



## CASE STUDY

# GENUIT

*THINWORX, a Server Based Computing/ Thin Client solution, delivers fast, secure, cost-effective remote access to business applications.*

Comda Calendars, a family owned and operated business, with offices in Toronto, Ontario, Tucson, Arizona and the United Kingdom, is a leader in the promotional calendar industry, providing small and medium size businesses with customized advertising calendars for over thirty years.

### The Challenge

In an effort to maximize customer service, Comda Calendars implemented a new customized CRM application that enabled sales and administrative staff to effectively manage and track customer information. Remote users in the Tucson office required remote access to this application and both Frame Relay and VPN connectivity were considered. Frame Relay was cost prohibitive resulting in Comda choosing a VPN connection, which helped to reduce communication costs but end users complained about the quality of the application's performance.

Comda soon realized that they needed a cost-effective remote access solution that would not only securely connect the Arizona office to their corporate network, but also allow remote users to easily access and run the CRM application with a high degree of performance, resulting in quality end user experience.

### The Solution

#### ***THINWORX™ enhances application performance for remote users***

After consulting with UNIS LUMIN Inc., an authorized partner of GeNUIT Corp., Comda concluded that THINWORX Thin Client software was the ideal solution for their remote connectivity and application access needs. Instead of running the CRM application locally on remote PCs, THINWORX allowed the application to be launched and executed on a central server with only key strokes, mouse clicks and screen updates transmitted across the network, thereby minimizing bandwidth utilization and making it possible for remote user to experience an elevated level of performance.

### Results

By implementing THINWORX, Comda is able to publish the CRM application across the network to their sales staff in Tucson with performance comparable to their counterparts at the Toronto office. The sales and administration staff in Tucson are now able to quickly and easily access the CRM application to obtain sales data, generate reports and track customer orders... thereby improving customer service.

Additionally, remote users have the flexibility to access the CRM application from any location, at any time, using any client device, over any Internet connection.

COMDA...The Calendar People

**GENUIT™**

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