

Give Your Customers the Ideal Driving Experience: *Software Access on Demand with NX*

Imagine going to your nearest Lexis dealership to test drive the new LF-A Roadster and being told you have to wait 30 days. When you return a month later, anticipating the thrill and speed of the Roadster experience, you're given the Lexus ES350 Sedan instead. It seems that the Roadster isn't available for test drive until after purchase. The news is more than a little surprising, particularly when the dealership tells you that the Sedan should give you "a pretty good feel" for the sports car.

Where's My Roadster?

Right now, software companies, particularly those offering more expensive packages, are trying to find ways to give their customers the "Roadster test drive experience," instead of slowly handing over the keys to the Sedan. Particularly for software packages worth hundreds of thousands of dollars, companies are understandably reluctant to send demos with full features and functionality to just any company who requests a test drive. But downloadable demos and CD-ROMs with limited features and functionality, that customers sometimes have to wait months to receive, are not giving software evaluators an authentic user experience.

Even if software evaluators are able to easily attain the software through CD-ROM or download, and enjoy full features and functionality, installing it on to their system can be time-consuming, and present technical issues that call for support. And how much support can a company offer to customers who haven't purchased their software yet?

Giving the Customers the Ultimate Test Drive Experience

One way around all these problems is to give customers the ability to evaluate software online. For customers whose job involves heavy software evaluation, saving hundreds of hours every year in testing can be a godsend.

For most companies who invest in an online test drive solution, this shorter evaluation cycle is leading to a much shorter sales cycle.

Handing Over the Keys with NX

Interacting with truly great software can be a highly enjoyable experience for software evaluators with a passion for code. As a company full of people passionate about code, NoMachine believes in handing over the keys to the

Roadster, so customers can have the most authentic user experience possible. A secure, real-world online experience that offers the full features and functionality of an application enables customers to sit back and enjoy the ride—with considerably less work. With a fast, elegant online test drive experience of a company's application, users can round the curve at 40 miles an hour, see if the head rest really cradles the neck (as promised), and enjoy the smell of the leather seats, instead of just imagining it.

Compared to competing remote access solutions, NoMachine's NX offers capabilities that allow you to hand over the keys to your customers who want this complete, authentic user experience. With its increased speed, and the ability to handle multiple simultaneous connections to a virtual server while still maintaining session reliability, NX offers potential customers the ability to access your full software applications remotely with no compromise in application speed. In fact, benchmarks have shown that NX Web Companion can run applications remotely faster than they can be run locally.

For geographically dispersed IT departments, this ability to simultaneously evaluate software, without the need for downloads, installations, CD-ROMs, or on-site visits, is invaluable. Software companies, including MontaVista, the leading international provider of commercial-grade Linux development platforms, are already using NX to give customers this experience, and not only shortening the customer evaluation cycle from months to days, but also shortening their sales cycles.

Why NX?

Compared to competing remote access solutions, NX offers benefits that make for the optimal test drive experience:

Faster and Smarter Remote Access

Because of its smart display protocol, NX is the fastest remote access solution on the market. While competing solutions primarily send data using compressed graphics, NX accelerates data transmission by encoding display instructions and uniquely caching them for later use. Because of NX's smart caching, each session becomes progressively faster.

Cost-Effective

NX is simply less expensive than any other remote access subscription on the market. In addition, it requires no new hardware and centralizes IT functions, saving IT resources and reducing spending.

Ever-Evolving

NoMachine listens to and learns from our users. As a result, our developers are constantly updating NX based on customer requests and suggestions. The result is an ever-evolving technology.

The NX Test Driving Suite

The following trio of NX solutions work to provide a complete real-world user experience, requiring only a workstation and online connection from the end user.

The NX Web Companion

The NX Web Companion is a tiny Java applet and a plugin for any browser that easily integrates into the corporate Intranet to give users one-click-access to applications made available on the NX server. Even for customers accessing software applications remotely, there is no compromise in application speed. This extraordinary achievement is the result of years of work on compressing the graphical output of remote applications, and proof of the technological superiority of the NX solution.

The NX Builder

A tool for Web administration, NX Builder makes it easy to publish highly preconfigured NX sessions. Builder allows administrators to choose technical features and hosted applications for each NX session, and seamlessly integrate session access into a company's existing Web site. Administrators can also choose aesthetics--fonts and colors--that reflect the branding of the company's site.

With features including guest user access and combined authentication with the NX Server, NX Builder also makes it possible for users to access test drive sessions without a lengthy registration and log-in process. By enabling log-in as a guest user on both the Builder and the Server, administrators can ensure that any user gets access to applications.

The NX Servers

An NX Server subscription is the ideal test drive solution for software companies that need to offer a licensed solution to numerous on-site and mobile users who can then access the company's software residing on any machine, using any hardware on the client over any available network. NX support services are finely-tuned to the requirements of small businesses, and both large and mid-size corporations. For all subscriptions, NX provides a prompt answer to any query or technical issue that may arise.

Learn More About Using NX for Test Driving

- Learn [how MontaVista uses NX to offer test drives](#) to their customers.
- Learn [how NoMachine uses NX to offer test drives](#) to our customers.
- Find out [how to set up your own test drive](#).

