



Can you deliver your  
app faster, easier, and at  
a lower cost?

# Battling rising expectations, competition, and costs

As a Windows® application provider, you're facing several challenges. End user expectations are rising. Now accustomed to using web-native applications, they want modern, fast, convenient solutions.

Meanwhile, competition has ramped up, especially from vendors of web-native apps. And the cost of doing business continues to rise dramatically, placing even more pressure on your margins.

Windows applications are not architected for web-based access and they are difficult and expensive to host as SaaS. So, if you're an ISV selling Windows applications, these trends are particularly challenging.



# What's the right path to delivering your app from the cloud?

Rewriting your Windows solution as a web-native application is certainly one approach you could take to meet growing end user expectations.

Unfortunately, that could take years and substantial resources to accomplish. And, in the end, it would still be very difficult to match the functionality of a mature, full-featured Windows application.

Nevertheless, you still need to provide access to your application, regardless of where your users sit. To address these demands, many companies have turned to traditional remote access solutions like RDS or Citrix®, which were built to deliver a portfolio of applications to employees across a single enterprise.

While these solutions provide remote access to Windows applications, they also add significant cost and complexity, while adding new problems to the mix, including the risk of annoying your end users.

**Let's take a closer look.**





# A traditional corporate access solution is not the right tool for the job

Many organizations have learned the hard way that moving forward with remote access solutions can quickly become costly and problematic.

Remote access solutions come with high license costs. Additionally, they require you to purchase software licenses for every named user, even if some of those users rarely access your application. And, since these tools were built for making applications available to enterprise employees, you'll end up paying for features you don't need and will never use.

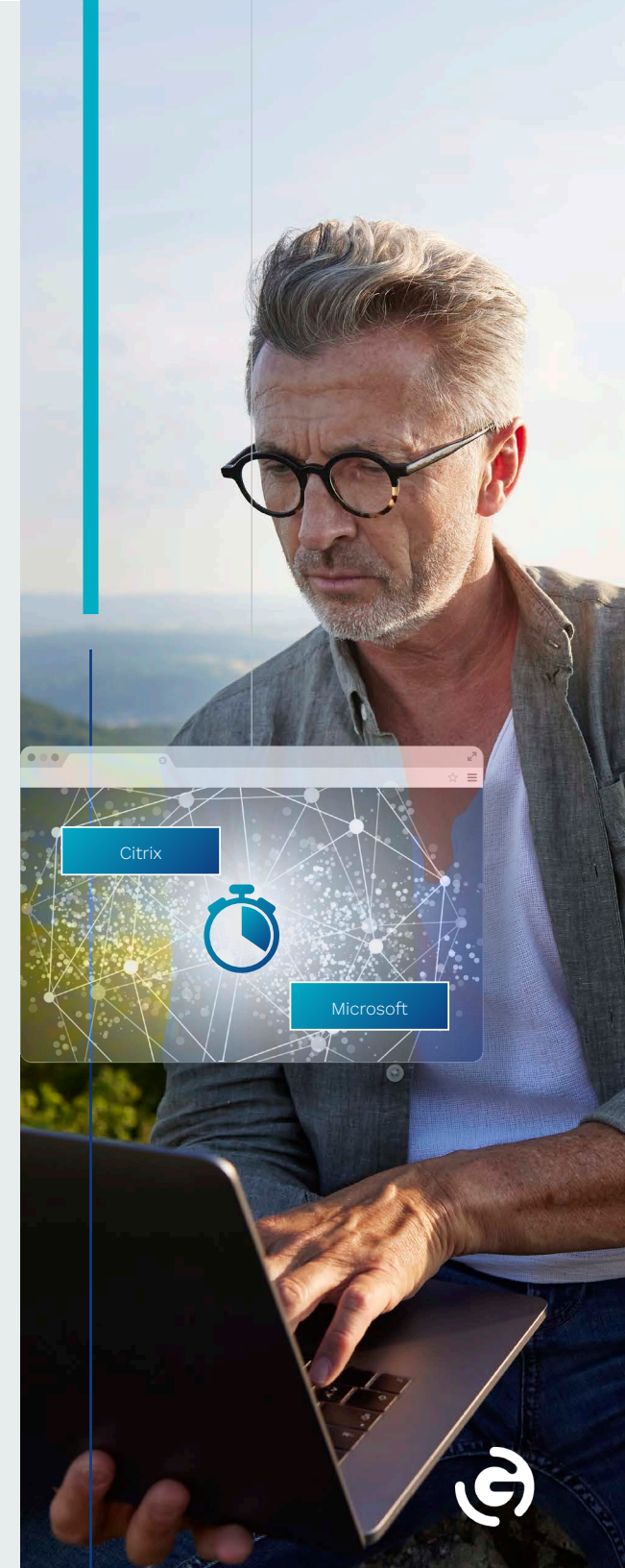
Worse, because RDS does not make efficient use of computing resources, you'll need to continually add to your infrastructure to support growth, resulting in increased cost and complexity. Your team will get stretched thinner and become more frustrated managing that infrastructure expansion. Eventually you'll need to add staff with specialized skills to manage your RDS or Citrix environments, adding more to your costs.

Just as concerning, you risk annoying end users when they compare your app's performance to web-native apps. After all, remote desktop services were built before cloud infrastructure even existed.

For example, when a user starts a Windows session using RDS, their entire user profile needs to load before the application opens. As a result, it can take 30 seconds, a minute, or even more to initiate a session. That's an eternity for your users. And, when they finally do access your application, they'll see the Citrix or Microsoft® brand alongside yours. That can quickly dilute your brand and possibly confuse the user about whose application they are actually using.

## The reason for all of this?

You don't have the right tool for the job.





Your aim isn't to provide a full desktop environment or corporate applications to employees. Instead, **you must focus on delivering your application to your customers' end users, wherever they are.**

**But how?**



# Working with GO-Global<sup>®</sup>

With GO-Global, your infrastructure will become easier to manage, while providing the capabilities to cost-effectively adapt and scale as your business grows. You'll significantly reduce your expenses for licenses, infrastructure, and skills. And you'll provide the kind of seamless, high-performance experience users expect.

With GO-Global, you can:



## **Create the right experience for your end users:**

With a rock-solid cloud architecture and faster application startup, you'll provide end users with a great user experience, without the distraction of someone else's brand.



## **Eliminate superfluous activities:**

By enabling simple installation, configuration, deployment, and management that take advantage of the cloud infrastructure of your choice, your IT organization won't get bogged down.



## **Reduce and align costs with what you use:**

When you remove unnecessary license fees and utilize the cloud infrastructure that makes the most business sense, you'll pay only for actual usage, provide access to your cloud-deployed Windows application without ever needing a CAL, and deliver easier management and better scalability.

Would you like to learn more?  
Please visit us online at [www.graphon.com](http://www.graphon.com).