PowWow Mobile dovetails with VMware's EUC Windows announcements, releasing UWP support

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PowWow Mobile announced support for native apps built on the Universal Windows Platform at VMware's VMworld 2016 event. The offering uses refactoring technology to enable legacy Windows and web applications on mobile devices. Without this technology, the applications would need to be rebuilt, heavily re-architected or fully virtualized, typically using Citrix or VMware virtualization to do so, which is far from an optimal experience in mobile scenarios.

Where once PowWow Mobile only regarded Citrix and VMware as competitors, it now sees friends – and is playing the 'Switzerland' card. PowWow was prominent at Citrix's Synergy event and recruited a former Citrix VP of product management in May, one of several new senior executive hires, and it is exhibiting this week at WMworld 2016.

At the event, VMware announced AirWatch support for Windows endpoint management. This support includes the ability to install and distribute legacy Windows apps through the AirWatch catalog. PowWow Mobile is working on expanding its utility to VMware, which will help it push gradually up the stack by providing its own apps and enabling an ecosystem of third-party productivity apps. PowWow Mobile's only competitor at the moment is Capriza. With former competitors StarMobile and Reddo Mobility closing their doors this year, PowWow Mobile may have a larger margin of opportunity.

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