

Is there a fast, easy, and cost-effective way to deliver your Windows® app?



Your end 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 Microsoft® RDS or Citrix®, application logins take time—from several seconds to minutes. Performing even simple tasks, like printing, can be a struggle. Long logins and printing issues can quickly lead to poor user experiences and understandable frustration. Adding insult to injury, when a remote access session is initiated, your users will see Microsoft or Citrix branding before yours. It's hard to build market momentum when other companies are sharing the spotlight.

What's more, because remote access solutions were designed to provide employees with a virtual desktop or applications, they include features you don't need but still have to pay for. And, if you move a Citrix environment to a public cloud service, you will not be able to take advantage of all the functionality offered by the provider—for example load balancing, performance monitoring, and access control—because those functions and more are managed by Citrix ADC. Citrix and RDS implementations also demand specialized, expensive, and often rare skills. Finally, RDS and Citrix make very inefficient use of computing resources, requiring ever-increasing investment just to keep up with customer growth.

Another drawback of RDS and Citrix is licensing costs. RDS and Citrix license by named user—so every user must have a license, no matter how often (or seldom) the user logs in. RDS and Citrix implementations require expensive licenses plus a Client Access License (CAL) for every user. Add in the extensive resources needed to manage these implementations and it's easy to see how costs can escalate and eat into margins and profits.

Deliver your application to your customers' end users, easily and cost-effectively

By adopting GO-Global®, you'll deliver the kind of seamless, high-performance experience users expect. Your infrastructure will become easier to manage and will enable you to cost-effectively adapt and scale as your business grows. And you'll significantly reduce your licensing, infrastructure, and management costs.

With GO-Global, you'll be able to:



Create the right experience for your users:

GO-Global allows users to log in and start working quickly, avoiding the dreaded RDS spinning circle. And, when users log in, the first logo they see will be yours—not Citrix, RDS, or GO-Global. Plus, you'll be able to control how, where, and when your brand is displayed in end user interface elements—never sharing the spotlight again. Because GO-Global efficiently consumes computing resources, users experience faster application response. Finally, with the GO-Global Universal Print Driver, users can easily print from almost any device.



Eliminate superfluous activities:

With GO-Global's admin console, your IT team won't get bogged down performing or duplicating time-consuming remote access chores and you'll remove the need for Citrix- or RDS-specific skills. Getting started is fast—GO-Global can be installed on a server in as little as 15 minutes. And, with GO-Global's cloud-agnostic approach, you're free to use the infrastructure components and features—including those that enable scalability and security—your cloud provider is already managing on your behalf. And with support for OpenID® Connect, you can extend your existing single sign-on solution investment to your customers' end users—delivering improved security and convenience without complex workarounds.



Align costs with what you use:

With GO-Global, you'll be able to fully replace Microsoft's multi-session functionality—as well as its remote desktop clients, display driver, protocol, internet gateway, and management tools—so you won't need to buy CALs for every user. And, with GO-Global's concurrent user pricing model, you buy licenses based on concurrent, not named users. In addition, by using the full capabilities of the cloud infrastructure you already have in place, you'll end up paying for fewer resources, while removing needless duplication.

Would you like to learn more?

Please visit us online at

<https://adaptsoftware365.com/go-global>

