



Medical Software Provider Entrusts Hosting Reliability to Their 2X ApplicationServer Solution

Problem

As part of one of the fastest-growing sectors of today's economy, healthcare organizations are frequently required to place extremely high demands on application delivery systems. By definition, healthcare IT solutions must be extremely reliable, with patients and caregivers alike depending on absolutely consistent performance. Additionally, it was critical that any chosen solution be completely operational in remote locations, medical facility IT systems must frequently integrate seamlessly with offices, clinics and other facilities in different locations.

"Using our 2X ApplicationServer solution allows us to grow up rather than out."

- Chris Worth, Intuitive Medical

These concerns were relayed by Chris Worth, IT manager at Intuitive Medical Software, a medical facility software developer. The company produces medical software for subscription use by local clinics and larger practices alike, providing customers with

valuable EMR (Electronic Medical Records) tracking capabilities. The company has hundreds of employees at multiple sites, and was looking for a way to deliver critical development applications to users at all sites. With reliable application delivery also came a need to avoid costly upfront hardware purchases and licensing hassles. Unfortunately, when the company initially purchased a Citrix solution, they realized that Citrix user licenses were expensive, and the per-user licensing model provided little incentive for the company to grow, as new users would face additional user fees and increased licensing hassles. Chris thus looked for a solution that provided him with the same reliable remote application and terminal desktop delivery as his Citrix solution, at an affordable price and without the crippling licensing hassles he currently faced.

Solution

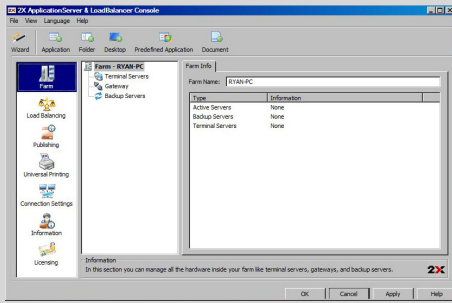
In investigating Citrix alternatives, Chris began a limited trial of the 2X ApplicationServer in October of 2008 on a limited terminal server base. He noted that the product "did exactly what we needed it to do, at a much lower cost." Although using 2X on an impressive terminal server farm at Intuitive Medical's offices, the company has been deploying 2X to terminal servers at individual client offices, to support local application delivery in individual medical practices. The company's 64-bit on-site 2X terminal servers use Windows Server 2003 R2. IT staff decided against incorporating a VDI solution, as "the nature of both our environment and those of our medical office clients is not advantageous for VDI use...2X integration with Microsoft Terminal Services/Remote Desktop Services through their 2X ApplicationServer product gives us an application delivery-focused product that works well for our environment."

Cost Savings and Simple Administration

Chris highlighted the most significant benefits resulting from the use of his 2X solution as the cost savings he enjoyed compared to his previous Citrix solution, and the enhanced simplicity of administration and licensing management it brought to his daily responsibilities.



Intuitive Medical's Urochart EHR software allows hosted medical practices to effectively access patient electronic records.



The 2X ApplicationServer allows you to publish applications and manage user settings from a central location.



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Cost Savings

The most visible benefit of the switch to the 2X ApplicationServer was the degree to which the product's affordability enabled the company to stretch its IT budget to allocate to other uses. Chris claims that if he would have continued with his previous Citrix solution, his IT budget would "slowly bleed to death from our growing number of Citrix licenses," requiring annual payment of exorbitant per-user license costs. In contrast, the 2X ApplicationServer's per-server pricing model allowed the company's licensing coverage to "grow up rather than out," as additional user licenses could be based on existing terminal servers without new licensing costs or additional requirements. Intuitive Medical thus has the ability to freely integrate users into their terminal server farm, a tribute to the scalability of 2X solutions.

Simple Administration

From an administrator's perspective, Chris also emphasized the ease of administration he enjoyed using the 2X ApplicationServer compared to his own experience with alternative solutions. While admitting that both Citrix and 2X functioned normally, though crediting 2X reliability, Chris noted that 2X was much easier for administrators to use. Compared to the Citrix administrator setup, with many moving pieces and complicated product design, the 2X ApplicationServer is extremely simple for administrator use, typified by the ability for admins to "have servers online and fully operational within 10 minutes." Chris continues to note that "for 2X to maintain such simplicity and reliability at such an affordable price, yet still compete with industry-standard solutions, is highly impressive." The 2X ApplicationServer's combination of features have thus caused Chris to confidently say that he is striving to "completely eliminate Citrix by switching to a 2X-centered approach."

About 2X

2X Software Ltd develops enterprise server-based virtual computing software, enabling desktop virtualization and application streaming on personal computers and thin client devices. Its product line, which includes the award-winning 2X VirtualDesktopServer and 2X ApplicationServer, is easily scalable, installable, and manageable with straightforward licensing, resulting in product prices far below those of competitors. For more information, please visit: <http://www.2x.com>.

About Intuitive Medical

Intuitive Medical Software, LLC is a developer of software products that assist medical providers in making the transition to the electronic maintenance and management of patient visits and records. IMS' EMR software program has been specifically designed to address major deficiencies in EMR software currently available to specialty physicians. In most surgical and medical specialties, currently available EMR software lowers practice productivity, resulting in decreased revenues. Most EMR software is poorly designed, difficult to use, and expensive to implement. IMS leverages a unique patent-pending timeline feature that organizes EMR data in a relevant way for physicians, based on the way that physicians practice. For more information, please visit: <http://www.intuitivemedical.com>.

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