

Concurrent Licensing

A Brief Explanation of Bomgar's Licensing Model

When evaluating a vendor, the licensing model is an important consideration. Bomgar's model, based on concurrent licensing, is a significant benefit to its customers and a clear distinction from other providers.

Concurrent Licenses

Bomgar's concurrent licensing model is based on simultaneous representative usage.

Support organizations only need licenses for the number of reps who will be providing remote support **at the same time**. Furthermore, each representative can assist as many customers as needed while only utilizing a single license. In global companies with "follow-the-sun" support centers, sharing licenses across multiple teams or business units can cut costs drastically.

Concurrent licensing also promotes a clean and accurate audit trail. With Bomgar, a support organization can create an unlimited number of named accounts - all of which have their own session data - for clear drill-down reporting and monitoring.

Concurrent Licenses

- Purchase licenses based on simultaneous usage
- Designed for follow-the-sun, 24/7 support operations
- Create unlimited named accounts



Bomgar Offers Concurrent Licenses

Named Licenses or "Seats"

Predominantly, other providers sell named software licenses or "named seats," which link a single user account to a single license. This forces a support organization to purchase *a license for each technician* who may need access to the software. The cost of named seats adds up quickly, especially in 24/7 support centers where many users access the software in shifts for around-the-clock operations.

Practically, as a result of these costs, named seats can introduce security risks. Under the pressure to cut costs, support teams may be forced to create *generic logins* - user accounts with a user name and password that are shared by multiple technicians.

Generic logins make it impossible to tie reporting data to specific users for a valid audit trail. When the support organization experiences staff turnover, ensuring unauthorized personnel no longer have access to systems becomes a difficult task. The risk assumed by generic logins is not worth the price of a data breach.

Named Seats

- Purchase 1 license per user account
- Not conducive to "follow-the-sun", 24/7 support operations
- Pressure to create generic logins



Competitors Sell "Named Seats"