How do you create the right experience for your users?

GO-GLOBAL

The challenge:

Users are accustomed to—and now demand—the experience of a web-native application.

When a remote access solution is standing between the user and your app, it slows application performance and clouds users' perception of your company.

With RDS and Citrix®, application logins take time—from several seconds to full minutes. Long logins negatively affect user productivity—once response times exceed 10 seconds, attention suffers and frustration rises[1]. Additionally, many users express irritation with the difficulty in performing simple tasks, such as printing, when using Microsoft® RDS or Citrix. This all degrades the user experience.

Adding insult to injury, your brand has to share the user's application view with RDS or Citrix. Because a remote access session must be initiated before reaching your application, the first corporate brand users see is either "Microsoft" or "Citrix," not your corporate brand. It's harder to build market momentum when other companies are sharing your spotlight.
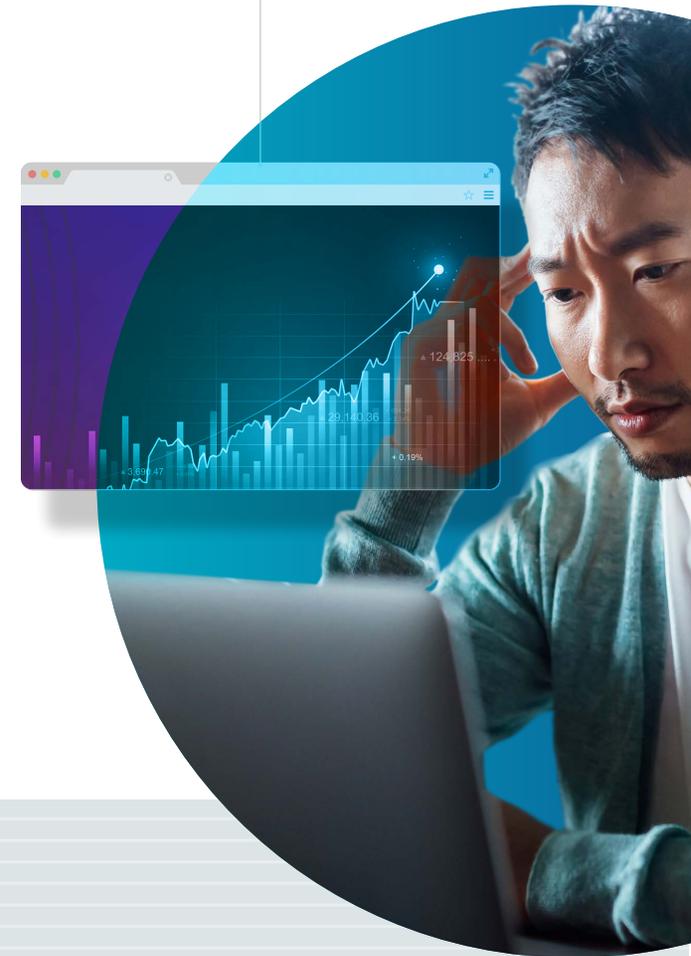
But what if you could
create the right experience for your users?

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

Reduce login time to seconds

Users quickly become annoyed with the cumbersome nature of remote access solutions and become irate when they can't log in quickly—or log in at all.

The resulting complaints are usually directed at your support team—even though the issue was not caused by your product.

Because GO-Global® starts only the functions needed for the user's session, users can immediately start on their work, avoiding the dreaded RDS spinning circle. And because there are fewer processes running in the background, GO-Global consumes less processing and memory—delivering faster logins and application response.
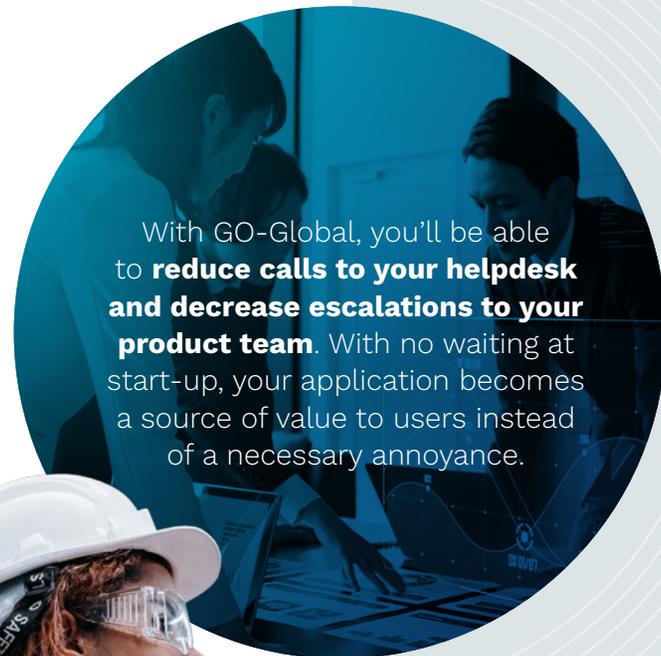
With GO-Global, you'll be able to **reduce calls to your helpdesk and decrease escalations to your product team**. With no waiting at start-up, your application becomes a source of value to users instead of a necessary annoyance.
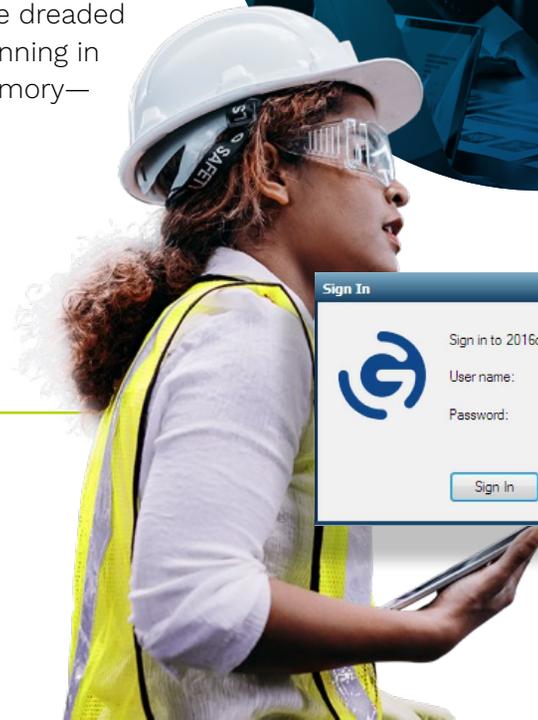
Sign In

Sign in to 2016doc1

User name:

Password:

Sign In   Cancel

With GO-Global's branding feature, you'll be able to **ensure your brand is front-and-center**—with our brand and logo deliberately transparent to users.

Corporação XYZ S/A

Acessando GGW-2019

XYZ

Usuári

Senha

Entrar   Cancelar
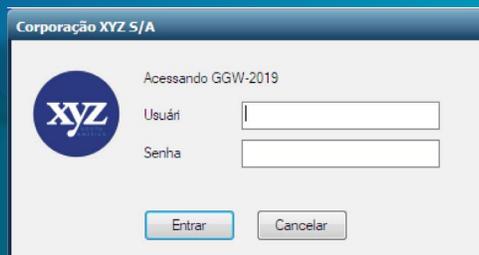
Ensure users see only your logo—not RDS or Citrix

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

With GO-Global, you can put your brand front and center every time someone uses your application. GO-Global's branding feature allows you to select which user interface elements should display your logo, controlling how and when your name is displayed. You never have to share the spotlight with GO-Global... our brand is intentionally hidden from view.

With less distraction for the user—they will know it's your company that is delivering value.

Enable individuals to use any printer

Printer drivers are notoriously bad in remote access environments, forcing users into screenshots, cut-and-paste, and other painful workarounds. Users wonder why you can't solve such an ever-present—and seemingly simple—problem.

With GO-Global, users can easily print from almost any device to any printer without you having to manually associate printer drivers to individual user profiles, or continually check that the latest printer driver updates are installed.

As a result, you'll save time and reduce the volume of complaints handled by your support center. And, you'll have happier, more productive users.

GO-Global's universal printer driver works with **virtually any printer on the market**.

PRINT

Create the right experience for your users

When a remote access solution gets between your app and users, it doesn't just slow your application's performance—it can create user productivity issues and negatively influence users' perception of your company. Users can blame you for longer login times and printing issues and can confuse your brand with Microsoft or Citrix, diminishing your name recognition and tarnishing your product's reputation.

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

Deliver faster logins and application response times for users, put your brand front-and-center every time, and print from any device regardless of driver updates.

Reduce the number of calls to your helpdesk, as well as the number of escalations to your product team.

Create fewer distractions for your users—giving you control over where, how, and when your brand name, message, or logo is displayed.

Cut down on the volume of complaints handled by your support center, ultimately leading to happier, more productive users.

To learn more, please visit us online at 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.

[1] The Psychology of Web Performance, Updtrends, June 13, 2018

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