



How can you best  
align costs with what  
you use?

The challenge:

# Expenses for remote access solutions can quickly escalate

With remote access, unnecessary costs come from multiple directions.

First is the licensing model—both Citrix® and RDS license by named user, forcing you to pay for every end user registered to use your application. You always pay the peak amount, no matter the actual usage. Potentially, regional user up-charges may also apply.

In addition to the software license, you also need to pay for a Microsoft® Client Access License (CAL) for both RDS and Citrix implementations.

Finally, RDS and Citrix consume significant computing resources, which in turn increases the number of IT people required to manage a Citrix or RDS implementation. The cost of all this can drag down your margins and reduce profitability.

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But what if you could  
align costs with what you use?

Here's how you'll make it possible...





# Pay only for actual usage, not potential usage

Under a named user pricing model, you end up paying a fixed price for the maximum number of users, even if only a fraction of them are actually using your application.

With GO-Global's concurrent pricing model, you buy licenses based on actual use, not total user count. And as you obtain more business and more individuals access your application, you can easily add new GO-Global® licenses. You match your costs to what you consume.

With this superior cost structure, you can lower your costs and increase profitability.



# Eradicate the need for CALs

Whenever your branding is overshadowed by Microsoft or Citrix, your brand recognition is watered down.

Regardless of whether you use RDS or Citrix, in addition to RDS and Citrix licensing, you must also pay for a Microsoft Client Access License for each user. But what if you could replace Microsoft's remote desktop and Windows® multisession functionality with an alternative, providing access to your cloud-deployed Windows application without ever needing a CAL license?

With multisession functionality and RDS tools and functionality replaced by GO-Global's proprietary technology, you eliminate the need for and associated costs of a CAL.



**GO-Global replaces Microsoft multi-session functionality—**  
as well as all Remote Desktop functionality and tools—saving you money.



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# Deliver easier management and better scalability

Other remote access solutions duplicate infrastructure components that are provided by cloud services.

GO-Global leverages existing cloud service infrastructure to deliver similar functionality with less complexity.

For example, you can utilize the load balancing, access controls, and health and performance monitoring that already exists in your chosen cloud, rather than having to utilize similar capabilities included with other remote access solutions. This keeps you from paying twice for the same features.



**GO-Global's choose-your-own-cloud** approach allows you to fully utilize the existing functions of your cloud.



# Align costs with what you use

Enabling remote access comes with a multitude of unnecessary costs—dragging down your margins and overall profit.

## With GO-Global you'll be able to...

Ensure that you're only paying for licenses you're using, while making full use of the existing services in the cloud infrastructure of your choice—and eliminate the costs of CALs.

### And that means you'll...



Keep costs lower for greater margin and profitability



Save on direct costs related to CAL licenses



Utilize existing infrastructure and security and scalability features available from your cloud provider rather than duplicating them in your Citrix implementation.

To learn more, please visit us online at [www.graphon.com](http://www.graphon.com).



## About GO-Global

GO-Global® was created to enable organizations to publish Windows® applications from any public, private, or hybrid cloud, to any device that supports a browser. Using GO-Global, IT can deliver Windows applications at up to 40% less than Microsoft® RDS and up to 70% less than VDI solutions from Citrix® and VMware®. Despite its low cost, GO-Global delivers enterprise-level scalability but is easy to install, configure, and use, with considerably less technology overhead required for implementation. For more information, visit [www.graphon.com](http://www.graphon.com).