



Press Release

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Microsoft World Partner Conference 2016 as an innovation inspiration for the oneclick™ Platform

Microsoft's annual World Partner Conference (WPC) took place in Toronto, Canada from July 10-14, 2016. Around 16,000 visitors from around the globe participated at this event, in which Microsoft presented their most impactful innovations to their worldwide partners. oneclick was also present and gained positive impressions of the visionary strategy and exciting atmosphere.

This year's WPC featured the theme: "To help everyone in the world to achieve more." Key focus of the event was "Digital Transformation", which will be of considerable relevance to Microsoft partners. It refers to the development of intelligent cloud platforms, the expansion of personal computing and reinvention of productivity and business processes. "Current statistics show that the number of people working remotely has quadrupled in the past 20 years. In addition, the millennial generation will make up for around 50% of the working population by 2020." explains Florian Bodner, one of the three founders and this year's representative of oneclick AG at WPC. "In future, the mobile workspace will be even more in demand and digital transformation will continue its progressive path", said Florian Bodner. He continues: "With our platform for the delivery of desktops and applications in a 100% web-based workspace, we completely capture the spirit of the time in light of mobility and security."

According to Microsoft, the Cortana Intelligence Suite will be further developed in order to narrow the gap in business processes and increase user productivity. In addition, Microsoft will invest in Cloud Service Providers, Windows Server and Microsoft Azure, as well as Office 365 and Dynamics, to improve mobility and productivity for its customers. This matches oneclick AG's objectives. "We increasingly integrate Microsoft services into our application delivery platform, and a special focus is placed on Microsoft Azure during deployment," says Florian Bodner. "With its infrastructure offering and widespread services, Microsoft is an important strategic partner for us."

The overall aim of the annual partner conference is to discuss current trends and present new products. During this year's event, promising solutions for the 'Internet of Things' were shown that can be operated in the Microsoft Cloud. In addition, the state of development of Microsoft HoloLens were presented, a future-oriented project, which is already applicable today. "Using HoloLens in combination with our digital workspace allows us to create applications from the mixed reality and develop new possibilities for Work 4.0,"

raves Florian Bodner. "This technology has great potential to prevail in end user computing and to shape the workspace of the future."

Apart from extensive input regarding new technologies, oneclick was also able to make valuable contacts with new systems integrators and to exchange ideas about their needs, user requirements and future market trends. Systems integrators are currently undergoing a major transformation. They have to keep pace to manage the transition from the ever declining hardware and project business with high one-off payments to become managed service providers, who offer the end customer, as an outsourced partner, an integrated service with a low monthly bill. oneclick™ provides systems integrators with a platform that allows them to provide any application from any data centre quickly, easily and securely.

If you would like to find out more about the digital workspaces of oneclick AG, please visit <https://oneclick.cloud.com> for further information and apply there for a test account.

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About oneclick AG

oneclick AG with headquarters in Zurich, Switzerland, and an innovation motor in Prien am Chiemsee, Germany, is specialized in the development of a platform for the automated and secure deployment of digital workspaces. The goal of oneclick AG is to play a major role in shaping and improving end user computing. oneclick AG has been founded 2015 and has 25 employees.

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