



Mobilize Windows[®] Desktops and Apps

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Microsoft

Agenda

- **Introductions**

- The team for today
- Citrix vision

- **Rethinking your PC Refresh Strategy**

- Key Learning: Understanding desktop delivery models

- **Mobilizing Windows Apps**

- Key Learning: Understanding application delivery models and segmentation

- **Enabling BYO Programs**

- Key Learning: Understanding multi-platform application and data security





By the Numbers

\$2.6B+ Revenue

8,000+ Employees

250,000+ Customers

10,000+ Partners in 100
Countries



Market
Leadership

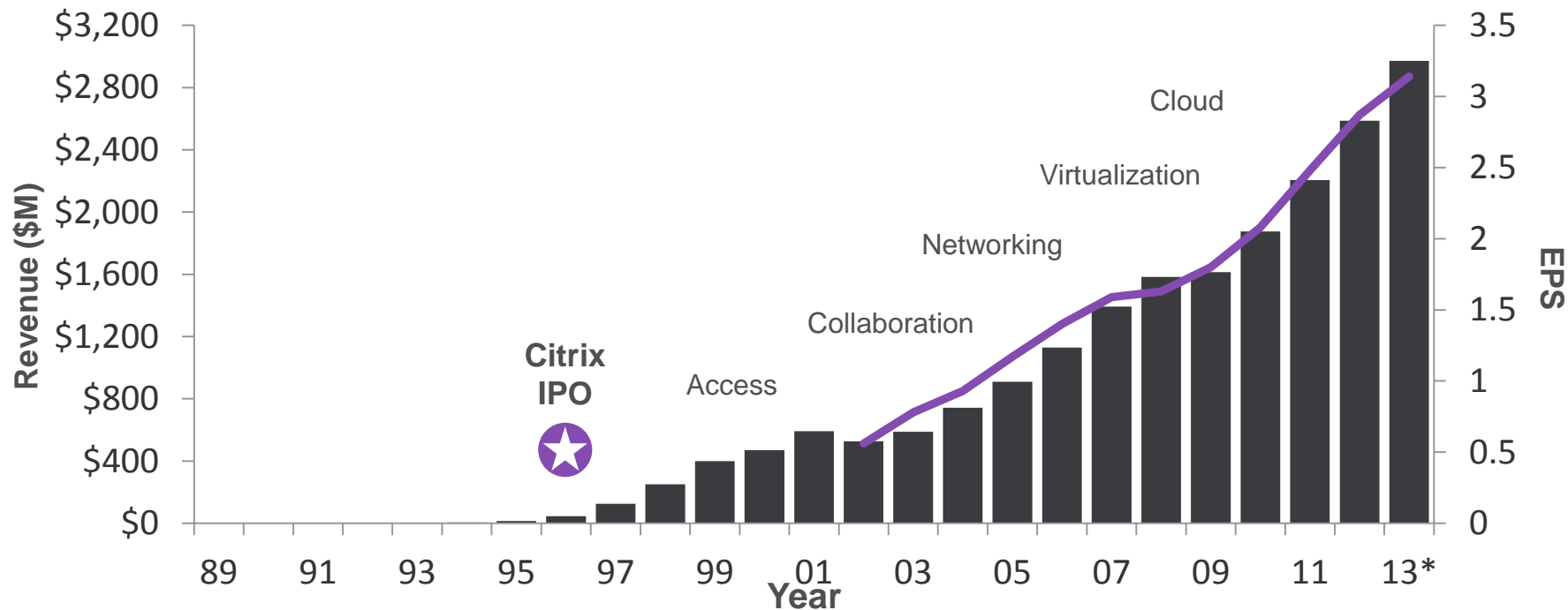
#1 Desktop & App Virtualization

#2 Cloud Networking

#1 Public Clouds

#2 Web Collaboration

Citrix Growth and Evolution



*Based on Consensus Estimates

■ Total Revenue

— Adjusted EPS

Connecting
people to
remote apps

Separating
physical from
logical

Transforming
workplace
& workforce

Remote
Access

Virtual
Computing

Mobile
Workstyles

Social
Collaboration

Data
Sharing

Mobile
Platforms

Desktop
Virtualization

Cloud
Networking

Cloud
Platforms

Citrix is the cloud solutions company
that enables mobile workstyles



Mobile Workstyles

Empowering people to
work when, where and
how they choose

Why?

Work Better

Mobile workstyles are about
people, not devices

Mobile workstyles are about
how people **work better**

With mobile workstyles, people
are more **productive**,
collaborative and creative

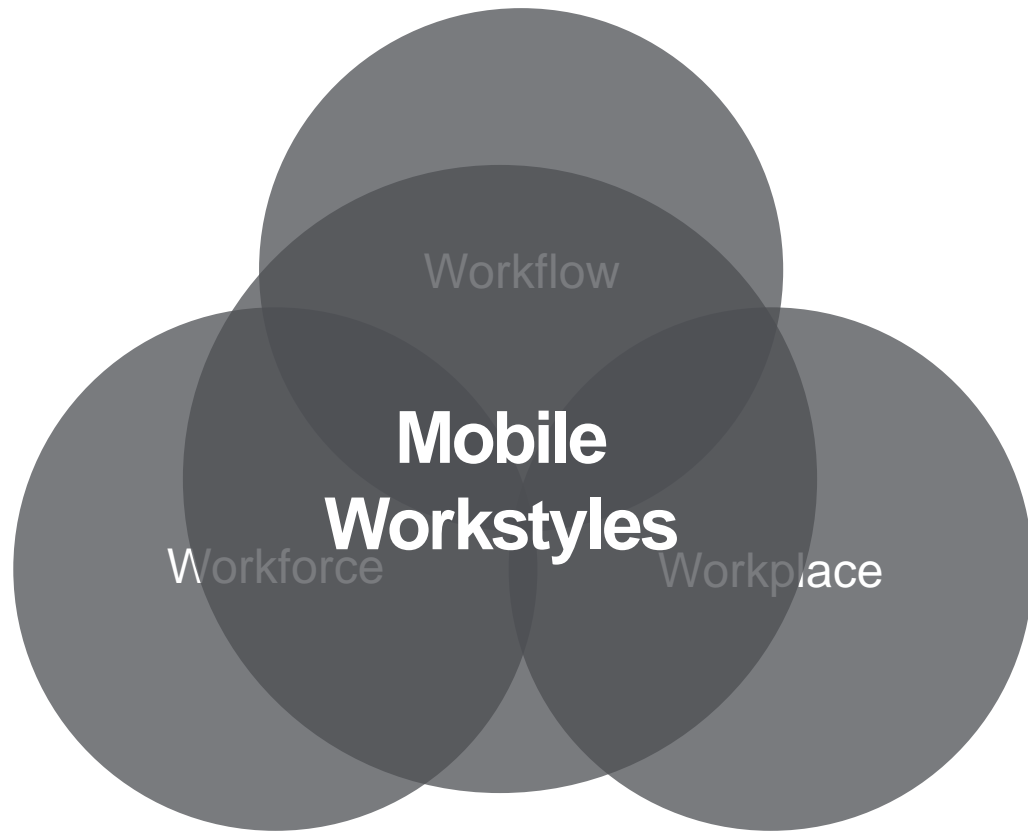
Live Better



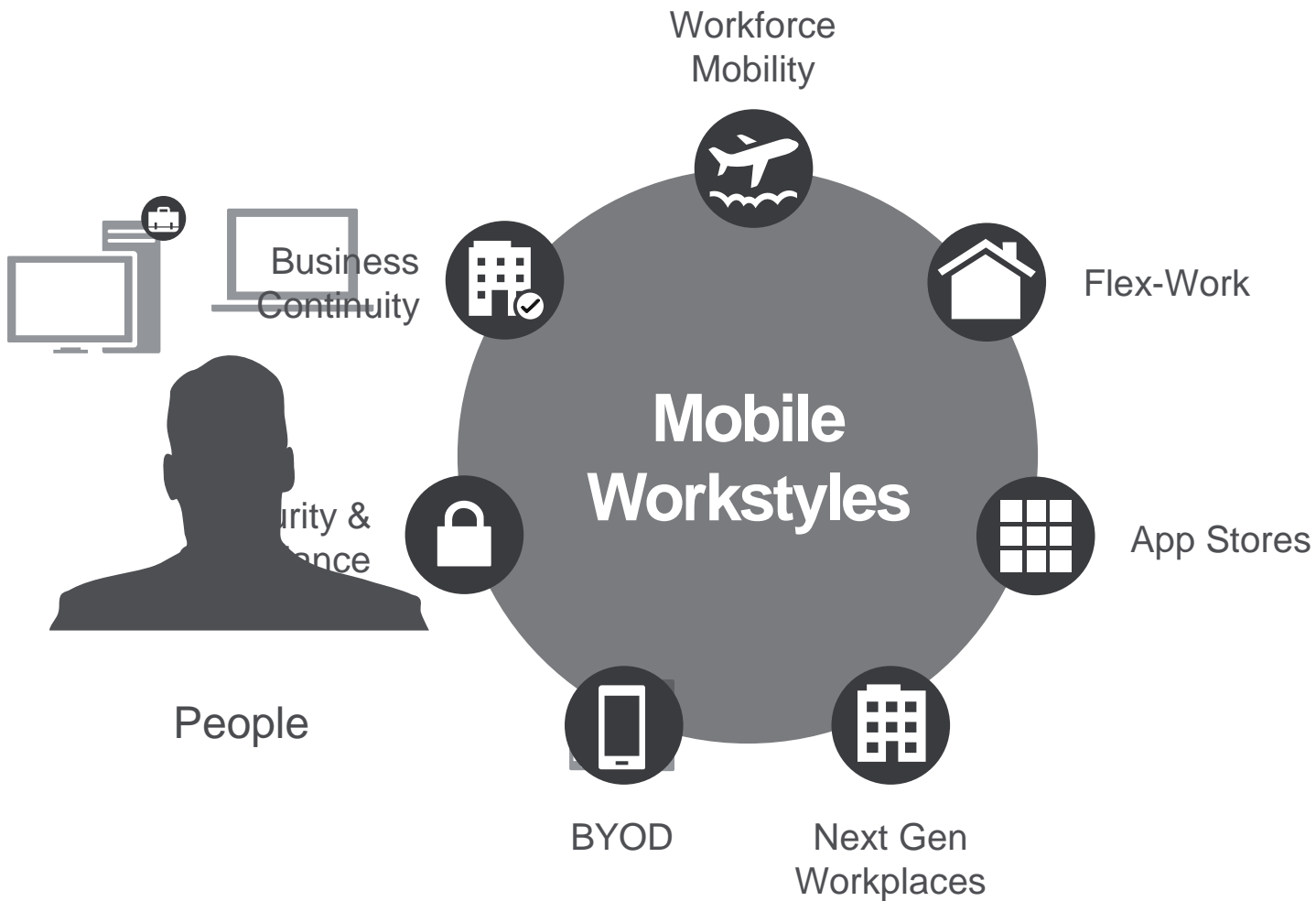
“I want to mobilize
my business”

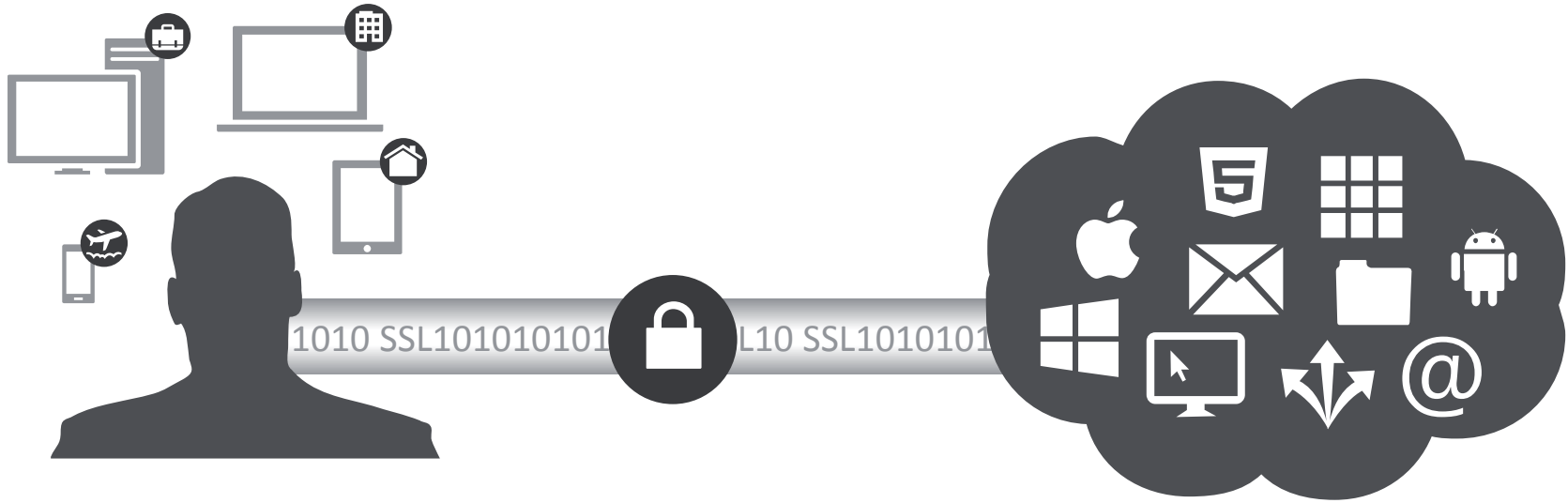
Consumerization
Generations
Business Volatility
Regulation
Disruptions











People

Network

Apps & Data

Seamless
Experience



People



Network

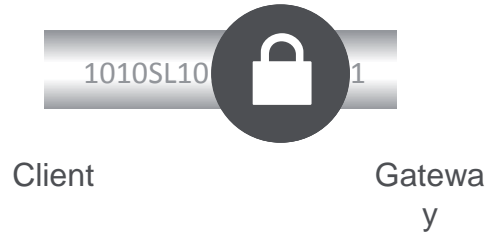


Apps & Data

Seamless Experience

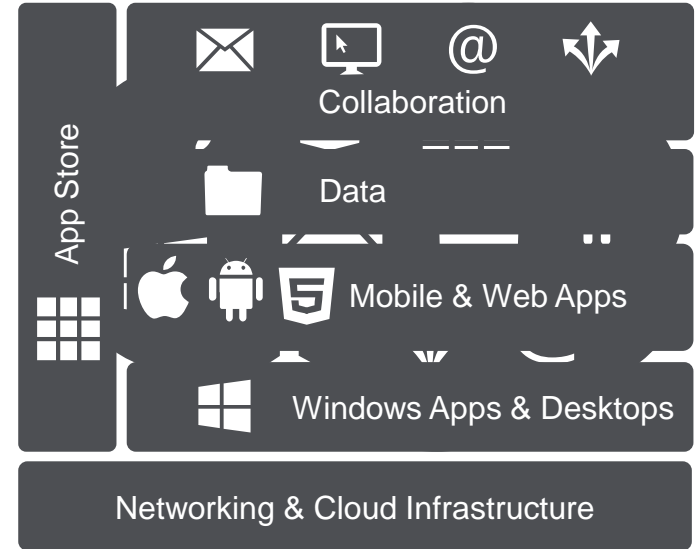


Secure Access

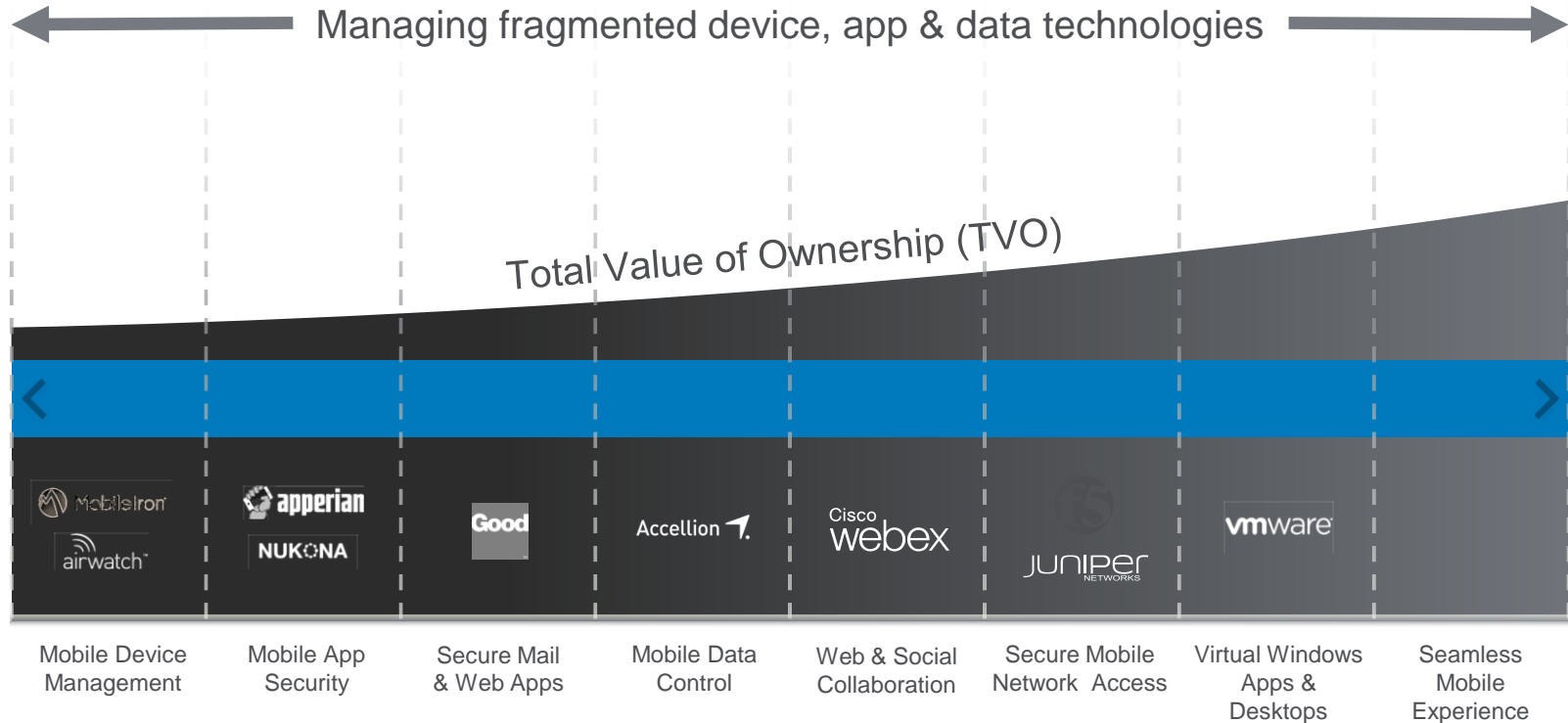


Network

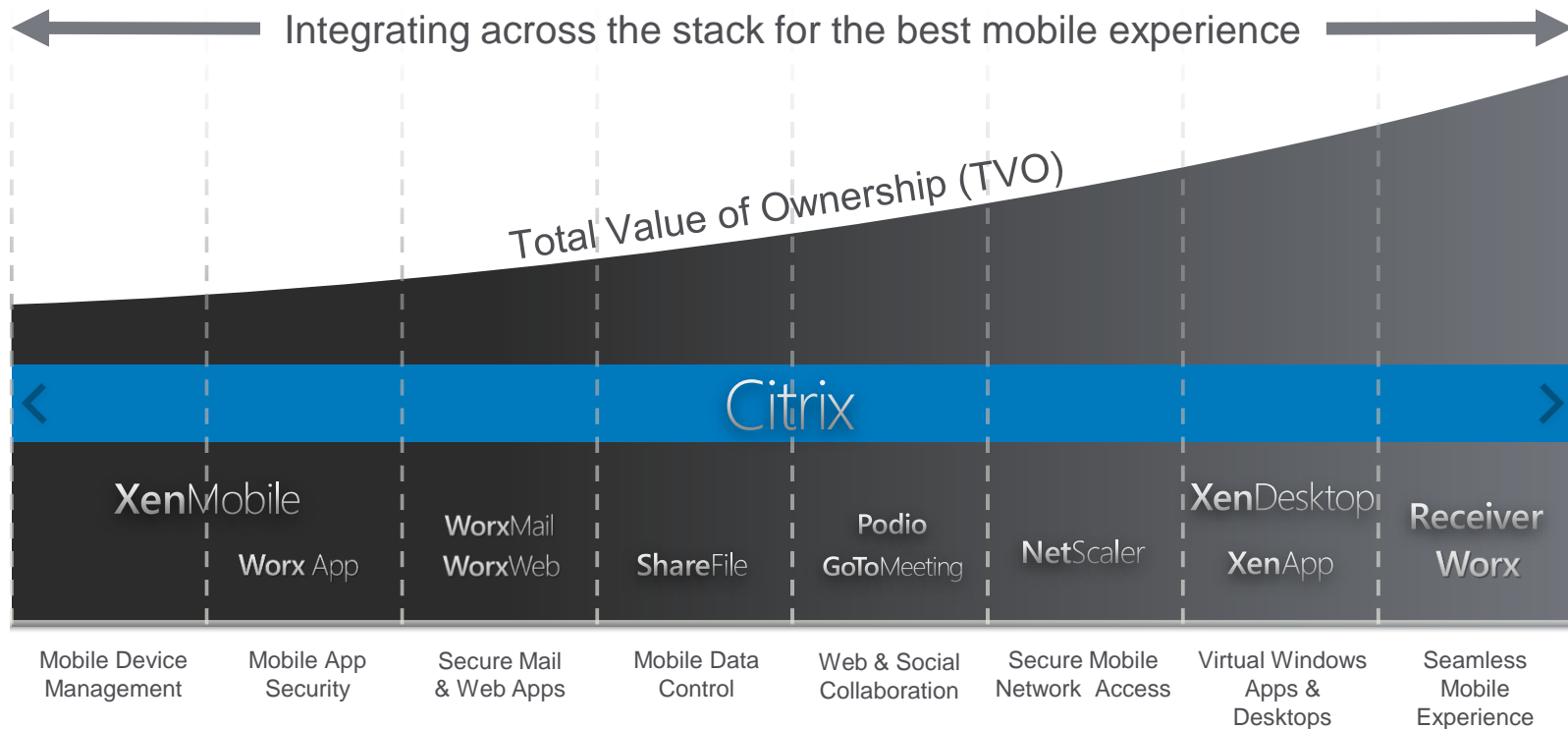
Cloud Solutions



The Business Mobility Challenge



Citrix – The Broadest Mobility Portfolio



Seamless Experience



Secure Access



Cloud Solutions



The cloud solutions company
that enables mobile workstyles



XenDesktop 7

Bring Windows apps & desktops to the mobile world

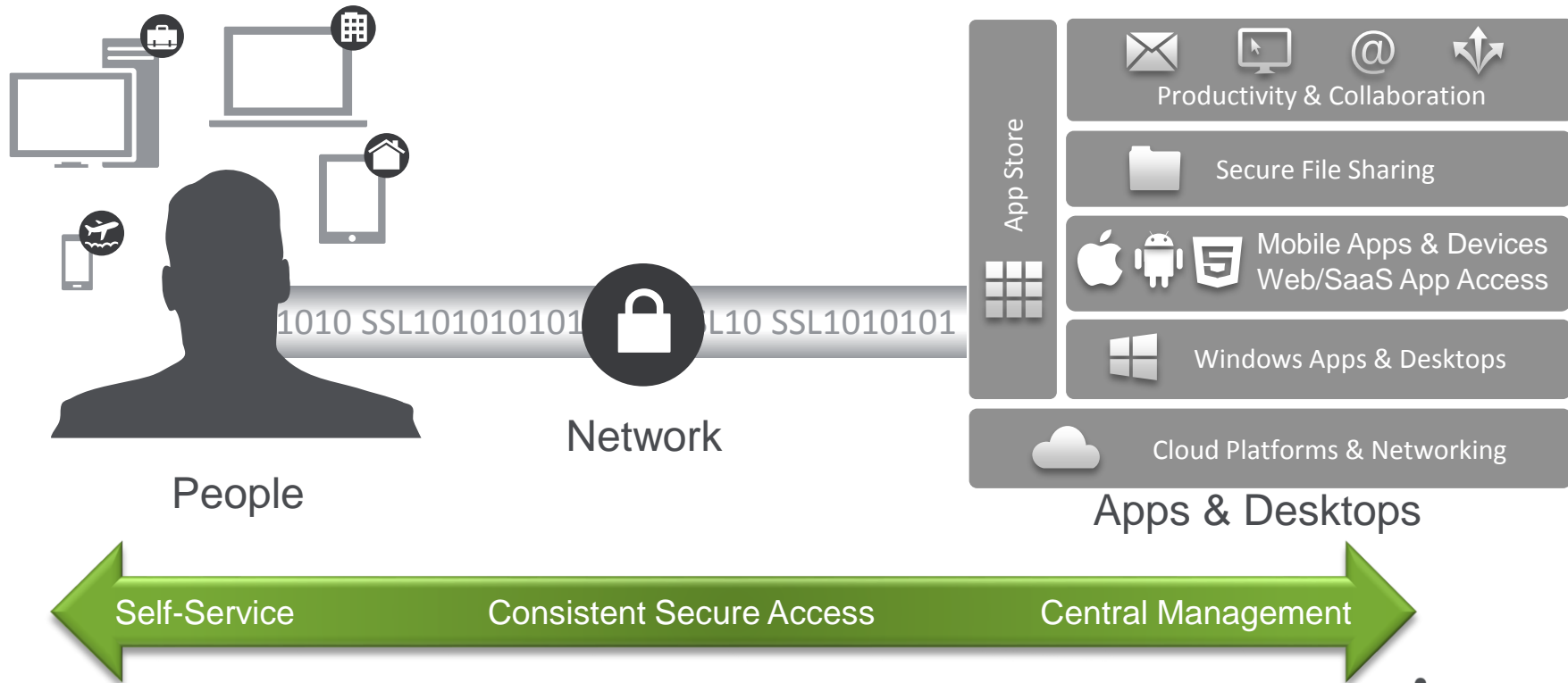


Microsoft



XenDesktop 7

Design for IT-as-a-Service



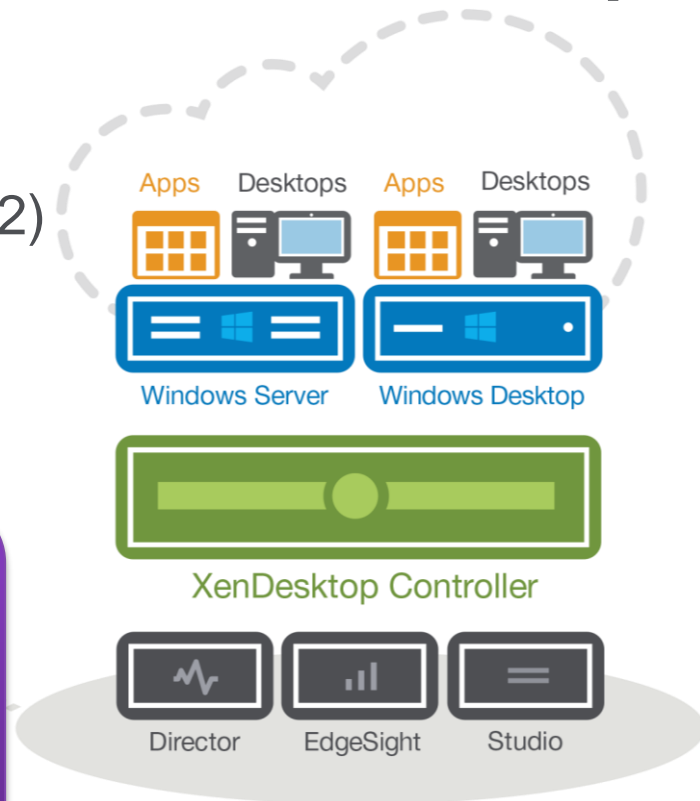
New, powerful delivery platform for desktops

- ✓ Hosted Shared (Win 2008 R2 & 2012)
- ✓ VDI (Windows 7 & 8.x)
- ✓ Secure remote PC access
- ✓ Local with XenClient

Common provisioning, personalization,
and policy controls

Scope and role delegated administration
& multi-tenant enabled

Windows, Web, SaaS and Mobile Apps

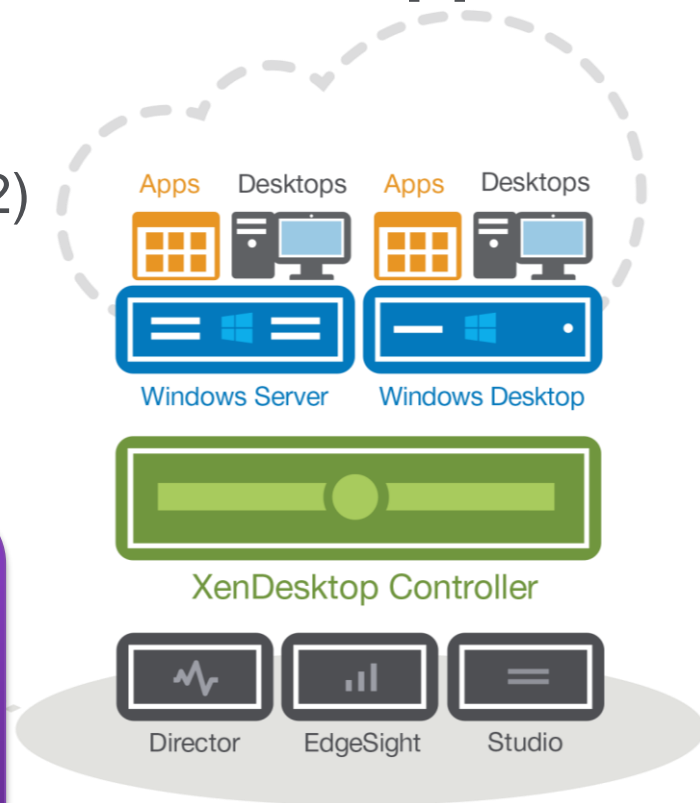


New, powerful delivery platform for apps

- ✓ Server Hosted (Win 2008 R2 & 2012)
- ✓ App-V Streamed (Client & Server)
- ✓ VDI Hosted (Windows XP, 7 & 8.x)
- ✓ Web, SaaS and Mobile

Common provisioning, personalization,
and policy controls

Scope and role delegated administration
& multi-tenant enabled



HDX Mobile

Optimizing hosted Windows apps
for tablets and smartphones

Empowers workforce for:

- ✓ 3D and graphic intensive apps
- ✓ Multi-media apps
- ✓ Apps using sensitive data
- ✓ Existing apps too complex to rewrite for mobile platforms

High definition experience on any device



Efficient bandwidth utilization

Advanced quality of service

Cross-continent latency tolerance

Industry leading peripheral support

Real-time voice and multimedia optimization

Point to point unified communications

HDX Mobile - deep compression and redirection

Accelerated for mobile networks



Designed for 3G/4G networks

Tablet and Smartphone codec acceleration

Industry leading H.264-based compression algorithm:

- ✓ 2X increase in frame rate*
- ✓ Half the bandwidth*

Up to 80% increase in server density

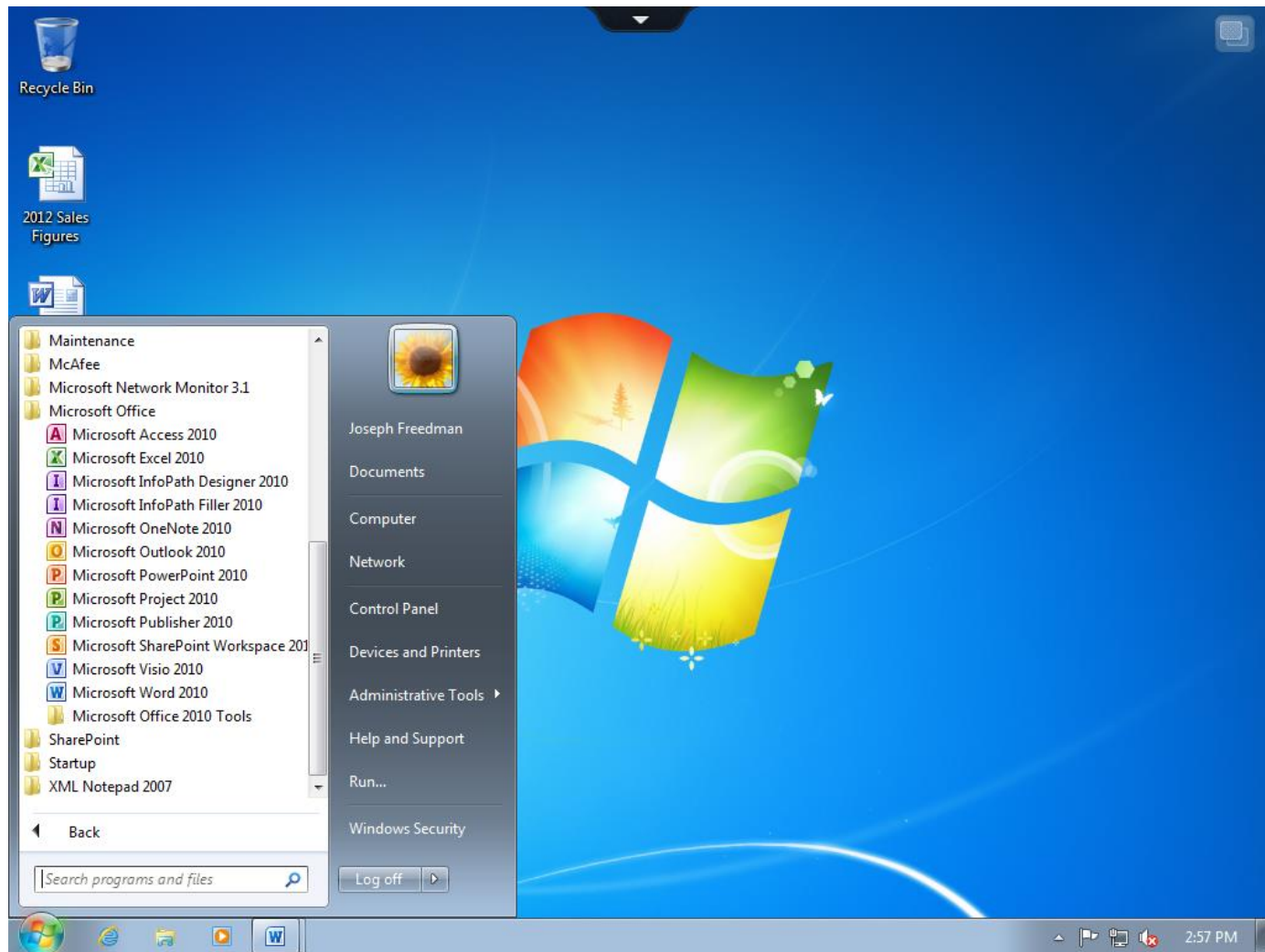
HDX Mobile

Touch navigation for Windows apps

- Multi-touch gestures
- Touchpad or direct curser
- Inertia-sensed scrolling
- Mobile optimized desktop



Before...



After...





Unified App Store Citrix StoreFront 2.0

Consistent, seamless user experience :

- ✓ Inside or outside the firewall
- ✓ Across any device
- ✓ Windows apps, data, Web, SaaS and Mobile
- ✓ Thin clients

Simple, self-service app store

Client-less Receiver

HTML5 Web-based Receiver – Powered by Citrix StoreFront 2.0



Simple, seamless access from any browser

Virtual apps and desktops rendered with HTML5

Perfect for locked-down laptops and contractors who cannot install native Receivers

Secure Intellectual Property and Privacy

Secure by design

HDX 3D Pro

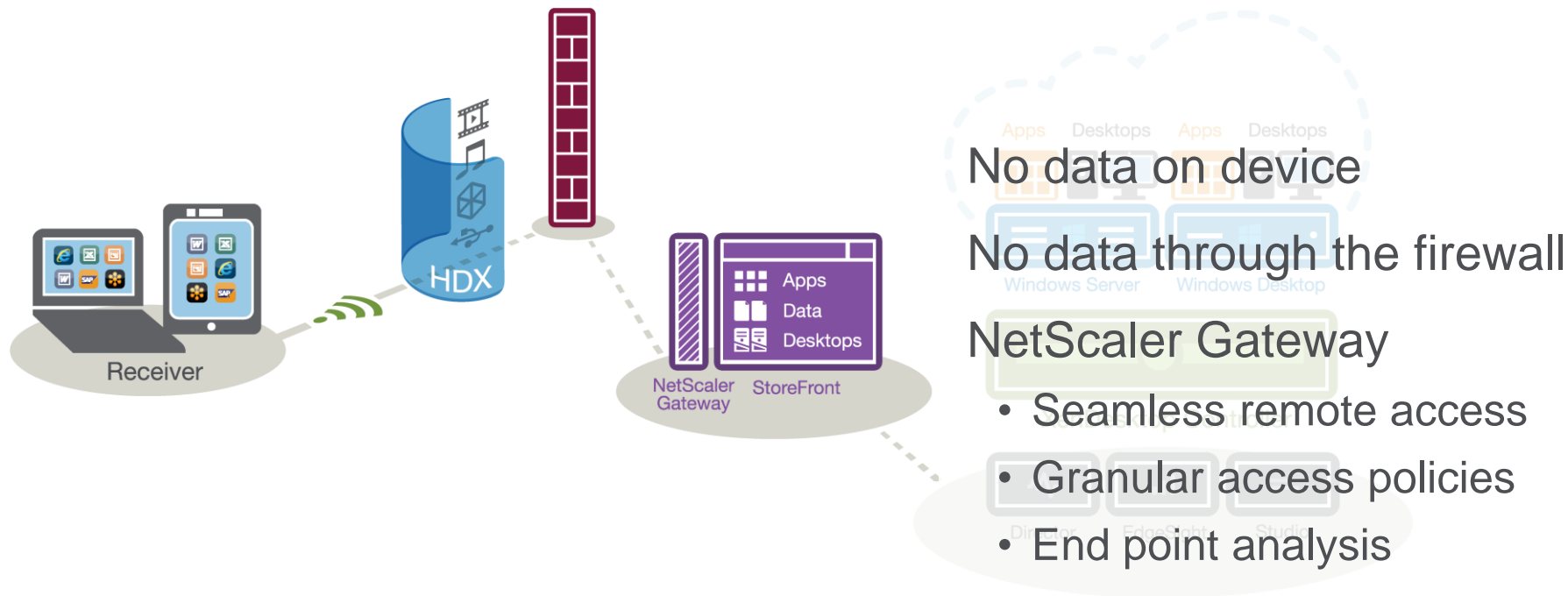
Shared GPU acceleration

Remote PC access



Secure by design

Keep data safe – keep it in the datacenter



Optimization Pack for Microsoft Lync

- Optimized Unified Communications solution for Microsoft Lync 2010
- Provides local-like voice and video experience in a virtual environment
- Highly scalable for large enterprise deployments of Lync
- Integrates seamlessly with existing Lync infrastructure
- Feature of Enterprise and Platinum editions



Designer virtual workstation

GPU accelerated graphics



Fluid experience with full screen
3D apps

Empowers global collaboration

Conquers massive design data

Lower GPU and CPU hardware costs

50% reduction in bandwidth requirements

HDX 3D Pro



- Scalable GPU-accelerated rendering
 - High performance GPU sharing for OpenGL, OpenCL, DirectX and CUDA
 - Direct access to NVIDIA/AMD/Intel video driver and hardware
 - Cost-effective multi-user Windows Server 2008R2/2012 Shared Hosted or VDI desktop
- H.264 adaptive compression
 - High frame rate (interactivity), image quality and bandwidth efficiency
 - Decoding on Windows, Mac, iOS, Android, Linux (x86/ARM), ThinOS

Integrated remote PC access

Automated remote access assignment of users to corporate PCs



Secure, remote access to corporate PCs

- Leverage existing hardware investment
- Single access method for physical/virtual desktops
- Enhanced performance via HDX
- Centralized security and access control



HDX RealTime: Complementary approaches

Generic: Media-over-ICA

- Unmodified softphone
 - Very broad app compatibility 😊
- Audio-video traffic over ICA
- Citrix audio/video codecs, echo cancellation, jitter buffering, etc., to maximize audio-video quality
- Broad device support
 - Windows, Linux, Mac, Android, ThinOS (and iOS planned)

Optimized: Peer-to-peer

- Softphone modified or hooked to offload media processing to the user device
 - Maximum server scalability 😊
- Real-time audio-video traffic bypasses Citrix server
 - Zero degradation 😊 (no “hairpinning”)

Optimization Pack for Microsoft Lync

New in XD5.6/XA6.5 Feature Pack 1

- Optimized Unified Communications solution for Microsoft Lync 2010
- Provides local-like voice and video experience in a virtual environment
- Highly scalable for large enterprise deployments of Lync
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- Feature of Enterprise and Platinum editions

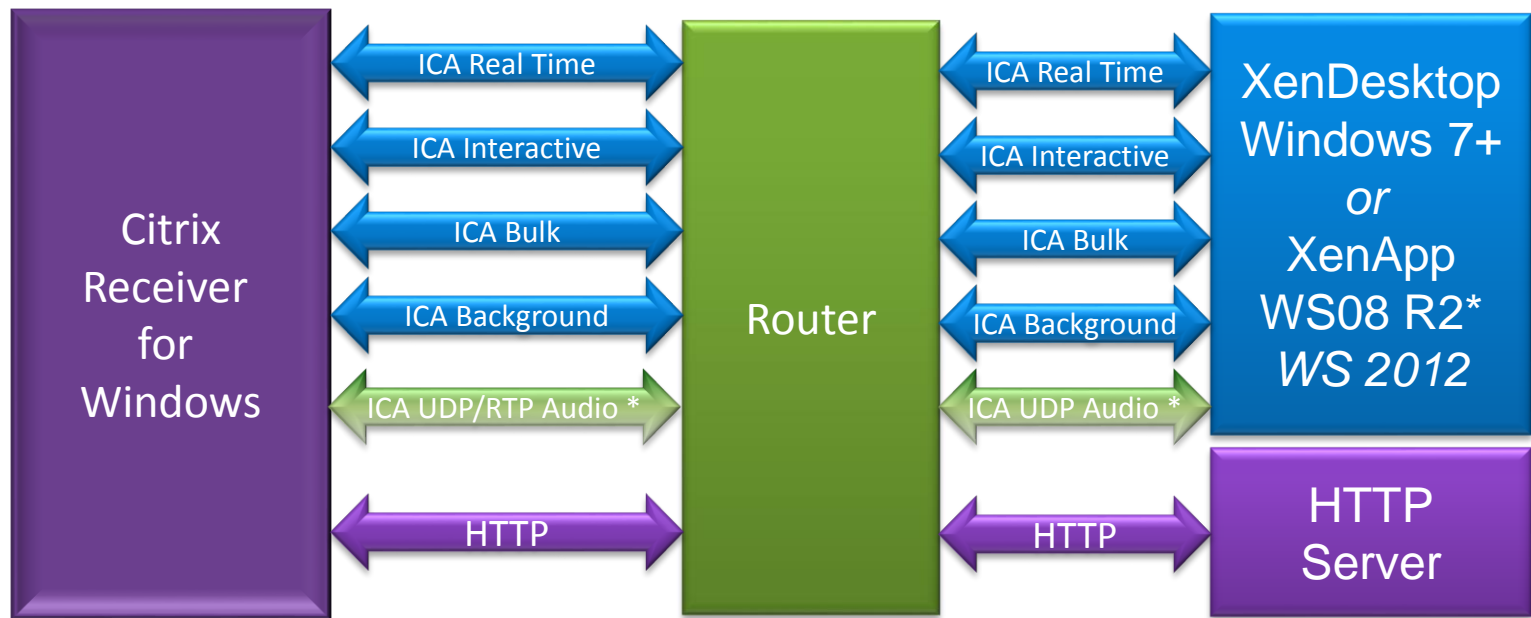


Cisco VXi Solution Summary

- VXi collaboration solutions enable integrating **rich media, voice, and video collaboration** within a virtual desktop
- Cisco VXC Linux-based devices leverage Citrix's **Virtual Channel SDK** for inter-process communication to offload media processing and improve user performance while making video and audio calls
- Offloading of audio calls (and video in future) on repurposed Windows PCs **increases lifespan of existing assets**
- Great news for **call center** initiatives using VXC thin clients or software appliances

Multi-Stream ICA

for true network QoS



* UDP/RTP Audio initially only in VDI FlexCast model (XenDesktop 5.5)



Simplify with cloud-ready architecture

New powerful delivery platform

2 purpose-built consoles

Automated app publishing

Automated app migration

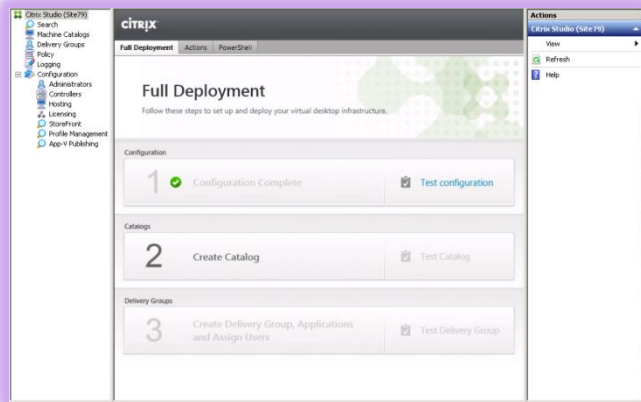
EdgeSight™ User Experience
Analytics

Citrix Administration – The old way



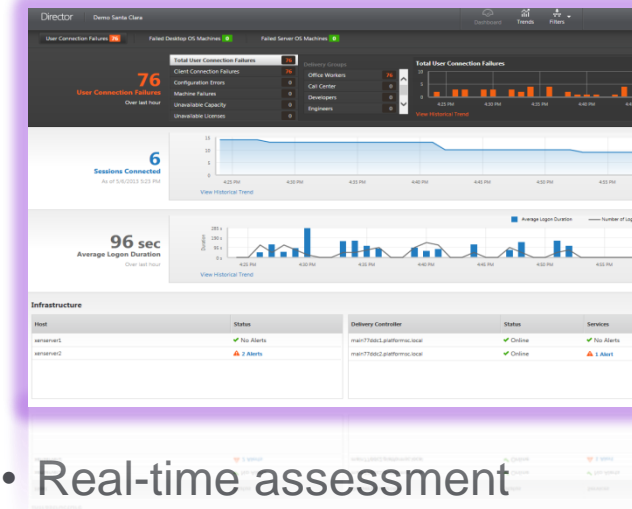
2 purpose built consoles

Studio



- Automated workload provisioning
- Automatic app publishing
- Custom delegated administration

Director



- Real-time assessment
- Site health and performance
- End user experience monitoring

EdgeSight™ user experience analytics

Maintain service level agreements

Now built into the Director console!

Performance management

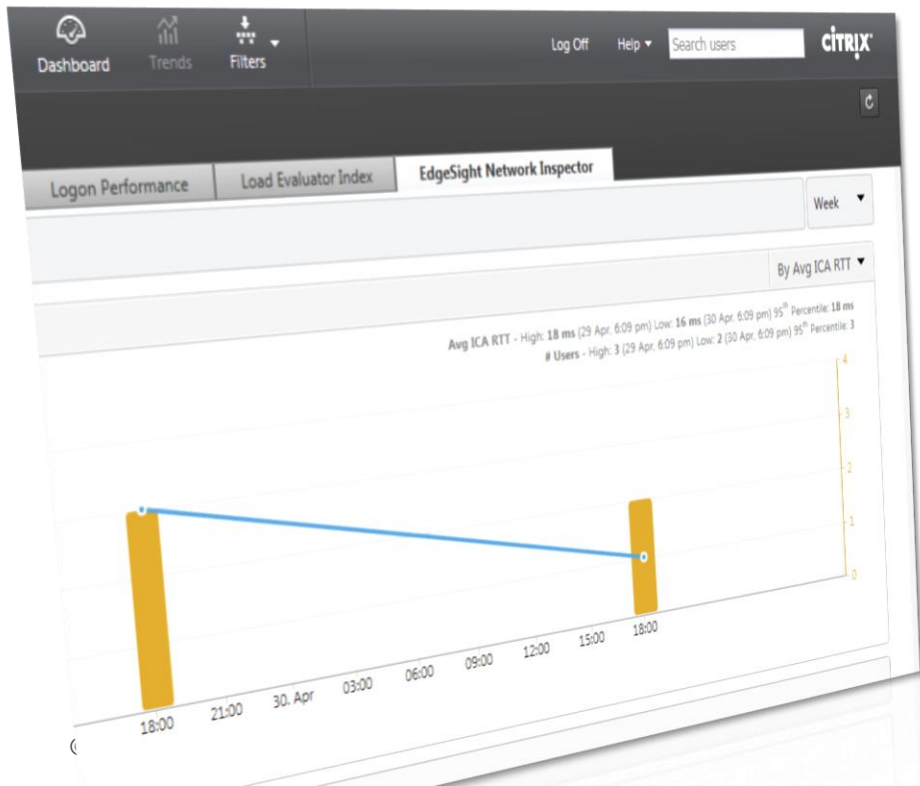
- Provides historical trending and analysis
- Performance trending
- Capacity planning

Network analysis


- Integrates network data by user session
- Quickly triage performance bottlenecks
- Powered by NetScaler Insight*



*Requires
NetScaler



People-centric and use case driven



Mobilizing
Windows Apps



Design and
Engineering



BYO laptop
& device



Remote
Access



PC
Replacement



Clinical
Healthcare



Rethink your PC Refresh Strategy



Microsoft



Infinite Complexity of Management

Across apps, devices and locations



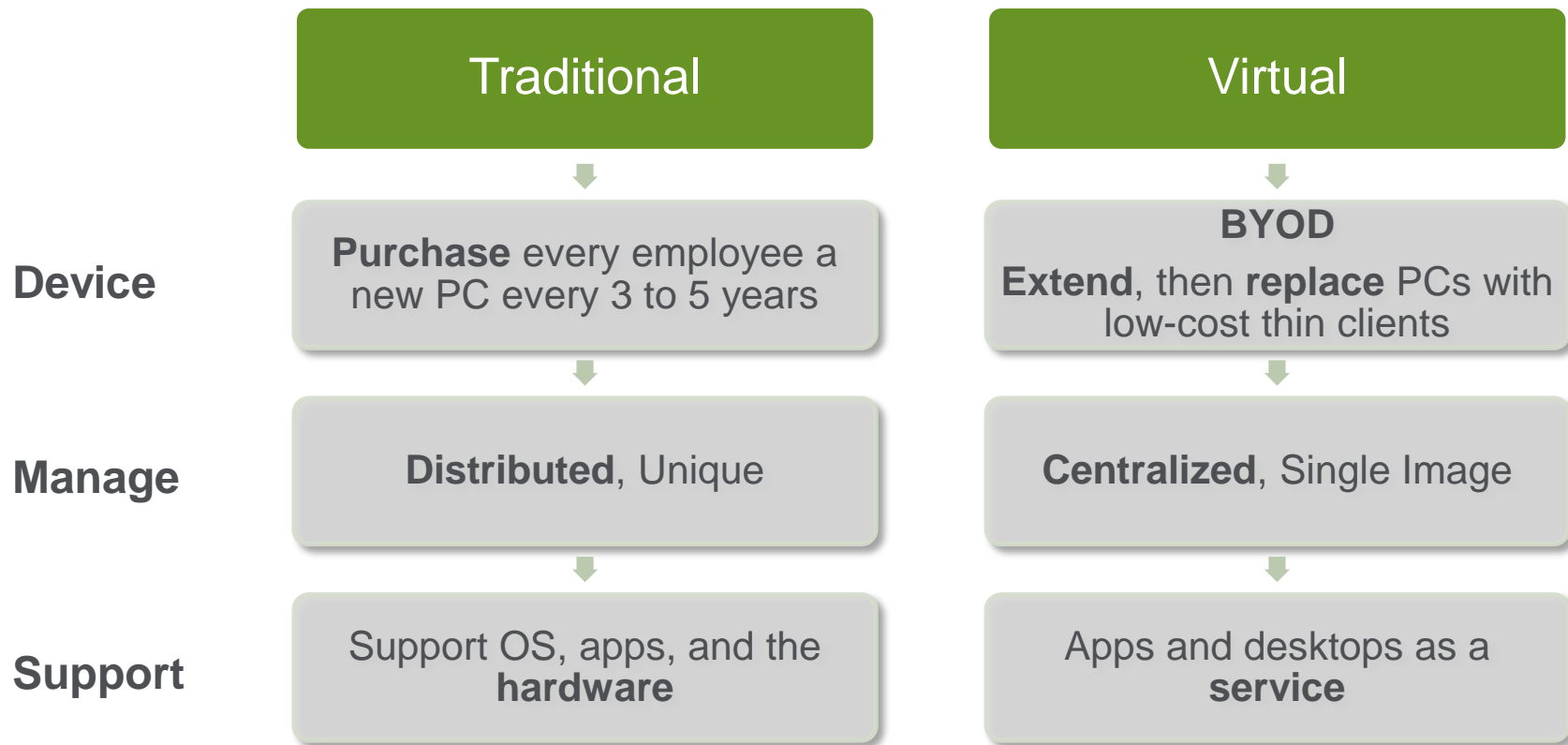


PC Refresh

\$1791, yearly costs to own and manage a PC

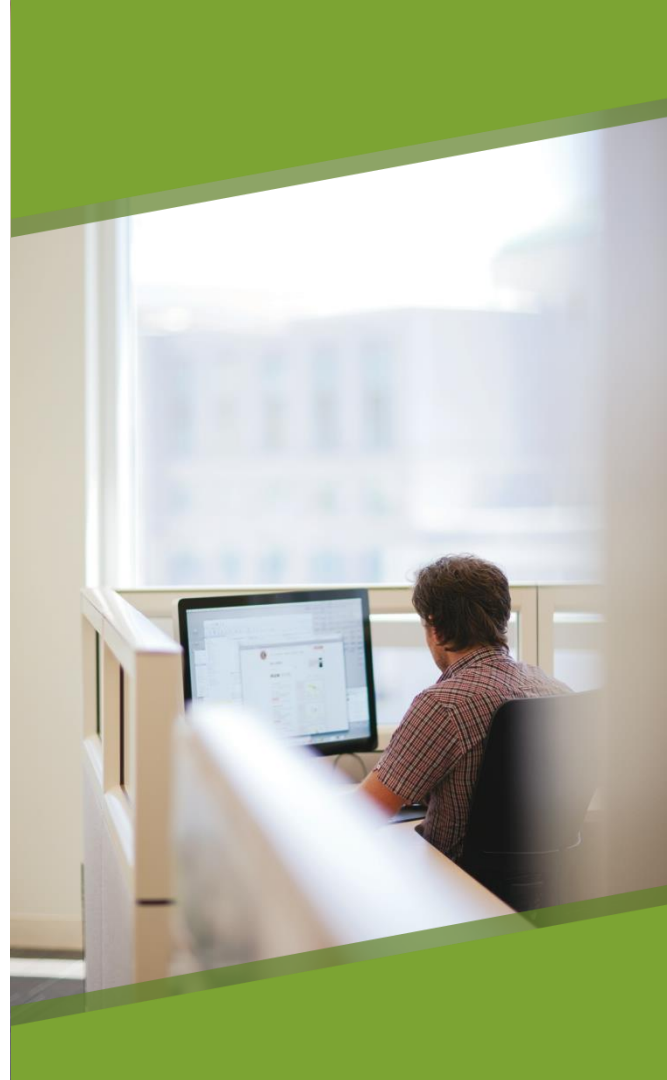
1/3 of the entire PC fleet is replaced each year

~\$63 to resolve desktop support ticket



PC Refresh Success Criteria

- Control the ever-increasing expenses of annual PC refreshes
- Simplify and centralize app and desktop management
- Streamline operating system migrations
- Support a variety of operating systems and form factors
- Seamless transition the employee between environments





PERSONALIZATION
& Persistence



APP
Management



DATA
Strategy

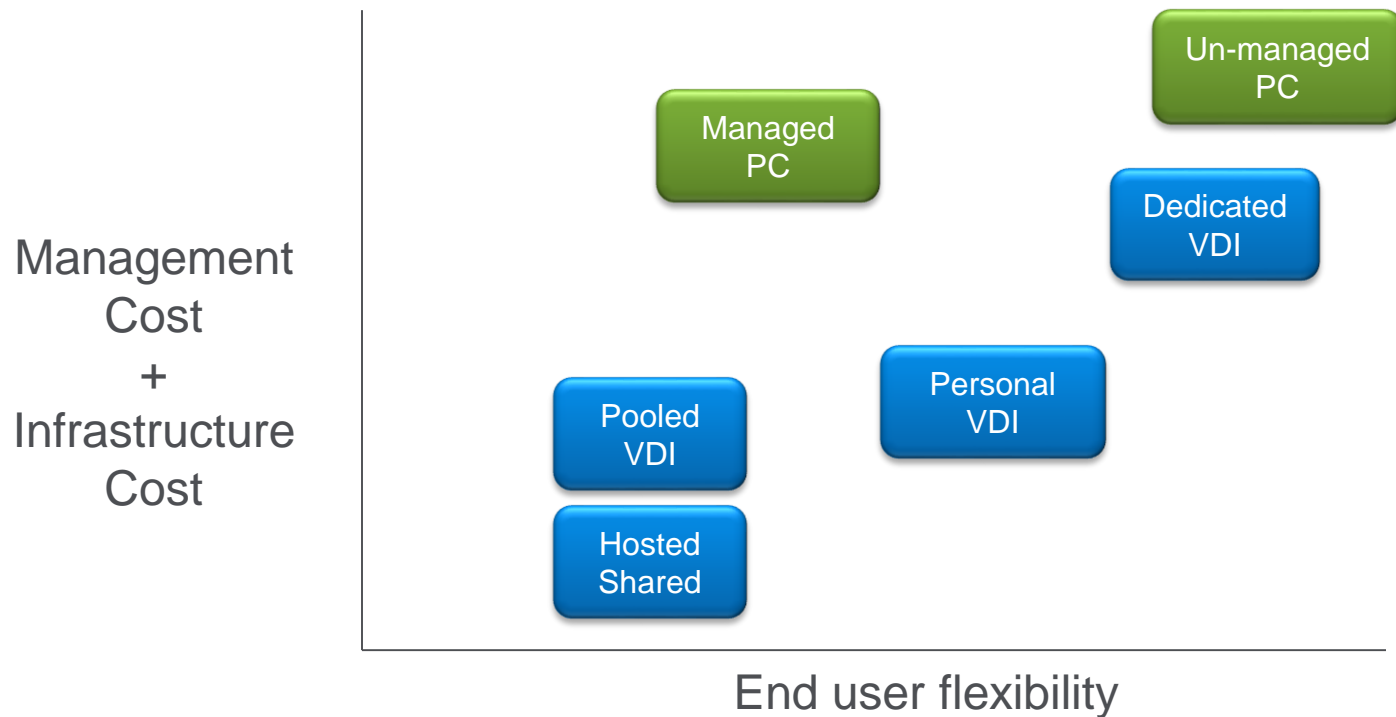


IMAGE
Management



DEVICE
Strategy

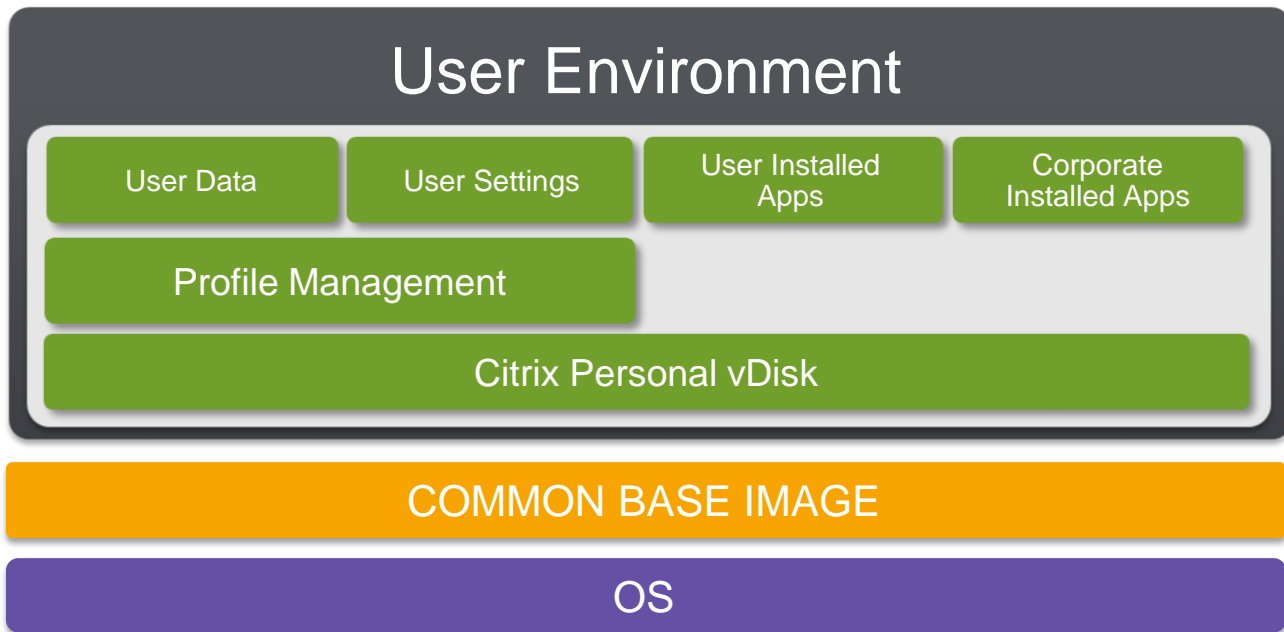
Decision Point – What type of virtual desktop?



Desktop Model Comparison

	Hosted Shared	Pooled VDI	Personal VDI	Dedicated VDI
Personalized/Persistent				
User Profile Personalization	●	●	●	●
Full Personalization	○	○	●	●
Density (Users per physical resources)	++++	+++	++	+
Storage Required	\$	\$	\$	\$
Dedicated Compute Resources	○	●	●	●
Central Image Management	●	●	●	○

XenDesktop Persistent Personalization



Application Management



Applications



- Why type of applications are installed in your organization?
- Who is managing each app? IT only, departments, users?
- Do you users have permissions to install apps on the desktop?

Distribution



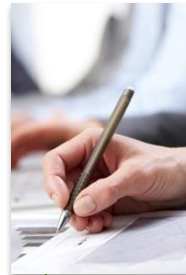
- What is the current process followed to push a new app out to the distributed user community?

Testing



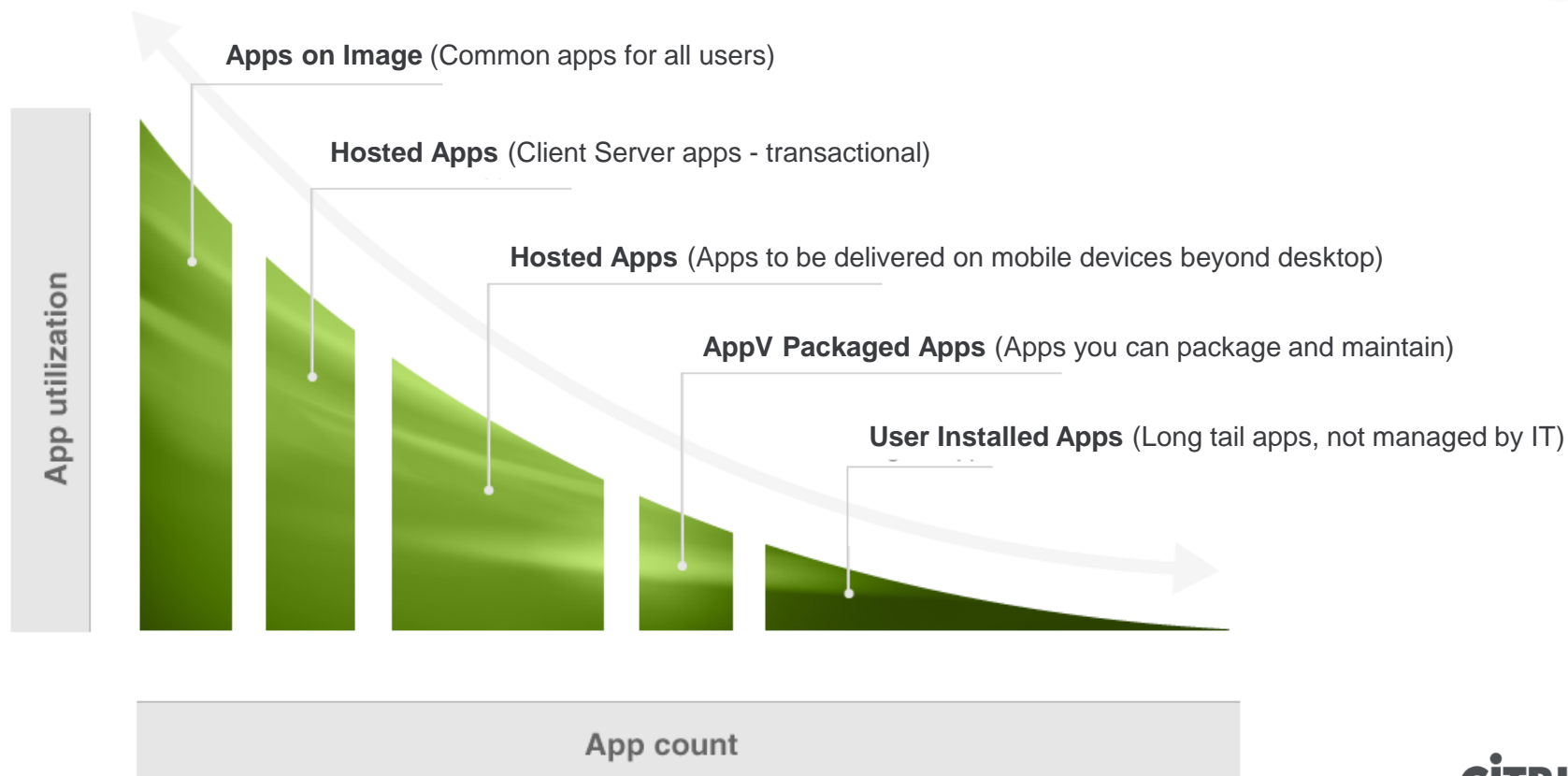
- How much time is IT spending on QA testing for app updates?
- What is the process for user's to QA a new app update?

Monitoring/Troubleshooting

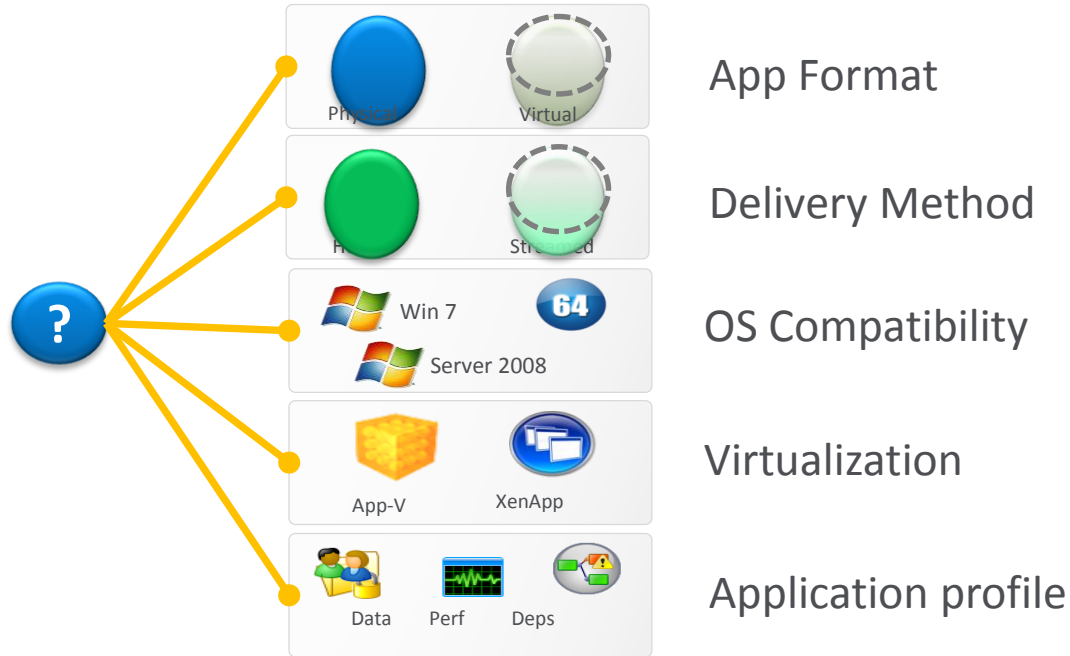


- How is the helpdesk troubleshooting app issues?
- How is app performance monitored and managed?

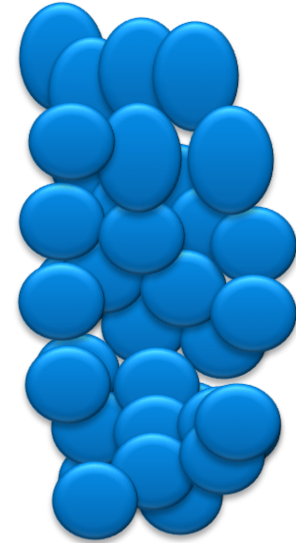
XenDesktop App Management



Why is managing apps such a challenge?



Complexity



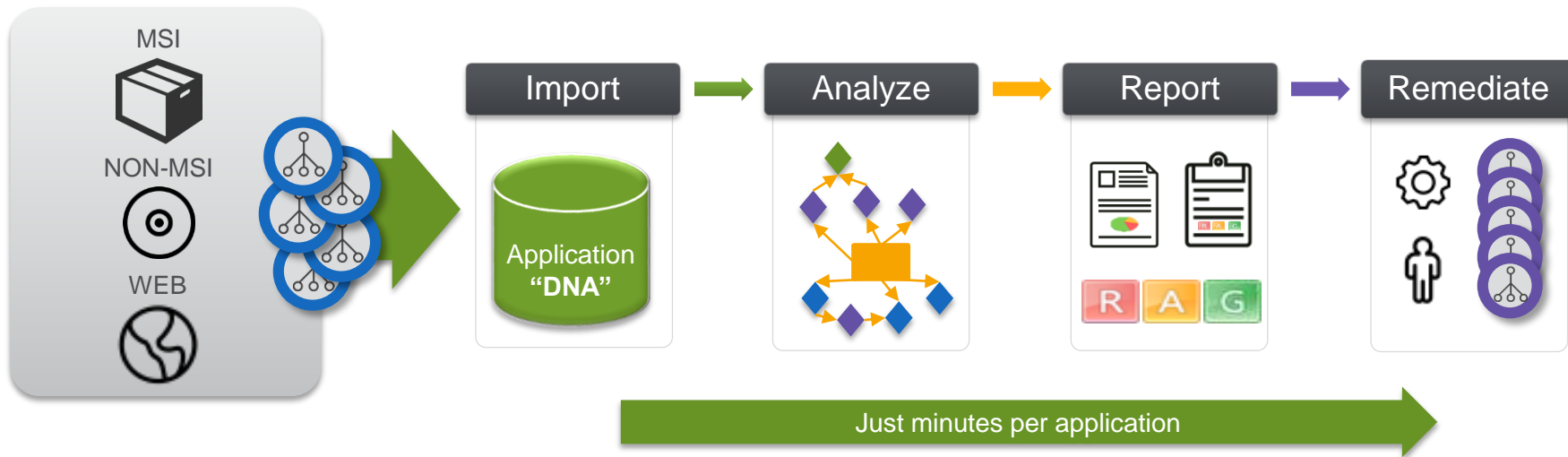
Volume

CITRIX®

The AppDNA Process



ALL APPLICATIONS



AppDNA report



Overview Summary
All Modules

Windows Desktop



Server Based Computing



Applications: 10

Export: [Excel](#) . [HTML](#) . [MHT](#) . [Print](#)

Date: 21 三月 2013, 01:16



Reset

#	Name	Manufacturer	Version	64 Bit 64bit Manager	Server 2003 SP2	Server 2008 R2 SP1	Server 2008 SP2	Server 2012	Server Compatibility Manager	Vista SP2	Windows 7 SP1	Windows 8	XP SP3	Desktop Compatibility Manager	XenApp Hosted SBC Manager	App-V	XenApp Streamed	Virtualisation Manager	Interoperability Quality Manager	Firefox	IE	WebApp Compatibility Manager	Complexity RAG	Overall RAG
1	緊急地震速報チェッカー	Asterworld	1.16.0	G	G	R	R	R	R	G	G	G	A	A	G	A	A	A	G	U	U	U		R
2	XKeymacs	oishi	3.47.0.0	G	G	R	R	R	R	G	G	G	G	G	G	G	G	G	G	U	U	U		R
3	VisualSVN Server 2.5.5	VisualSVN Ltd.	2.5.5.0	A	G	R	R	R	R	A	A	A	A	A	G	A	A	A	G	U	U	U		R
4	UltraEdit 16.10	IDM Computer Solutions, Inc.	16.10.27	R	A	R	R	R	R	G	G	G	A	A	A	A	R	R	G	U	U	U		R

User data best practice



DATA

- What makes up data? (It's not just the file, but it's everything involving the file, including location, content, and supporting metadata that is used to organize and access the data)*

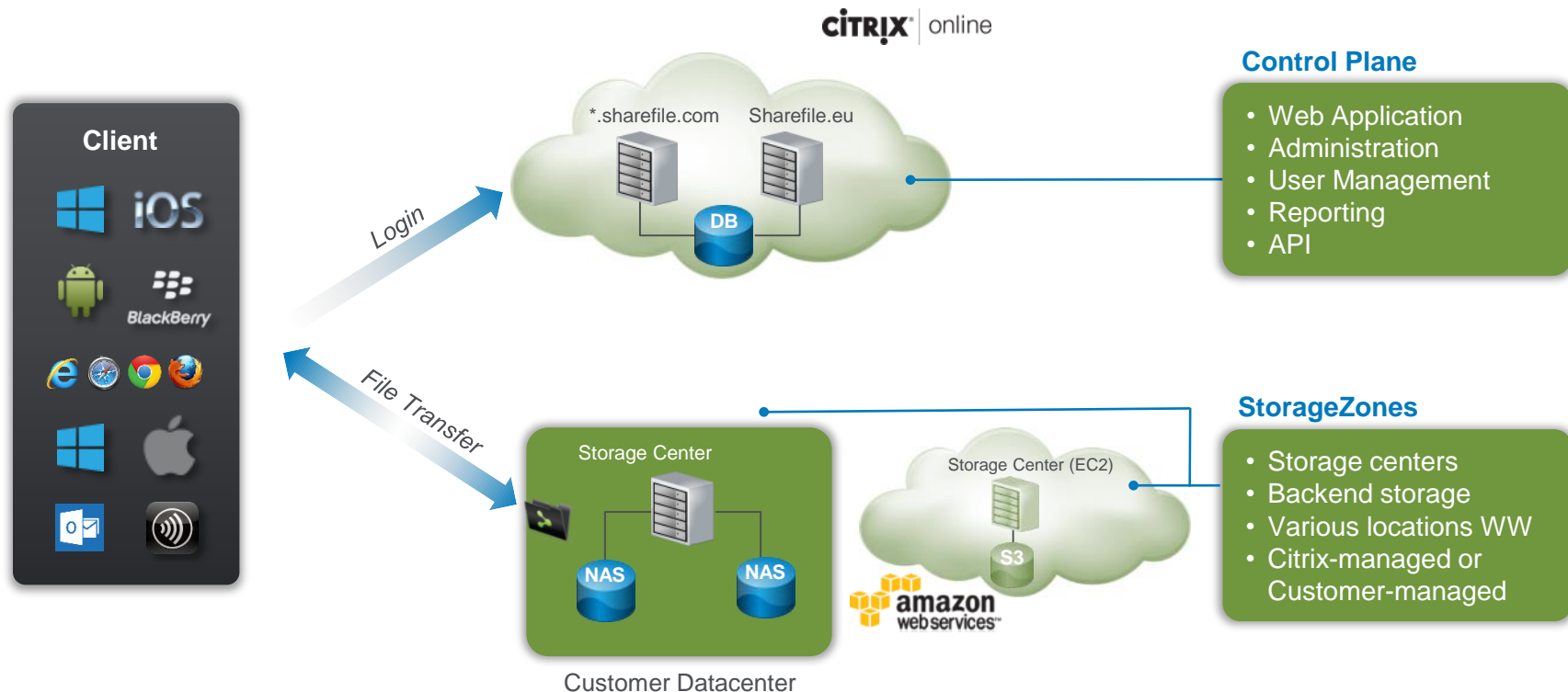
Storage Repository

- Where do your users store data (local on endpoint, central share, dropbox, etc?)
How are user profiles configured for data storage? (folder redirection)

Data Security

- How is on-premise data secured?
- How is data secured when it's taken off premise? How is data protected from an attack? (AV scans, encryption)
- How do employees collaborate on a single piece of data? Do they email around attachments? SharePoint? etc

XenDesktop & ShareFile Data Strategy



Desktop Image management



Who

Owens the desktop OS within your organization today?

Who

Determines the makeup of the default corporate image?

How

Long does it take to image a single PC?

How

Many users leverage the standard desktop image versus those who image independently?

How

Long does it take your organization to migrate to a new desktop OS?



Device Management – Think Thin Client

- Today's thin clients: tablets, SoC, zero clients, etc...How do you pick?
- How to manage the thin client?
 - All thin clients the same?
 - Group thin clients into common configuration group
- Protocol support (Citrix HDX Ready)
 - RDS, PCoIP, and ICA
- Zero clients versus lightweight client, what are the differences
- Desktop Virtualization integration (USB, WebCam, etc)
- Costs
 - Operational benefit...no just moving costs, but lowering costs.
 - Virtual infrastructure can support BYO and Mobile with little incremental cost or effort

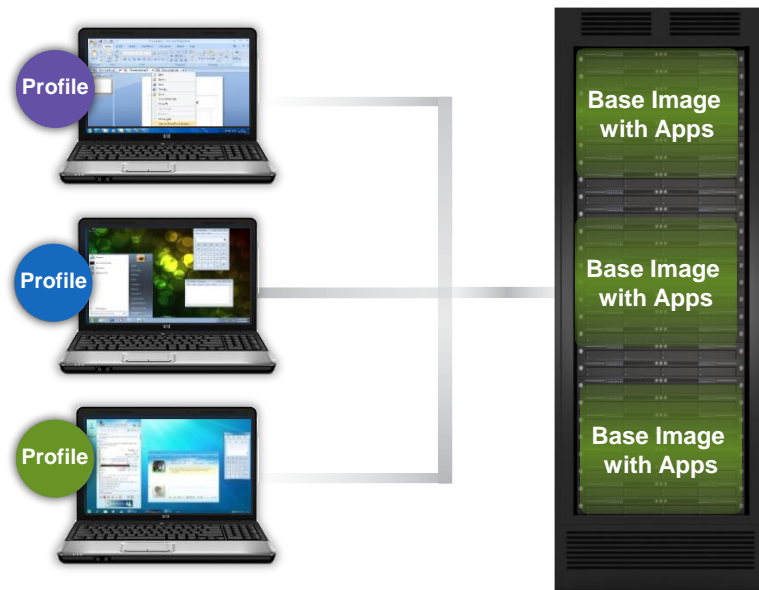


Putting it all together

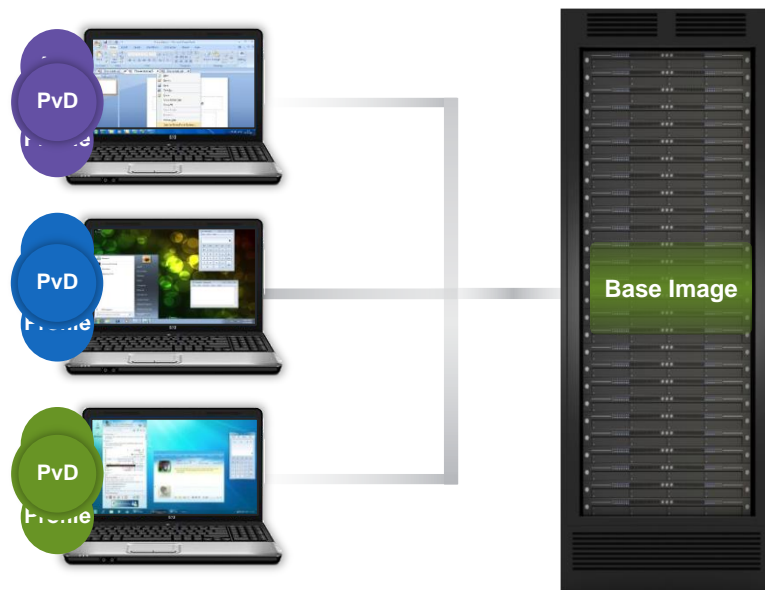
Hosted Shared Desktop



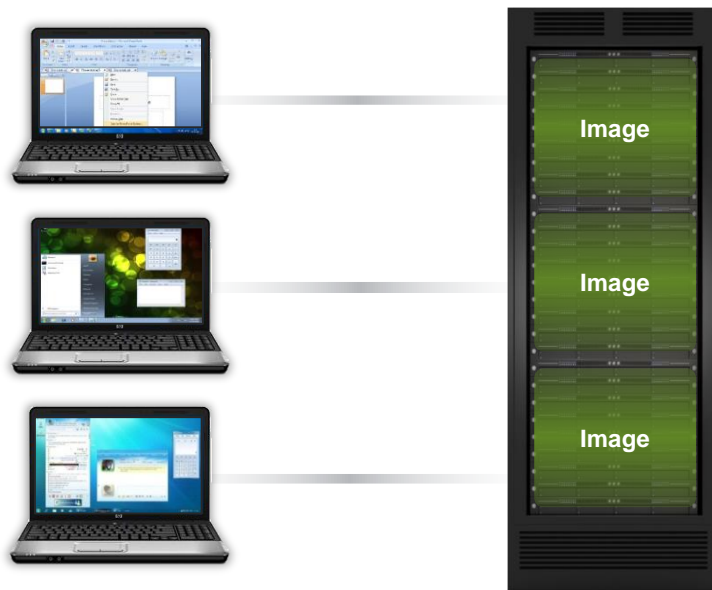
Pooled VDI



Personal VDI (Personal vDisk)

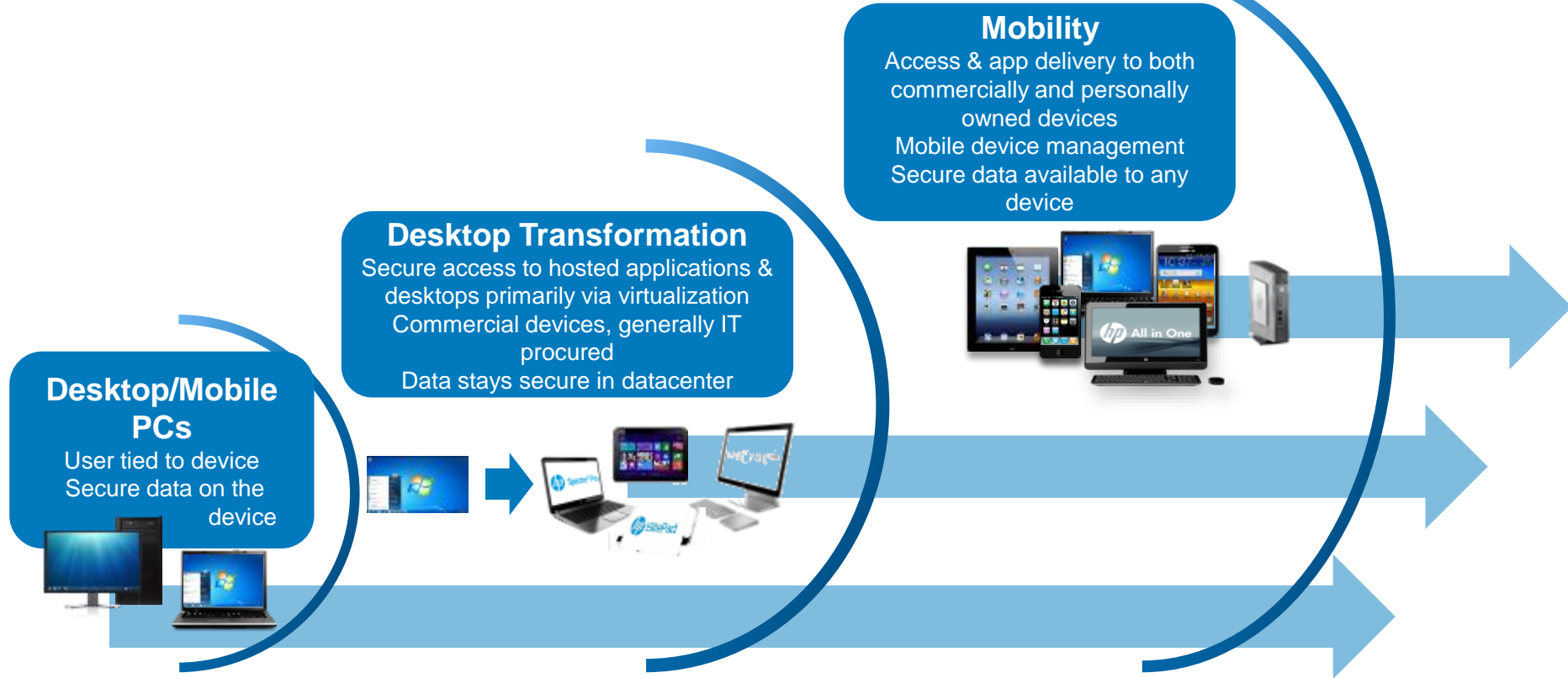


Dedicated VDI





Evolving end user computing landscape



HP Enterprise Mobility / Desktop Transformation

Cloud - HP Enterprise Services



- Host your Apps or Desktops in the HP Cloud – or in your

BYOD Networking



- On-board, monitor, provision devices
- Transform your wired/wireless

Applications



- Develop mobile apps on any platform
- Access & app delivery to mobile devices

Management



XenMobile



- Implement device management on premise or as-a-service

Mobile Devices



Citrix-Ready

- HP devices for mobile employees, BYOD

Big Data

HP HAVEn



ShareFile by Citrix

- Secure access/backup of data for mobile devices

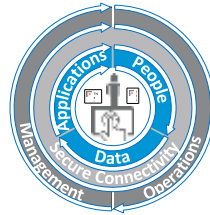
Converged Systems



- Secure access to hosted applications and desktops primarily via virtualization

XenDesktop
XenApp

HP Services



- Workshops, Assessments, Deployment
- Managed implementation

Devices



HDX-on-a-chip

- Commercially-owned HP Thin Clients, laptops, tablets

DESKTOP TRANSFORMATION

HP Thin Clients – seamless desktop experiences

Secure fixed, remote and mobile cloud computing solutions



Manageable

Innovative

Flexible

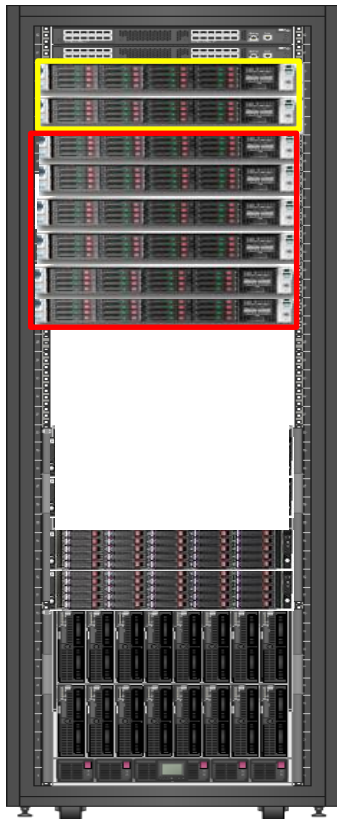
Highest performance

Open and flexible

Best Windows and ISV integration

Secure & easy to manage

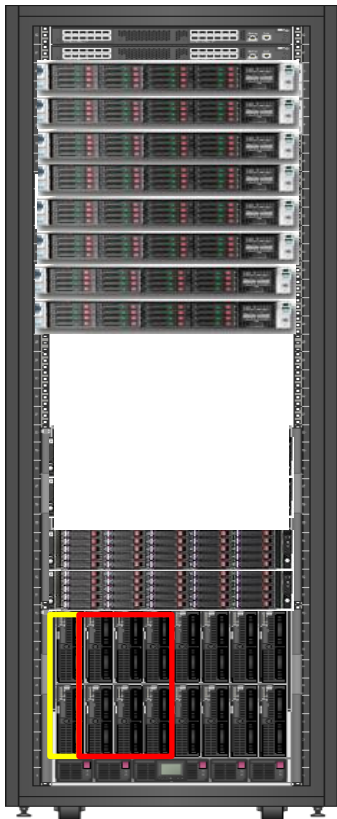
Solution Example – 500 Users – Rack Mount Option



Option #1 Rack Mount DL380 Gen 8

- 8 DL380 Servers
 - 2 Servers for Hypervisor and Broker
 - 5 Servers to host 500 Virtual Desktops
- 1 Server to host Virtualized Applications
 - 100 - 15K 6 GB SAS Drives
 - 30 TB RAW capacity, 10K IOPs
 - HW RAID 5,6,10
- Critical Advantage Support with 6 hour call-to-repair
- Installation, Start-up Services, Training
- Est Cost per user: \$720

Solution Example – 500 Users –Blade Server Option



Option #2 Blade Servers BL460 Gen 8

- 8 BL460 Servers
 - 2 Servers for Hypervisor and Broker
 - 5 Servers to host 500 Virtual Desktops
 - 1 Server to host Virtualized Applications
- 2 D2700 Disk Systems
 - 50 – 900 GB 10K disk drives -44TB RAW; ~12K IOPs
 - Disk Groups mapped to individual server RAID controllers in blades
- Critical Advantage Support with 6 hour call-to-repair
- Installation, Start-up Services, Training
- Est cost per user: \$640 per user



Demo



Microsoft





Mobilizing Windows Apps



Microsoft



Mobile Management



Mobile Device Management (MDM)

- Configuring the mobile device
- Ensuring IT policies are in effect on device
- Monitoring overall health/status of device

Mobile App Management (MAM)

- Software app delivery to mobile device
- Configuring and securing individual apps
- Usage/Tracking/Policy enforcement for apps

What is Mobile Device Management (MDM)?

- Privileged access to Operating System
 - iOS – Published APIs available for select vendors
 - Android – MDM application signed by Android root certificate (Samsung, HTC, Motorola etc)
- Deploy MDM “Profile”
 - Collection of settings applicable for device
 - User opt-in model
 - Event when “Profile” is deleted/ removed by user
- Additional privileges via MDM API
 - Install/ Uninstall applications
 - Certificate provisioning, and other device configuration – VPN, Mail, Wifi etc

What is Mobile App Management (MAM)?

- Separate business and personal apps and data
- Secure mobile container where apps with encryption
- Remotely manage mobile apps, remotely lock and remove app
- Ensures data can only be accessed by MDM-enabled apps
- Provide granular, policy-based controls and management over all HTML5 and native mobile apps
- Application-specific micro VPN for accessing an organization's internal network, preventing the need for a device-wide VPN that can compromise security

XenMobile

Powerful, Easy-to-Use Mobile
Device & Application
Management

- Mobile device management (MDM)
- Mobile app management (MAM)
- Sandboxed email, browser and document sharing apps
- Unified corporate app store
- Multi-factor single sign-on

Three Simple Packages

XenMobile MDM Edition

**Provision security, apps & data
to mobile devices**




XenMobile App Edition

**Add advanced app & data
management to any MDM solution**

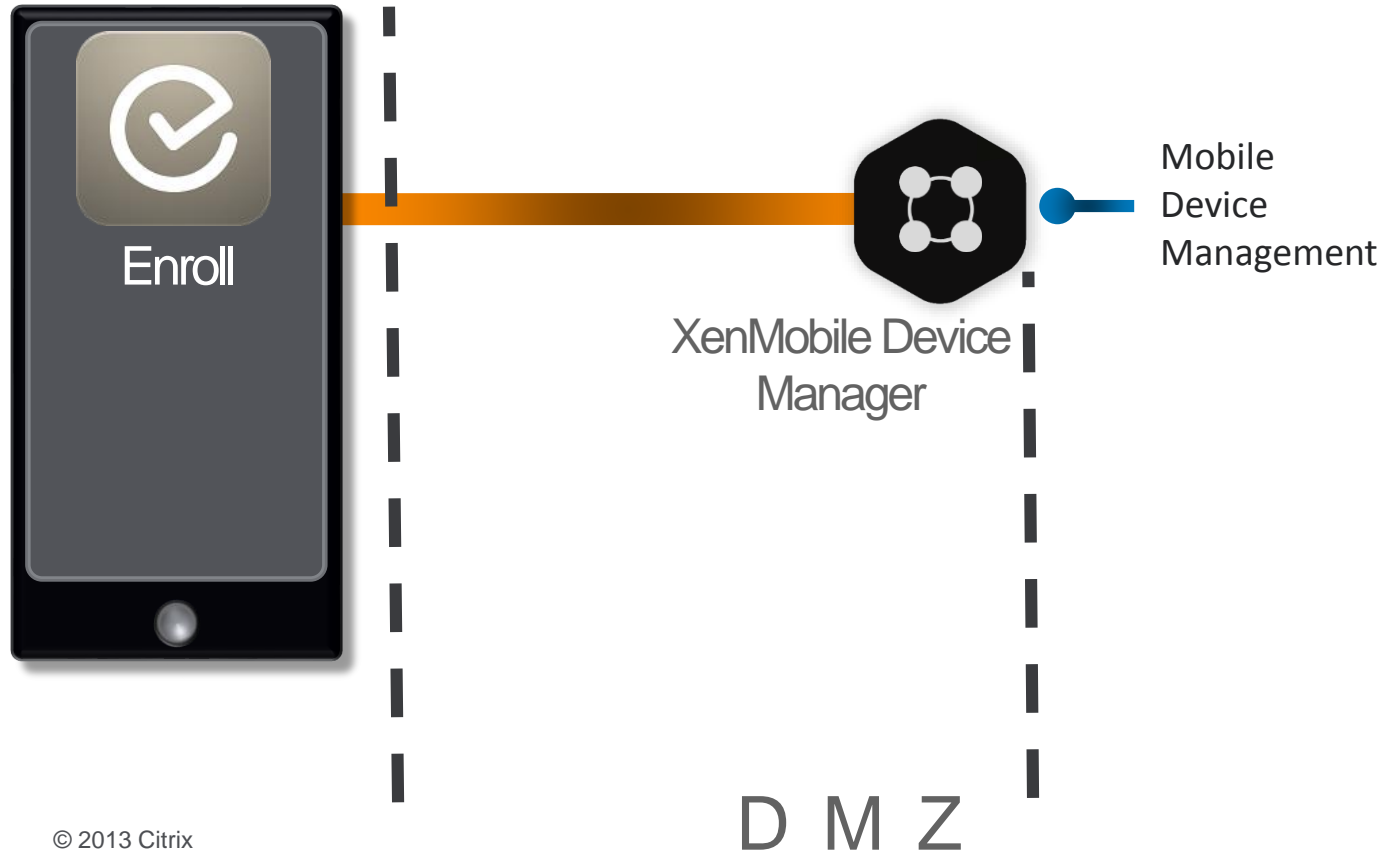
XenMobile Enterprise Edition

**Complete solution to manage
apps, data & devices**




MDM Edition

Use case	Client Side	Server Side
<ul style="list-style-type: none">• Mobile device management• Jailbreak detection• Selective or full wipe• Geo location tracking• Passcode enforcement• Pushing applications• Native mail client access control• Wifi & vpn access control• Access to sharepoint & network drives	 <p>Worx Enroll</p>  <p>Worx Home</p>	 <p>XenMobile Device Manager</p>

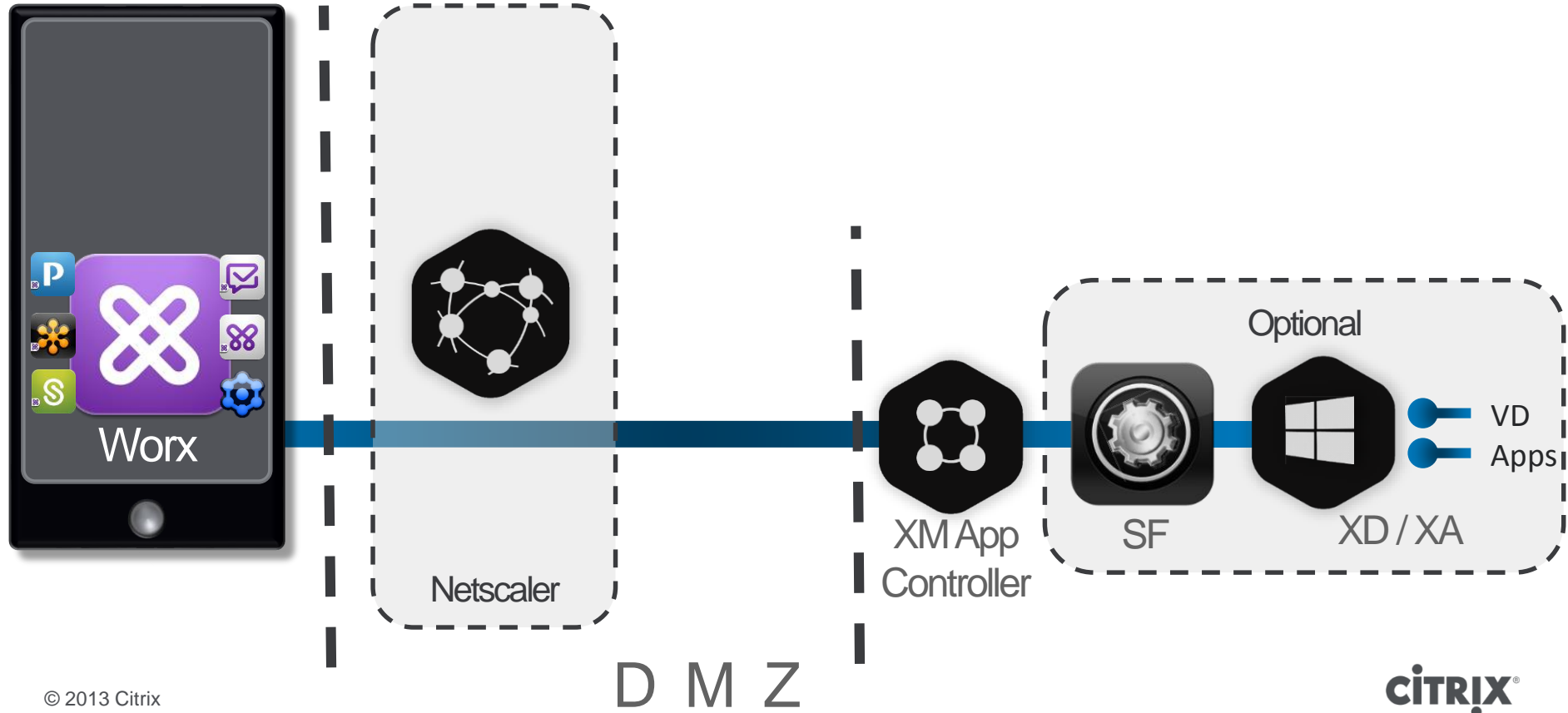
MDM Edition













App Edition

Use case	Client Side	Server Side
<ul style="list-style-type: none">• Mobile application management• Federated single sign on• Secure email• Secure browsing• Automated account provisioning• Workflow• Policy based interapp security• App specific micro vpn• Unified corporate app store	 <p>Worx Home</p>	 <p>XenMobile App Controller</p>  <p>NetScaler Gateway</p>

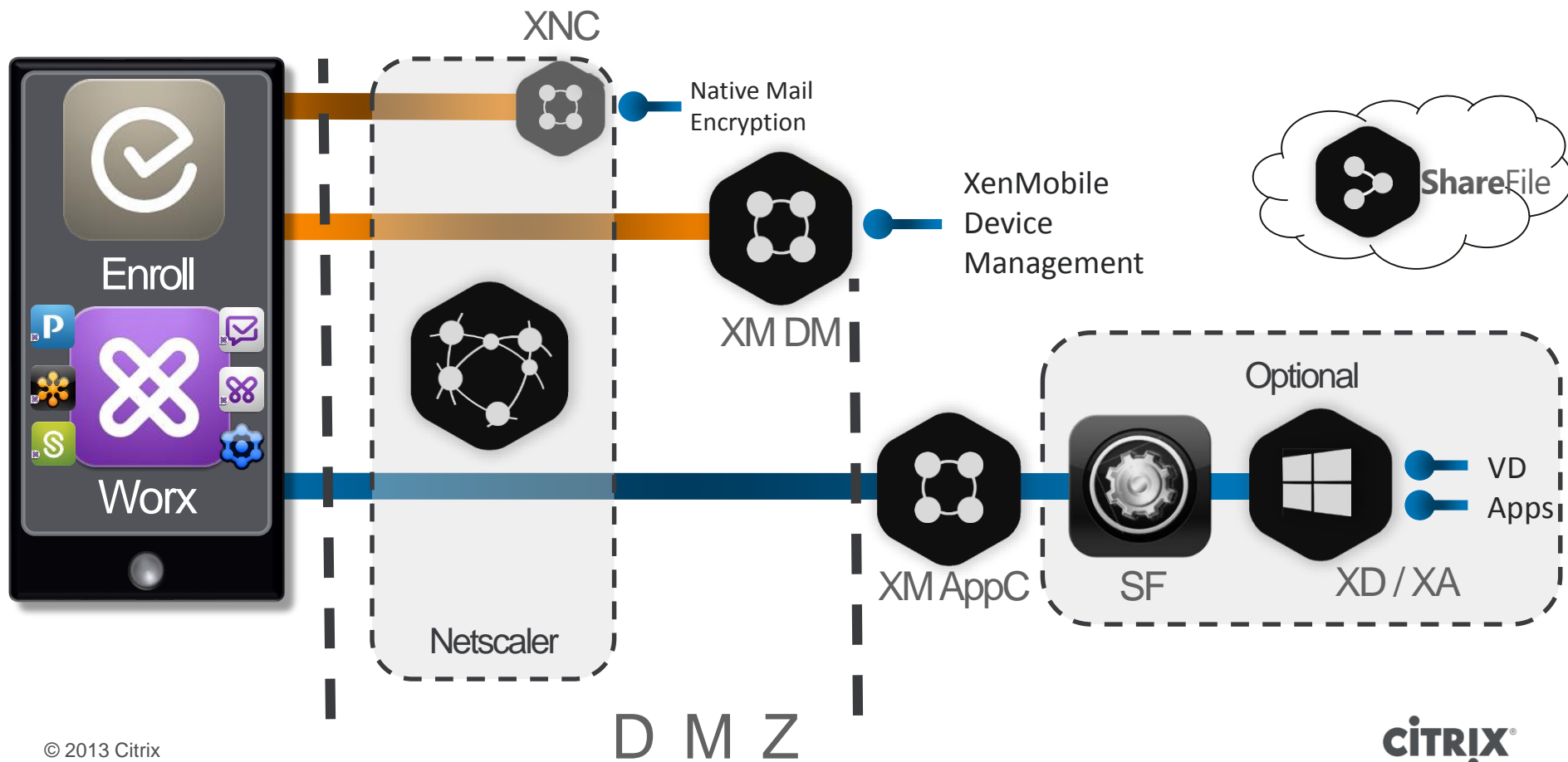
App Edition



Enterprise Edition

Use case	Client Side	Server Side
<ul style="list-style-type: none">• All MDM Edition Use cases• All App Edition Use cases• Secure document sharing, syncing & editing• Both cloud and on-premise data storage options	<div> Worx Enroll</div> <div> Worx Home</div> <div> Worx Mail</div> <div> Worx Web</div> <div> ShareFile</div> <div> SharePoint</div>	<div> XenMobile Device Manager</div> <div> Access Gateway</div> <div><div> </div>App Controller</div>

Enterprise Edition



	MDM Edition	App Edition	Enterprise Edition
Configure, secure & provision mobile devices	•		•
One-click live chat & support	•		•
Access SharePoint & network drives	•	•	•
Secure mobile web browser – Internet	•	•	•
Secure mobile web browser – intranet/enterprise		•	•
Secure mail, calendar and contacts app		•	•
Activate and manage Worx capabilities in apps		•	•
Unified corporate app store		•	•
Multi-factor single sign-on		•	•
Secure document sharing, sync & editing			•
Both cloud & on-premise data storage options			•

What about Windows apps?



How do you...

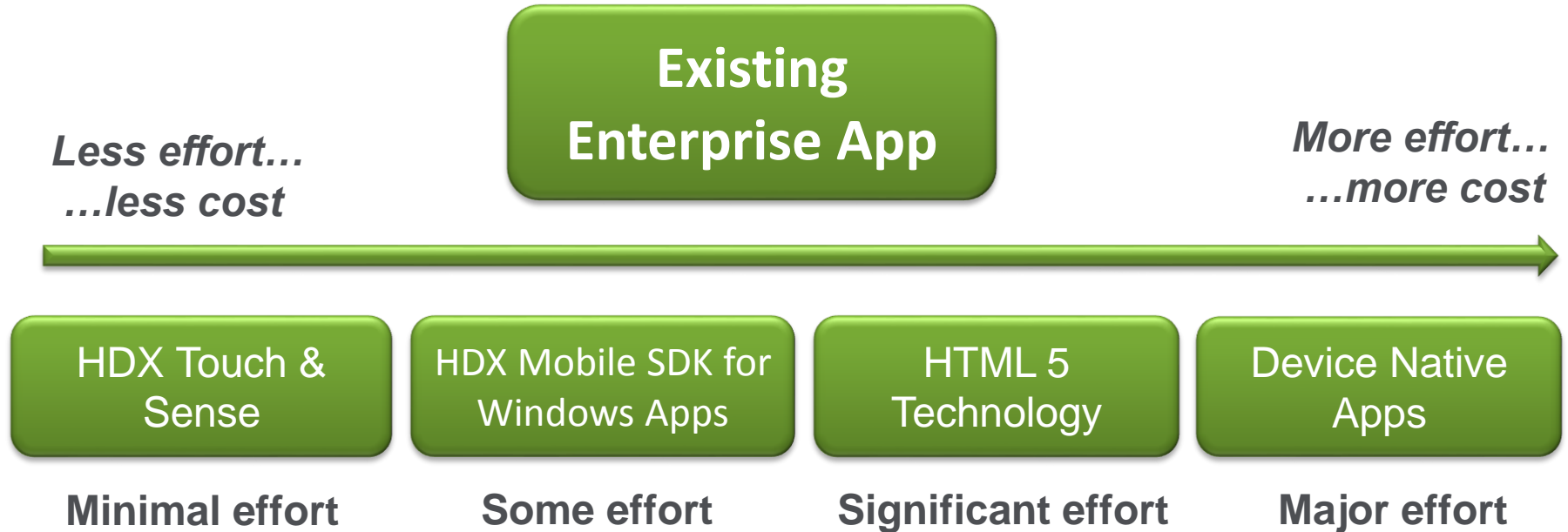
- Enable access to Windows apps from non Windows devices?
- Avoid re-writing Windows apps for Android and iOS platforms?
- Ensure a consistent user experience across different devices?
- Delivering rich apps, video and voice over mobile networks?
- Control access to sensitive application data?

Mobilizing Windows Apps with XenDesktop

- Enable mobile access from any type of device
- Protect and secure sensitive information with context sensitive policy controls
- Support a variety of form factors, user interface and operating systems
- Avoid costly, time-consuming app rewrites
- Streamline app management and deployment

Mobilizing Enterprise Apps

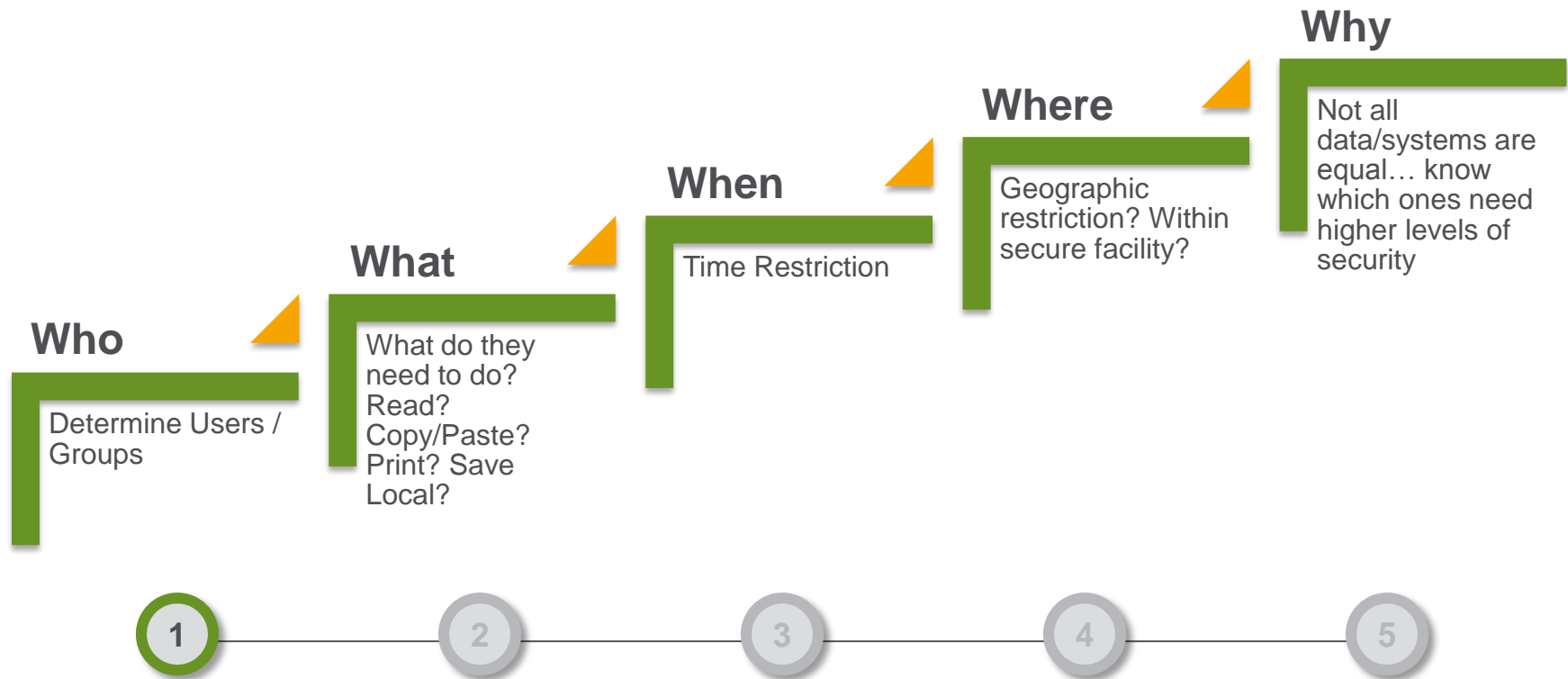
A broad spectrum of approaches...



5 steps to mobilizing apps

- 1 Assess audience and security requirements
- 2 Validate app can be hosted - AppDNA
- 3 Determine best method for app delivery
- 4 Enable access policies (Microsoft and Citrix)
- 5 Optimize for touch (optional)

Assess Audience and Security Requirements



Platform validation and remediation

 Overview Summary
All Modules

Windows Desktop



Server Based Computing



Applications: 10

Export: [Excel](#) . [HTML](#) . [MHT](#) . [Print](#)

Date: 21 三月 2013, 01:16

																					Reset			
#	Name	Manufacturer	Version	64 Bit 64bit Manager	Server 2003 SP2	Server 2008 R2 SP1	Server 2008 SP2	Server 2012	Server Compatibility Manager	Vista SP2	Windows 7 SP1	Windows 8	XP SP3	Desktop Compatibility Manager	XenApp Hosted - TS SBC Manager	App-V	XenApp Streamed	Virtualisation Manager	Interoperability Quality Manager	Firefox	IE	WebApp Compatibility Manager	Complexity RAG	Overall RAG
1	緊急地震速報チェッカー	Asterworld	1.16.0																					
2	XKeymacs	oishi	3.47.0.0																					
3	VisualSVN Server 2.5.5	VisualSVN Ltd.	2.5.5.0																					
4	UltraEdit 16.10	IDM Computer Solutions, Inc.	16.10.27																					

1

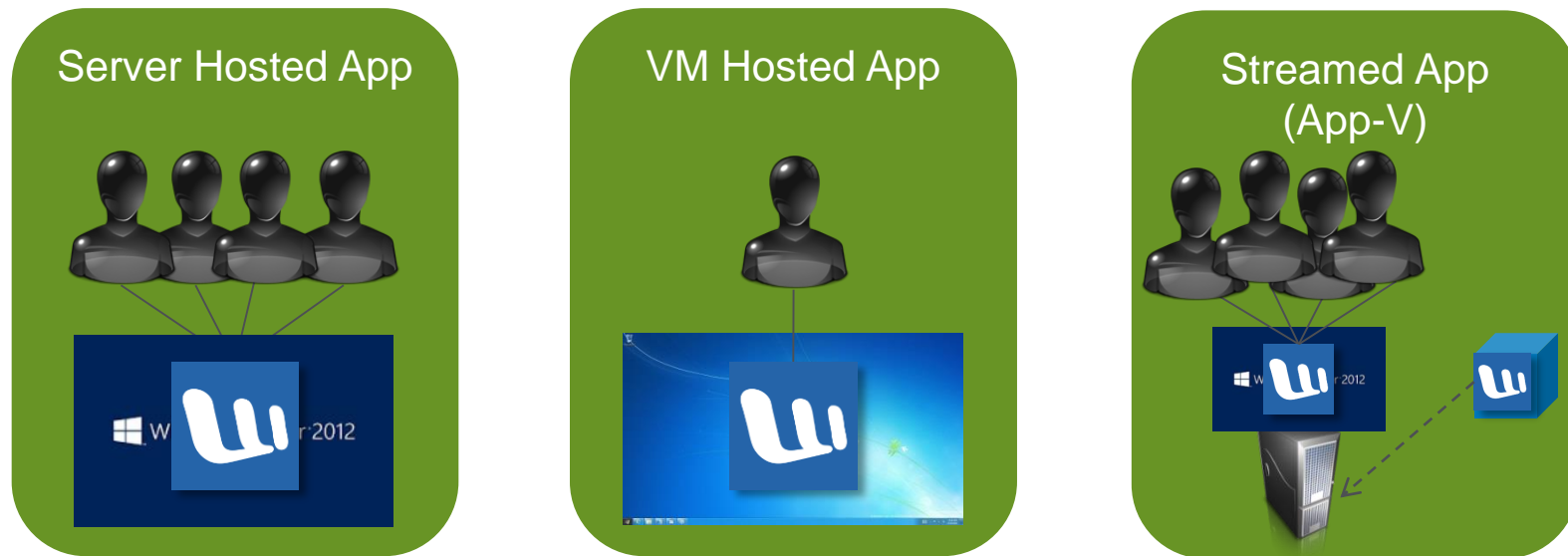
2

3

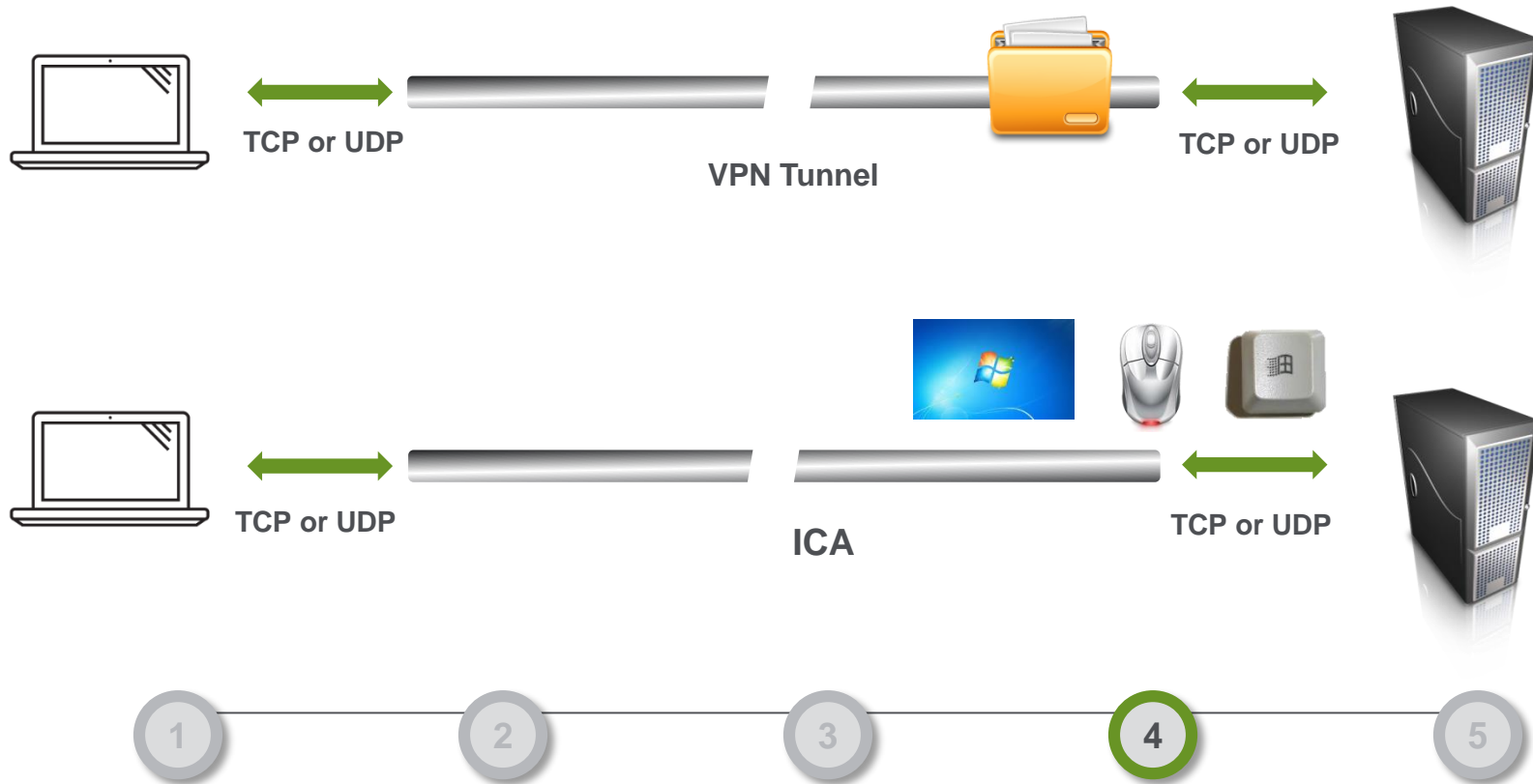
4

5

Determine App Delivery Method



Secure through NetScaler Gateway



Mobilizing Windows Apps

HDX Mobile

Translates
keyboard / mouse
tasks to a touch
environment

Edit box

Keyboard Pop-up



Combo Box

Picker Pop-up



1

2

3

4

5

Mobile SDK for Windows Apps

HDX Mobile: Autosense and refactors hosted apps

Optimized for screen resolution
and orientation



1

2

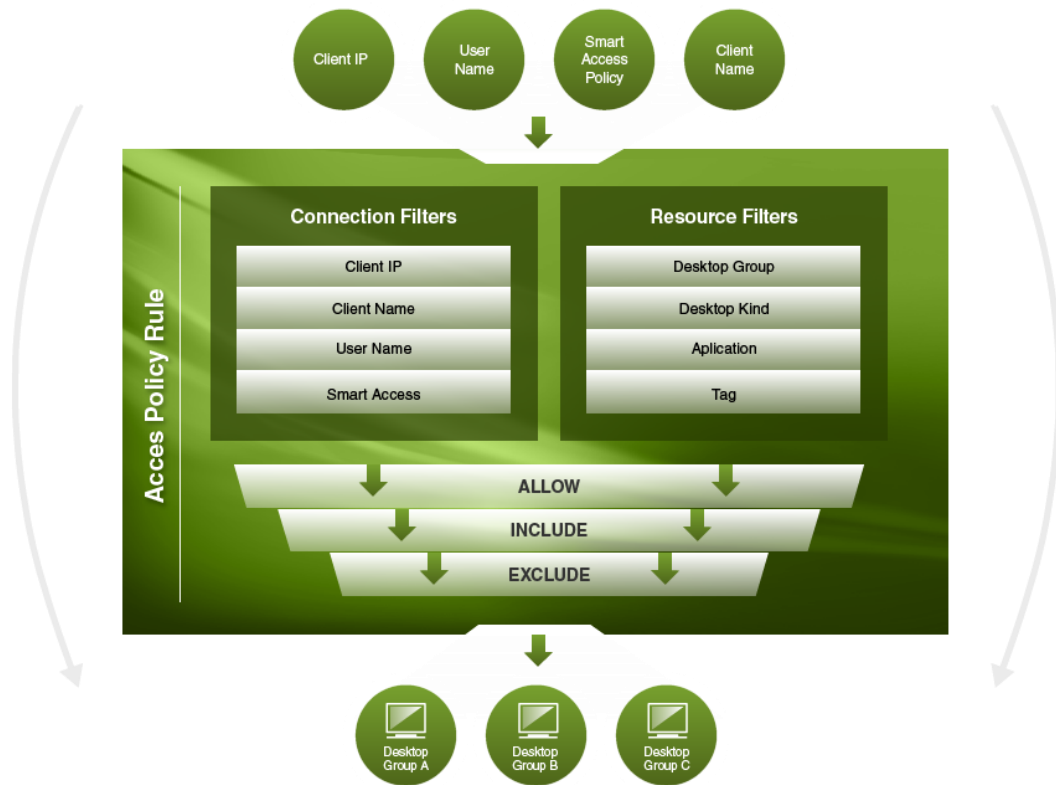
3

4

5

Setting Policies

- Evaluate both Microsoft and Citrix policies
- Policy Hierarchy/Resolving Policy conflicts
- Most common policies are enabled by default
- Default templates for specific configurations
- Policy Modeling Tool



SmartAccess Security and Policy Controls

HDX

- Certificate/Token Required
- Pre-authorization scan
- Allow client drives connected
- Allow USB devices
- Turn off clipboard
- Connect client printers
- Allow Remote AERO

ON

ON

OFF

OFF

ON

OFF

OFF

1

2

3

4

5



Demo



Microsoft





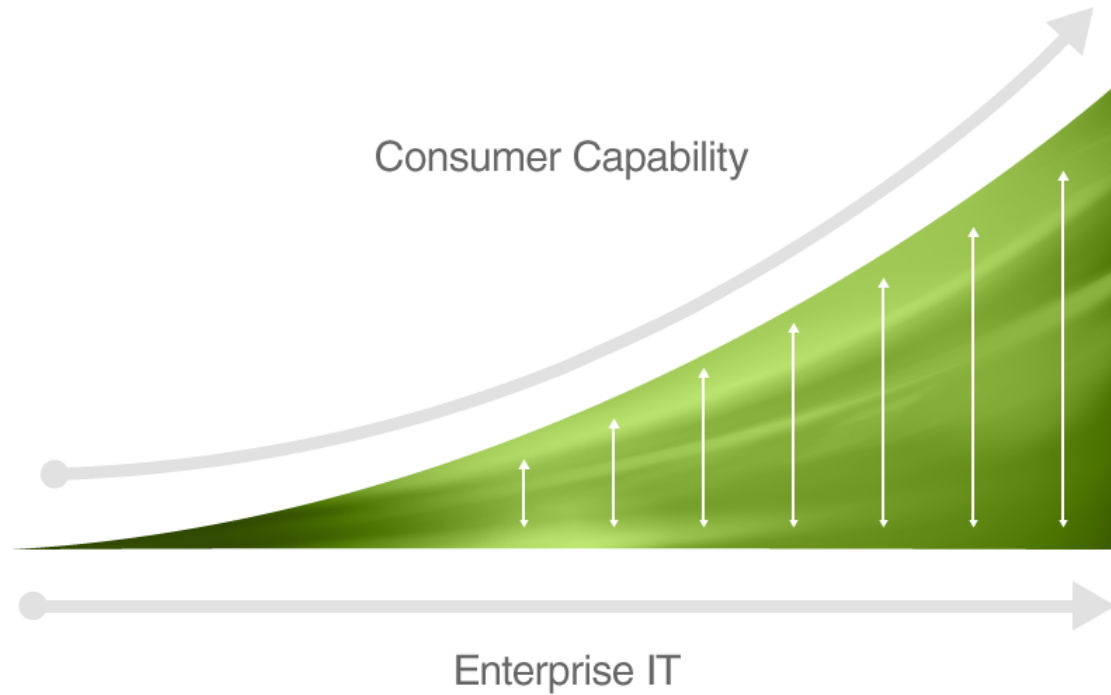
Enabling BYO Programs



Microsoft



Consumerization



...will force more IT change over the next 10 years than any other trend



50%

work from home

43%

work from client sites

40%

work while traveling

32%

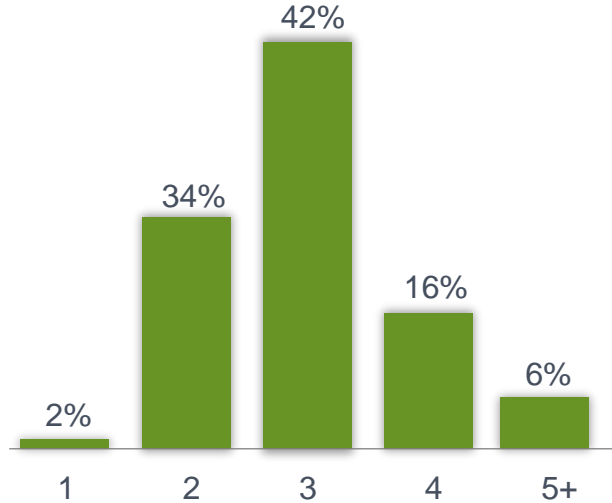
work at public sites

Forrsights Networks And Telecommunications Survey

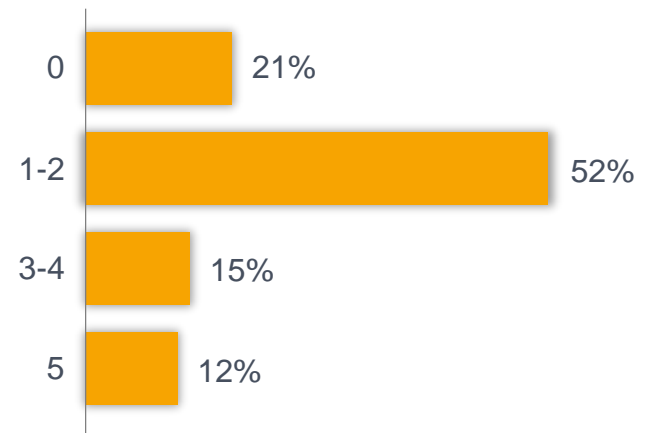
CITRIX

“How many
different computing devices
do you use on a daily basis?”

Family PC | Work PC | Personal Laptop | Tablet | Smartphone



“How many days a
week on average do you work outside
the office?”



Global BYOD Index - Survey of Corporate Employees February 2011, Citrix Systems

A person wearing a dark suit and white shirt is holding a set of keys in their right hand and an iPad in their left hand. The iPad screen displays the iOS home screen with various app icons. The background is a plain, light-colored wall.

Background to BYO at Citrix

Why BYOD?



People get...

- Self-service
- Choice of device
- Mobility



IT gets...

- More strategic focus
- Security and compliance
- Reduction in cost and complexity



Management gets...

- Competitive edge
- Higher productivity
- Employee satisfaction



**+8,000
Employees**

**80 Offices across
35 countries**

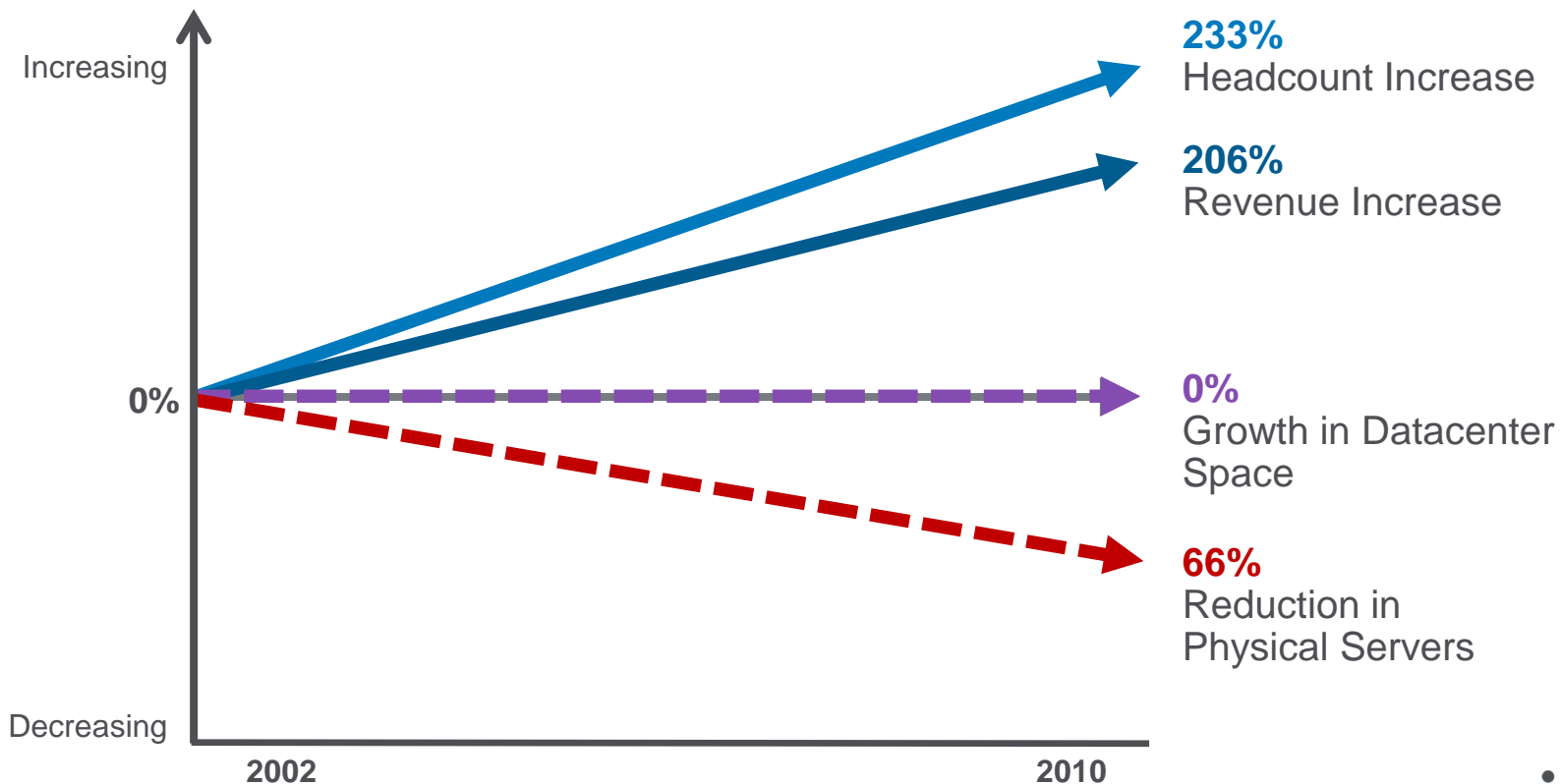
**100 Premise
Based Apps**

SAP, Siebel, OBIEE,
Hyperion, etc.

**25 Web and
SaaS Apps**

Salesforce, Peoplefluent,
Calidus, etc.

Our company is growing – IT expenses are flat



Citrix BYO: 2008 original program goals



- Enable employee choice
- Provide self-service
- Offer the same experience as a Citrix managed device
- Reduce dependency on IT
- Reduce costs
- Showcase Citrix technology

Start with an internal survey

SURVEY

Employees were enthused



Their choice was outside what IT offered



Willing to take on the added responsibility

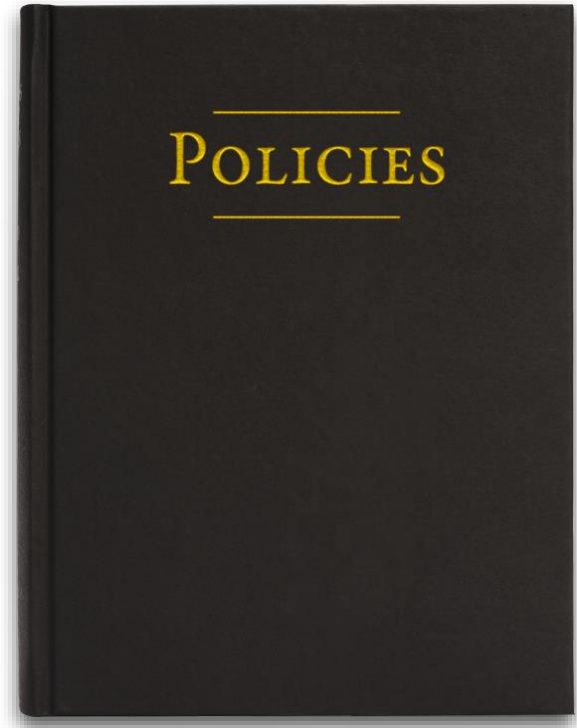


Believed they would be more productive
and also happier

Do **existing policies** apply?

We use existing policies.

We keep the policies the same
across managed devices and
BYO devices.



BYOD Program Considerations

Eligibility – Who can participate?

Devices – What device capabilities will we allow?

Apps and Data – What will be available?

Support – What services will IT offer/not offer?

Legal – What are the legal implications and terms of use?

Financial – Will device and other costs be shared?

Identify existing costs and set stipend

Identify your
existing device
TCO

@ Citrix
Three Year Cost:
\$2,500 ~ \$2,600

Procure

Monitor

Image

Maintain

Secure

Back-up

Deploy

Retire

Define the
cost savings
target

@ Citrix
18-20%

Evaluate
consumer
device pricing

@ Citrix
\$2,100 Stipend

Set stipend
that encourages
participation

Set **program**
duration and
proration
policy

@ Citrix
3 years
1 year

BYOD

Takes on a variety of different forms

INFORMAL

Users can access apps and data from their personal device

FORMAL

BYO policy, stipend, self-service web site and support

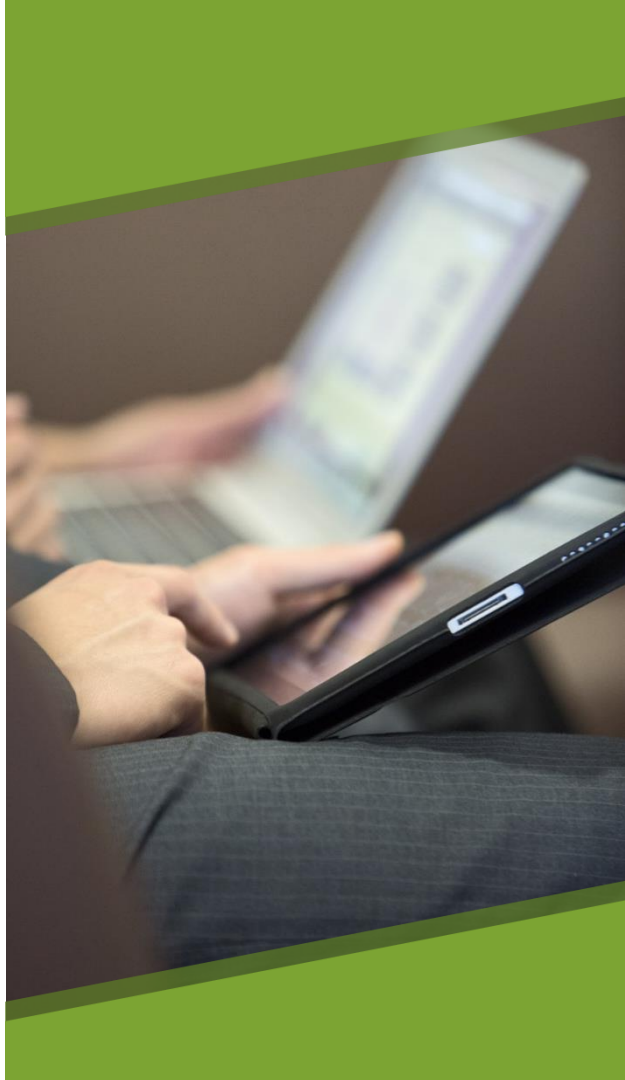


Rules should cover formal and informal BYOD

Citrix BYO program rules	BYOC stipend	Any device
1. Gain manager's approval	✓	Not required
2. Receive \$2,100 laptop stipend and procure own OR Fund and procure any device(s) of choice	Stipend to procure laptop	Fund/procure own device(s)
3. Obtain own device and maintenance	Required 3 year maintenance	Maintenance is optional
4. Return your managed laptop	✓	N/A
5. Manager retains returned laptop, IT converts to loaner pool	✓	N/A
6. Contact vendor to address hardware issues	✓	✓
7. Use proper antivirus software	✓	✓
8. Connect via Receiver™/ Access Gateway	✓	✓
9. Access apps and data online and offline	✓	✓
10. Follow all corporate policies	✓	✓

BYOD Success Criteria

- Allow users to choose their own devices
- Empower a self-service, self-provision model
- Ensure sensitive data remains protected
- Simplify IT operational procedures and support
- Reduce costs from device procurement, configuration, app compatibility & support
- Transition physical device ownership to the employee



Embracing BYO

Set Clear Objectives

Empowering employees?

Reducing cost?

Best efforts today?

Improving Security?

Understand Risk

Where are you vulnerable today?

What do you need to protect?

Evaluate Options

Implementation varies by:

- Device type
- Services delivered
- Risk tolerance

Elements of a BYO solution



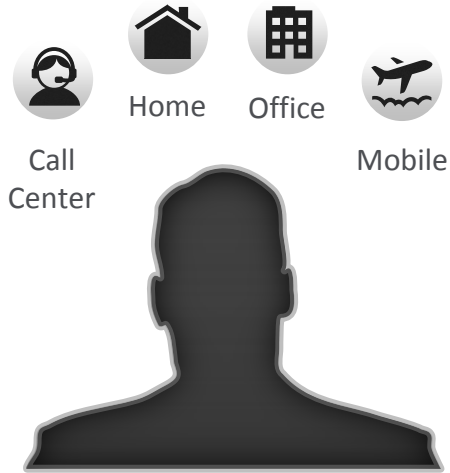
Self-Service Website

- Program description and rules
- Enrollment into the program
- Download Receiver and Antivirus
- How to docs and videos

Simple Website
To Assist Users



People & Devices



Secure
Access



Supporting Mobile Work
Styles



The same infrastructure supports consumer devices

Service Delivery: Windows apps and desktops

Just the apps



Windows apps and data secured
and delivered...

- Small screen, mobile
- Touch Interface
- Non-persistent Workspace

Seamless Transitions



Entire desktop



Windows apps and data secured and delivered...
Within a virtual desktop

- Large screen, multi-window
- Keyboard and mouse
- Persistent Workspace

Enabling Seamless Access to All Apps

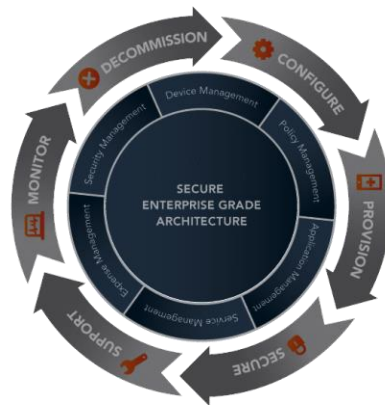
While Protecting Sensitive Citrix Data



Provide web and
SaaS access



Manage and deliver
mobile apps



Manage mobile
devices

Transforming the Traditional Workplace



- Line of sight supervision
- Anchored workstyle
- Space uniformity
- Centralized teams
- Hierarchical space allocation

What Makes an Adaptive Workplace?



Provides flexibility to choose from a variety of work settings



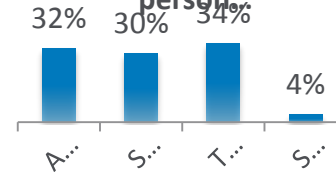
De-links the physical space consumption from employee headcount



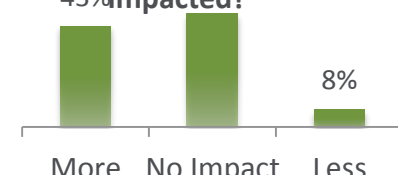
Enables employee mobility to work from anywhere regardless of physical location

workAnywhere results

Since workAnywhere,
I collaborate in
person.



How has your
productivity been
impacted?



91

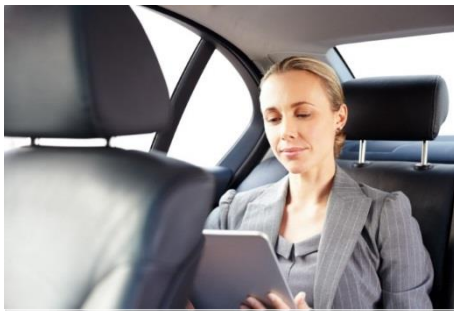
Percentage of survey respondents who say that workAnywhere is a change for the better.

	Before	After
Total Square Feet	41,000	41,000
Capacity	260	425
Assigned seats	216	0
Sq Ft/HC (at full capacity)	157	96

Using Technology to Drive Growth & Innovation



Bring Your Own Device



Working Better By Design



M&A Activity



Windows Migration



Business Continuity



Sales Team Mobility

Deploying Virtual Desktops for Diverse Users

Citrix Associates

- Any device, any location

DR Center (Alpharetta)

- Thin clients (Hot Seats)

Contractors / Consultants

- Provide XenDesktop to their device
- ~ 100 Contractors / Consultants

Order Services / Customer Care

- Migrated from desktops to thin clients

Bring Your Own Computer (BYOC)

- Mac and Windows

Consumer Devices

- Thousands of tablets and smart phones



Windows Migration



- Win 7 support with IT and self-serve options
- Migration station event registration
- Worldwide migration stations
- Training docs and videos

Business Continuity

- Maintain business critical functions
- Limit the impact to operations
- Ensure rapid recovery
- Protect organization reputation



Mergers and Acquisitions

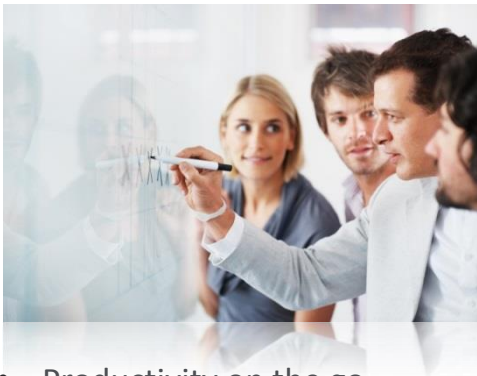


- Background
 - 39 acquisitions since 2004
- Goals and Requirements
 - Onboarding employees
 - Connect employees to their new company
 - Access to HR, e-mail, productivity apps
- Approach
 - Add employees to Active Directory and provide access through the Citrix Receiver
 - Migrate systems over time

Sales Team Mobility

Enabling our mobile sales people across 35 of countries

Goals



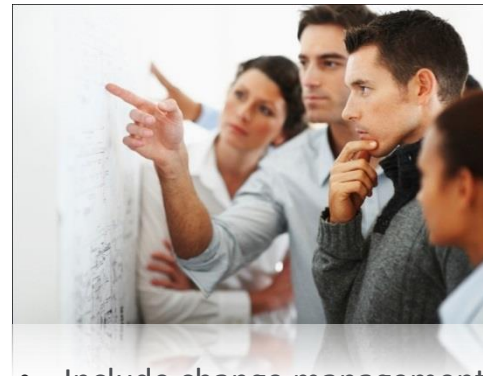
- Productivity on the go
- Face-to-face customer time
- Faster customer response
- Demo the solution

Approach



- IT and LoB collaboration
- Used production environment
- Built an initial “test team”
- Large-scale rollout to follow

Key Lessons



- Include change management
- Training is critical
- Identifies key end-user issues
- Exec sponsorship is a must



BYOD

Mobility, Workshifting, Flexible workspaces

Win 7 / Win 8 deployments

Business continuity

Mergers and acquisitions

Sales team mobility

Faster deployments

Agility and flexibility

Key Lessons

‘Don’t fight it, feature it!’

Keep it simple

Embrace self-service

Secure the data and the service

Leverage the infrastructure broadly



Demo



Microsoft





We've "Gone Green" with Digital Reference Materials.

As an attendee of *Mobilize Windows® Desktops and Apps*, you get exclusive access to a library of digital resources that will help you mobilize your workforce without sacrificing management, security, or control. It's the perfect way to sharpen your knowledge while sparing valuable trees.

Visit www.citrix.com/go/mwda

TECHNOLOGY SPONSORS



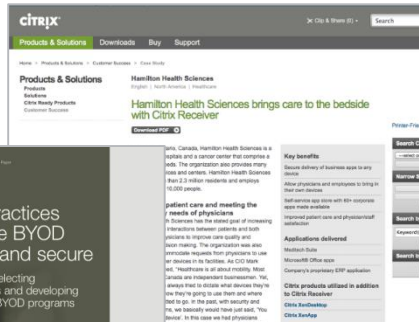
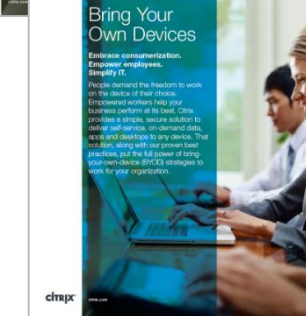
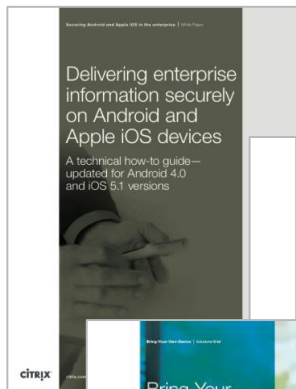
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CIO Kit for Bring-Your-Own Devices

5 Steps to Success



Paul Martine,
CIO, Citrix
Systems



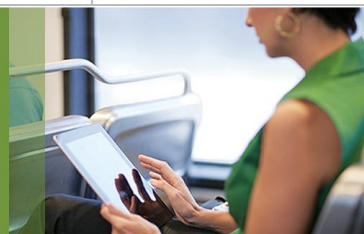
Best practices to make BYOD simple and secure
A guide to selecting technologies and developing policies for BYOD programs



BYOD Champion Presentation

CIO How-To Kit: Bring-Your-Own Devices

CIO Kit for Bring-Your-Own Devices



Useful Resources HP Client Virtualization

- HP Client Virtualization:
www.hp.com/go/clientvirtualization
 - HP Converged Infrastructure Reference Architecture for Citrix:
http://h17007.www1.hp.com/us/en/enterprise/servers/solutions/virtualization/index.aspx#tab=TABLE_2
- HP P4000 SAN Solutions
- <http://www.hp.com/go/p4000>

Useful Resources HP Client Virtualization

- HP 3PAR SAN Solutions
<http://www.hp.com/go/3PAR>
- HP Thin Clients
<http://www.hp.com/go/thincomputing>
- Client Virtualization ROI Calculator:
<http://roianalyst.hp.com/roianalyst/Welcome.do>
- Client Virtualization Best Practices (Video):
http://h30431.www3.hp.com/?fr_story=bb819a9bc4c2c9f77f6bbeb57fb087f363ee2eda&rf=bm



Work better. Live better.