

PowerTerm[®] WebConnect

Empowering Enterprise-Wide Application Access
& Desktop Virtualization (VDI)



Enterprise Applications and Data – for an Agile, Effective Workforce

Enterprise-wide applications, desktops, data and services are the backbone of corporate IT assets. Quick, simple and secure on-demand Presentation Virtualization and Desktop Virtualization (VDI) — are key to gaining a competitive edge.

WHAT'S THE IT CHALLENGE?

Organizations rely on IT to ensure enterprise-wide access to applications and desktops, while meeting key business objectives: Achieve maximum security, increase operational efficiency, and enhance business agility — while lowering TCO.

Few organizations have a single computing platform to support all their core business applications. Yet for financial and technical reasons, they often rely on solution vendors that only provide access either to a single platform type, or on a project-related basis.

Today's enterprises need one comprehensive, flexible and cost-effective access solution to cater to their diverse business computing platforms, environments and users' actual needs — across the organization. That's where Ericom PowerTerm WebConnect comes in.

Ericom PowerTerm WebConnect is the Answer

Ericom PowerTerm WebConnect is unique. It empowers organizations to standardize on one platform-agnostic solution for secure and managed application and desktop access across the enterprise. Integrate native access to business applications, data and virtual desktops residing on a variety of platforms (Microsoft® Windows™ Terminal Server, VMware, Xen-based, IBM, UNIX, and more), over any connection type — securely, efficiently and cost-effectively.

“We don't have time for complicated set-ups and updates. It was great to be able to get PowerTerm WebConnect RemoteView set up and running in a short amount of time.”

*Rob Bannerman, Computer System Administrator,
Brant County Health Unit*

ERICOM® POWERTERM® WEBCONNECT DELIVERS

Whether you need to provide anywhere, anytime access to business-critical applications running on Windows Terminal Servers, Virtual Desktops (VDI), Blade PCs and/or Legacy host systems — or lower remote desktop management costs — PowerTerm WebConnect provides benefits to everyone in the organization:

Key Benefits for the Organization

- Maximizes business efficiency and agility
- Increases worker productivity and mobility
- Supports Green IT initiatives for reducing power consumption and server sprawl, increasing resource consolidation, and more.
- Enables compliance with government and regulatory standards
- Facilitates business continuity
- Ensures privacy of information
- Enables fast and effective roll-outs during mergers, acquisitions, and branch office openings

Key Benefits for IT

- Reduces the complexity of managing desktops, applications and remote support
- Simplifies and accelerates deployments of applications and virtual desktops across the enterprise
- Offers greater control over security, preventing unauthorized access, even over the Internet
- Seamlessly integrates with existing IT infrastructures, third-party security and networking appliances

Key Benefits for End-Users

- Local and remote access to Windows Terminal Servers, virtual desktops and legacy hosts, from Windows, Linux, or Mac desktops and thin clients, anytime and anywhere
- Easy & intuitive access to remote applications — with the same look-and-feel as local applications
- SupportView tool enables real-time remote support and training

THE ALTERNATIVE TO CITRIX

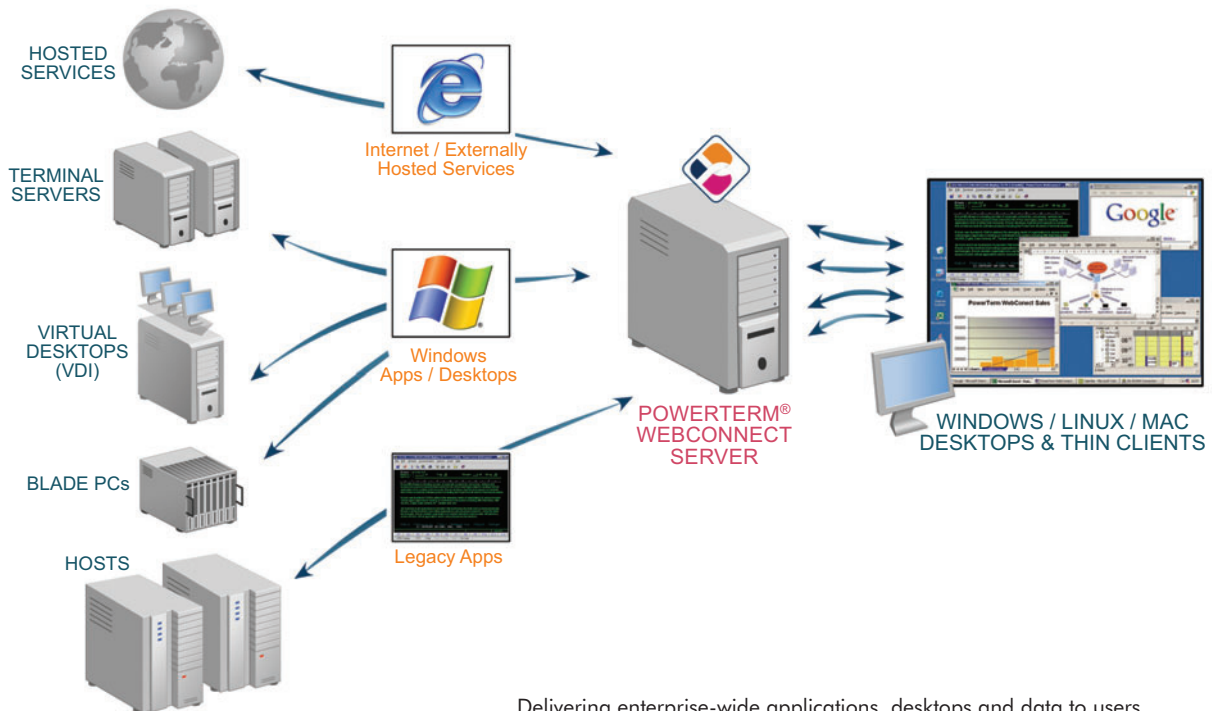
PowerTerm WebConnect offers the ideal server-based computing solution for customers who want Citrix-like capabilities, but not at Citrix-like costs and complexity. Benefits include:

- **Faster and easier deployments:** In hours vs. several days for typical Citrix installations
- **Cost-effective:** Significantly less than Citrix — about 1/2 the purchase price
- **Lower TCO:** Organizations are able to support up to 35% more sessions per Terminal Server, reducing licensing, hardware, power consumption, and space costs
- **Built-in remote desktop support:** Provided at no extra cost
- **Highly professional** technical support and certificate training

NEXT GENERATION DESKTOP VIRTUALIZATION

Envision ONE access solution that combines the collective advantages of Virtual Desktop Infrastructure (VDI), Windows Terminal Servers (WTS) and Blade PCs. Select the optimal mix for your specific IT environment and business needs — PowerTerm WebConnect’s “solution synergy” offers you greater operational benefits and cost savings than each of the above technologies provides on its own, including:

- ONE consistent user interface for centralized application and desktop deployments
- Full access to enterprise-wide applications and desktops
- Use of applications not available on a particular OS
- Lower desktop management costs
- Privacy of information
- IT optimization, business continuity; green computing; telecommuting and more.



Delivering enterprise-wide applications, desktops and data to users.
PowerTerm WebConnect — a comprehensive, secure, affordable solution.

LEGACY HOST ACCESS

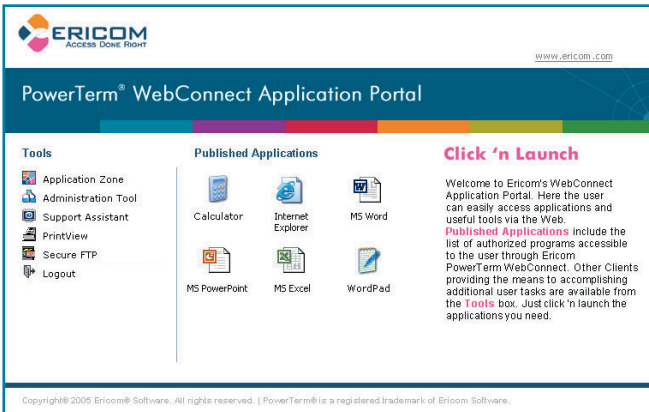
Enjoy the benefits of traditional host access, and the advantages of a secure and centrally managed server-based solution. PowerTerm WebConnect extends the life of corporate assets, while preventing the need for costly conversions.

- PowerTerm WebConnect provides a fast and easy solution for centralized deployments, updates and support; ideal for companies with multiple locations, numerous users, and heterogeneous host environments.
- Enterprises that deploy PowerTerm WebConnect lower costs associated with client-side installations, individual licensing, maintenance, support and updates.

ANYWHERE, ANYTIME ACCESS

Making it Easy for the Users

PowerTerm WebConnect delivers a uniform and seamless application and desktop access experience to users, wherever they are — at home, their office, or on the road. PowerTerm WebConnect also offers centrally managed access to PC-over-IP platforms delivering multimedia and 3D graphics, over standard corporate networks.



Application Portal – Just click to launch the applications you need

Simplify & Streamline Deployments

Simplify application and desktop deployments across the enterprise and beyond. Install, deploy and configure secure access for local, remote and mobile workforces — in minutes.

- Centralized management at the server level eliminates the need for IT administrators to service or upgrade individual devices, reducing technical support overhead.
- IT administrators can automatically import access policies from Microsoft Active Directory® and Novell® eDirectory™, and other LDAP servers, reducing set-up time.

Optimize Enterprise Operations

PowerTerm WebConnect improves the speed and efficiency of application access and optimizes business processes. Key features include:

- Highly scalable load balancing for Terminal Servers and applications prevents server downtime
- Server, CPU and memory optimization improves performances, reliability and scalability
- Universal Printing support enables users to print from remote PCs to local printers

Maintain Business Continuity — Even When Disaster Strikes

A three-day transportation strike and the staff can't get to work? PowerTerm WebConnect ensures high availability to applications in primary or co-located data centers. So no matter what — from power outages to natural disasters — it's business as usual.

Protect Information Privacy

Maintain confidentiality of corporate and sensitive customer information.

Regulatory Compliance

PowerTerm WebConnect enables enterprises to comply with major global industry standards (e.g., SOX, JSOX and HIPAA), and facilitates compliance with governmental directives for providing flexible working modalities.

What About Linux?

PowerTerm WebConnect can run on Linux Servers, supports Linux back-end hosts, and delivers to most any Linux user device.

Web Application Interface

PowerTerm WebConnect is compatible with the way you want to deploy applications and provide user access. An easy to use Web interface installs right out of the box, simplifying access to applications. The user logs in and the published applications and desktops are listed via icons, a dialog box, or Windows menu.

SOLUTIONS THAT ALIGN IT WITH THE BUSINESS

Enterprise-level Security

With support for SSL VPNs and 2-factor authentication (e.g., RSA SecurID), there is no need to make costly changes to security infrastructures or procedures. Encrypt connections via SSL from clients to Terminal Servers, virtual desktops and other hosts — even across multiple networks and the Internet.

Failover & Enhanced Session Reconnect

PowerTerm WebConnect provides local/remote users with constant and reliable application access, seamlessly connecting to multiple backup servers. The Session Reconnect feature enables continuous operation over unreliable connections such as wireless networks.

Application and Server Load Balancing

Highly scalable load balancing of Terminal Servers and applications prevents server overload and downtime, improving workflow, productivity, and the user experience.

PowerTerm WebConnect Server Clustering

Multiple PowerTerm WebConnect servers can be clustered and centrally managed to support large deployments.

'Real-Time' Remote Support

PowerTerm WebConnect offers secure, remote access and control over a user's entire local desktop for training or real-time troubleshooting. This firewall-friendly tool supports instant messaging for easy collaboration between users.

Terminal Server Stability & Scalability

Integration of RTO™ TScale® Advanced enables fewer servers to support more users. Also applications run more efficiently, use less memory and generate less page file activity.

Built-in Tools for Productivity

Integrated capabilities help increase the performance of IT resources, maximize the value of IT investments, and deliver consistently high quality user experiences:

- RTO™ TScale Advanced™: Increases TS stability and scalability; fewer servers can support more users and applications can run more efficiently
- RTO™ PinPoint™: Provides single integrated and detailed view of applications' performance, such as response and login times — across the enterprise
- RTO™ Discover™: Lets you know whether applications are deployed and configured as you expect them to be

Thin Client Computing

Embedded in leading CE, XPe and Linux-based thin client devices, PowerTerm WebConnect enables IT staff to administer applications and access entirely at the server level, removing the need to service or upgrade individual clients. PowerTerm WebConnect also supports Green IT initiatives for reducing energy and space requirements.

POWERTERM WEBCONNECT PRODUCT LINE

PowerTerm WebConnect's product offerings are interoperable on Windows and Linux clients and servers. Each of the four offerings features a wide range of powerful, productivity-enhancing tools that extend standard enterprise application and desktop access and delivery capabilities.

- **PowerTerm WebConnect Enterprise.** Provides secure, centrally managed access to applications and desktops, running on any combination of Windows Terminal Servers, Virtual Desktops, Blade PCs and legacy hosts.
- **PowerTerm WebConnect DeskView.** Provides secure, on-demand access to desktops, hosted on leading desktop virtualization platforms (VMware, Microsoft, Xen-based, etc.), and on Windows Terminal Server and Blade PCs.
- **PowerTerm WebConnect RemoteView.** Provides secure, centrally managed access to applications and desktops, running on any combination of Windows Terminal Servers, Virtual Desktops and Blade PCs.
- **PowerTerm WebConnect HostView.** Provides Web-based access to legacy applications, with support for over 35 terminal emulation types.

“Citrix provides a hundred different bells and whistles with their product, but we don't have a need for all those features. PowerTerm WebConnect definitely hits all the features we need, and more, at a fraction of the cost of Citrix.”

Doug Bennett, Networking & Technology IT Manager,
Western Financial Group

EVERYTHING YOU NEED FOR APPLICATION AND DESKTOP DELIVERY. AT LAST.

Ericom's PowerTerm WebConnect provides secure, centrally managed on-demand access to a comprehensive range of applications and desktops, residing on Windows Terminal Servers, Virtual Desktops, Blade PCs, and Legacy host systems.

	PowerTerm® WebConnect			
	Enterprise	RemoteView	DeskView	HostView
Centralized Administration and Management	✓	✓	✓	✓
Virtual Desktop Access – Support for more than 14 leading hypervisors, including VMware, Microsoft, Oracle, Xen-based and others	✓	✓	✓	
Windows Terminal Server Access & Remote Desktop Protocol (RDP) Enhancements	✓	✓	✓	
Legacy Host Access to Over 35 Terminal Emulation types	✓			✓
Server AND Application Load Balancing	✓	✓	✓	
Enterprise-class Scalability	✓	✓	✓	✓
Application Publishing	✓	✓		
True Seamless Windows	✓	✓		
Windows/Linux/Mac Desktop and Thin Client support	✓	✓	✓	✓
Blade PC support	✓	✓	✓	
PC-over-IP Display Protocol support	✓	✓	✓	
Security: SSL VPN, RSA SecurID, and other two-factor authentication devices	✓	✓	✓	✓
CPU & Memory Optimization	✓	✓		
Terminal Server and Network Monitoring and Alerting	✓			
Asset Discovery and Tracking	✓			
Support for Multiple Monitors	✓	✓	✓	✓
Integration with IBM WebSphere Portal, IBM Lotus Expeditor, Oracle Portal and other JSR-168 compatible portals	✓	✓	✓	✓

“With an IT staff of 25 supporting over 1300 users spread across such a wide area, PowerTerm Webconnect definitely helps ease our workload.”

Joseph Bouhadana, INTCOMEX
Corporate IT Director

10 REASONS TO UPGRADE TO POWERTERM WEBCONNECT

Implementing Ericom's PowerTerm WebConnect helps you meet daily IT and business challenges — with secure enterprise-wide application access that's fast and easy to install and use.

- Speeds up and simplifies software deployment and updates
- Promotes business continuity, enabling high availability of applications for uninterrupted access
- Centralizes management and administration
- Reduces licensing costs
- Protects sensitive corporate and customer data
- Provides anywhere, anytime access to applications and data
- Optimizes IT resources — lowering IT overhead and TCO
- Enables support and training for remote end users
- Enhances the end-user experience
- Improves system reliability

“...With this initiative, we have achieved our goal of improving efficiency and can provide a higher quality of service to our IT users. We are very satisfied with the outcome.”

Ian Kendall, Server Support and Development Manager, Ceredigion Council

Meeting Up With Real World IT Environments

Client Platforms	Windows Fundamentals for Legacy PCs Mac OS X (Intel & PowerPC)	Windows (98/2000/XP/XPe/Vista), Windows 7, Windows CE	Linux (e.g., Ubuntu, Red Hat and Novell) IBM® Lotus® Expeditor
Thin Clients	Windows CE	XPe	Linux-based
Server Platforms	Windows 2000	2003/32-bit and x64 Linux for x86	2008/32-bit and x64
Microsoft® Windows Terminal Server	2000	2003/32-bit and x64	2008/32-bit and x64
Virtualization Platforms Supported	Hypervisor-agnostic support for over 14 leading platforms, including:	VMware Server Microsoft Virtual Server Oracle VM	Virtual Iron Xen-based and others
Hosts	IBM Mainframe IBM AS/400 Unix	Linux OpenVMS Data General	SCO Tandem HP-3000
Terminal Emulation Types	IBM 3270 (TN3270E) IBM 5250 (TN5250E) IBM 3151 Digital VT 52-525 BBS-ANSI SCO-ANSI	AT386 Linux AIX Term Wyse 50/60/370 ASCII Televideo TVI 920/925/950/955	ADDS VP A2 Data General D-412 HP 700/96 HZ 1500 Siemens 97801 Tandem XTERM
Security	SSL VPNs SSL Encryption SSH	SFTP Single Sign On (SSO) Kerberos	RSA® SecurID and other two-factor authentication devices and tokens

WHAT DOES POWERTERM WEBCONNECT MEAN FOR YOU?

PowerTerm WebConnect is the only solution that allows enterprises to standardize on one application and desktop access solution, without compromising on quality or functionality. Backed by Ericom's global expertise and excellence in support and professional services, PowerTerm WebConnect's comprehensive set of features, and administrative tools deliver significant advantages across the organization — to the business, end-user and IT administrator:

- **Centralizes, Simplifies and Optimizes IT:** Your organization will be able to lower TCO and increase ROI by moving towards a comprehensive enterprise-wide application and desktop access solution that optimizes software distribution, backups, security, remote support, disaster recovery, and more.
- **Aligns IT with Business Goals:** Central point of administration and control offers IT administrators a far more effective and secure method for managing and controlling user access to mission-critical business applications.
- **Maximized Return on Investments and Lower TCO:** Running applications and desktops from a centralized location improves performance of both your end-user and your IT department, allowing enterprises to realize the business benefits of their IT investments.
- **Speeds up Access and Delivery:** Centralized, virtualized access enables quick application rollouts, updates, and securing multiple client types on individual users' desktops. It allows IT administrators to deploy mission-critical applications far more quickly than if they were installed locally, ideal for SMBs and enterprise deployments.
- **Optimizes Network and CPU Usage in Heterogeneous Environments:** PowerTerm WebConnect enables administrators to route clients through the PowerTerm WebConnect Server, or to allow connections direct to the host. The access Ericom provides to legacy hosts doesn't utilize Microsoft resources (Terminal Server licenses, network or CPU), thus fewer servers are used, translating into lower bandwidth usage and server overhead.
- **Extends the Life of Enterprise IT Assets:** By supporting a wide range of enterprise systems, PowerTerm WebConnect extends the life of data and applications that make up the core of today's business processes. With PowerTerm WebConnect, it's easier to scale and centralize your IT and human resources for greater efficiency and cost savings, all while growing your business.

ERICOM — ACCESS DONE RIGHT

Ericom® Software is a leading global provider of Application Access and Virtualization Solutions. Since 1993, Ericom has been helping users access business-critical applications running on a broad range of Microsoft® Windows® Terminal Servers, Virtual Desktops (VDI), Blade PCs, legacy hosts, and other systems. Ericom provides concrete business value by helping organizations realize the benefits of their IT investments. With offices in the United States, United Kingdom, EMEA, India and China, Ericom also has an extensive network of distributors and partners throughout North America, Europe, Asia and the Far East. Our expanding customer base is more than 30 thousand strong, with over 7 million installations.

WANT TO KNOW MORE ABOUT POWERTERM WEBCONNECT?

Visit www.ericom.com for instant downloads of free product demos and compelling case studies.

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