



ACCESS APPLICATIONS

ANYWHERE

>>> WITH **GO-GLOBAL 4**

GO-GLOBAL 4 PRIVATE-LABEL BRANDING

**THE ONLY CLOUD APPLICATION DELIVERY
SOLUTION THAT TURNS YOUR WINDOWS
APPLICATION INTO A PRIVATE-LABEL,
WEB-ENABLED APPLICATION**



GO-Global® Windows Host 4 is the fast, simple, and affordable way for ISVs and ASPs to instantly extend the reach of 32- and 64-bit Windows applications to the Web or to different platforms such as Linux, Mac, or older versions of Windows. With GO-Global cloud application delivery, your customers will be able to access your legacy Windows applications anywhere, anytime – regardless of connection, location, platform or operating system.

WEB-ENABLE TODAY, NOT TOMORROW

GO-Global is the ideal way to reduce your time to market and quickly reach new audiences, increase revenues, and strengthening your brand. By entering into a private-label OEM partnership with GraphOn® and incorporating our exclusive server-centric technology, you'll eliminate the time, money and effort normally required to rewrite applications for the Web or port to new platforms. And you'll retain 100% of your application's features and branding.

HOW GO-GLOBAL WORKS

Your application runs unchanged on a Windows server along with the GO-Global Windows Host software. It is then instantly “published” or “served up” to local and remote clients such as PCs with minimal memory, notebooks, Linux thin-client appliances, Macs, iPads, iPhones, Android tablets, and other mobile devices. Users simply run

one of our native clients or browser plug-ins. From their perspective, your application looks, feels, and performs as if installed locally on the client device.

HOW PRIVATE-LABEL BRANDING WORKS

Unlike Microsoft Remote Desktop Services or Citrix XenApp, only GraphOn lets you create a totally transparent, integrated solution by providing complete private labeling of the GO-Global components to reflect your company's unique brand. All references to GraphOn and GO-Global will be removed from the GO-Global components and replaced with your company and product names.

The GO-Global branding process consists of four easy steps. To proceed, you simply:

1. Submit a branding request to support@graphon.com.
2. Provide GraphOn with brand-specific resources (images, icons, and strings).
3. GraphOn will incorporate these resources into our in-house build system.
4. GraphOn will then provide you with the branded builds for testing and verification.

SELECT THE OPTION THAT'S BEST FOR YOU

We offer four branding solutions. You select the one or two alternatives that work best for you:

- **GO-Global Client Branding.** This client-side solution, ideal for ASPs or hosted-service providers, re-brands all GO-Global Clients except for the iOS and Android Clients.
- **GO-Global Host and Client Branding.** Re-brands all GO-Global Host modules as well as all GO-Global Clients except the for the iOS and Android Clients.
- **GO-Global iOS Client Branding.** Re-brands the iOS Client. It can be selected by itself, or in addition to one of the first two alternatives above.
- **GO-Global Android Client Branding.** Re-brands the Android Client. It can be selected by itself, or in addition to one of the first two alternatives above.

CLIENT PRIVATE-LABEL BRANDING

With this option, you'll be provided with a complete client-side branding of GO-Global incorporating the following changes:

Branded Images and Source Files

- Custom splash screen
- Custom program icons and images
- Custom client installer programs (setup.exe)
- Your company and product names

Branded GO-Global Clients and Platforms

- Windows Client
- ActiveX Control
- Plug-in for Windows and Plug-in for Linux
- Mac OS X Client
- Browser Plug-in for Mac OS X
- Linux Client
- Windows CE Client
- Pocket PC Client

This option does not include the iOS or Android Clients, which must be selected as a separate options if desired.

HOST AND CLIENT PRIVATE-LABEL BRANDING

With this option, you'll be provided with everything described with our Client Branding, plus branding of application windows, services, the GO-Global Display Driver, documentation, help files, and installers.

Branding GO-Global Documents and Help Files

We'll replace all GraphOn and GO-Global references in the documentation and help files with your specified company and product names.

Certificates – Signing of the Web Clients

As an OEM customer, you'll have the option to use GraphOn's signed certificates or you may purchase your own. If you choose to use our certificates, the clients will display GraphOn's name as the certificate owner when installing the client.

GO-Global Installers (Host and Clients)

We'll provide modified versions of the GO-Global Host and Client installers. Changes include the replacement of GraphOn and GO-Global with your company and product names.

IOS CLIENT BRANDING

With this option, you'll be provided with a private-label iOS Client app with these customizations:

- Custom splash screen
- Custom program icons and logo
- Your company and product names
- Modifications of default host values

This option can be selected by itself, or in combination with one of the other two options discussed above.

ANDROID CLIENT BRANDING

With this option, you'll be provided with a private-label Android Client app with these customizations:

- Custom splash screen
- Custom program icons and logo
- Your company and product names
- Modifications of default host values

This option can be selected by itself, or in combination with one of the first two options discussed above.

BRANDING TIMELINE

Your customized, private-label branded product will be completed within 2 to 4 weeks. A branding request is initiated when you submit a support case to support@graphon.com or via our customer support Web portal (www.graphon.com/customer-support/graphon-customer-support-portal). Expect 1 to 2 weeks to initiate the branding process and to collect and compile the required branding materials. A branded build will then be delivered for you to install and verify. You can then provide feedback and requests for changes. Once verified, the final branded product will be delivered.

BRANDING INSURANCE

Branding Insurance is an optional service provided by GraphOn. When purchased, you will be eligible to request changes to your branded GO-Global product after the initial branding process. You can also request branding of new GO-Global releases and patch updates. If you choose not to purchase insurance, you will be ineligible to upgrade your branded product or receive a branded build of new GO-Global releases.

THE GO-GLOBAL FAMILY

The GO-Global family also includes GO-Global for UNIX, providing Web-enabled and cross-platform access to UNIX/Linux applications from anywhere. GraphOn also offers private-label branding for GO-Global for UNIX.

GRAPHON CORPORATION

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