How does it work: Absolute Application Persistence-as-a-Service (APaaS)

GENERAL

What is Absolute Application Persistence-as-a-Service (APaaS)?
Absolute APaaS is a service offering for PC OEM partners and independent software vendors (ISVs) that allows them to activate the **Absolute Persistence**® technology, which is embedded in the firmware of more than 600 million PCs. In turn, it enables their applications with **Application Resilience**™ and self-healing without their customers having to separately purchase and deploy any Absolute Secure Endpoint products or subscribe to the Absolute Resilience offering or any of its variants.

Instead, PC OEM partners and ISVs integrate the Absolute APaaS SDK into their own installer, which allows them to enroll and activate Absolute Persistence and enable their apps for Application Resilience and self-healing on behalf of their end customers.

From the perspective of the partner's customer, Absolute APaaS ensures applications are healthy and running and the device is ready for productive use, thereby reducing calls to the helpdesk. Absolute APaaS runs in the background on devices without any end user interaction.

I understand Absolute Persistence technology is embedded in most laptop computers. How do I know if Absolute Persistence is supported on my specific makes and models of devices?
Absolute Persistence technology is embedded in the firmware of 30+ different PC OEMs and ODMs worldwide. In turn, it's very likely that your endpoints have Absolute Persistence support built in. Absolute maintains a list of **PC manufacturers** and their models that support Absolute Persistence.

What data points does Absolute APaaS collect?
Absolute APaaS collects a default set of data to provide Application Health Telemetry and Insights reports to APaaS ISVs. The **following document** lists all the data points collected through an APaaS integrated software product.

What if my organization has concerns about data privacy and/or are required to comply with data privacy regulations such as GDPR and others?
APaaS partners and their customers based or operating in Europe have the option of their tenant account and associated data being hosted in the EMEA-based datacenter to ensure compliance with GDPR regulations. Absolute follows stringent industry standards to enforce the protection of customer and partner data hosted within Absolute datacenters and cloud environments. These include the following:

- Absolute ensures encryption of data in transit over public networks, using commercially acceptable means and Absolute encrypts its end user systems and customer data at rest using standard industry tools and algorithms.
- Encryption is enabled for data at rest and in transit/motion and Absolute leverages the AES-256 encryption key strength to protect customer data.

- Absolute will retain personal information only for as long as necessary to fulfill the purposes for which it was collected, as required for Absolute's legitimate business purposes, and/or to comply with applicable legal, tax, or regulatory requirements. After this time, any personal information you have provided to us will be destroyed, deleted, or anonymized.
- APaaS partners and their customers can request the deletion of specific data points by notifying Absolute. Absolute can also issue a certificate of destruction upon request by the partner or their customer to confirm the destruction of the data points.

Absolute's data protection standards comply with other notable data privacy regulations such as the California Consumer Protection Agency (CCPA) and Personal Information Protection and Electronic Documents Act (PIPEDA) in Canada as well. For more details regarding the Absolute Security Practices, visit the **following page**.

PC OEMs and ISVs

Some of our PC models have Absolute Persistence 1.0 embedded, while others have your newer Persistence 2.x in our firmware. Does Absolute APaaS support both?
Absolute APaaS is supported on all versions of the Absolute Persistence technology (i.e., both Absolute 1.0 and 2.x). Hence, Absolute APaaS will support all PC models that have Absolute Persistence embedded.

Will I receive any telemetry data showing how Absolute APaaS performs on my systems?
Absolute APaaS vendors currently receive quarterly standardized reports on the performance of their products in the field and additional analytics.

Absolute is building out a robust set of telemetry data to capture a variety of insights related to device, security, and application health. Please let us know which data points are of interest to your organization. Pre-built templates showcasing the types of datapoints collected can be shared upon request.

If a customer encounters an issue with Absolute APaaS, who is responsible for providing support?
If a customer encounters an issue with Absolute APaaS on one or more of their devices, they must contact the support team of the ISV. Absolute will help to support the customer indirectly, as well as provide enablement to the ISV with handling such customer issues. Because this is a white-labelled agreement, Absolute cannot speak with the customer directly. For more detail, check out the **APaaS Support Definition guide**.

Can Absolute APaaS be utilized for our internal software or toolset(s)?
Absolute APaaS can offer resilience and hardening of your toolset. Additionally, Absolute will provide quarterly telemetry reports outlining insights related to the application's efficacy and health.

If we have an ISV partner that is interested in integrating with Absolute APaaS, how do we go about the engagement?
Simply provide Absolute the name of the ISV and we will work with you and the ISV to have their application made resilient. Additionally, do request them to fill out the **following form** to sign up.

Do you offer other capabilities through Absolute APaaS apart from application health and resilience?
Through Absolute APaaS, Absolute can provide tailor-made solutions to PC OEMs that leverage Absolute Persistence technology embedded in the firmware. Examples of these include the ability to accurately locate devices, provide device hardware inventory, device actions such as lock and wipe, as well as remote scripting.

How long will it take to integrate Absolute APaaS with my application?
Absolute provides two main components that get integrated with the installation utility for your product. Furthermore, we also provide a standalone installer that is self-contained and will enable Absolute Persistence technology without any additional integration work required on your end. Depending on which way you choose to proceed, the overall

development, integration, and testing of Absolute APaaS usually runs anywhere between two to four weeks. Once you've become a partner, we will provide an Absolute APaaS Partner Success guide that outlines the steps involved regarding integration and launch.

How do I upgrade my existing users to have a version of my product that supports Absolute APaaS?
There are a few ways to ensure that the latest version of your application supported through Absolute APaaS is deployed across existing users in the field. Detailed steps are outlined in an Absolute APaaS Partner Success guide, which can be accessed after becoming a partner.

ISV CUSTOMERS

Will integrating with Absolute APaaS slow down the performance of the product?
No, the integration of Absolute APaaS into your product does not affect the performance of the product in any way. In fact, it helps strengthen the product's efficacy across your end customers endpoints by ensuring critical components are always running as expected and are tamper-proof.

How are Absolute APaaS components removed from an end user device?
Absolute APaaS components are integrated into an ISV's installer. When an APaaS-enabled application is installed by an authorized user, APaaS components are installed and activated. When a user follows the authorized uninstall process to remove an APaaS-enabled product from a device, that process also triggers the removal of applicable APaaS components and deactivates the Absolute Persistence technology embedded in the end user's device if there are no other applications on the device leveraging the embedded Persistence technology. In that case, the policy to monitor and remediate the removed application is deleted, but the other relevant components to persist other applications remain.

What is the difference between Application Resilience, which is available as a capability of the Absolute Secure Endpoint product suite, and Application Persistence-as-a-Service (APaaS)?
Application Resilience is a capability that comes with the Absolute Secure Endpoint product suite. It allows Absolute Visibility and Control customers to gain insights into the application health of those apps that are covered in the Application Resilience catalog. Absolute Resilience customers can opt to repair and/or re-install unhealthy applications automatically. Absolute APaaS is a service that is leveraged by ISVs who wish to integrate application health monitoring, self-healing, and other capabilities into their product.

I have an application that has Absolute APaaS embedded. As I am subscribed to the Absolute Resilience product, I also see that the Absolute Application Resilience catalog lists a module for the same application. Which one should I use?
You can simply rely on the self-healing capability of the version of the product from the ISV. It will automatically remediate any issues on your devices without the need for you to configure an Application Resilience policy for the application. If you want to manage the remediation directly you could set up an Application Resilience policy for the software application through your Absolute Console. In this case, your Application Resilience policy will take precedence over the automated APaaS configuration. You might want to do this if you only want the application issues reported, or if you want the application repaired but not reinstalled until you get a chance to review the problems. Additionally, an Application Resilience policy also delivers health telemetry data for customers to track the health of the application across their device fleet. The following page lists all applications that are part of the **Absolute Application Resilience catalog**.