

BOMGAR vs. Citrix Online's GoToAssist™

Bomgar is the market leader in remote support solutions, providing organizations around the world a secure, appliance-based solution that addresses internal and external remote support needs across a multitude of desktop, server and mobile device operating systems.

As a unified remote support solution, Bomgar builds *enterprise features into the product*. Bomgar's product includes enterprise security and management features, strategic partnerships with leading service desk solutions, cross-platform compatibility, and enterprise auditing and reporting. Furthermore, Bomgar includes in the core product functionality that can only be acquired from purchasing multiple Citrix Online products (remote access and training, for instance).

In contrast, Citrix Online spreads its development focus across multiple products. The result is that their remote support product, GoToAssist, suffers from fairly *sluggish development cycles*.

Licensing & Deployment

GoToAssist is a SaaS product targeted at the medium-sized business user. GoToAssist has a named user licensing model starting at \$119 per user per month. GoToAssist also offers concurrent licensing, but pricing for this model is available only by request.

The Bomgar Advantage

In contrast to GoToAssist, Bomgar is completely focused on providing enterprise remote support solutions. Bomgar is helping leading healthcare, financial, and government organizations to:

- Protect company data with an on-premise appliance
- Manage internal, external, and even vendor support centrally with a single solution
- Provide mobile support from anywhere using an iPad®, iPhone®, or Android™ device
- Manage teams by assigning privileges based on directory grouping (LDAP, RADIUS, etc.)
- Give customers control over what applications the rep is allowed to see
- Initiate sessions with powered-down PCs and provide support below the OS level
- Provide support for unattended servers, routers, and POS systems
- Hone the support process with enterprise analytics tools

Contrast Enterprise Features

	Bomgar	GoToAssist
Security		
Housed On-Premise	Yes	No
Encryption	256-bit AES	128-bit AES
FIPS 140-2 Certification	Yes	No
Application Sharing	Yes	No
Session Recording	Yes	Yes ¹
Inactive Session Timeout	Yes	No
Smart Card Authentication	Yes	No
Privacy Screen	Yes	No

“Our customers were not affected, our channels were not affected [...] we actually brought Bomgar in and replaced our existing provider [GoToAssist] within three weeks of the decision”

Rich Surace
Senior VP of Operations



“We feel like we didn't lose a thing switching from GoToAssist to Bomgar. [...] We made the switch and our users barely noticed.”



Clarence White, CIO
USA West Region

	Bomgar	GoToAssist
Multi-Platform		
Rep Console		
Mac	Yes	No
Linux	Yes	No
iOS	Yes	No
Android	Yes	No
Customer Client		
Mac	Yes	Yes ²
Linux	Yes	Chat only
Windows Mobile	Yes	No
BlackBerry®	Yes	Limited ³
Apple iOS ⁴	Yes	No
Android ⁵	Yes	No
Network Devices	Yes	No
POS Systems	Yes	No
Integrations		
Rep Console Scripts/Links	Yes	No
Self-Customizable Portals	Yes	No (Citrix Online does customizations)
Pre-Built Integration w/ 3rd Party Service Mgmt. Tools	BMC, HP, Hornbill, ServiceNow	No
Pre-Built Integration w/ 3rd Party Systems Mgmt. Tools	Dell KACE	No
Web-Enabled		
Auto-Uninstall After Session	Yes	No
SMS Session Start	Yes	No
One-Click Customer Client	Yes (Bomgar Button)	No
Unattended Access	Yes	No. Requires purchase of GoToMyPC

	Bomgar	GoToAssist
Web-Enabled, cont.		
Closed Networks	Yes	No
vPro	Yes	No
Collaboration		
Team Chat	Yes	No
In-Session Transfer	Yes	No (requires re-download of customer client)
Temporary Access Escalation	Yes (Access Sponsor™)	No
Control Vendor Access	Yes (Embassy™)	No
One-Time Rep Invite	Yes	No
Demo Mode	Yes	No. Requires purchase of GoToMeeting
Reverse Control	Yes	No (view only)
Screen Annotation	Virtual Pointer	Whiteboard
Manageability		
Identity Management	LDAP, RADIUS, Kerberos	No
Silent Monitoring	Yes	No ⁶
Analytics	Yes	No
Session Reporting	Yes	Yes ¹
Session Notification Mode	Yes	No
Session Log Data Storage	Yes	Yes (>90 days add. purchase)
Customizable Exit Surveys	Yes	No (customizations done by Citrix Online; customer survey only)
Canned Scripts	Yes	No
Load Balancing	Yes (Equilibrium)	No
MSI Installer	Yes	No
Productivity		
Integrated Rep Console	Yes	No ⁷
Silent Support	Yes	No

	Bomgar	GoToAssist
Productivity, cont.		
Screen Capture	Yes	No
Lock Keyboard & Mouse	Yes	No
Command Shell	Yes	No

1 Session Recording & Reporting Note

Doing session reporting with GoToAssist requires sensitive data to run through Citrix Online servers, creating a high level of risk for companies of all sizes, since all of Citrix Online's customers are using the same servers. GoToAssist now offers a Data Replicator which enables storage of session data on local servers, but the data goes through Citrix Online servers first.

2 Mac Note

GoToAssist features not available with Mac Support include Reverse Screen Sharing, File Transfer, Remote Diagnostics, Annotation Tools, Reboot/Reconnect and Log In as Administrator.

3 BlackBerry® Note

Unlike Bomgar, GoToAssist does not enable File Transfer or Chat when supporting BlackBerry®.

4 iOS Note

Because of Apple legal restrictions, neither Bomgar nor any of its competitors enable remote control of any system running the iOS platform. Bomgar capabilities are limited to running configuration profiles, transferring files, viewing system info, co-browsing, and end user-controlled screen capture. While in development, *GoToAssist does not yet support iOS devices.*

5 Android Note

Capabilities include chat, file transfer, system info and screen viewing (on some devices). A full Bomgar customer client with remote control capabilities is currently available to Android manufacturers. *GoToAssist capabilities are limited to chat and system info.*

6 Silent Monitoring Note

GoToAssist enables administrators to monitor active sessions, but monitoring of a rep's entire screen is not possible. Silent monitoring is an add-on purchase.

7 Integrated Rep Console Note

Unlike Bomgar, GoToAssist divides the representative console into several windows: the viewer, chat, and queue functions are each separate windows, making it difficult for technicians to manage multiple sessions. In contrast, Bomgar puts each of these functions in a separate tab, with the option to divide them into separate windows if needed.