



WHICH APPLICATION PUBLISHING SOLUTION IS THE BEST FIT FOR YOUR ORGANIZATION?

If you're looking for an easy, plug-and-play solution to Web-enable your applications, then the logical choice is GO-Global from GraphOn Corporation. GO-Global provides instant Web-based access to existing Windows, UNIX and Linux applications. By eliminating the complexities and heavy licensing requirements of Citrix MetaFrame and Windows Terminal Services, GO-Global provides a fast, simple and affordable solution specifically geared toward the small and medium business (SMB) market and departmental installations. And only GO-Global provides a fully customizable solution with private labeling options, server and client SDKs, and product bundling. So go with GO-Global. You'll lower your TCO and maximize your ROI.

VALUE PROPOSITIONS:

GraphOn GO-Global

- The fast, simple, affordable, application-centric solution
- Easy application deployment to any device or platform
- The only independent cross-platform application publishing solution
- Experienced solution provider for ISVs, ASPs and the enterprise
- Simple, affordable licensing model lowers TCO and maximizes ROI
- Personal customer-to-vendor support relationship
- Fully customizable solution (via private labeling and SDKs)

Microsoft Windows Terminal Services

- The integrated OS solution for desktop remote access
- Large company mentality with Windows-only support
- Complex and restrictive licensing model
- Indirect or distributed channel sales and support model

Citrix MetaFrame

- The server-based computing market leader
- The costly, feature-rich solution designed to handle all aspects of application publishing
- Heavy licensing requirements (implementation requires both Citrix and WTS CAL licenses)
- Indirect or distributed channel sales and support model

PRODUCT POSITIONING:

GraphOn GO-Global

- The simple, plug-and-play solution for application deployment
- Instantly Web-enables Windows, UNIX and Linux applications
- Easy to install, configure and manage
- Geared towards the SMB market or departmental installations
- Integrates with existing heterogeneous infrastructure, providing complete cross-platform compatibility
- The high-performance, low-bandwidth, customizable solution

Microsoft Windows Terminal Services

- Focused on desktop or OS deployment
- Desktop remote access solution for Windows-only devices
- Easy remote server management for IT professionals
- Geared towards smaller departmental installations

Citrix MetaFrame

- Complete, feature-rich solution to augment WTS functionality
- Encompasses application management tools and infrastructure
- Geared towards large server farm installations requiring all the appropriate management tools

A B O U T G R A P H O N

GraphOn develops application publishing software that provides organizations of all types complete freedom of choice today and in the future – freedom in the choice of applications, operating systems, and connectivity framework, while achieving high performance and lower cost.



GO-GLOBAL – THE SUPERIOR APPLICATION PUBLISHING SOLUTION

FEATURES AND FUNCTIONS	GO-GLOBAL®	MS WINDOWS® TERMINAL SERVICES	CITRIX METAFRAME®
Application Publishing <ul style="list-style-type: none"> ■ Publishes Windows application ■ Publishes UNIX applications ■ Publishes Linux applications 	■ ■ ■	■	■ ■
Remote Display <ul style="list-style-type: none"> ■ Publishes entire desktop ■ Publishes single application ■ Publishes list of applications 	■ ■	■ ■	■ ■ ■
Server Requirements and Operation <ul style="list-style-type: none"> ■ Requires Windows Terminal Services ■ Runs separate instance of Windows OS for each session ■ Runs multiple sessions with single instance of OS 	■	■ ■	■ ■
Client Support <ul style="list-style-type: none"> ■ Windows client ■ UNIX client ■ Linux client ■ Java client 	■ ■ ■ ■	■ ■	■ ■ ■
Protocol Efficiency <ul style="list-style-type: none"> ■ Transmits drawing commands and keyboard/mouse events only ■ Transmits less efficient screen bitmaps (screen scraping) 	■	■	■
Customization Options <ul style="list-style-type: none"> ■ Private label option to retain original application branding ■ Offers server and client SDKs ■ Product bundling 	■ ■ ■		■
Ease of Use and Efficiency <ul style="list-style-type: none"> ■ Easy to install, configure and manage ■ Low memory and CPU usage 	■ ■		
Licensing <ul style="list-style-type: none"> ■ Unrestricted concurrent licensing ■ Restrictive, complex licensing (per user/per device) ■ Requires complex, multiple product licensing 	■	■	■ ■
Solution Focus <ul style="list-style-type: none"> ■ Application-centric solution (fast, simple, affordable) ■ Restrictive solution ■ Complex “infrastructure” solution 	■	■	■

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Access to Applications Anywhere.

105 Cochrane Circle, Morgan Hill, California 95037 USA
 Phone: 1.800.GRAPHON or 603.225.3525 • Fax: 408.776.8448 • Email: sales@graphon.com
 Europe: Building A, Trinity Court, Wokingham Road, Bracknell, Berkshire, England RG42 1PL
 Phone: +44.1344. 668534 • Fax: + 44 1344 668222