



# The Legacy Application Modernisation Opportunity

A definitive market research report for channel partners ready to capitalise on the enterprise desktop modernisation wave.

 MARKET RESEARCH REPORT

# The Silent Crisis: Ageing Applications in the Enterprise

## The Legacy Burden

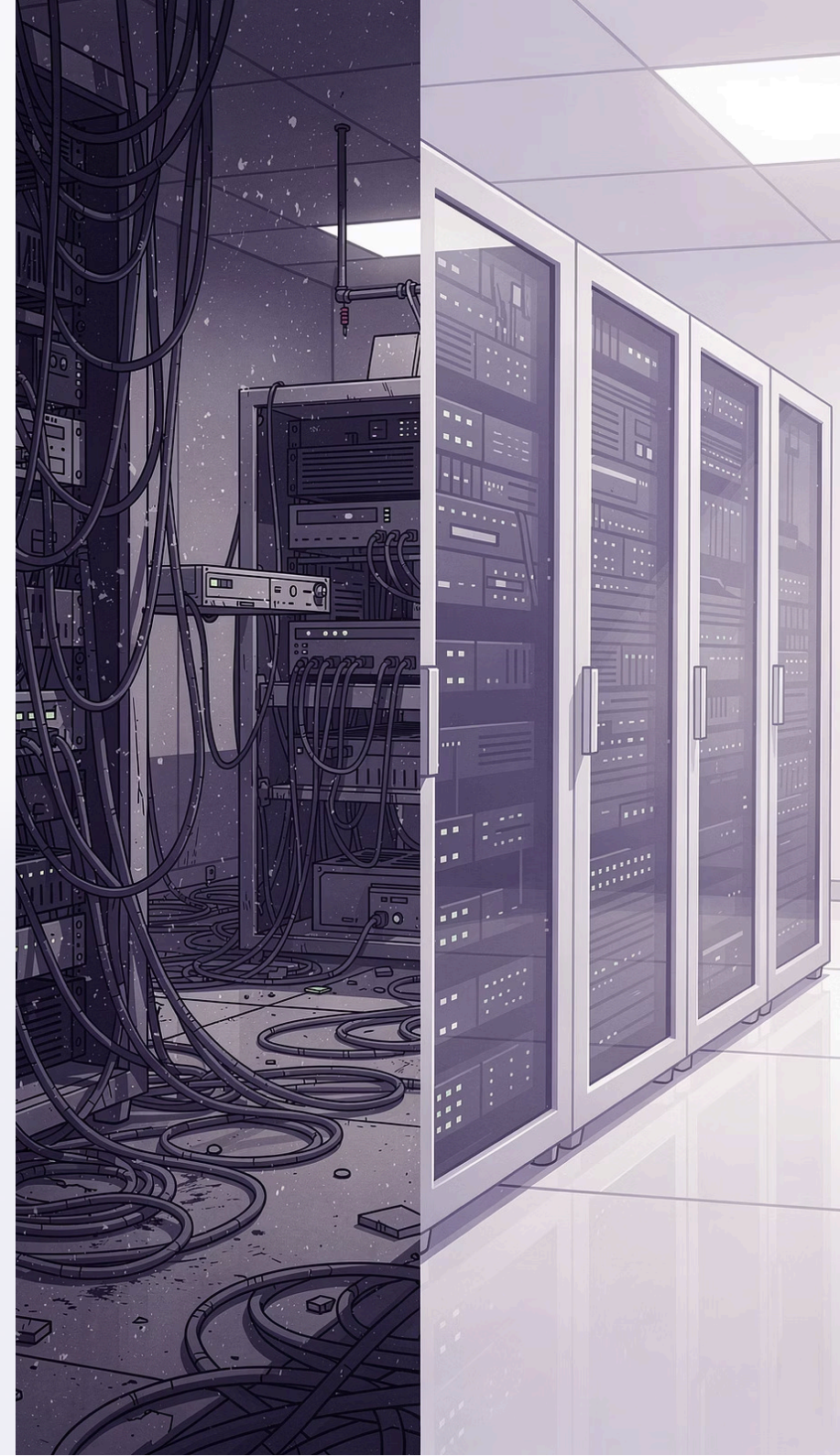
Many large organisations still rely on Windows applications built years — sometimes decades — ago. These systems are frequently incompatible with modern IT infrastructure and cloud-first strategies.

## The Hidden Cost

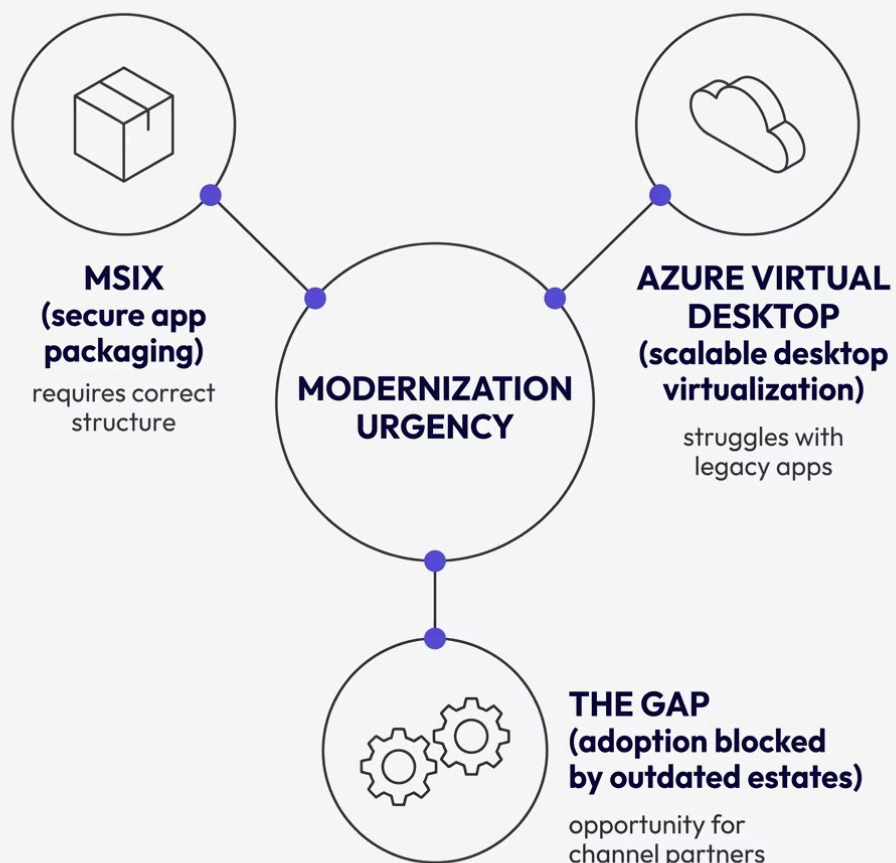
Elderly applications are expensive to maintain, riddled with security vulnerabilities, and actively hinder digital transformation and innovation initiatives.

## The Catalyst for Change

Technologies like **MSIX** and **Azure Virtual Desktop** are reshaping enterprise IT — but legacy estates are blocking adoption, creating an urgent and growing modernisation need.



# The Modernisation Imperative: Why Now?



## MSIX Packaging

MSIX enables more secure, reliable deployment — but applications must be correctly structured and packaged, often requiring significant updates to legacy codebases.

## Azure Virtual Desktop (AVD)

AVD delivers a scalable, cloud-based desktop experience. However, legacy applications frequently fail to deploy cleanly, creating friction and risk in modern environments.

## The Opportunity Gap

Organisations recognise the value of these platforms but are blocked by outdated application estates. **Channel partners are uniquely placed to bridge this gap.**

# Market Size: A Multi-Billion Pound Opportunity

**\$17.8B**

## Market Value in 2023

Global application modernisation services market valuation at baseline.

**\$52.5B**

## Projected Value by 2030

Forecast market size reflecting rapid enterprise adoption of modern platforms.

**16.7%**

## CAGR 2024–2030

One of the fastest-growing segments in the global IT services landscape.

- ❑ **UK Channel Opportunity:** North America currently leads, but significant growth is projected across Europe. UK-based partners are well-positioned to capture a substantial share of this expanding market.

# The Channel Partner Advantage

Channel partners hold a structural competitive advantage in delivering modernisation services. Three pillars define this unique position.



## Trusted Advisors

Established client relationships and deep understanding of individual business contexts mean partners can identify legacy risk before it becomes critical.



## Technical Expertise

Partners possess the skills to assess, re-platform, and migrate legacy applications — capabilities that in-house IT teams often lack for specialist modernisation work.



## Solution Bundlers

Modernisation services can be packaged alongside new technology deployments — AVD licensing, MSIX tooling, and managed services — creating high-value, sticky revenue streams.



BEFORE

## The Legacy State

Incompatible applications, mounting technical debt, security vulnerabilities, and spiralling maintenance costs.



AFTER

## The Modern Enterprise

Cloud-ready applications, MSIX-packaged deployments, seamless AVD integration, and a secure, agile IT environment.

# From Obsolete to Innovative

# Future-Proof Your Enterprise

## Target Audience

IT Directors, CIOs, and Heads of Infrastructure within large enterprises — decision-makers who own the legacy application problem and control modernisation budgets.

## Core Message

"Unlock innovation, reduce costs, and enhance security by modernising your legacy applications. Embrace MSIX and Azure Virtual Desktop with confidence."

## Service Offerings

01

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### Legacy Application Assessment & Audit

02

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### Application Re-platforming & Re-hosting Services

03

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### MSIX Packaging & Deployment Solutions

04

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### Azure Virtual Desktop Integration & Management

# Campaign Tactics: Reaching Your Clients



## Webinars & Live Demos

Host sessions that demonstrate real legacy application challenges alongside live MSIX and AVD modernisation walkthroughs to build credibility and pipeline.



## Targeted Email Campaigns

Segment by industry and application age. Surface specific pain points — security risk, compliance gaps — and offer tailored assessments as a low-friction entry point.



## Case Studies & ROI Stories

Showcase completed modernisation projects with quantified outcomes: cost savings, deployment time reductions, and security improvements that resonate with the C-suite.




## Vendor Co-Marketing

Partner with Microsoft and complementary technology vendors to access co-marketing funds, joint event opportunities, and shared lead generation programmes.



# The ROI of Modernisation: What Clients Gain



**REDUCED IT COSTS**  
LOWER SPEND



**ENHANCED SECURITY**  
ROBUST SECURITY



**IMPROVED PRODUCTIVITY**  
LESS END-USER FRICTION



**AGILITY & INNOVATION**  
FASTER MARKET RESPONSE

## A Compelling Client Conversation

Modernisation is not a cost — it is an investment with measurable returns across four dimensions that matter to every enterprise decision-maker.

### → **Reduced IT Costs**

Lower maintenance, support, and ageing infrastructure spend.

### → **Productivity at Scale**

Seamless AVD integration removes friction for distributed workforces.

### → **Enhanced Security Posture**

Modern packaging and cloud deployment reduces attack surface significantly.

### → **Future Agility**

Respond faster to market demands and emerging technology opportunities.

# Your Next Step: Seize the Opportunity

The window to establish market leadership in enterprise application modernisation is open — and will not remain so indefinitely.

## Educate Your Teams


Upskill sales and technical staff on MSIX, Azure Virtual Desktop, and modernisation methodologies.

## Build Service Packages

Develop compelling, outcome-based offerings that directly address client pain points and budget cycles.

## Engage Proactively

Start the conversation with enterprise clients now. Many don't yet know the scale of their own legacy risk.

 **The future of enterprise IT is modern. Position your practice to be the partner that gets them there — before your competitors do.**

