



CASE STUDY

Mercator Media Maritime Industry Promoter Retains Key Staff with Remote-Access Solution

THE CHALLENGE:

Citrix® GoToMyPC® is an essential tool for exhibitions organiser Lucy Gidlow-Jackson. At Mercator Media Ltd., a marine publishing and exhibition promotions firm, she orchestrates the annual Seawork event and represents the company's six magazines at events around the world. She requires constant access to the company's publishing software and Adman database for such contact information as telephone numbers and recaps of previous discussions. As much as Gidlow-Jackson loves her job, her position was in jeopardy when she married an army officer who was stationed 85 miles away.

REMOTE DESKTOP ACCESS PROVIDES A SOLUTION

The initial solution was to set up a VPN so that Gidlow-Jackson could access her work computer from home. But because of the volume of data that she needed to access, the slow VPN connection proved to be impractical. A colleague suggested that Gidlow-Jackson try GoToMyPC for remote access. GoToMyPC offered the fast, easy and secure remote access that she needed. 'Now I can work from home exactly as I would work in the office,' she says. 'I can get to all the same applications, databases and files as I can at my desk, and keep all my paperwork up-to-date.'

GoToMyPC is a unique Web-based technology that works with an organisation's existing firewall and Internet infrastructure. Users do not have to change or open ports, configure IP addresses or deploy any hardware or software, making it as easy to use as sending an email. All the data is securely encrypted. And GoToMyPC works over the user's existing Internet connection. Gidlow-Jackson uses GoToMyPC over a standard broadband connection from BT.

'With GoToMyPC, I barely notice the difference between working at home and actually being at my office desk,' she says, noting that she is now able to work from home three days a week just as if she were in the office. She reports that when she is using GoToMyPC, her colleagues and clients have no idea that she is working remotely.

'GoToMyPC gives me access to all the resources I need at any time, from anywhere.'

LUCY GIDLOW-JACKSON
EXHIBITIONS ORGANISER
MERCATOR MEDIA

Key Benefits

- Access your PC from any Web browser on any operating system at any time.
- Automatic setup: Ready to go in minutes, even for novice users.
- File Transfer enables you to get access to your files at any time from anywhere.
- Invite a second person to temporarily view or share control of your PC — great for tech support, demos or 'conference' viewing of info.
- Print documents to any printer wherever you happen to be — there's no need for the application that created the document to be installed on the client computer.
- Simplify the transfer of content between desktops by cutting, copying and pasting text between computers.
- Maximum security: All data is protected with AES encryption using 128-bit keys. Dual passwords, end-to-end user authentication and optional One-Time Passwords add additional security.

FLEXIBILITY AND PRODUCTIVITY GO HAND-IN-HAND

Using GoToMyPC has also had unexpected advantages for Gidlow-Jackson, such as allowing her to access all her information during conference calls with overseas clients. 'I do quite a lot of work with contacts in the United Arab Emirates, where the weekend is Wednesday and Thursday,' she explains, 'so conference calls often have to take place on a Saturday. GoToMyPC gives me access to all the resources I need so I can be as professional on a Saturday as any other day of the week – even if I'm actually sitting at the computer in my slippers.'

Gidlow-Jackson's colleagues are beginning to notice the benefits GoToMyPC offers. 'People have seen how useful I find the tool and want to give it a try,' she says. 'One of our magazine editors has a young child, so she can go home if her daughter needs her and can keep on working from there using GoToMyPC. It means she doesn't have to face a backlog of emails when she returns to the office, and can keep up with time-critical work – vital when the print deadline is approaching.'

DELIVERS IMMEDIATE COST SAVINGS

By allowing Mercatur Media to retain Gidlow-Jackson and enable additional employees to be work after hours from home, GoToMyPC has delivered a positive return on investment in a short time. 'The managing director has never queried paying for GoToMyPC,' says Gidlow-Jackson. 'It's vital for me to be able to

do the job remotely and far better than the alternative of a 170-mile round trip each day. The savings in travel costs alone are enormous.'

Not only has GoToMyPC increased Gidlow-Jackson's productivity, but it has also helped her peace of mind: 'Now I don't have to get stressed about having to live somewhere near to work. GoToMyPC really is a fantastic tool – without it, I would have had to give up my job.'

Citrix Online

A Division of Citrix Systems, Inc.

5385 Hollister Avenue
Santa Barbara, CA 93111 USA

Product Information:

www.gotomypc.com

Sales Inquiries:

gotosales@citrixonline.com
Phone: (888) 259-3826

Channel Partners:

resellers@citrixonline.com
Phone: (805) 690-5711

Media Inquiries:

Suzy Carter, Account Executive
LEWIS
Phone: +44 (0) 20 7802 2626
Fax: +44 (0) 20 7802 2627
suzyc@lewispr.com

www.citrixonline.com

About Citrix Online: Citrix Online, a division of Citrix Systems, Inc. (Nasdaq: CTXS), offers the leading Web-based access, support and collaboration software and services. The division offers Citrix GoToMyPC®, the easiest-to-use solution for remote, secure and managed desktop PC access over the Web; Citrix GoToAssist™, the industry-leading remote-support solution; and Citrix GoToMeeting™, the easiest, most secure and cost-effective solution for conducting online meetings. Citrix Online products are used by more than 10,000 companies worldwide, including Verizon Online, Siemens, Cablevision and Microsoft Business Solutions. The division is based in Santa Barbara, California, and is on the Web at www.gotomypc.com, www.gotoassist.com, www.gotomeeting.com and www.citrix.com.

©2005 Citrix Online, LLC. All rights reserved. Citrix® is a registered trademark of Citrix Systems, Inc., in the United States and other countries. GoToMyPC®, GoToAssist™ and GoToMeeting™ are trademarks or registered trademarks of Citrix Online, LLC, in the United States and other countries. All other trademarks and registered trademarks are the property of their respective owners.