

# Mac-Native Way to Deliver Windows Apps, Powered by Parallels Desktop



# About the speaker



## Luba Kulakova

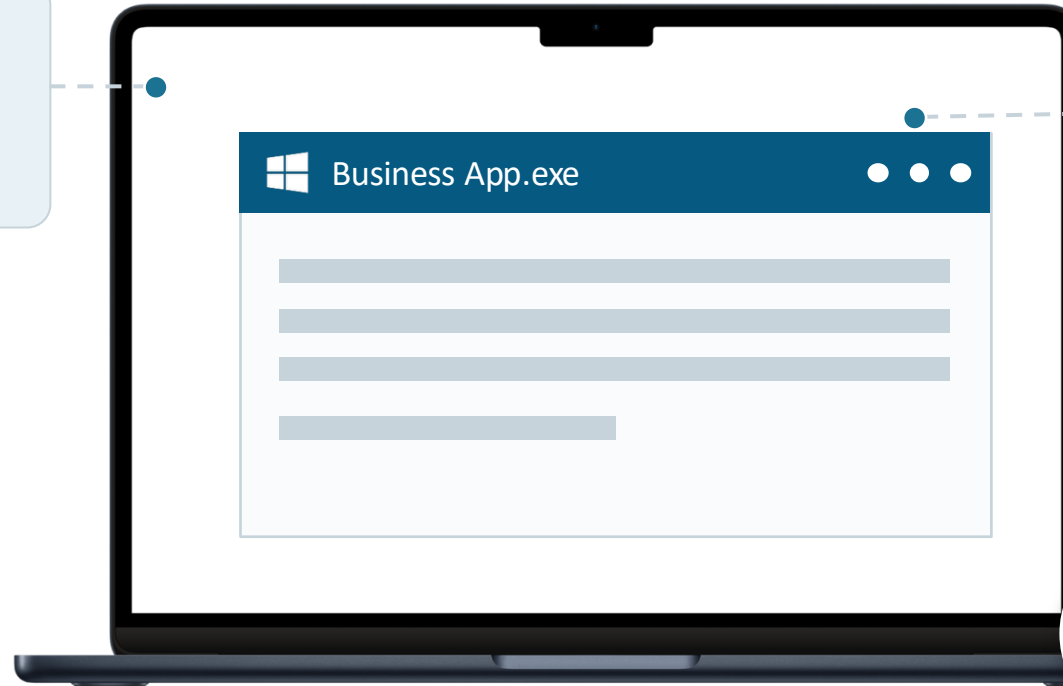
- Principal Product Manager at Parallels
- Owns the Parallels Desktop business product portfolio
- Based in Vancouver, Canada

# Windows Apps run on Mac with Parallels Desktop



## Mac Hardware

Their team's primary device



## Windows-Only App

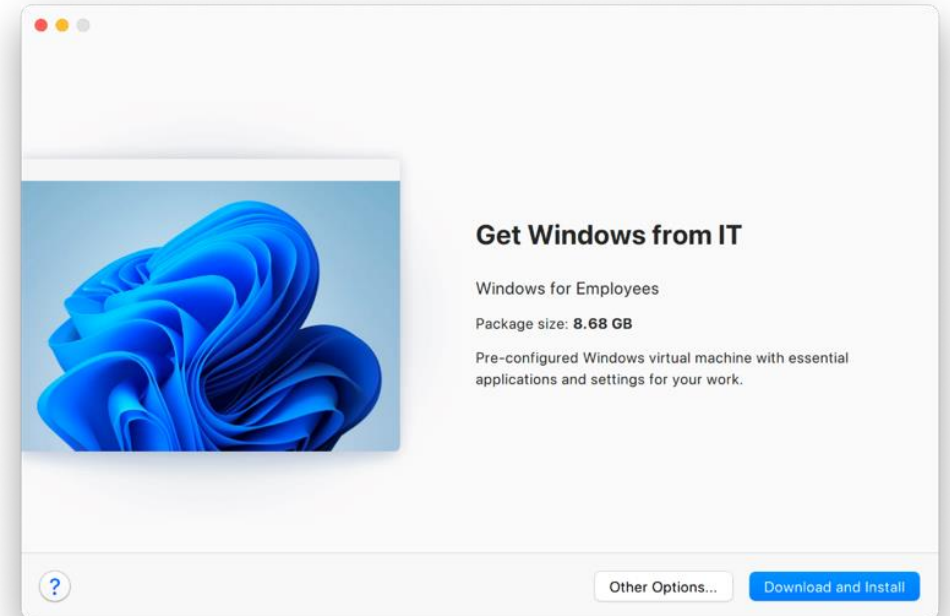
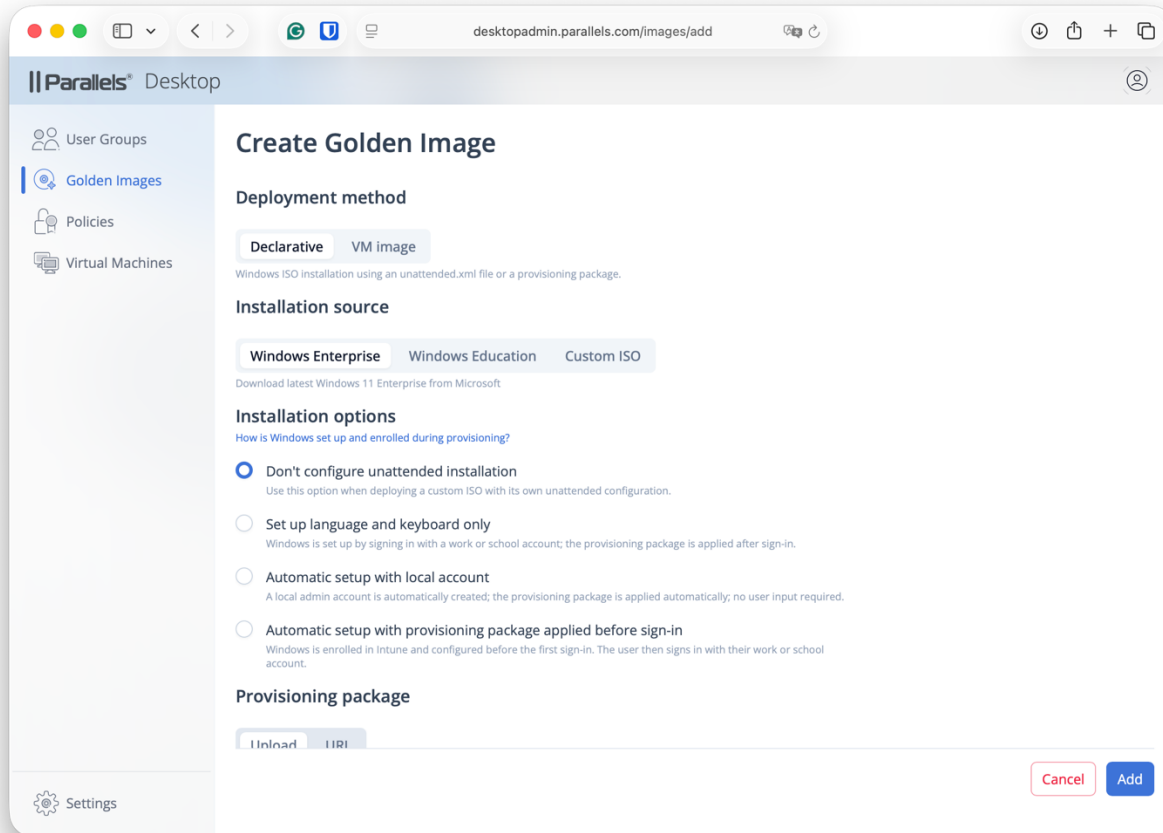
Runs directly in macOS

## Parallels Desktop

The layer that makes this possible —  
no reboot, no separate machine

# VM Delivery: VM + OS + App

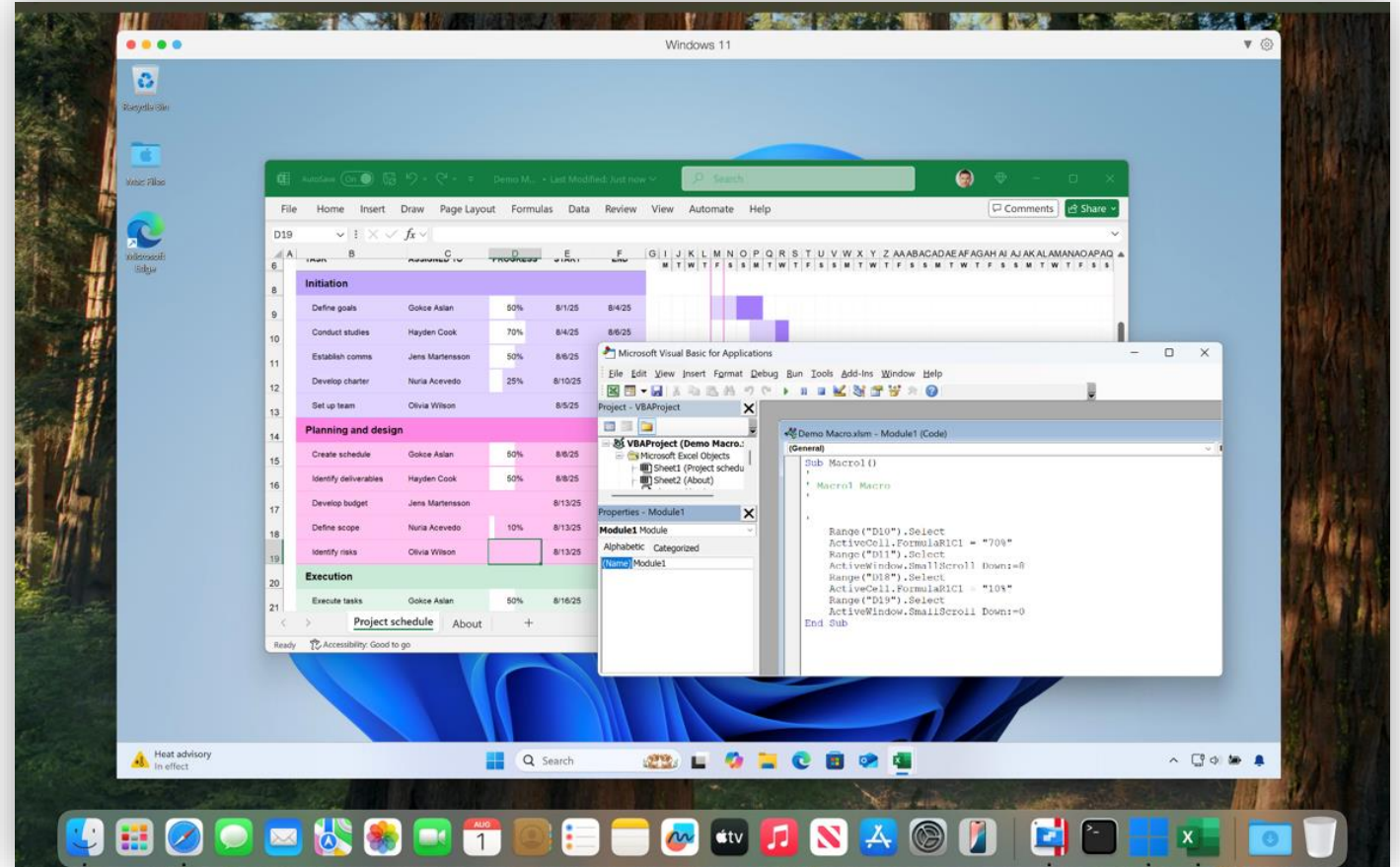
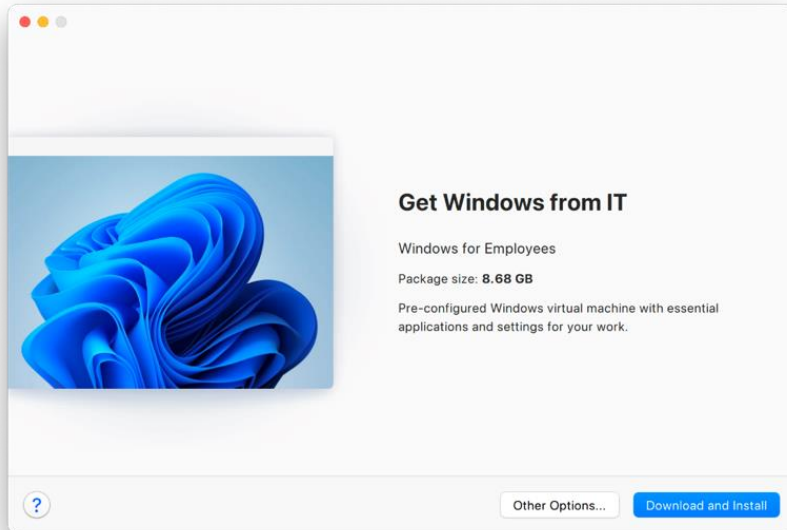
VM Delivery



Admins must prepare a VM, think about managing PD and VM installations.

# VM Delivery: VM + OS + App

VM Delivery

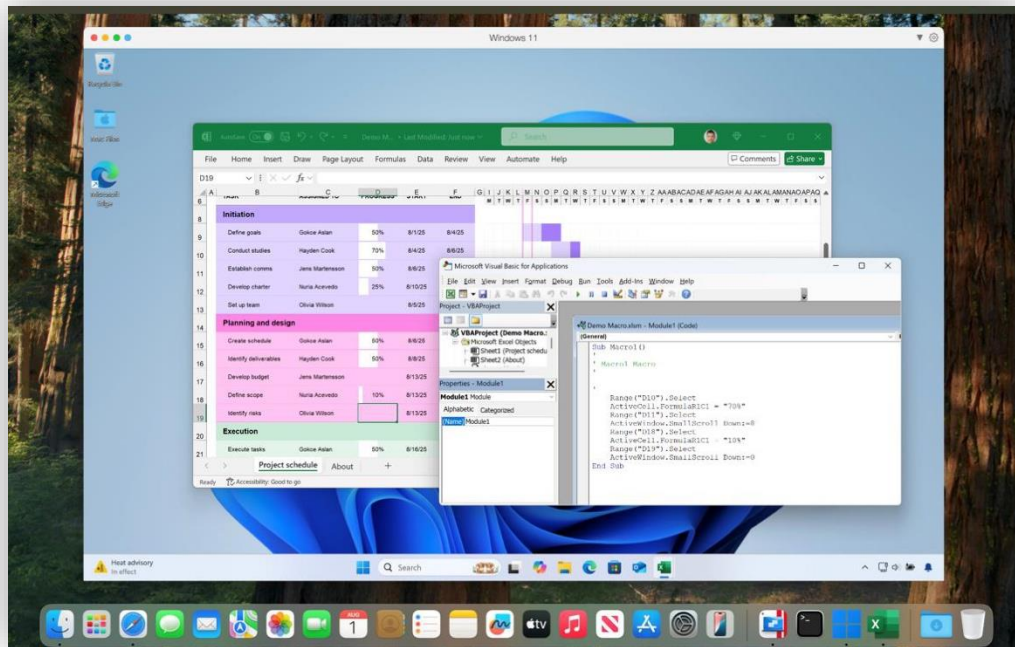


Users are often exposed to a whole Windows desktop — taskbar, Start menu, every app.

# What if you could deliver the app experience?

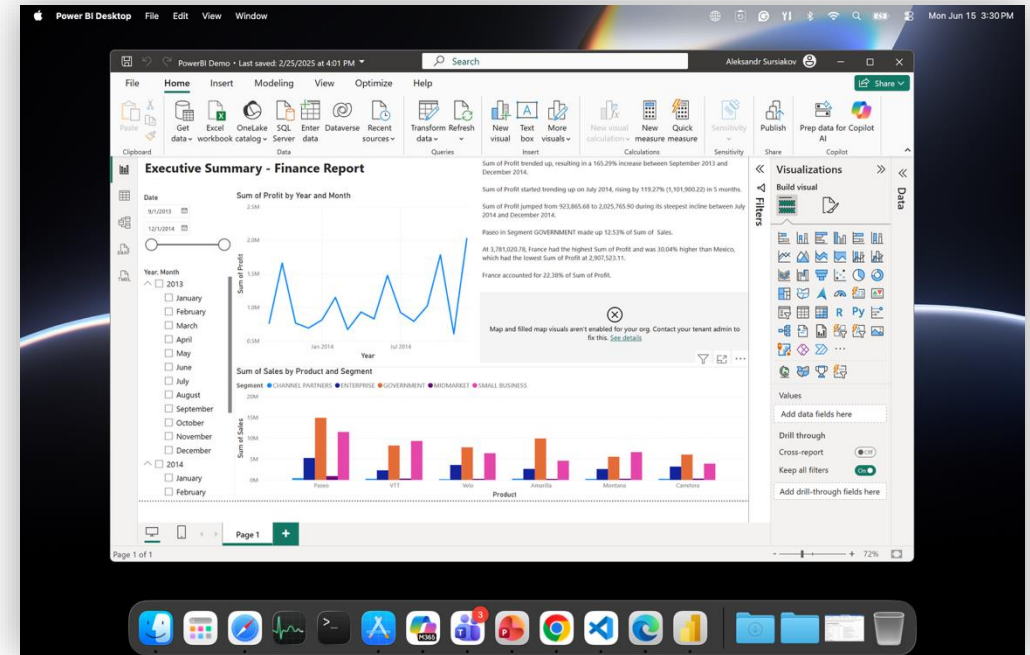


## VM Delivery



A whole Windows desktop — taskbar, Start menu, every app.  
A second OS for the user.

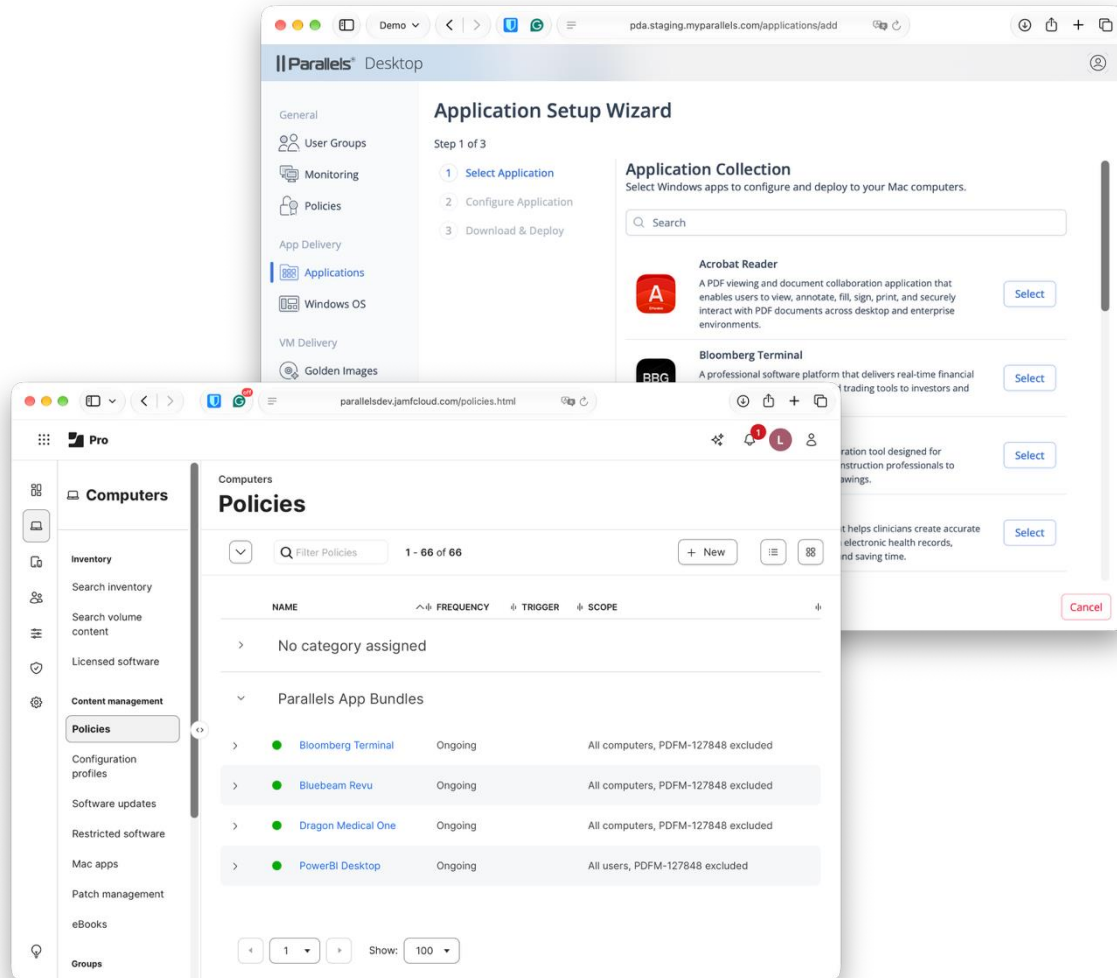
## App Delivery



Just launch the PowerBI application. Like a native Mac App.  
No Windows desktop — the VM runs hidden underneath.

# APP Delivery: App package + MDM

App Delivery

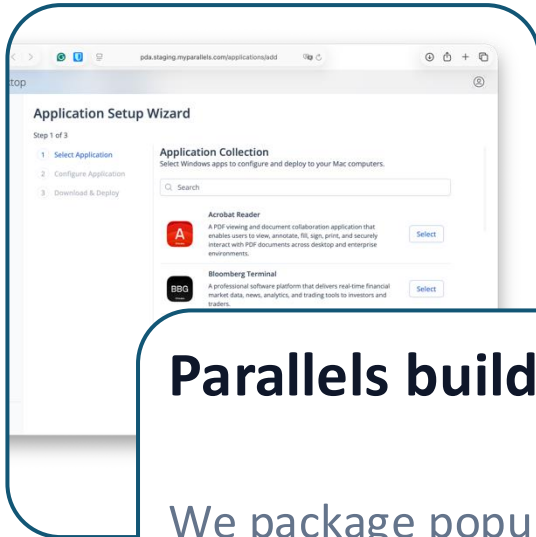


**Deliver a Windows app through JAMF like any macOS app.**  
The package will take care of setting up the environment and the app.

**Launch the Windows application like a native macOS App.**  
No Windows desktop — the VM runs hidden underneath.

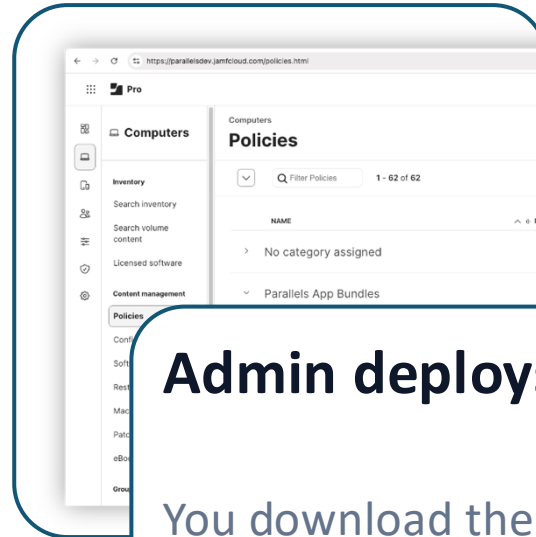
# Windows App Lifecycle

App Delivery



## Parallels builds

We package popular Windows apps as Mac apps and publish them to the portal.



## Admin deploys

You download the app package from the portal and deploy it through your existing MDM.



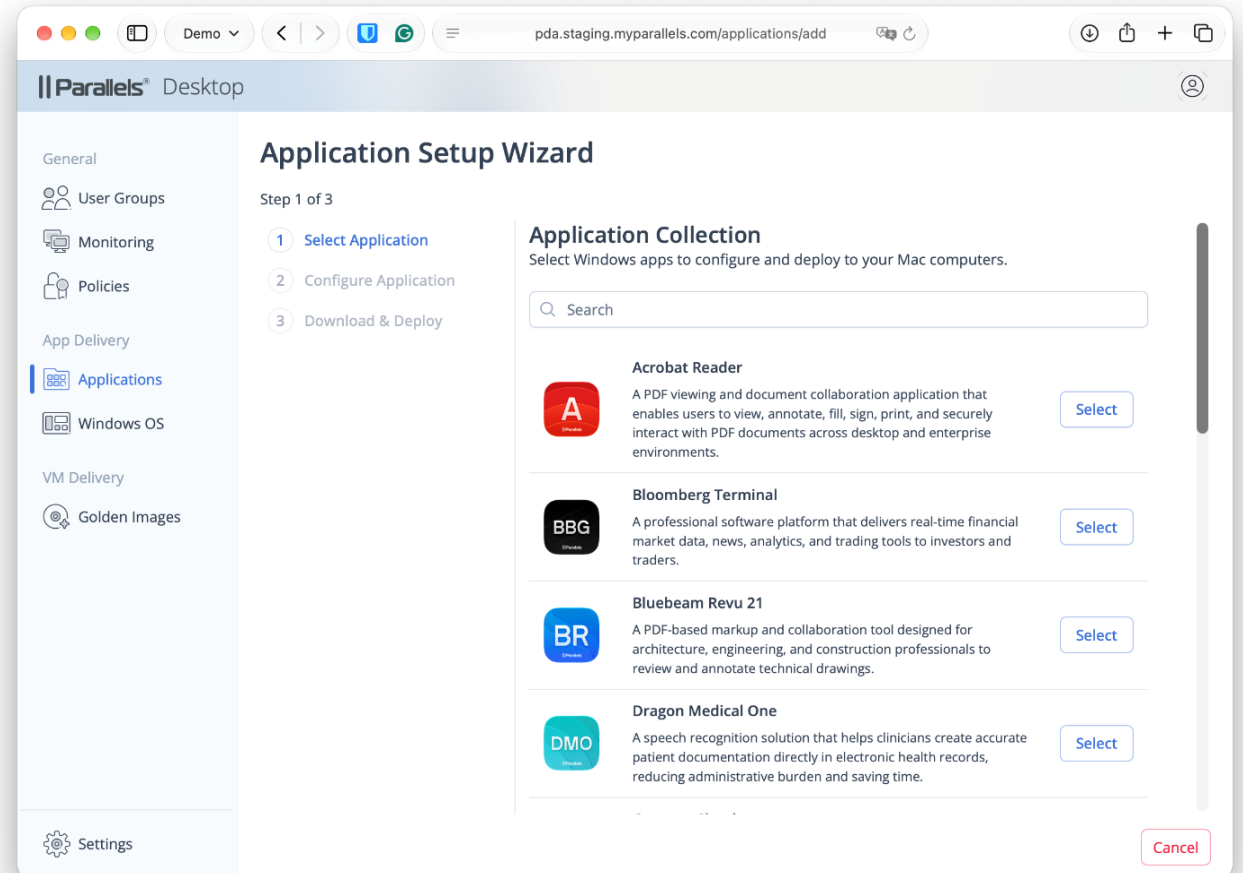
## User launches

Parallels Desktop creates the VM, prepares Windows, installs the app, and starts it.

# Demo

## Admin and User experiences

### App Delivery



General

User Groups

Monitoring

Policies

App Delivery

Applications

Windows OS

VM Delivery

Golden Images

Settings

# Application Setup Wizard

Step 3 of 3

- 1 Select Application
- 2 Configure Application
- 3 Download & Deploy



## Power BI Desktop

Provider: Microsoft | Latest Release

A business intelligence and data visualization application that enables users to connect to data sources, transform and model data, and create interactive reports, dashboards, and analytics solutions.

### Deployment Instructions

- 1. **Prerequisites:** Ensure target Macs have Parallels Desktop installed and activated. [Learn how to deploy and activate Parallels Desktop through MDM.](#)
- 2. **Download Assets:** Download the application package and MDM configuration profile. The Configuration profile includes app configuration ID that will be used to fetch your installation parameters from the portal.

Configuration Profile

App Package

- 3. **Deploy:** Push the MDM Configuration Profile first, then deploy the .app package via policy in your MDM. The application will be automatically installed with the required settings.

Preference Domain: com.parallels.appbundle.powerbidesktop

Copy

Configuration ID: 60f1b093-5cce-301e-66f9-c37e2e91f5bd

Copy

Delete Application

Close



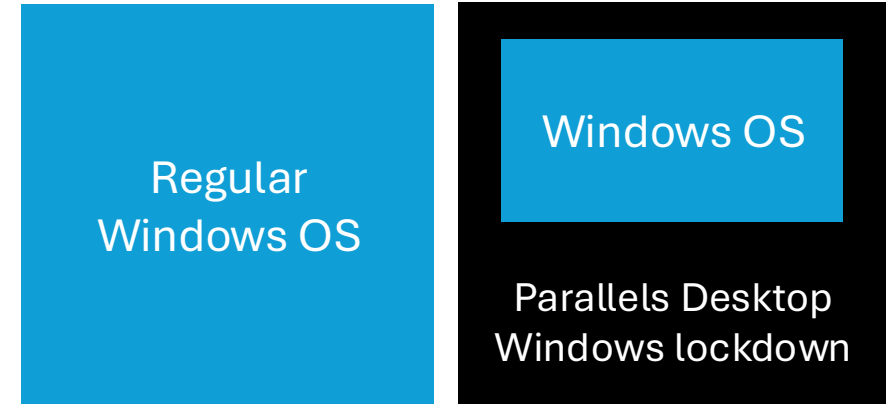
# Managing the Windows Layer

Lockdown, activation, updates, and monitoring — for the admins who know what's really underneath.

# Windows as a runtime, not an endpoint.



Parallels Desktop for Enterprise can now deliver Windows apps on Mac **without exposing Windows as a general-purpose OS.**



## Core idea:

Given the isolation and lockdown, we believe the Windows layer may not require extra security tools or require far less involvement than an endpoint device. The existing macOS security posture and Parallels lockdown will provide a good coverage and protection.

# Windows Lockdown



Minimize, secure, and hide the managed Windows installation

## THE FOUR LEVERS

### Performance

Stop indexing, Superfetch, P2P updates & telemetry timers

**WSearch / SysMain** → **Manual** stop background indexing and Superfetch pre-allocation.

**DODownloadMode = 99** disable peer-to-peer Delivery Optimization bandwidth sharing.

**CDPSvc / CDPUserSvc** → **Disabled** kill Connected Devices Platform background activity.

**NoDesktop** · blank wallpaper · **DisableSearch** clean, distraction-free surface.

**Suppress update & crash dialogs** no user-facing interruptions during sessions.

### Lockdown

Block shortcuts, Task Mgr, Control Panel; hide C:, bypass WinRE

**NoWinKeys = 0xffffffff** disable all Windows-key shortcuts (Win+R, Win+X, Win+D...).

**DisableTaskMgr · NoControlPanel** block Task Manager and Control Panel / Settings.

**NoDrives = 4** hide the C: drive from Explorer and file dialogs.

**Disable HKCU/HKLM Run · AutoRun off** no unsupervised auto-start or autorun.inf vectors.

**NoConnectedUser · IgnoreAllFailures** local-account only; bypass recovery environment.

### Bloat removal

Strip 32 apps, 12 capabilities, Edge & OOBE reinstalls

**32 AppX packages deprovisioned** Xbox stack, Bing apps, Store, Teams (consumer), Copilot...

**12 optional capabilities via DISM** WebView2, IE shim, WMP, PowerShell ISE, OneSync...

**Edge actively removed** scheduler, registry DACL, RunOnce uninstall command.

**UScheduler OOBE queue cleared** prevents reinstallation after imaging.

**DisableWindowsConsumerFeatures = 1** no silently-installed promoted apps.

### Privacy / Telemetry

Disable DiagTrack, appraisal, usage insights, health svc

**DiagTrack** → **Manual** disable the main Microsoft telemetry pipeline.

**wuqisvc** → **Disabled** stop Usage & Quality Insights data collection.

**InventorySvc / whesvc** → **Manual** halt inventory/compatibility appraisal & Windows Health.

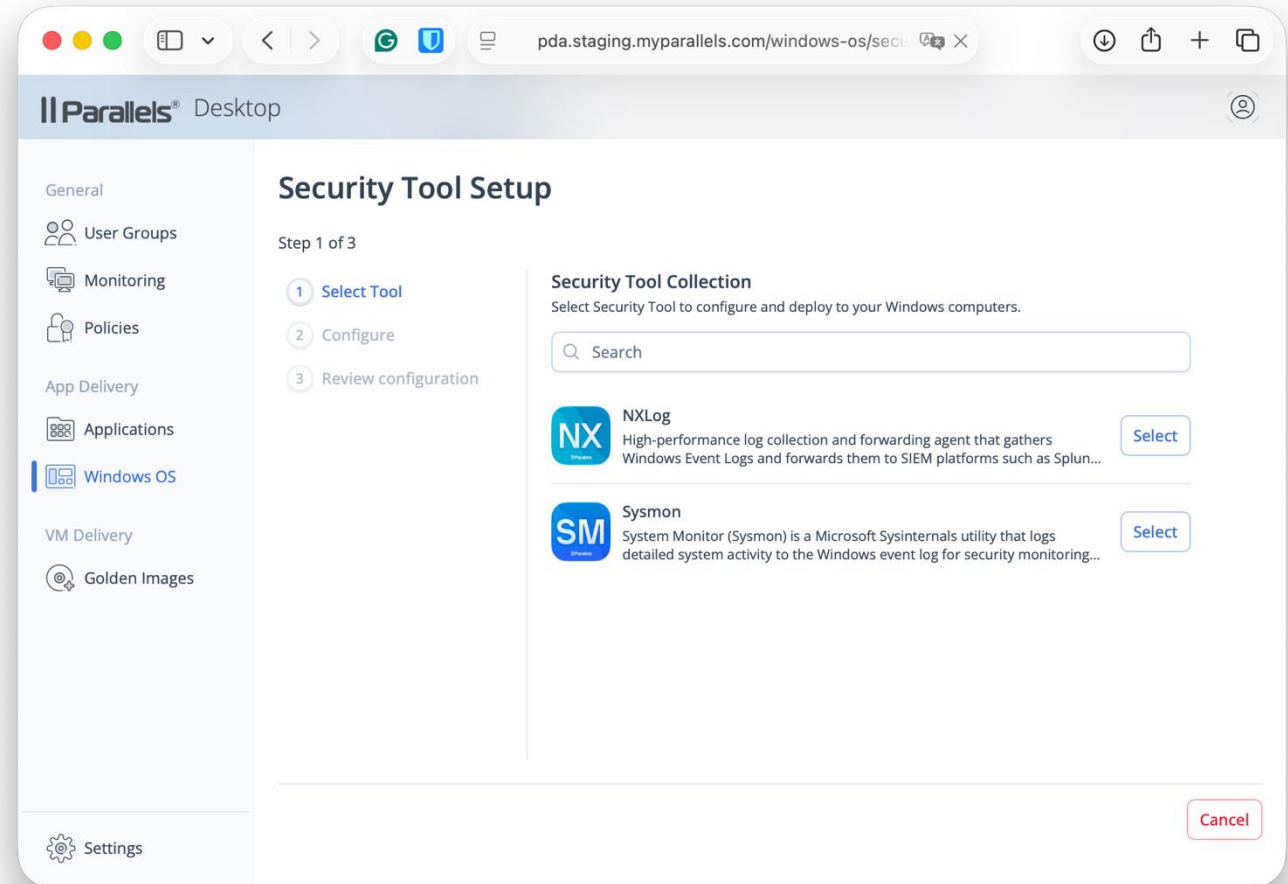
**PcaSvc / DPS** → **Disabled** remove Program Compatibility & Diagnostic Policy pipelines.

**Feedback Hub removed** no diagnostic data or feedback sent externally.

# Windows Security Tools



- **Configure in the Portal**  
Add third-party tools like Sysmon or NXLog with your own config files and install parameters
- **Deployed automatically**  
Tools install alongside your Windows apps at VM setup, or on next check-in if added later
- **Stays hidden from users**  
Monitoring runs invisibly, without surfacing in the sealed, app-only experience



# Monitoring, Windows Updates and Activation

(COMING LATER)



## Windows OS

[Licensing](#) [Maintenance & Updates](#) [Additional Tools](#)

Save changes

Sequential stages — each begins after the previous period elapses.

Days 1–7

Days 8–14

Day 15+

Stage 1 — Silent      Stage 2 — Notify      Stage 3 — Force

**Stage 1 Silent update** Duration 7 days

Install updates silently when Windows apps are not in use or outside business hours.

Business hours 9:00 AM to 6:00 PM

**Stage 2 Notify & defer** Duration 7 days

Remind users daily. They can defer till the next day.

Notification cadence Daily

**Stage 3 Force update** Grace period 30 minutes

Block access to all Windows apps until updates are installed.

Running Windows apps will be force-quit after the grace period. Unsaved work may be lost.

### Monitoring

Unified view of all devices, VMs, and PAB deployments.

Users VMs Apps

Basic Usage Operating System Host Info Columns 7 of 21

Search...

Actions

| VM name       | User Name       | Last Reported date (UTC) | VM device Name | VM device ID       | VM serial number | VM State  |
|---------------|-----------------|--------------------------|----------------|--------------------|------------------|-----------|
| Dev-Ubuntu    | Sarah Mitchell  | 08-22-2023, 03:15:22 PM  | SARAHM-DEV01   | a178b737-079e-4b8c | PVM-A178B737     | Running   |
| macOS-Build   | Marcus Chen     | 02-01-2024, 11:55:01 AM  | MCHEM-MAC-PRO  | a178b737-079e-4b8c | PVM-A178B737     | Running   |
| Win10-Legacy  | Priya Sharma    | 11-04-2023, 09:47:33 AM  | PSHARMA-LEG01  | a178b737-079e-4b8c | PVM-A178B737     | Suspended |
| Analyst-Win11 | James Williams  | 06-29-2023, 06:02:59 PM  | JWILL-ANALYST  | a178b737-079e-4b8c | PVM-A178B737     | Stopped   |
| Design-Mac    | Elena Rodriguez | 09-18-2023, 02:29:41 AM  | ERODRIG-MAC    | a178b737-079e-4b8c | PVM-A178B737     | Running   |
| QA-Test-Win   | Tom Anderson    | 03-07-2024, 08:11:17 PM  | TANDERS-QA01   | a178b737-079e-4b8c | PVM-A178B737     | Running   |
| Backend-Linux | Ravi Patel      | 12-25-2023, 04:38:26 AM  | RPATEL-BE-01   | a178b737-079e-4b8c | PVM-A178B737     | Running   |
| Marketing-Win | Anna Kowalski   | 07-14-2023, 10:53:08 PM  | AKOWALSK-MKT   | a178b737-079e-4b8c | PVM-A178B737     | Running   |
| Old-WinServer | David Kim       | 01-10-2024, 01:19:54 PM  | DKIM-LEGACY-01 | a178b737-079e-4b8c | PVM-A178B737     | Suspended |
| Dev-Ubuntu    | Sarah Mitchell  | 10-03-2023, 07:34:45 AM  | SARAHM-DEV01   | a178b737-079e-4b8c | PVM-A178B737     | Running   |
| macOS-Build   | Marcus Chen     | 04-16-2024, 12:07:39 AM  | MCHEM-MAC-PRO  | a178b737-079e-4b8c | PVM-A178B737     | Running   |
| Win10-Legacy  | Priya Sharma    | 12-02-2023, 05:50:28 PM  | PSHARMA-LEG01  | a178b737-079e-4b8c | PVM-A178B737     | Running   |

30 results • 30 total

### Parallels® Desktop

EN

## Windows OS

[Licensing](#) [Maintenance & Updates](#) [Additional Tools](#)

Save changes

**Windows activation** ✓ Activated

Applies to all VMs in this group

MAK key XXXXX-XXXXX-XXXXX-XXXXX-XXXXX

Activations used 43 / 100

**Need more licenses?**

Purchase additional Windows seats through Parallels

[Buy licenses →](#)

# Summary



## New delivery model

Windows apps reach Macs as single apps, not full VMs to hand off



## A native experience

Users launch apps from the Dock; Windows runs hidden underneath



## No new tooling

Package and deploy through your existing MDM, like any Mac app



## macOS stays the managed endpoint

Windows is a sealed runtime, not a second OS to patch or audit

Windows as a **runtime**, not an endpoint.

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