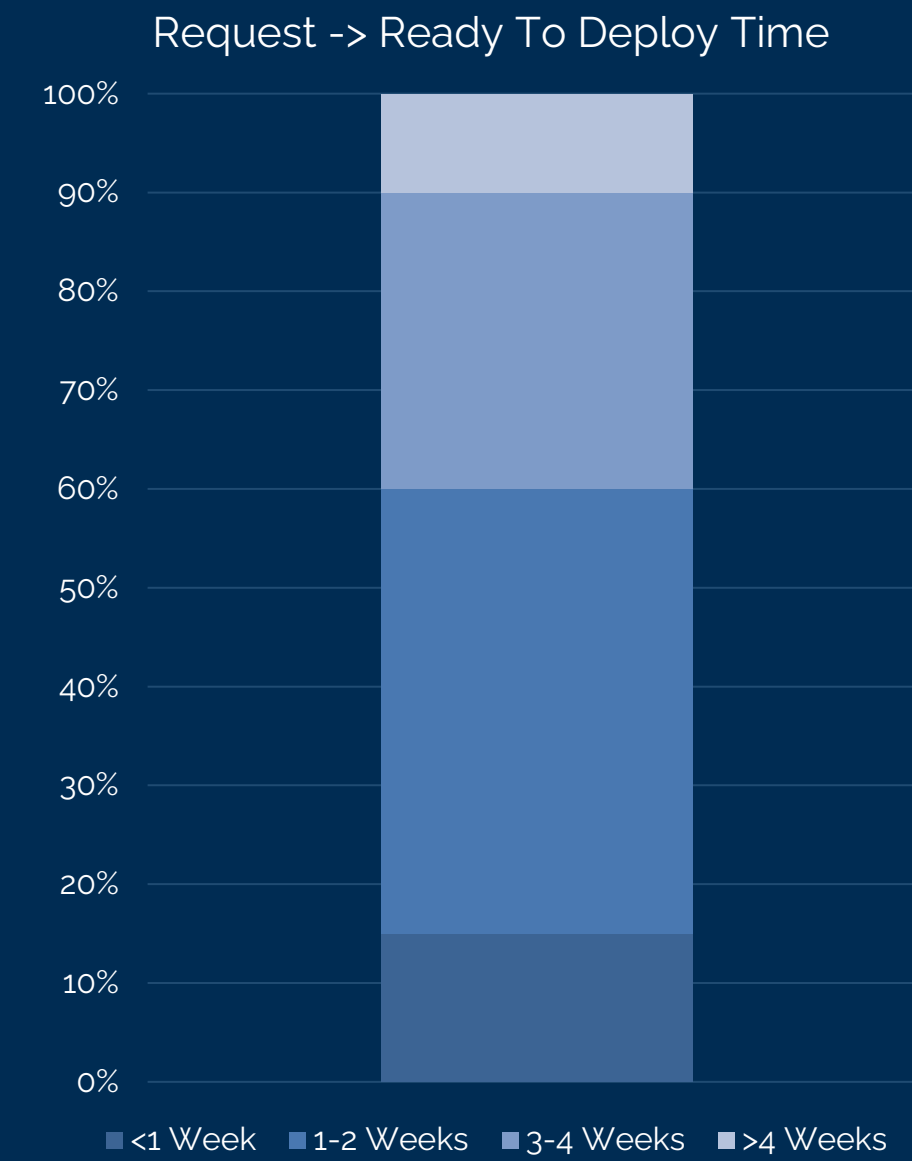
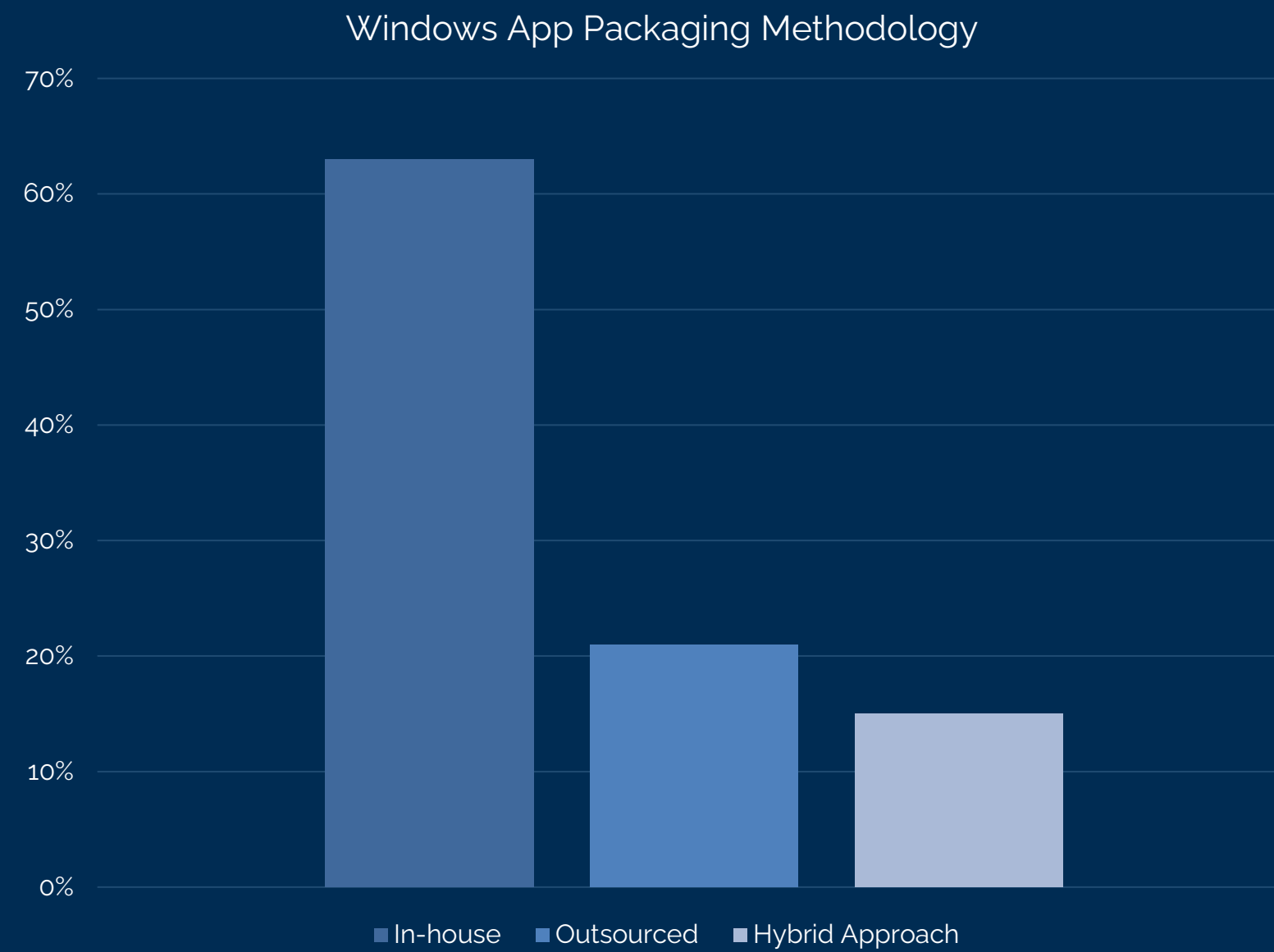
Application Repackaging Formats

MSI (Microsoft Installer) remains the dominant format at 88% coverage, with MSIX and virtualization solutions like Cloudpaging and AppVols taking the rest. When considering new formats like MSIX, compatibility and skill sets remain the single biggest barrier to adoption.

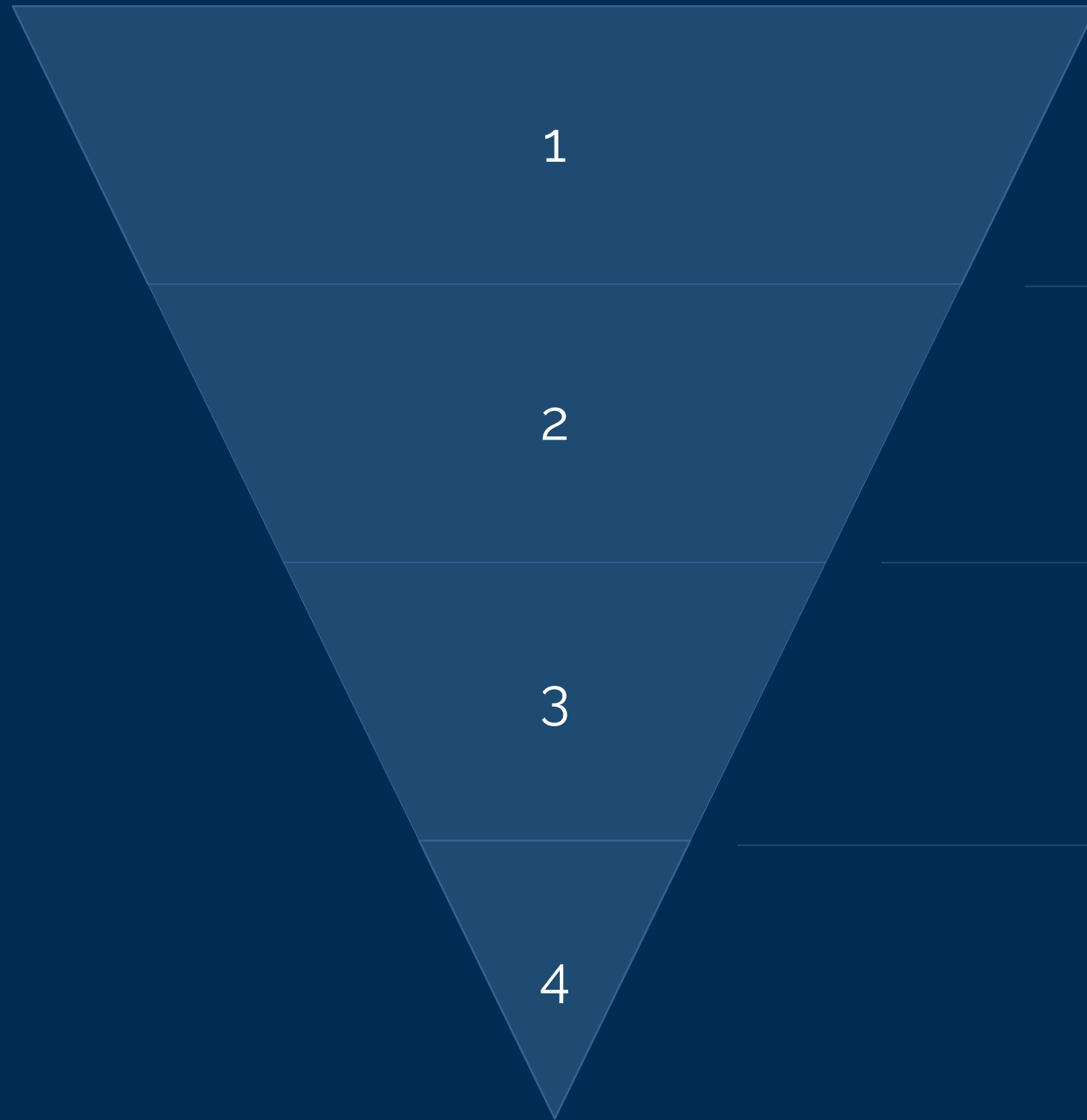


Current Windows App Packaging Ops Metrics

In a surprising change to previous years, many respondents indicated that their Windows app packaging methodology had shifted towards in-house service delivery (61%). 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: 85% of organizations plan to modernize their Windows application management within the next 12 months, driven by security, cloud platform (Intune / Workspace One) migration, web app conversion and efficiency needs.

The primary drivers for modernization are operational: Key motivations include simplifying deployment and support (68%), reducing packaging complexity (63%), cutting costs (48%) and accelerating delivery (43%).

Growing interest in automation and AI: 82% show interest in automated updates, 61% in AI-driven packaging and testing, and 58% in self-service automation to enhance speed and accuracy. This signals a strong market appetite for intelligent automation to replace manual tasks.

Compatibility issues limit MSIX adoption: Adoption barriers include compatibility concerns (66%), lack of expertise (48%), and perceived insufficient benefits (31%). This shows that a path to modernization that ignores the legacy app estate is not a viable path for the enterprise.



The Vision For Windows Application Packaging

1

Emerging application packaging formats: Modern formats like MSIX are expected to dominate, but only 12% expect to complete adoption within 24 months. Virtualization formats such as Numecent Cloudpaging, Omnissa App Volumes and Liquidware FlexApp are gaining slow but steady traction, especially in enterprise organizations.

2

Intune as primary delivery platform: Intune is the strategic focus for Windows application delivery, targeted by 81% of organizations, surpassing Configuration Manager and other platforms.

3

Migration timeline expectations: The long-term strategy is clear and consistent. The future of application packaging is tied to modern, cloud-native formats, and the undisputed target for application delivery is Microsoft Intune. However, the migration is a marathon, not a sprint, with 75% of organizations expecting the journey to take 1-3+ years.



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

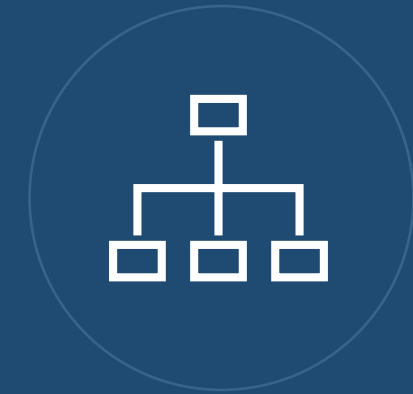


Automation & AI

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 88%. Hybrid management systems and compatibility issues challenge modernization efforts



Strategic Recommendations

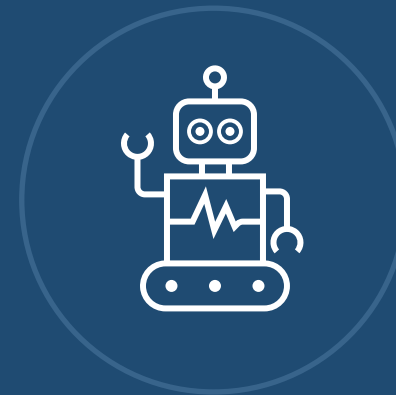
We are undeniably at a pivotal point for Windows application management modernization. The sector faces challenges like application sprawl and legacy formats yet is poised for transformation with growing adoption of modern packaging technologies, techniques and tooling. Long-term phased migration to 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 months, focusing on efficiency, committing to modernization and automation is critical for digital workplace leaders.

Prioritize Modernization & Automation



85% 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



35% 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



60% 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.

Download the Step-by-Step Guide to Windows Application Coverage

Download the free step-by-step guide that breaks down every stage of Windows application coverage — with proven tasks, timelines, and templates to help you succeed at scale.

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Step through an interactive tour of Juriba and see how we challenge the traditional Windows application management methods of today.

Book a demo

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