



Citrix Desktop Virtualization

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Top CIO priorities... Traditional Desktops can't address

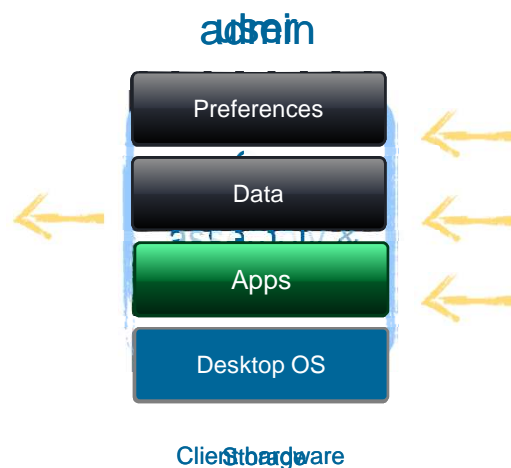


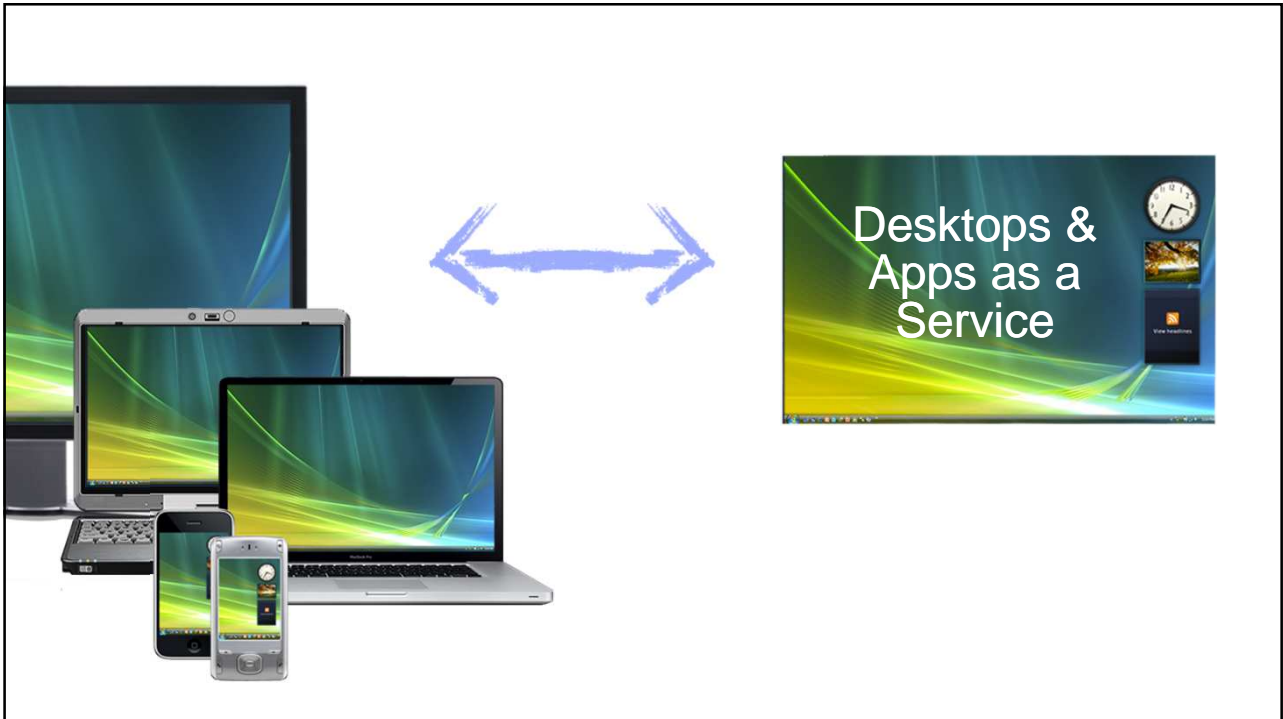
- infrastructure
- distributed assets
- flexibility
- take weeks

Traditional Desktops

Complex.
Inflexible.
Hard to Secure.

- Limited workplace flexibility
- Security restricts mobility and devices
- Moves, adds, changes take days
- Constant refresh with limited gains





Go Virtual

Simpler.
Faster.
Secure.

- Enable virtual workstyles
- Leverage the latest mobile devices
- Rapidly adapt to business change
- Transform desktop computing



Desktop Transformation

Device Centric

Desktop = device

Corporate PC

Image & deploy

Limited access

Fixed costs



People Centric

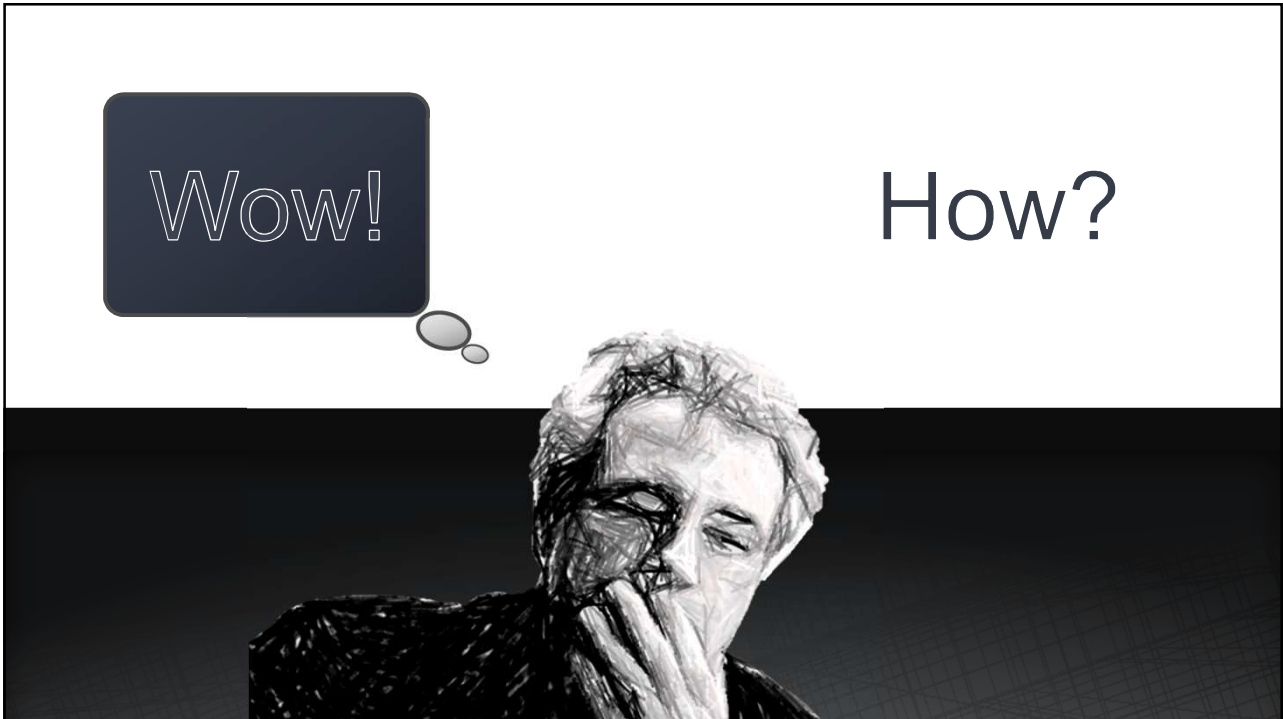
Desktop = service

Any type of device

Self-service experience

Dynamic access

Usage-based costs



Desktop Transformation Model



Phased approach to transformation



Broad industry partnerships



Supporting tools, resources & programs

XenDesktop

A revolutionary virtual desktop system
in one enterprise-complete product



CITRIX

Incredible Market Momentum

Clear #1 market share leader

Only “Leader” in IDC Virtual Desktop MarketScape

Over 7M+ licenses sold

50+ customers with over 10,000 seats

50 of the Fortune 100 in production





- Any device, anywhere with Receiver™
- HDX™ user experience
- Beyond VDI with FlexCast™
- Access Windows, web or SaaS apps
- Open, scalable, proven



Any device, Anywhere with Receiver™



- Leverage the latest devices
- Secure access to enterprise data, apps, desktops
- Enable end-user flexibility, choice and productivity
- Simple, fast, self-service install and auto-updates
- Touch enable desktops and apps



Chrome OS

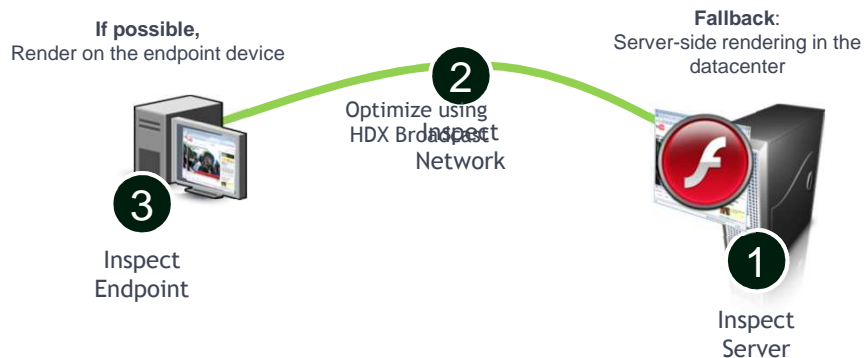


HDX user experience



- Multimedia
- Collaboration
- Peripheral Connectivity
- Network Performance
- 3D Applications
- WAN Optimization
- Simple, secure access

HDX MediaStream with Adaptive Orchestration



HDX WAN optimization

HDX user experience for the branch user

- Accelerate print traffic
- Accelerate file transfers
- Accelerate application access
- High-definition video experience

Guarantee Quality of Service

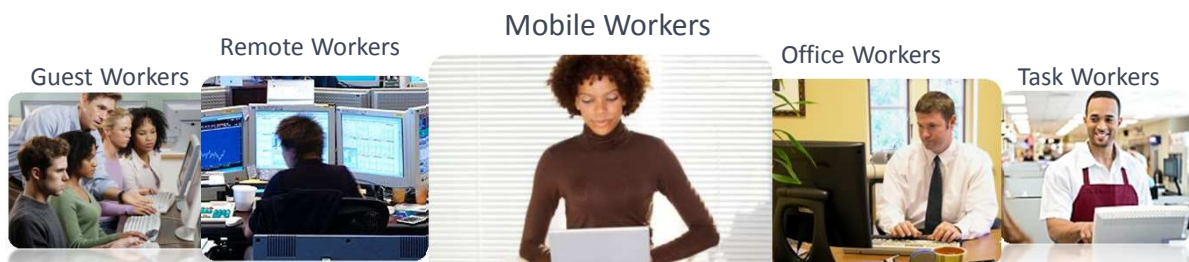
- Fine-grained prioritization for networks admins
- Real-time channels for voice traffic

Reduce desktop delivery network costs

- Free up network by reducing bandwidth consumption
- Support more XenDesktop branch users with existing WAN



Beyond VDI with FlexCast™





Seamless access to
Windows, Web & SaaS apps



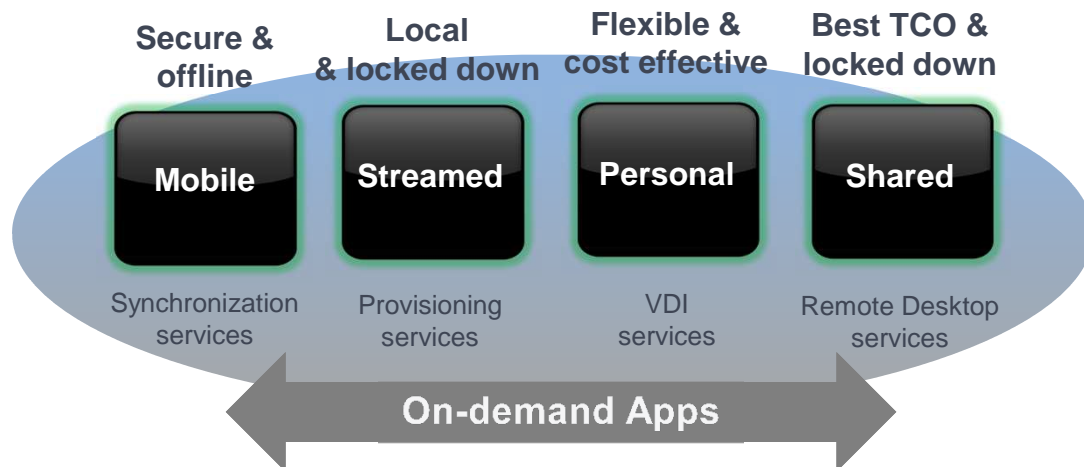
**Open, proven,
scalable**

- Simple, powerful management
- Any hypervisor, any storage
- Comprehensive SDK
- Proven scalability
- 10,000 Citrix Ready products



Appendix: A closer look at Flexcast

XenDesktop with FlexCast™



Hosted VDI

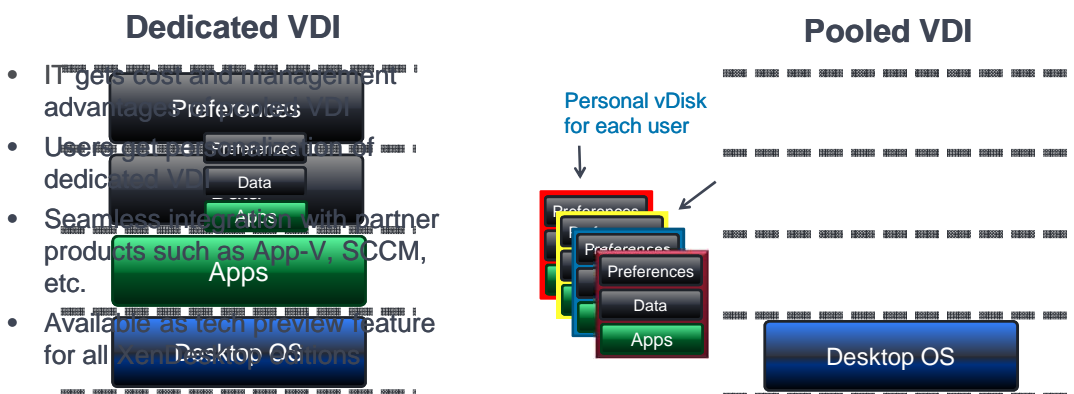


- Users connect to pooled VMs in the data center
- VMs hosted on XenServer, Hyper-V or vSphere
- Good for power users, knowledge workers requiring personalization
- Useful for Apps not supported on server OS or RDS/TS

Citrix Confidential - Do Not Distribute

Hosted VDI – with Personal vDisk technology

Enables personalized virtual desktops & reduces cost of storage



Local VM - with XenClient

Virtual Desktops...To Go



- Control for IT – Flexibility for Users
- Self service disaster recovery for laptop users
- Secure corporate data
- HDX User Experience

Included in XenDesktop

Citrix Confidential - Do Not Distribute

XenApp

The de-facto standard in on-demand app delivery



- Centralized App management
- Self service apps 24 x 7
- Secure by design
- HDX User Experience

Included in XenDesktop

Citrix Confidential - Do Not Distribute

Streamed VHD



- OS Streaming feature of XD
- Leverages local processing power of client
- “Zero touch” clients / diskless PCs (government)
- Lab environments (education)
- Feature rich apps can be embedded in the image; Photoshop, AutoCAD, etc.

Citrix Confidential - Do Not Distribute

Hosted Shared



- Published desktop via XenApp
- Server desktop shared by many users (1:N)
- Task workers, office workers requiring limited personalization
- Cost savings are of primary importance
- Thin-client deployments requiring high density

Citrix Confidential - Do Not Distribute

Simple, Powerful Virtual Desktop Management

Designed for Specific IT Roles



Desktop Studio
Designed for IT Admins



Desktop Director
Designed for Helpdesk

NetScaler Cloud Gateway

aggregate | orchestrate | deliver

- Supports all Citrix Receivers
- Self-service apps & 000's of devices
- Enterprise app catalog
- Single sign-on
- User provisioning
- App licensing management
- SLA monitoring

XenServer IntelliCache™

- Optimized for XenDesktop
- Intellicache reduces cost of central storage by 50%
- Up to 95% Reduction in IOPS



How can we help you 'go virtual' faster?

Make virtual desktops...



“...easier to deploy and integrate”

“...simpler to manage and support”

“...extend to all the latest devices”

“...deliver a great user experience”

What do I do next?

- Learn more at Flexcast.citrix.com
- Set up a [XenDesktop trial](#)
- Visit the [Success Accelerator](#)



