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About Citrix

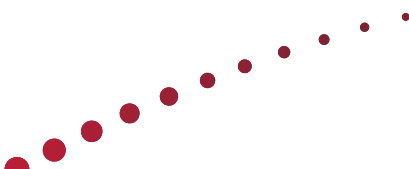
Citrix Systems, Inc. (NASDAQ:CTXS) is the leading provider of virtualization, networking and software as a service technologies for more than 230,000 organizations worldwide. Its Citrix Delivery Center, Citrix Cloud Center (C3) and Citrix Online Services product families radically simplify computing for millions of users, delivering applications as an on-demand service to any user, in any location on any device. Citrix customers include the world's largest Internet companies, 99 percent of *Fortune* Global 500 enterprises, and hundreds of thousands of small businesses and prosumers worldwide. Citrix partners with over 10,000 companies worldwide in more than 100 countries. Founded in 1989, annual revenue in 2008 was \$1.6 billion.

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XenDesktop

The virtual desktop revolution is here...
for everyone





Key benefits

- Increase business agility
- Improve security
- Simplify desktop management

“XenDesktop is a state-of-the-art product for hosted desktop virtualization and may be the gold standard by which other products are judged in a feature-for-feature comparison... XenDesktop, unlike many other VDI tools on the market today, runs with any of the major three server virtualization technologies. This makes it a clear winner in our book.”

“Xen and the Art of Hosted Desktops”
Virtualization Review,
January 1, 2009

“ With XenDesktop we can guarantee that the users will get a complete Windows XP experience, with all their applications, exactly like having a local PC—even over geographical distance.”

Telefonica O2 Germany

Distributed desktop computing has become extremely complex and costly. Individual desktops are hard-coded combinations of operating system (OS), applications and user settings that are managed one-by-one on an ongoing basis. Employees can use only their assigned corporate PCs, which restricts their mobility and flexibility. At the same time, IT struggles to continuously update and patch endpoints with every new OS and application release, and to secure and backup data at every endpoint for each individual user. Windows 7 will soon replace XP desktop infrastructure, and enterprises are preparing upgrade plans. Continuing to follow the decades-old PC refresh cycle and traditional distributed desktop model is a poor choice for IT departments that face reduced headcount and budget.

Citrix XenDesktop

Citrix® XenDesktop™ is a desktop virtualization solution that delivers Windows® desktops as an on-demand service to any user, anywhere. With Citrix® FlexCast™, a unique delivery technology, XenDesktop can quickly and securely deliver individual applications or complete desktops to every user in the enterprise, whether they are task workers, knowledge workers or mobile workers. Users now have the flexibility to access their desktops on any device, anytime, with a high definition user experience. With XenDesktop, IT can manage single instances of OS, applications and user profiles to greatly simplify desktop management. The open architecture of XenDesktop enables customers to easily adopt desktop virtualization using any hypervisor, storage or management infrastructure.

Any device, anytime, anywhere

Today’s digital workforce demands the flexibility to work from anywhere at any time using any device they’d like. Using Citrix Receiver™, a lightweight universal client, XenDesktop users can access their desktop and corporate applications from any PC, Mac®, thin client or Smartphone. This enables complete workplace flexibility, business continuity and user mobility.

HDX user experience

XenDesktop 4 delivers an HDX user experience on any device, over any network, with better reliability and higher availability than a traditional PC. With Citrix® HDX™ technology, users get an experience that rivals a local PC, even when using multimedia, real-time collaboration, USB peripherals and 3D graphics. XenDesktop offers the best virtual desktop performance while consuming 90 percent less bandwidth than other virtual desktop solutions. Webcam and VoIP support, improved audio, and branch office WAN optimization ensure that users get a high definition user experience regardless of their location.

FlexCast delivery technology

Different types of workers across the enterprise have varying performance and personalization requirements. Some require simplicity and standardization while others need high performance or a fully personalized desktop. XenDesktop meets all these requirements in a single solution. With FlexCast delivery technology, XenDesktop delivers every type of virtual desktop, hosted or local, physical or virtual, each specifically tailored to meet the performance, security and flexibility requirements of each user.



Trade up to XenDesktop 4

Add complete desktop virtualization to your XenApp implementation and save up to 80%.



Learn more at:
www.citrix.com/tradeup.

On-demand applications by XenApp

To reduce desktop management cost and complexity, XenDesktop includes the full range of Citrix application virtualization technologies with on-demand applications by Citrix® XenApp™. With application virtualization, IT can control data access, manage fewer desktop images, eliminate system conflicts and reduce application regression testing, making it a requirement for successful desktop virtualization. Adding, updating and removing applications is now simple because XenDesktop includes a self-service app store that lets users access applications instantly from anywhere.

Open architecture

XenDesktop works with your existing hypervisor, storage and Microsoft® infrastructures, enabling you to leverage your current investments—while providing the flexibility to add or change to alternatives in the future. XenDesktop supports Citrix® XenServer™, Microsoft Hyper-V™, and VMware® ESX™ and vSphere™, and it simplifies management of networked storage using Citrix® StorageLink™ technology. XenDesktop also closely integrates with Microsoft App-V and System Center for application management.