Why subscribe to a G-WAN Support Plan?

The top ten reasons to use G-WAN

The middle-ware dilemma

A much welcome, better software model: *"merit-ware"*

1   End-users' increased power, choice and control

2   A durable platform vs. a collection of ever-broken components

3   Proactive security management (ie: SLIMalloc)

4   A predictable and manageable update and evolution process

5   World-class support, from the best technical R&D team

6   Real engineers, with decades of world-class achievements

7   Long-term infrastructure stability vs planned obsolescence

8   Open access to source code for state-of-the art software

9   Extensive partner ecosystem: 18 programming languages

10   Power to influence the future of middle-ware

About TWD Industries AG

TWD was founded in 1998 by Pierre G. Gauthier. Launched in 2009, G-WAN has reached in only 3 years a state where no other Web server or Application server could be compared in terms of performance, features and end-user expandability.

We built a G-WAN-based private Cloud, a newcomer that has been so successful that 5 governments have illegally interfered to block its sales. Call this "capitalism" if you can.

Abstract

Many IT decision makers feel that both proprietary and open-source middle-ware solutions no longer serve *their* needs: **the complexity and level of vulnerabilities became unmanageable**.

In 2009, G-WAN has been created when the CEO of a 15-year old software publisher faced the challenge of porting his company's Desktop applications to the Web – *no application server was able to do that without a data-center.*

Besides 'pointless' upgrade policies missing much needed innovations, and 'boring' product road-maps, the prohibitive costs generated by using inefficient software are raising as the current solutions prove unable to:

> *"Harness the parallel processing power of the ever increasing number of cores available on each chip".*

Following the 2001 halt of CPU clock frequency speed doubling every two years, the European Union described this issue as:

> *"the single most important problem facing the IT industry"*

because, they wrote*:*

> *"there is considerable risk that the underlying business model, in which hardware performance developments enable improved software which drives purchases of new hardware, will be broken."*

As end-users recognized G-WAN's ability to address these *"parallel bars"* (The Economist), many have requested the support of scripts in other programming languages than C and asm.

This is what has made G-WAN increasingly compelling for organizations in need to leverage their legacy applications, increase their productivity, value, and control, while benefiting from enterprise-class support SLAs, guaranteed patches, updates and hot-fixes, and legal assurance (since 2009, G-WAN exposed users to [zero vulnerabilities](#)).

Even the most risk-averse IT organizations recognize the benefits of the ability to re-use unmodified assets – and no other application server supports as many languages as G-WAN.

Organizations worldwide switch from technically inferior solutions in order to realize these flexibility, scalability, performance, reliability, availability, and customer satisfaction benefits.

G-WAN does not integrate software components from myriads of vendors. This makes it possible to get an efficient, robust, fully tested, integrated and supported middle-ware platform that more complex architectures just cannot match - *by-design*.

The middle-ware dilemma

Organizations need more from their information systems – more speed, more features, better integration, better reliability, better stability and more flexible infrastructure that can adapt quickly as business requirements change.

What has led to unsustainable levels of complexity is the increased need to make more and more heterogeneous solutions collaborate.

This complexity kills the performance needed by enterprises to stay competitive.

Instead of wasting much of their time managing issues of scale and complexity, people using G-WAN can focus on *their real needs:* like analyzing business requirements, selecting or developing applications, and preparing for upcoming strategic projects.

The real cost of ownership of a middle-ware has little to do with its licensing, what makes a solution better than another is the ability for users to do much more work:

– in much less *time* (no hidden complexity, no pointless configuration, interfaces, etc.),
– at a much lower *cost* (less servers, less electricity, less floor space).

When it comes to determining which middle-ware solutions are right for an organization, three categories of choices are commonly evaluated by an IT enterprise:

– proprietary software from vendors such as IBM or Oracle are more complex than necessary to use, manage and maintain – *and they do not scale on multi-core.*

– open source frameworks like JBoss made of a collection of components modified and assembled to build a middle-ware platform incompatible with the original software. Complexity and incompatibilities boost consulting, training, and support fees – *and, on the top of that, they do not scale on multi-core.*

– G-WAN is available for free. Support is available via a paid subscription. G-WAN combines innovation (unparalleled efficiency and ease of use) and transparency (relying on third-party content generators such as C/C++, C#, Java...), while mitigating the risks by letting people use the programming languages they know.

Given constant IT budget constraints and the rise of costs, subscribing to software is a great way to reduce the barrier to adoption. And there's no lower barrier than a gratis program.

G-WAN's founder decided that nobody would have to suffer the pain of lacking the tool that he had to create because *all the other solution vendors* were neglecting efficiency and security.

A Better Software Model: *"merit-ware"*

Open source has been growing in popularity on the promise to correct the problems found in proprietary solutions. They claimed that they would *"power innovation"* and *"reduce the traditional barriers of obtaining and using software"*. They explained that:

> *"the price for these benefits is that the user must take responsibility for management and ongoing maintenance."*

Yet, open source solutions did not outperform proprietary software. Not on simplicity, not on efficiency, and not even on productivity. But they kept their promise about the mandatory fees and extended it to unknown summits.

They also erected new barriers for competitors – by removing any meaningful level of comments in their "open" source code, by providing incomplete and erroneous "open" documentation, and by using the same Microsoft anti-competitive tactics they claimed they were here to fight (ie: the infamous Microsoft "DLL Hell" was embraced by Linux).

> *"To sum up: (a) First dimension: things change too quickly, breaking both open source and proprietary software alike; (b) incompatibility across Linux distributions. This killed the ecosystem for third party developers trying to target Linux on the desktop. You would try once, do your best effort to support the 'top' distro or if you were feeling generous 'the top three' distros. Only to find out that your software no longer worked six months later."* –Miguel de Icaza, *"What Killed the Linux Desktop"*

This results in **users being unable to trust that open source does any better than entrenched proprietary software incumbents**.

G-WAN differs in that users contribute with significant feedback resources to ensure that they have *the solution they need.*

This capability is delivered to customers via a subscription model. Subscriptions renew on an annual basis. Because a vendor risks losing business after one year unless every customer is happy with the provided *service*, it has a strong incentive to keep customer satisfaction high.

And, not only we say it but the difference with other players since 2009 is striking:

– G-WAN is *hundred times* faster and more scalable than any other solution,
– G-WAN is zero-configuration, and much easier to use than any other solution,
– G-WAN offers many more programming languages than any other solution.

Customers pay an annual subscription fee for G-WAN, because we offer value to all users, above and beyond that offered by any other player.

What is the nature of this value? No reliance on 'strategic partnerships' and or 'groups of interests'. This freedom is what lets G-WAN do it right.

1. End-user increased power, choice and control

G-WAN gives you more *power* because, instead of passively waiting for patches (some of them awaited for decades) SLIMalloc blocks and reports security issues when they happen!

G-WAN gives you more *choice*, because you don't have to change your habits to try or involve another language that may better fit a specific task (eg. C, C#, Java, Javascript...).

Optional subscription create a balanced situation where users decide to participate to the active life of a product instead of paying just because there is no other choice.

G-WAN gives you back *control* over your IT projects because you no longer have to fight with unnatural obstacles like ever-growing gratuitous complexity to achieve your business goals.

2. A durable platform vs. a collection of ever-broken components

Most middle-ware projects consist of many independent components, each with its own release schedule, versions, and software dependencies – differences that can not only generate errors but which *always* create inefficiency as compared to a monolithic solution.

Monolithic solutions have gained a bad reputation because of their huge size. But there is no such a thing with G-WAN which consists in a single file of a few hundreds of kilobytes.

A small footprint does not mean less features: the G-WAN community build new features and leverage the 18 programming languages ecosystem created by G-WAN.

> Unlike other solutions, G-WAN does not *exclude* other solutions. There is no religious battle about what technology works better than another: users have the choice.

G-WAN leverages more *existing solutions* than any other application server in existence.

Our motto is *"let people decide what is good for them".* But G-WAN being the lightest and the most efficient organ of the toolset, it is not contributing to the bloat. And G-WAN's ultra-fast interfaces with so many third-party run-times and libraries make it the right choice.

3. Proactive security management (ie: SLIMalloc)

Experienced security experts know that *nothing beats simplicity*. In contrast, complexity makes it difficult and often impossible to asses the security of any system. This is why reducing the number of components must be (like for efficiency) a top priority.

Why are the very same security breaches seen again and again – in the same products – for decades?
Where do security breaches stand in a business model fueled on charged updates and patches?

Why was SLIMalloc authored by G-WAN's authors – and not by the $10Tn GAFAM?

G-WAN is the only server without a security breach since its first release in year 2009.
G-WAN program updates are free. Support has to be charged as it takes time to help people.

– What works best? The *patch fury* – or the lack of security breaches?
– What *costs* less? Cleaning-up a data leak – or not having any?

4. A predictable and manageable update and evolution process

While middle-ware projects are constantly being updated, users fail to see how those decades of development *better serve their needs.* Solution vendors provide updates:

– fixing ranked problems, while issuing minor updates on a regular schedule,
– stating what has been addressed and what remains to be done,
– patching critical defects as quickly as possible,
– thoroughly regression testing any updates to the software,
– guarantees on backwardly compatible updates within minor version releases.

But what seems to be a constant in this industry is **the lack of any disruptive innovation, as if program updates were only aimed at maintaining a beloved status-quo.**

As G-WAN has shown, *disruption* does not necessarily mean changing anything in its habits, knowledge, infrastructure or code bases.

G-WAN did not invent another proprietary configuration files cryptic format.
G-WAN did not impose a new programming language to scale on multi-core.
G-WAN delivers its promises without any lock-in: *"do as usual, only better!"*

Disruption means doing the same things *so much better* than before that people can't ignore the difference.

What makes G-WAN updates so valuable is the fact that they have delivered in a few years (and without funding) the value that no other middle-ware platform has provided in decades.

With the GAFAM being valuated at $10Tn, that tells a few things about the deliquescence of *"the markets"*.

5. World-class support, from the best technical R&D team

The guys behind the best technology obviously know better than the vendors of the lagging solutions – how long-established and financially-powerful they are. Many need more substance than marketing, so it makes sense to work with the team which has *demonstrated its ability* to deliver *by far* the best product.

And when you consider that G-WAN has been created and developed without the gargantuan budgets invested by the competition then the feat reaches yet another level of legitimacy.

> ***G-WAN considers support as a critical asset: reliable user feedback, when not flatly dismissed, give products a chance to focus on the real needs of people.***
>
> In contrast, many vendor consider support as a nuisance, and their offers reflect this contempt for *why* in the first place customers want to use a product: *solving problems.*
>
> This is why G-WAN provides *solutions* to its users. This goes as far as to write code snippets to let users understand *how* to resolve a particular problem. And no other vendor has ever done better.

Several factors drive the high quality of G-WAN support plans, including:

– ***When detached from program updates, the subscription model builds superior customer care: the only way way to keep users is customer satisfaction.*** In contrast, users who have to pay for support plans which include program updates have no choice but to also pay for support – even if the service is not useful.

– ***Access to best-in-class software engineers makes support plans reach another level. G-WAN does not hire "highly trained support technicians": the engineers who make G-WAN rotate to stay in touch with what people expect from G-WAN.*** With G-WAN support plans, you know what you pay for.

– Open source vendors use to claim that their "openness" helps problem solving. But open source servers perform and scale poorly, they are incredibly complex and they support only a few *proprietary* programming languages. They all behave similarly because their R&D dept. relies on *"copy and paste"*. In contrast, it is surely harder to lead and stay ahead, but we believe that the rewards are worth the pain.

– ***Unlimited support optimizes problem solving. With G-WAN, there is no limit to the number of support incidents. If you really received the help you needed, then there is no reason to keep asking for help. Both sides benefit from true support***: feedback leverages a product and user loyalty grows when problems are resolved.

Our goal is to make people more capable and autonomous – not less capable.

6. Real engineers, with decades of world-class achievements

G-WAN being at the leading edge of advances in parallel programming, optimization server technologies, and security. We are a *trustworthy* choice.
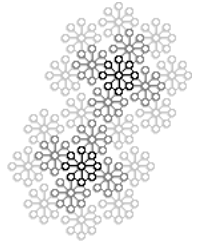
In contrast, *trusted* vendors claim that the cumulative experience of their hundreds of thousands of developers, their trillions of dollars invested in R&D and their established product lines make them deserve your trust.

> ***Well, if it was the case then G-WAN would not have been needed. G-WAN came to fill the gap that the millions of GAFAM engineers, their trillions of dollars invested in R&D and their established product lines left wide open for decades.***

When customers ask help from the G-WAN team, our first question is:

> *"What is your input, and what is your expected output?"*

Then only we can talk about how many servers you believe must be used to reach your goal.

We do not sell hardware (while G-WAN clearly makes multi-core servers sell better, it allows to do more on less servers), we do not sell software (G-WAN is freeware), we sell *know-how*.

The kind of know-how that is able to make *unique* things like G-WAN.

7. Long-term infrastructure stability vs planned obsolescence

To ensure long-term stability of infrastructures, vendors guarantee that each new release of their product will be fully supported with security updates.

For example, Ubuntu normal 6-month releases get patches for 18 months. Long-term support (LTS) releases come every 2 years and enjoy a longer support life (3 years for desktop and 5 years for server).

G-WAN does not have this problem because it is compatible with its older versions. Features are added, not removed. And the lack of cryptic configuration files makes it impossible to change their syntax, like IBM Apache, Nginx and many others felt this was much needed.

There's no G-WAN planned obsolescence because we don't rely on tricks.

We reckon that, here again, dealing with a single executable makes a lot of things easier.

8. Open access to source code for state-of-the art software

Open source software vendors say that open source software benefits from everyone's access to the source code in its design and its implementation. Some suggest that open source makes security audits easier to perform.

Why then vendors have a free open source 'community version' and a payable (closed-source) 'enterprise version' of the same product?

Why security breaches are found by researchers working on the executable files rather than on the source code? Why aren't open source projects better in quality, efficiency and security than proprietary products?

> **"The 'many eyes' of open source are blind, uninterested, or selling to governments for profit."** -Brad Spengler, Open Source Security, Inc.

Beyond this, having access to the source code is of little use when one has to face tens of millions of lines of source code without comments, most of it being written to be as unreadable as possible to keep me-too players at bay and customers dependent.

Even open source operating systems like Linux rely on proprietary hardware and firmware. Computers, cell phones, TVs, cars, planes are not open source. All use proprietary software and we could hardly do our job without those tools.

What makes software safe or reputable is not its distribution model – it's his *inherent qualities*.

9. Extensive partner ecosystem: 18 programming languages

With G-WAN, enterprises which use Java can do so. The ones who use C# can do so. The ones who use PHP can do so. The ones who use C can do so. G-WAN offers no less than 18 programming languages.

Nobody in this market has built a server ecosystem as large and open as G-WAN.

This is part of our idea of being *relevant* for our users. We have no patent agenda to push and to oppose to our competitors. We feel that doing the job right is what provides real value, for us and for all the users who benefit from our research and development.

10. Power to influence the future of middle-ware

Few solutions are customer-driven: who asked to have so complex and inefficient products?

Most vendors just want to occupy the place, and to defend that place. Unable to do as well as G-WAN, they use their operating systems to sabotage, censor and denigrate.

In contrast with that view, G-WAN has only one mission: to do better what is already done, and to do what is still missing and should be done. Here, customer feedback is seen as the best way to do both things. Not only we listen what our customers say, but we find ways to integrate their wishes to a form that makes sense for all other users.

G-WAN reached its status of *"technical reference"* in the server market because of you, the guys using it and telling us how G-WAN could be more useful for what you do.