



## Managed Insurance Services Builds Business Model Around 2X Application Delivery

### Problem

Managed Insurance Services, Inc. (MIS) operates as an insurance IT provider, guaranteeing that affiliated insurance companies have valid quotes sent to their agents in the field consistently and efficiently. When a field agent completes a sale, they use Filemaker to login and receive a customized quote for the insurance policy offered, whether malpractice, dental, or one of many other insurance types. Once they use Filemaker to input the customer's data, a quote is generated, and the agent returns to indicate whether the given quote is accepted, at which point the system generates a customized policy for the customer. To access Filemaker's database hosting capabilities in the field,

**"When you compare our total cost of ownership with what we were paying using Citrix, there's really no comparison."**

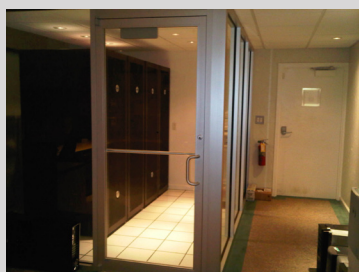
**- Carmine Giordano, MIS**

IT Manager Carmine Giordano explains that the company chose a Citrix Presentation Server solution, based on recommendations from MIS' affiliate companies as providing state-of-the art application delivery capabilities. Yet, as the company began using the product, they noticed that the complexity of using

the product was much higher than initially expected, and adding users created significant licensing headaches. They also noticed that while the switch to a virtual computing solution was providing key support to field agents, Citrix licensing costs were soaring to prohibitively expensive levels in comparison to the company's IT budget. To combat the product's increasing price and complexity, Carmine began looking for alternative solutions to provide the same level of application delivery support to his affiliated agents, in a much simpler and more affordable way.

### Solution

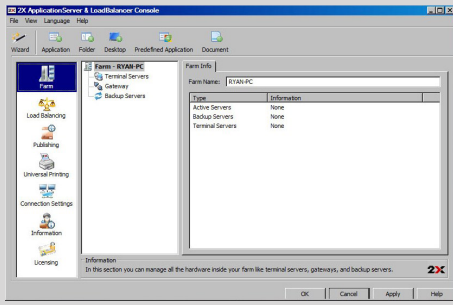
To reduce product overhead while efficiently necessary application delivery functionality, Carmine and his team chose the **2X ApplicationServer** to replace the company's existing Citrix solution, drawn to the product during his search for alternatives due to the company's highly affordable pricepoints. Using the 2X ApplicationServer, agents can log on through the 2X Client on their personal devices, including desktops, laptops and iPads, receiving full access to Filemaker and other specifically-filtered applications and desktops. The 2X ApplicationServer was deployed to all terminal servers in the company's farm, running the product on 32-bit servers using Windows Server 2003. Carmine notes that while the company is not currently seeking to implement a VDI-based solution, but notes that he can easily upgrade to the **2X VirtualDesktopServer** to act as a VDI connection broker, should the need arise.



Managed Insurance Services' datacenter, with the 2X ApplicationServer installed

### Cost Savings and Improved Features

Though pleased with many characteristics of his 2X solution, Carmine highlighted the two main benefits he received from the switch to 2X as the significant cost savings accruing to his IT budget, and the addition of key features to improve the users' production environment.



The 2X ApplicationServer allows you to filter published applications by username, group or IP address.



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## Cost Savings

Carmine described the greatest benefit provided by the 2X ApplicationServer as paying the cost savings provided to MIS were significant compared to the company's previous Citrix Presentation Server license costs. Carmine explains that "when you compare our **total cost of ownership (TCO)** using 2X with what we were paying using Citrix, there's really no comparison. With the 2X ApplicationServer, we're getting all the functionality we need to support our affiliated agents, at a fraction of our previous cost." In addition to the low cost of supporting his existing user base, Carmine also explains that he expects 2X to continue contributing heavily to his IT savings in the future, since "because **2X licenses per server**, rather than per-user licensing with Citrix, we can add additional users to our terminal servers where resources are available without purchasing additional licenses, providing us with significant added cost savings." With a much lower TCO under 2X, Carmine and his team now have a surplus in their IT budget to address other issues.

## Improved Features

Not only does Carmine attribute noticeable cost savings to his 2X ApplicationServer installation, but also claims the switch allowed him to deploy a **features set** that was an improvement over his previous Citrix environment. He claims that "we've found the 2X ApplicationServer to be much quicker and more responsive during the login process," allowing agents quicker access to Filemaker in viewing and approving quotes. He also explains that "primarily due to the application's ease of use, I've rarely had to call the **2X Support** team regarding outstanding issues, and when I did have minor questions during the installation process, these questions were easily answered, giving him full confidence the 2X ApplicationServer can handle the workload of his original Citrix solution in a quick, simple manner. As a result, Carmine notes that he intends to "tell MIS' affiliate insurance providers about 2X, since I know it will boost their IT performance and user productivity."

## 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 Managed Insurance Services

Managed Insurance Services, Inc.'s (MIS) success is a result of over 50 years of combined medical malpractice experience by our senior management team. This team brings the skills, expertise, knowledge, and the commitment to customer service that is required to succeed in today's medical malpractice environment. For more information, please visit: <http://www.managedinsurance.com>.

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