Boost customer satisfaction through simple, cost-effective application delivery

GO-GLOBAL

Competition from web-native applications is rising quickly—so are the demands for an enhanced user experience

The number of users who expect to be able to access applications from their browsers has gained critical mass. Likewise, companies expect that most—if not all—the applications their workers use are web accessible.

It's a challenging situation for ISVs who sell their own Windows® applications for two primary reasons. First, Windows applications weren't written for the cloud. And second, they can be difficult and expensive to host in a cloud environment.

Beyond this, Windows application providers are facing numerous headwinds. End users are demanding modern, fast, and convenient solutions, having become accustomed to web-native applications. There's also growing competition for market share, especially from vendors of these web-native apps. All the while the cost of doing business continues to rise dramatically, placing even more pressure on operating margins.

Rewriting Windows solutions isn't the answer

To meet end users' expectations and remain competitive, many ISVs considered rewriting their Windows solution as a web-native application—and rejected the idea. Why? This approach takes years and countless resources to accomplish, and it's extremely difficult to match the functionality of a full-featured Windows application in a web application.

Still, ISVs need to provide web-based access to their application. To achieve this, most ISVs have adopted remote access solutions like Microsoft® RDS or Citrix®, which were originally built to deliver applications and virtual desktops to employees across a single enterprise. After all, how else can the ISV provide remote access while still maintaining the functionality of Windows?

Traditional remote access solutions add significant cost and complexity

The downsides of this path are many:

- Microsoft RDS and Citrix don't use computing resources efficiently and need more and more servers to accommodate growth.
- Staff with specialized skills are required to manage Microsoft RDS and Citrix environments.
- Citrix was built for sharing applications with enterprise employees, so there are many features that an ISV will never use, but pays for anyway.
- Citrix solutions duplicate functions like load balancing and auto-scaling, features already available through the ISV's cloud service.
- RDS and Citrix licenses must be purchased for every named end user, even though some rarely access the solution.

Supporting growth becomes difficult

Under these conditions, the resulting cost and complexity means it's difficult and costly for the ISV to add to its infrastructure as needed to support growth. Staff can get stretched thin by having to manage so much—and that can lead to missed issues and frustration.

Just as concerning, there's the risk of disappointing end users when they compare the ISV's app to web-native apps.

After all, remote desktop services were built before both cloud infrastructure and web-native apps existed. As a result, Windows apps are not optimized for the cloud—impacting the end-user experience.

What's more, when end users access the ISV's application, they see the Citrix or Microsoft logo, which can cloud end users' perception of the ISV's brand.

RDS and Citrix must start a Windows session and load the end-user profile before opening the ISV's app. Those steps **can take up to a minute or more to initiate a session**—a long time in the eyes of end users.

A better approach to delivering end-user applications

These potential risks make one thing clear. ISVs don't need to provide a full desktop environment. Instead, ISVs must focus on delivering their application to their customers' end users, wherever they are.

To achieve their objectives through this approach, ISVs need to:

Create the right experience for end users built on a rock-solid cloud architecture with faster application startup, a cleaner look and feel, and without the distraction of someone else's brand.

Eliminate superfluous activities for the ISV's IT organization—enabling simple installation, configuration, deployment, and management—all while leveraging the existing infrastructure and functionality offered by the ISV's cloud service provider of choice.

Align costs with use and remove unnecessary license fees.

When ISVs take these steps, their infrastructure becomes easier and more cost-effective to manage and scale as their business grows.

The result is a significant reduction in expenses for licenses, infrastructure, and time investment to manage application delivery. And, importantly, ISVs will be able to deliver the kind of seamless, high-performance experience end users expect.

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.

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