

2X WhitePaper

**SUBSTANTIAL IT COST
REDUCTION WITH THE 2X
APPLICATIONSERVER**



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This whitepaper contains a case study showing how application delivery using the 2X ApplicationServer 7 lowers total cost of ownership compared to Citrix XenApp 5.

Introduction

The 2X ApplicationServer is a globally-recognized software solution, with thousands of installations, for remote published application delivery in a reliable, low-cost manner. To demonstrate the cost effectiveness of the 2X ApplicationServer versus competing solutions, the costs of the 2X solution were compared to a competing Citrix XenApp 5 solution for a given configuration. The server user density values, operating costs and maintenance fees shown are estimates to demonstrate potential TCO savings and resulting ROI increases possible by investing in a 2X ApplicationServer-based solution; the actual costs of solution implementation may vary, depending upon what application and hardware configurations are chosen.

Sample Case

A shipping company has a remote application delivery network of 1500 users, all of whom need personal access to server applications at all times, requiring 1500 concurrent connections. The company is purchasing a solution specifically for reliable remote application delivery, without unnecessary additional features.

Competing remote application solutions for the configuration above are presented below, assuming a user density of 50 users/server:

50 Users/Server Solution Costs*

2X ApplicationServer7

	2X
User Density (users/server)	50
Server Operational Costs (electrical, floor) per server/year	\$1,200
Users	1500
Servers	30
Product Purchase	ASENT30 (ASENT with 28 ASAGENT)

Citrix XenApp 5

	Citrix
User Density (users/server)	50
Server Operational Costs (electrical, floor) per server/year	\$1,200
Users	1500
Servers	30
Product Purchase	1500 XenApp 5 Advanced Concurrent User Connection Licenses

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	2X
Product Cost	\$47,155
Maintenance Purchase	ASENT30UPIN
Annual Maintenance Cost	\$14,150

	Citrix
Product Cost	\$367,500 (\$245/license)
Maintenance Purchase	1500 XenApp 5 Advance License Renewals
Annual Maintenance Cost	\$52,500 (\$35/license)

Three Year Solution Costs*

2X ApplicationServer7

	2X
Product Cost	\$47,155
3 Year Operational Costs	\$108,000
3 Year Maintenance Cost	\$42,000
Total Cost	\$197,155

Citrix XenApp 5

	Citrix
Product Cost	\$367,500
3 Year Operational Costs	\$108,000
3 Year Maintenance Cost	\$157,500
Total Cost	\$633,000

With a server load of 50 users per server, the 2X ApplicationServer 7 solution has a three-year TCO of \$197,155, versus a cost of \$633,000 for a Citrix XenApp 5 solution, providing 2X customers with a 68% savings over Citrix users.

The resulting savings from a 2X solution increase further if a user density of 100 users/server is assumed:

100 Users/Server Solution Costs*

2X ApplicationServer7

	2X
User Density (users/server)	100
Server Operational Costs (electrical, floor) per server/ year	\$1,200
Users	1500
Servers	15
Product Purchase	ASENTPRN15 (ASENTPRN with 13 ASAGENT

Citrix XenApp 5

	Citrix
User Density (users/server)	100
Server Operational Costs (electrical, floor) per server/ year	\$1,200
Users	1500
Servers	15
Product Purchase	1500 XenApp 5 Advanced Concurrent User Connection Licenses

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	2X
Product Cost	\$23,225
Maintenance Purchase	ASENT15UPIN
Annual Maintenance Cost	\$6,970

	Citrix
Product Cost	\$367,500 (\$245/license)
Maintenance Purchase	1500 XenApp 5 Advance License Renewals
Annual Maintenance Cost	\$52,500 (\$35/license)

Three Year Solution Costs*

2X ApplicationServer7

	2X
Product Cost	\$23,225
3 Year Operational Costs	\$54,000
3 Year Maintenance Cost	\$20,910
Total Cost	\$98,135

Citrix XenApp 5

	Citrix
Product Cost	\$367,500
3 Year Operational Costs	\$54,000
3 Year Maintenance Cost	\$157,500
Total Cost	\$579,000

With an increased user density of 100 users/server, the 2X three-year TCO drops to \$98,135, while the Citrix solution costs only fall to \$579,000, showing a new 2X solution savings rate of over 83% compared to a comparable Citrix solution. As 2X license costs are determined by the number of physical servers to which the product is installed, rather than simply the total number of solution users, the greater the user density available through a given configuration, the greater the potential savings from using a 2X solution.

As shown in the scenarios above, the purchase of a 2X ApplicationServer 7 solution not only provides effective, reliable remote application publishing capabilities, but does so at a far lower cost than its competitors. To enjoy similarly significant cost savings in your IT environment, email sales@2x.com for a personalized quote, or visit <http://www.2x.com> to download the trial version.

*2X solution costs based on retail prices shown on the official 2009 2X price list (<http://www.2x.com/ordering/pricing.html>). Citrix costs are based upon verified quotes given by Citrix resellers.

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