

XenApp

Mobilize Windows apps for ultimate security, management and performance

Citrix XenApp delivers Windows apps as secure mobile services. With XenApp, IT can mobilize the business, while reducing costs by centralizing control and security for sensitive data and intellectual property. Users can self-select apps from an easy-to-use app store that is accessible from tablets, smartphones, PCs, Macs and thin clients. HDX technologies enable XenApp to deliver a native touch-enabled look-and-feel that is optimized for the type of device, as well as network conditions. XenApp is built on the same FlexCast management architecture as XenDesktop offering simple, powerful configuration and operations management and cloud-style automation and scalability.

FlexCast services are use cases that are uniquely provided by XenDesktop, which includes all the power of XenApp.

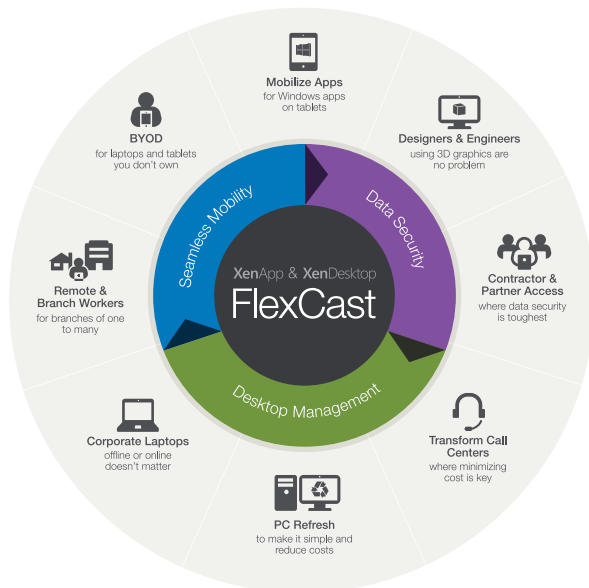


Figure 1: XenDesktop with FlexCast technology—top use cases for Windows-as-a-Service

The following examples explore key FlexCast services that can be delivered with XenApp

Mobilize Windows apps on tablets	Deliver Windows applications to mobile devices, creating a convenient and highly optimized user experience on any device.
Provide contractor and partner access where data security is toughest	Deliver secure remote access to mission-critical Windows apps, data, and desktops from any device.
Transform call centers to minimize cost	Enable call center operators to work onsite or remotely at anytime.
Simplify PC refresh and reduce costs	Extending the life of PCs and then replacing with a thin client or BYO device is a proven approach for reducing capital and operations costs.
Empower mobile and branch workers	Centrally deliver virtual apps and desktops from the datacenter to remote and branch offices.

Benefits and Features of XenApp

Empower employee productivity by working anywhere

- Empower employees by instantly “mobilizing” Windows corporate application for use on any unsecured, unmanaged tablets and smartphones
- Improve productivity by cutting transaction times of client/server applications by as much as 300%, as a result of keeping both client application and server-side data close together in the datacenter
- More app compatibility – Use 5 generations of windows apps seamlessly
- Accelerate product design by enabling engineers, designers and partners to be more productive through secure, any time access to 2D and 3D design data, reducing product development cycles by up to 50%
- Improve business continuity by maintaining operations in redundant datacenters, enabling immediate return to productivity rather than waiting days or weeks for new equipment to be provisioned

Features

HDX user experience optimization for multimedia redirection, collaboration, and USB peripherals

HDX 3D Pro performance optimization for 2D and 3D graphics, design, and engineering apps

HDX Mobile optimizes Windows apps for mobile touch screen environments

WAN optimized networking for long distance, limited bandwidth high latency connections

Unified Communications optimization reduces latency with local voice and video media processing

Empower employees with choice

- Meet the demands of employees who want to use their personal devices for work resulting in in-creased satisfaction, productivity, employee retention and recruiting
- Reduce the costs of employee on boarding and exits by delivering apps and desktops as an on-demand service, provisioned in real time rather than hours of labor required to prepare traditional hardware
- End the struggle of best-efforts support for executives and top performers already using personal devices beyond the support policy of IT
- Leverage the power and innovation of new form factor devices without needing to support the hardware

Features

Any device access with “follow-me apps” from over a billion devices including Windows, Mac, iOS, and Android or any HTML5-enabled browser

Enterprise app store for user self-service selection of authorized apps

Universal Printing services delivers a bandwidth optimized, print-anywhere solution eliminating the need for native drivers

Support for 16-, 32-, 64-bit apps on WS 2008R2/ 2012R2 and WinXP/7/8

Decrease risk of data loss while securing corporate access

- Secure the organization against data loss of intellectual property and sensitive private information through centralization of applications and keeping all data in the datacenter
- Reduce the risk of data loss or intrusion through insecure devices or network connections lever-aging granular access policy enforcement and eliminating unnecessary VPN holes

Features

Centrally secured apps in the datacenter delivered to any device

Centrally secured desktops in the datacenter delivered to any device

High security with multi-factor authentication, and activity logging for compliance support

SmartAccess fine-grained context-based policy controls for scenario-based access restrictions

ShareFile integration for optimized on-demand, on or off-premise data sync and sharing

Reduce cost and complexity of application and desktop management

- Reduce application management labor costs by as much as 90% by streamlining application deployment and lifecycle management with single instance deployment, isolation, and automated compatibility and remediation testing
- Improve success rate of desktop image updates to nearly 100% through centralized management and on-demand delivery of standard images – 20% better than industry average when using traditional image management tools
- Eliminate capex for seasonal workloads and unexpected demand for capacity by deploying in the cloud, while leveraging the same management framework and skill sets
- Resolve end user issues on the first call and decrease help desk escalations through simple, built-in performance management and troubleshooting tools that pinpoint issues

Features

Simple to deploy with 5 min setup and easy-to-use Studio console

Simplify operations with DirectorTM helpdesk console and built-in EdgeSight performance analytics

High availability architecture assures that users can always get apps or desktops regardless of maintenance or unplanned outages

Hybrid cloud provisioning seamlessly flex or grow from the data-center to nearly any public cloud

Automated app and desktop thin provisioning - storage optimized single image management

Microsoft AppV integration automatically provisions apps directly from the industry standard app virtualization technology

Integrated Profile management delivers personalized desktops with single image management

AppDNA app compatibility testing and migration tools

Enterprise scalability for 100,000+ users and 1,000 servers

Open Architecture permits any hypervisor, storage and 3rd party management integration

Microsoft System Center integration streamlines operations and lifecycle management

NetScaler load-balancing (optional) for 99.999% high availability



About Citrix

Citrix (NASDAQ:CTXS) is the cloud company that enables mobile workstyles—empowering people to work and collaborate from anywhere, easily and securely. With market-leading solutions for mobility, desktop virtualization, cloud networking, cloud platforms, collaboration and data sharing, Citrix helps organizations achieve the speed and agility necessary to succeed in a mobile and dynamic world. Citrix products are in use at more than 260,000 organizations and by over 100 million users globally. Annual revenue in 2012 was \$2.59 billion. Learn more at www.citrix.com.

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