

Exceed Freedom™

Exceed Freedom is a solution designed to increase the productivity of X Window application users and allow organizations to streamline UNIX® infrastructure. As an add-on to Exceed®, the world-leading PC X11 solution, Exceed Freedom is an innovative solution from Hummingbird® that reduces user downtime, lowers bandwidth costs, and enables global access to UNIX applications.

Reduce Downtime and Increase Productivity

All companies have experienced downtime, which typically results in lost revenue. The five minutes it takes to reboot a trader's PC is time that they can't carry out client transactions. The engineer's PC that crashed in the middle of the night may represent the loss of four days worth of design and test data. 14 percent of the enterprise businesses that were interviewed by Enterprise Strategy Group¹ said they cannot tolerate any amount of application downtime.

The reason is painfully obvious—downtime is as costly as it is unpredictable. 92 percent of the respondents of a survey conducted by mValent in 2007² agreed that ensuring the availability of core business applications and services is their top priority.

As a forerunner in the market for high performance remote X Window computing, and over 10 years of experience researching and developing leading solutions, Hummingbird has helped one out of every four Fortune and Global 100 companies minimize the impact that unexpected downtime has on the bottom line and increase user productivity. Exceed Freedom is designed to safeguard volatile work, increase application uptime, and facilitate quicker recovery from system failures.

Capitalize on the Benefits of Business Mobility Without the Hidden Costs

According to a recent industry survey, there was an estimation of 650 million mobile and remote workers in 2004. By 2009 that number is expected to increase to 850 million, or about one in four of the total global work force. Business mobility allows users to access business applications and data without being limited by time, network and geographical boundaries. It also allows companies to respond to business needs quicker, and swiftly react to emergencies. Despite the benefits, the costs associated with business mobility can be high. The investment in required equipment and new applications for users or revamping existing business processes and IT infrastructure can quickly erode the potential gains and opportunities of business mobility.

Exceed Freedom empowers Exceed users with all the benefits of business mobility without steep costs for the organization. Exceed Freedom helps organizations leverage existing investments in business and IT infrastructure without changing line of business applications or critical processes.

¹ HP's Disaster Proof Solutions: Ensuring Application Availability, Enterprise Strategy Group, June 2007

² Challenges and Priorities for Fortune 1000 Companies, mValent, March 2007



Key Business Drivers

Organizations need to:

- Reduce down time
- Increase user productivity
- Enable business mobility
- Consolidate business resources
- Ensure compliance with government regulations and industry security guidelines
- Improve the intrinsic value of investments in business and IT infrastructure

Core Capabilities

- Extend investments in Exceed
- Safeguard sessions from crash and failure
- Suspend and resume sessions
- Provide high-speed, anywhere-anytime access to global users
- Share sessions
- Establish end-to-end data security
- Reduce network resource requirements

Globalized Market, Centralized Resources

In the global economy, products are developed and sold by global teams. Many companies tap into the immense resources and opportunities generated by the globalization labor force. Outsourcing and worldwide collaboration between operational centers that span multiple continents has become the norm. However, the cost of setting up and supporting business systems in remote offices is high and resource consolidation has its own technical limitations that can be equally expensive to circumvent—until now.

As a solution designed to provide high-performance global access for Exceed users, Exceed Freedom can offset many adverse effects that are normally associated with the growing geographical distance between users and legacy UNIX applications. Exceed Freedom improves business agility by helping companies reduce operational costs while managing to provide users, partners and service providers with better access to information and improving overall productivity. With Exceed Freedom, companies can streamline the process of global operation or achieve goals of worldwide collaboration much faster.

Security Compliance

The growing trend of business mobility has resulted in a sharp increase in the volume of sensitive data that travels on public networks. Protecting that information is vital. The 2007 Computer Crime and Security Survey³ conducted by Computer Security Institute showed that over 66 percent

of the responding companies have invested IT money on security solutions to encrypt data while it is “in transit.” The sizable spending on security solutions is also a direct result of government regulations and industry compliance mandates.

Benefiting from Hummingbird’s extensive experience in the enterprise security solution market, Exceed Freedom supports all standard security protocols that are part of existing IT infrastructures in many organizations. Exceed Freedom seamlessly and cost effectively integrates with many corporate security frameworks, allowing

organizations to quickly and securely adapt to the changing business model. It enables organizations to securely extend application access to local business partners, third party service providers overseas, or the growing remote workforce. Exceed Freedom ensures that valuable information assets are strictly secured inside and outside of the organizational network.

Revitalize Your Investments

Exceed Freedom uncovers hidden value in existing investments in hardware and software. Exceed Freedom reduces network resource consumption which, in effect, expands the network capacity to support more users and increased connections.

Key Messages:

- Increase the productivity of X Window application users
- Streamline organizational UNIX infrastructure
- Reduce user downtime
- Safeguard volatile sessions on UNIX
- Lower organizational bandwidth costs
- Enable global access to UNIX applications

The seamless integration of Exceed Freedom with Exceed translates to lower deployment, training, and ongoing support costs. Along with an outstanding reputation for excellence and industry-recognized customer support and services, organizations can continue to reap the rewards of their relationship with Hummingbird.

³The 12th Annual Computer Crime and Security Survey, Computer Security Institute, September 2007



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