



What's the best way to deliver your application to users, wherever they are?

As a Windows® application provider, you face numerous challenges when competing with web-native applications:



Users increasingly prefer the **convenience** of web-native solutions



There's **growing competition** from web-native app vendors



Increasing margin pressures push the cost of doing business higher

Despite these pressures, providing convenient access to your application from anywhere—and **sooner rather than later**—is essential to success.

Remote access, growing frustration

Since rewriting your solution as a web-native application won't match a full-featured Windows application's functionality, it's natural to try traditional remote access solutions like **Citrix® or RDS**.



But that decision is **costly** because **now you must pay for...**



Expensive software licenses for every user, regardless of their frequency of use



Features you don't need, or already have covered through your cloud service provider



More infrastructure and staff to support growth

Worst of all, initiating a session is often a **cumbersome, time-consuming effort**. And that can leave your users stuck in a **frustrating, inefficient experience**.

The reality is...

...you **don't need** to provide a **full desktop environment**.

Instead, you should **focus on delivering your application** to your customers' end users, wherever they are.

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Create the right experience for your users



Eliminate superfluous activities



Reduce and align costs with what you use

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