



STRENGTHEN YOUR
PRESENCE IN A
WELL-ESTABLISHED AND
GROWING MARKET
SEGMENT WITH CENDIO
AND THINLINC

- A modern, well-supported and field-tested product developed by an established company
- High levels of customer satisfaction and recurring business
- Active technical and sales support as well as other benefits for authorized resellers
- Good opportunities for increased margins, add-on sales and consultancy
- Attractive solution for many market segments including education, healthcare and industrial applications
- Sensible licensing model allowing flexibility for both resellers and end-users

THINLINC® PARTNER CHANNEL

ThinLinc provides partners with an attractive solution to offer customers looking for a solid server-based computing solution. ThinLinc offers an array of attractive and unique selling points for IT departments looking to cut costs, ease administration and increase security.

TCO Reduction – A Solution For Today's Economy

ThinLinc Linux Remote Desktop Server is a software product which enables applications and/or desktops to be deployed and managed from a central server. Users connect to the system remotely through client software, while experiencing the application as they are running on the local machine. While there are several technical benefits with this type of solution, there are also significant economic ones. The model often used is called Total Cost of Ownership, or TCO.

TCO is reduced for the lifecycle of a remote desktop system with dedicated thin clients, compared to traditional solutions. The cost savings mainly comes from two general sources, capital expenditures (capex) and operating expenses (opex)

One of the main IT investments concerns new hardware and software. Even as performance improves with hardware generation (as stipulated in Moore's Law), new desktop computers and workstations in particular are still costly to replace.

Software is also expensive. The software license in itself is only part of the the total cost, and the actual handling of licenses should also be considered as a cost. Aside from this, there is a clear and present risk that unlicensed or even pirated software is used in a non-managed desktop environment. If unlicensed software is used, there is a risk for extra costs during audits. One company that performs that kind of audits is Business Software Alliance (BSA). Pirated software carries even more risk, since it might spread malware in the system.

Through IGEL (a thin client manufacturer) a report from Fraunhofer not only claims significant environmental savings, but also overall cost reduction for the investment up to 70%.



Even if capex investment can be substantial, it is the operating costs that constitute the larger post. The most common type of opex regards operating costs for desktops, which includes every cost, including energy and decommissioning costs for desktop computers, and not including initial hardware and software costs. Maintaining a desktop computer accounts for approximately 40% of the total cost of ownership (TCO) for desktop computers. One report indicates that the Opex savings for remote desktop systems can be between 30 – 70%.

Green IT

One aspect of operating and maintenance cost is the concept of Green IT, the effort to minimize the energy footprint of IT. Remote desktop systems offer opportunities to comply with demands to create a more sustainable computing environment, by reducing power consumption on desktop computers, efficient use of hardware through application and system virtualization, and reducing the work force carbon footprint through the ability to telecommute.

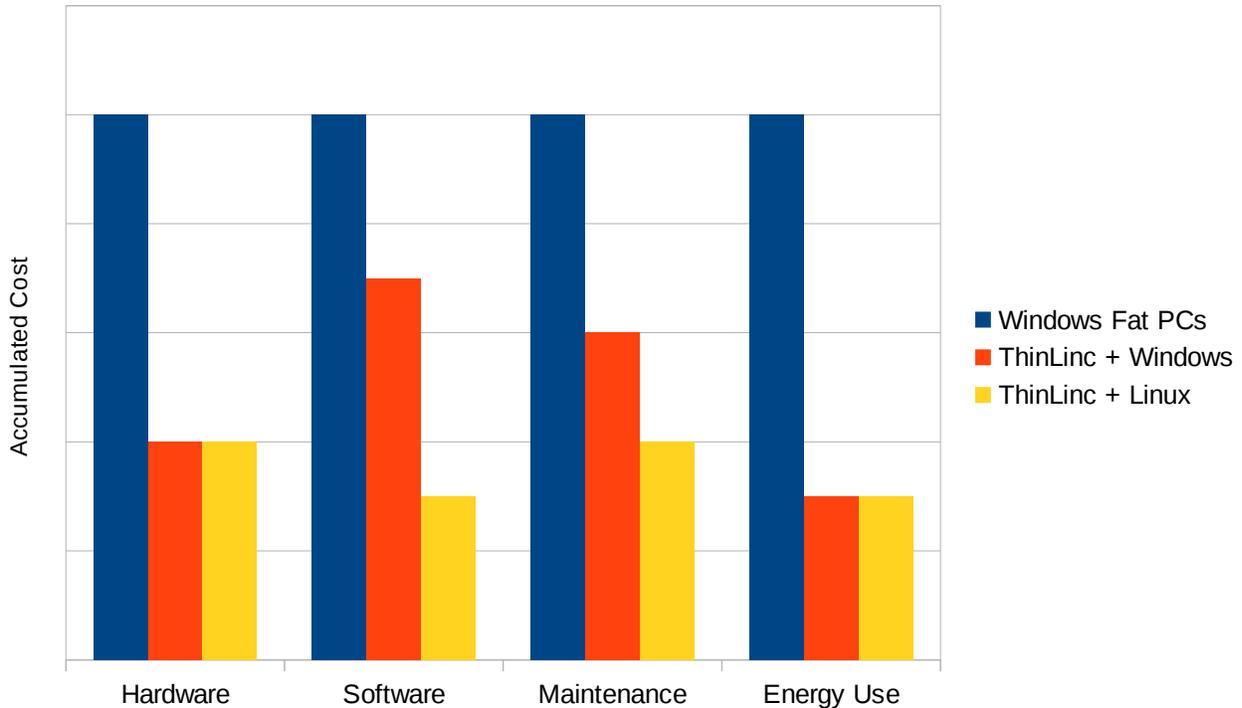
Prolonging the Life of Existing Hardware

ThinLinc can run on most SPARC and x86 servers. Remote desktop systems utilize the capabilities of servers more efficiently than other uses. This means that older server hardware can be used for a longer span of time and instead of decommissioning, new servers can be added to the cluster, even further prolonging the life of the hardware. All server systems are carefully monitored, which also provides for the possibility to plan the server retirements.

In addition, ThinLinc clients are available for most devices, regardless of age and capabilities (with the possible exception of graphical performance), thus negating the costs for constantly upgrading the desktop hardware.

Cost Savings Through Open-Source Software

Since ThinLinc is a Linux-based system it gives access to the Linux ecosystem, giving access to a vast array of software with Open-source software (OSS) licenses. By using OSS instead of proprietary (closed) software, additional costs can be reduced for software and license compliance.



** Accumulated costs are relative and indicative only*

The cost savings of moving from fat local PCs to a server-based thin-client solution such as ThinLinc are noticeable across the board, from licensing costs to energy usage. Even if the initial migration involves some cost in terms of time and money, these costs are recovered promptly and within a short time your entire IT infrastructure is modernized and saving you money day by day.

You Don't Have to Jump Right In

Because ThinLinc integrates seamlessly with existing infrastructure, it's easy to drop into a server hall for testing and evaluation purposes. Running a proof-of-concept installation is the easiest and surest way of demonstrating the cost-saving benefits that ThinLinc has to offer, as well as giving you the opportunity to test-drive some of ThinLinc's unique features.

Visit our webpage at <http://cendio.com> to download and test-drive ThinLinc for yourself – free for up to 5 concurrent users, or contact sales@cendio.com to request temporary licenses for evaluation.