

XenDesktop

Complete app and desktop virtualization for the mobile workforce

Citrix XenDesktop delivers Windows apps and desktops as secure mobile services. With XenDesktop, IT can mobilize the business, while reducing costs by centralizing control and security for intellectual property. Incorporating the full power of XenApp, XenDesktop can deliver full desktops or just the apps to any device. HDX technologies enable XenDesktop to deliver a native touch-enabled look-and-feel that is optimized for the type of device, as well as the network.

FlexCast services are use cases that are uniquely provided by XenDesktop.

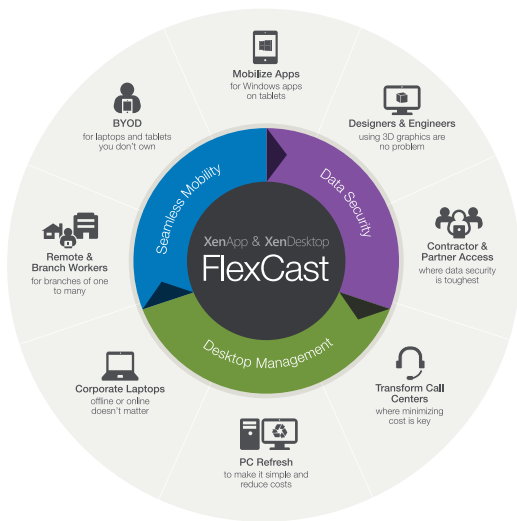


Figure 1: XenDesktop with FlexCast technology—top use cases for Windows-as-a-Service

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

| | |
|--|---|
| Mobilize Windows apps on tablets | Deliver Windows applications to mobile devices, creating a convenient and highly optimized user experience on any device. |
| Deliver 3D graphics apps for designers and engineers | Technology and deep compression for improving network utilization allow you to successfully virtualize high-end graphics applications. |
| 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. |
| Support corporate laptops - both online and offline | Simplify the management of corporate laptops with centralized security. |
| Empower mobile and branch workers | Centrally deliver virtual apps and desktops from the datacenter to remote and branch offices. |
| Allow BYOD for laptops and tablets | Embrace consumerization, empower employees and simplify IT. |

Benefits and Features of XenDesktop

Comprehensive desktop virtualization to deliver any use case

- Reduce deployment costs by as much as 30% with flexible delivery options that allow IT to optimize cost, performance and security for any use case
- Eliminate image management sprawl and simplify operations by separating and layering personalization and data
- Be prepared for anything with a flexible platform that can meet any use case without investing in new tools or teams

| Features | XenApp | XenDesktop |
|---|--------|------------|
| XenApp published apps for secure access to 5 generations of Windows apps on any device | ✓ | ✓ |
| XenApp published desktops for maximum IT control and lowest cost | ✓ | ✓ |
| VDI desktops for maximum personalization | | ✓ |
| VDI w/Personal vDisk for maximum personalization with single image management | | ✓ |
| Hosted physical desktops when hypervisors aren't required | | ✓ |
| Remote PC access for secure, direct connections to office PCs | | ✓ |
| Offline client virtualization for disconnected user requirements | | ✓ |

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 | XenApp | XenDesktop |
|--|--------|------------|
| 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 optiization 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 increased 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 | XenApp | XenDesktop |
|--|--------|------------|
| 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 leveraging granular access policy enforcement and eliminating unnecessary VPN holes

| Features | XenApp | XenDesktop |
|--|--------|------------|
| 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 | XenApp | XenDesktop |
|---|--------|------------|
| Simple to deploy with 5 min setup and easy-to-use Studio console | ✓ | ✓ |
| Simplify operations with Director 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 personalize 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 | ✓ | ✓ |
| Integration with NetScaler HDX Insight technology for end-to-end network monitoring of end user experience | ✓ | ✓ |



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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