

REAL ESTATE ISV SOLD ON GO-GLOBAL WEB-ENABLING SOLUTION.



Multivector Publishes Existing Windows-based Application to the Internet, Saving Money and Speeding Time-to-Market.

Customer Solution at a Glance

Company Profile: Headquartered in Braga, Portugal, Multivector is an Independent Software Vendor (ISV) serving the real estate market.

Business Need: Multivector needed a fast and cost-effective way to Web-enable its Imokapa Professional application for real estate agencies.

GraphOn Solution: The company selected GO-Global® for Windows, an advanced, server-centric solution that provides near-zero-footprint clients for fast, simple and affordable application access from any location or platform.

Results:

- Eliminated the need to reengineer the Windows-based application for the Web, thereby saving money and speeding time-to-market.
- Substantially reduced deployment, support and travel costs.
- Customer satisfaction improved due to easy remote access and ability to run application from less-expensive, minimally-equipped desktop clients.

Multivector TI – Tecnologias de Informação, S.A. develops, markets and supports the Imokapa Professional software solution throughout Portugal. Imokapa is a feature-rich, Windows-based real estate management and online marketing system targeted at real estate agencies. The comprehensive Imokapa application provides real estate management features, Web site implementation and maintenance capabilities, and the ability to publish real estate listings, portfolios and photos in local magazines and national real estate Web portals.

Today, over 800 real estate companies and eight franchised real estate networks rely daily on the popular Imokapa Professional application to maintain over 150,000 listings and 750,000 photos.

Like many other ISVs around the world, Multivector was looking for a quick, cost-effective solution to create a Web-enabled version of their Windows-based application without having to reengineer the software from scratch. And like many other ISVs, the company selected GO-Global from GraphOn.



Access to Applications Anywhere.

Requirements for Remote Web Access

Multivector's customers are primarily small- to medium-sized real estate agencies and companies, many of whom have installed modest desktop PC configurations that are not always optimized to running sophisticated, graphics-rich software applications. Add to that the logistical challenges of deploying, supporting and updating client desktops spread across Portugal, and it quickly becomes evident that Multivector needed a better solution.

The company was also receiving customer requests for remote, mobile access. With real estate being an inherently mobile business, many of Multivector's customers wanted to access the Imokapa application from remote locations via laptop PCs and other mobile and wireless devices.

Web-based or Web-enabled?

"We considered rewriting Imokapa as a native Web-based application, but that option would be prohibitively expensive and time-consuming," said Ricardo Capote, Multivector's Customer Service Director. "And having both a Windows version and a Web version of our application would greatly increase complexities associated with updates, version control and compatibility."

What's more, rewriting the application had the potential for introducing added complexities into an otherwise stable application. And reengineering Imokapa for the Web would mean introducing a static front-end to the application, sacrificing the rich interactive experience users had come to expect. This in turn would necessitate additional user training to learn the new software interface.

Instead, Multivector decided that the prudent approach would be to Web-enable their existing software application, rather than maintaining their separate Web platform for the product.

Going with GO-Global

To publish their application to the Web, Multivector turned to GO-Global for Windows. With this easy Web-enabling solution, Imokapa Professional was quickly deployed over the Internet without the need to modify the existing application code.

The solution is quite simple. Multivector's customers run Imokapa Professional on their central servers. The application is thereby published or "served up" over the Internet to remote devices such as PCs with minimal memory, notebooks, thin-client appliances, or other wireless or mobile devices.

"It was too expensive to develop our application for both Windows and the Web. With GO-Global, we saved time and money, and reduced the complexities of version control."

Ricardo Capote
Customer Service Director
Multivector

Multivector's customers run the GO-Global thin-client desktop component on their client machines. This component is extremely thin – virtually a zero-footprint client. The thin client is responsible for sending keystrokes and mouse motion events to the server. It also presents the application interface to the desktop user. This keeps the desktop very simple, as well as independent of application requirements for resources, processing power and operating system.

Rapid Transmissions

GO-Global's unique Rapid X protocol provides fast, efficient, LAN-like performance over all network connections, including low-bandwidth links, modem connections, and latency-intensive Internet connections.



"Many of our customers are accessing the Internet via ADSL modems," added Capote, "so transmission efficiency, performance and responsiveness become extremely important considerations."

Multivector was pleased to discover that unlike other server-based alternatives – Microsoft's Windows Terminal Services, for example – multiple GO-Global Windows sessions can run with a single instance of the Win32 subsystem. And GO-Global publishes only the application's user interface, not the entire Windows desktop.

Desktop Integration

Multivector's customers, in turn, were pleased to learn that applications published through GO-Global are seamlessly integrated with their desktop environment. So even though Multivector customers run Imokapa Professional on their central servers, from the user's perspective the application looks, feels and performs as if installed locally on the client desktop. That's because GO-Global-published applications are accessed in their native format, with 100% of their existing features, functionality, and branding.



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