



Citrix XenDesktop - Cisco UCS

A Winning Desktop Virtualization Solution

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Citrix Systems

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Agenda

- Citrix Systems - Company Overview
- IT as a Service
- A new way of delivering desktop and application
- Citrix XenDesktop 5 – at a glance
- Why Citrix & Cisco

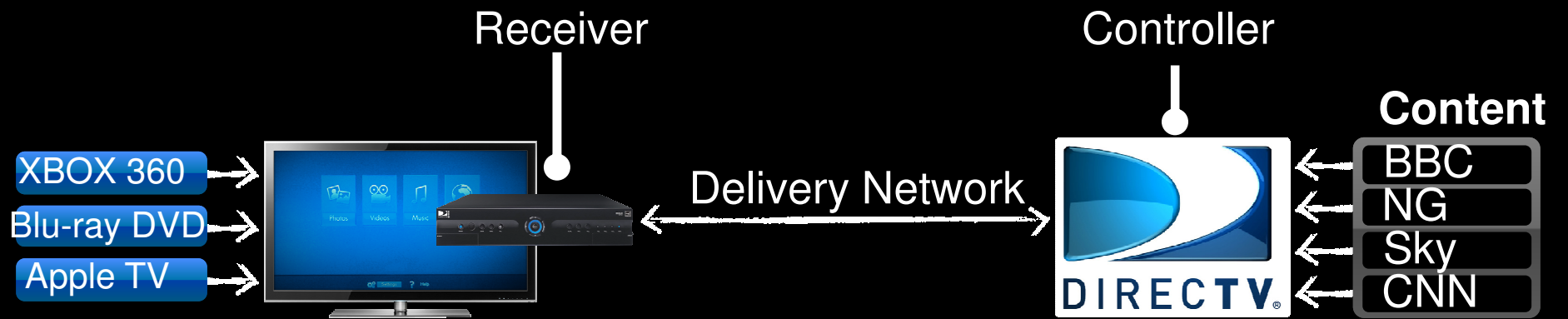
Citrix Company Overview

- Year founded : 1989
- NASDAQ : CTXS
- Revenue FY09 : \$1.7 billion
- Employees : 4,500 in 35 countries
- Partners : 10,000+ in 100 countries
- Customers : More than 230,000 worldwide
: 99% of Fortune 500

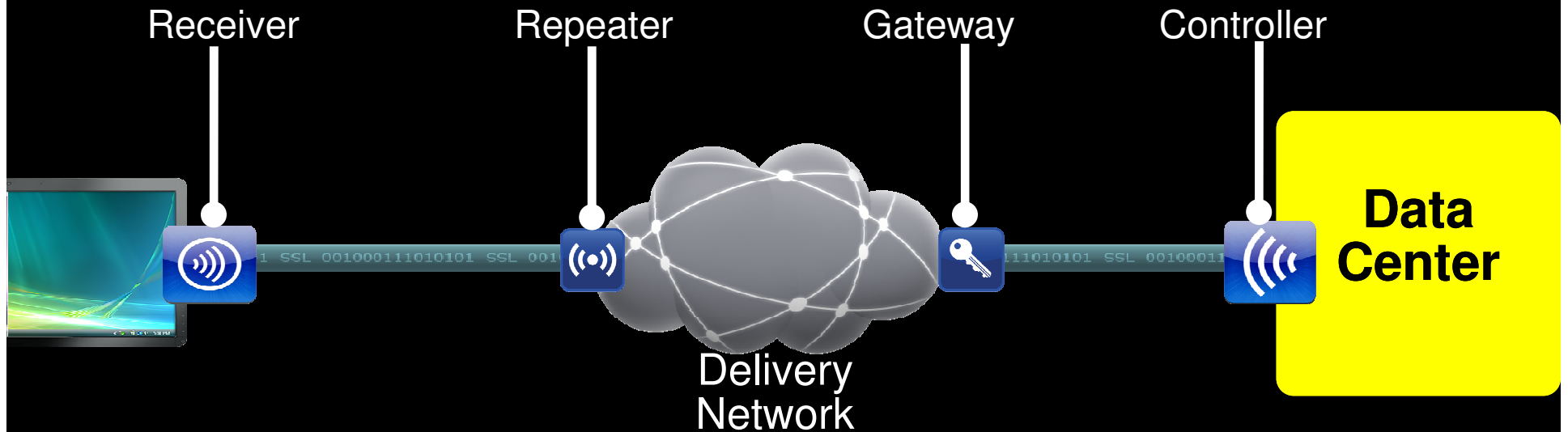




IT as a Service – End-to-End Solution



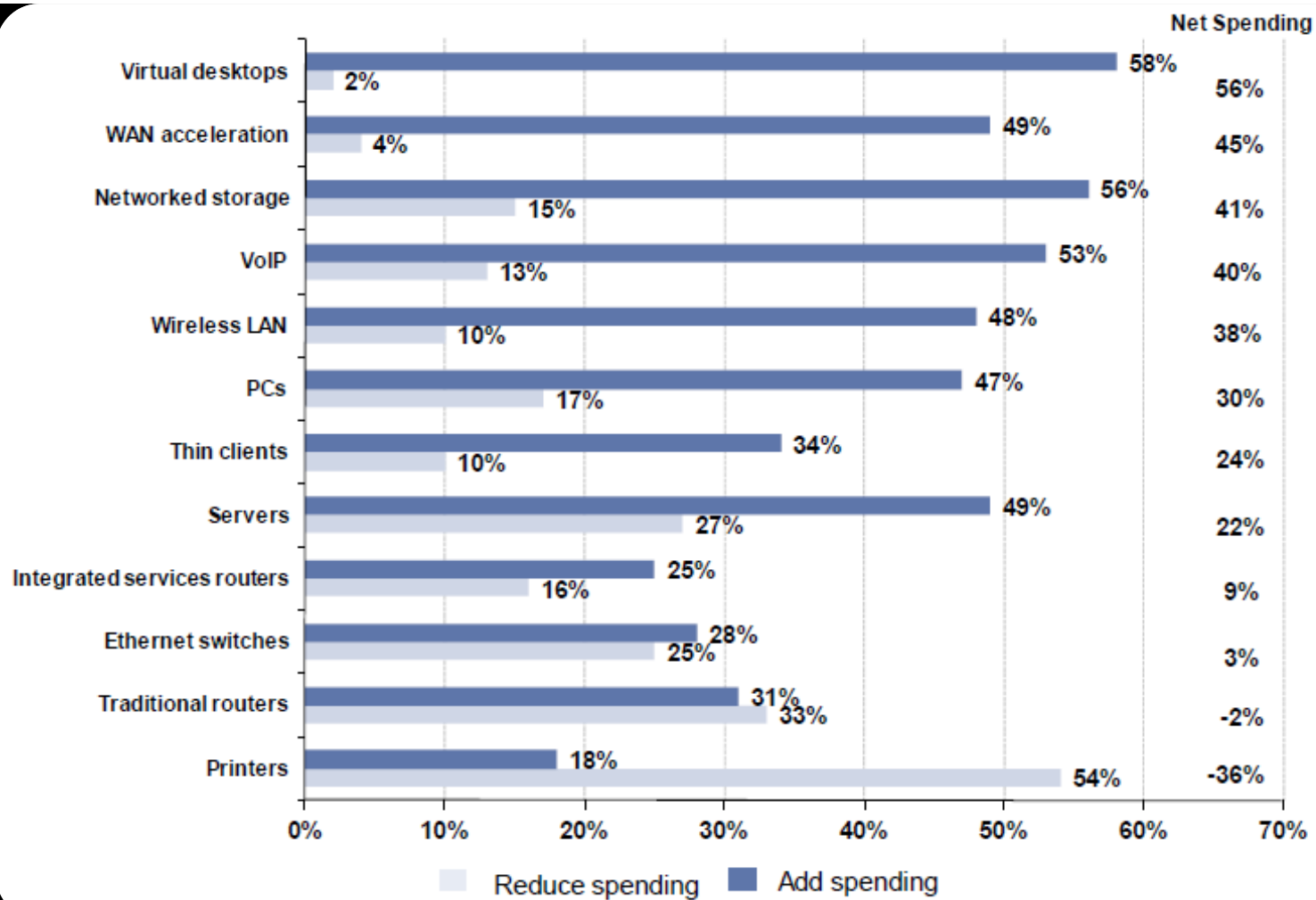
IT as a Service – End-to-End Solution



Gartner Prediction on Computing Devices & Virtualization



- With virtualization and cloud computing gaining more of a grip on the business world, up to **20 percent** of companies will own **no** IT assets of their own by 2012
- By 2013, mobile phones (**1.82 billion**) could easily surpass PCs (**1.78 billion**) as the way most people access the Web
- By end of 2012, **60%** of all corporate desktops will be delivered using some form of virtualization



Source: Goldman Sachs CIO Survey, 2010

Traditional Desktop

Device : Physical desktop/laptop

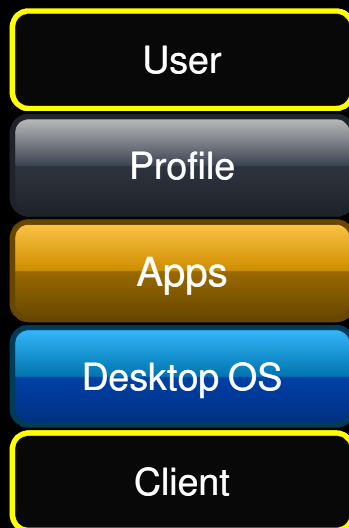
OS : Locally installed OS

Apps : Locally installed applications

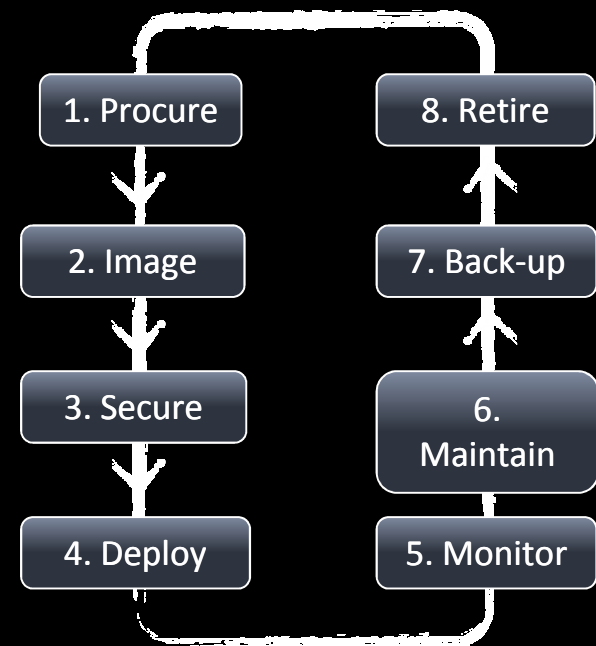
Data : Locally stored in HDD



Tightly Coupled & Locally Installed



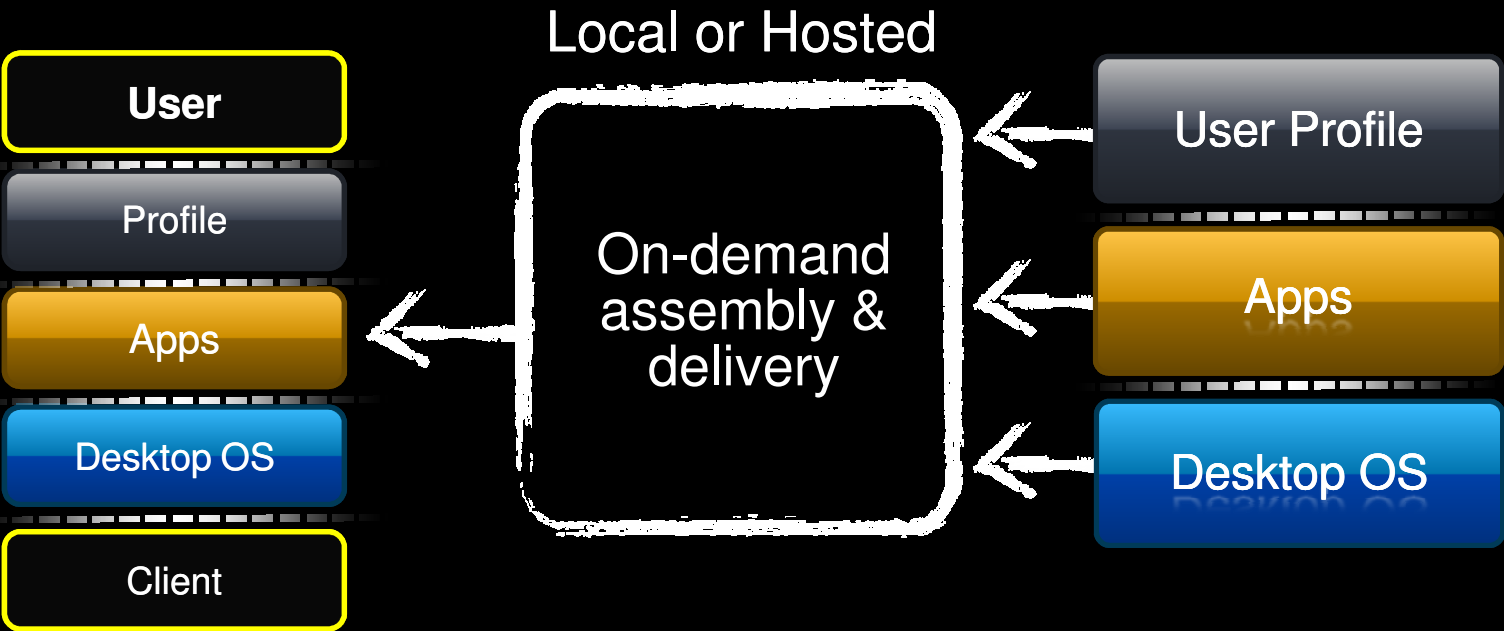
Traditional Management Tools & Processes



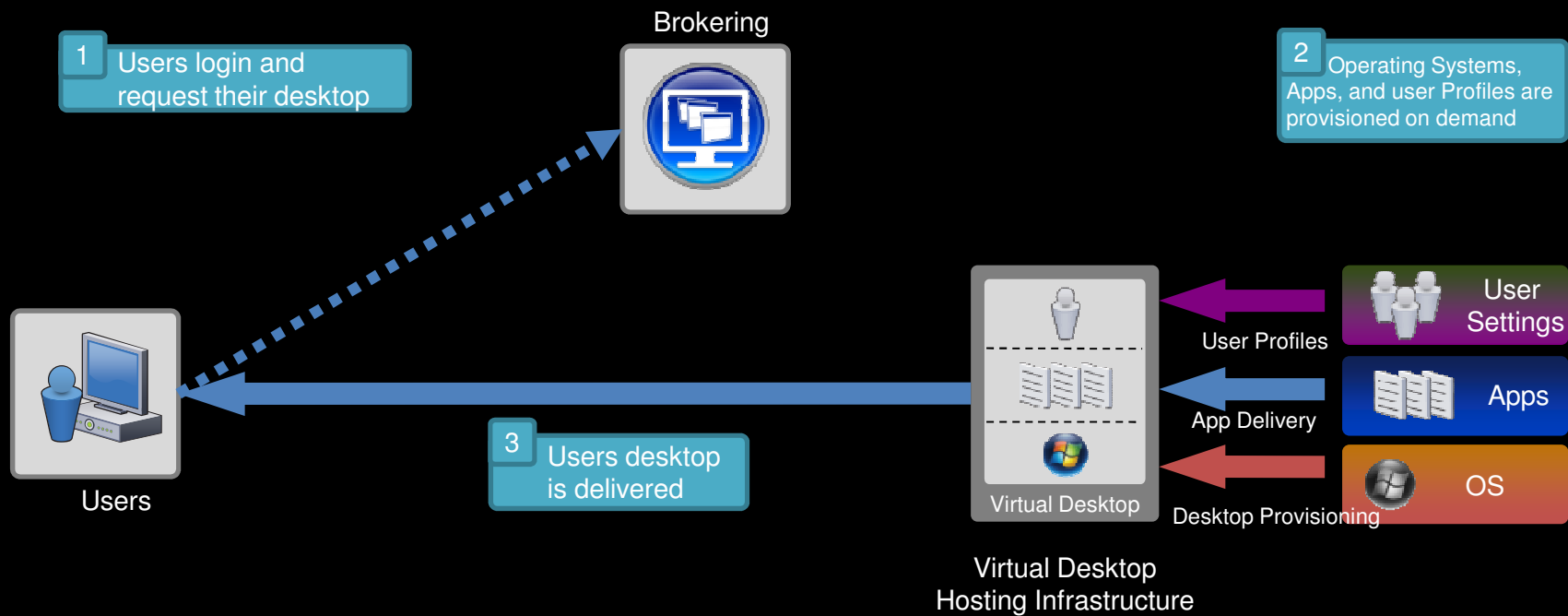
Centralized single instance images



Virtualized & Isolated End-point Components



Desktop Virtualization – How it works



XenDesktop

Transform Windows desktop computing into an on-demand service for any user on any device



XenDesktop 5

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



Citrix Receiver

Universal client for IT service delivery
Instant mobility for Enterprise apps



Citrix Receiver
From AppStore



Desktop & App Delivery
Services by 'Citrix HDX'



Datacenter

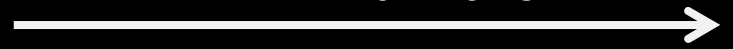


- Multimedia
- Collaboration
- Peripheral connectivity
- Network performance
- 3D Applications
- WAN optimization

Mobile Users

User Types

Task-based workers



Mobile executives

Guest workers

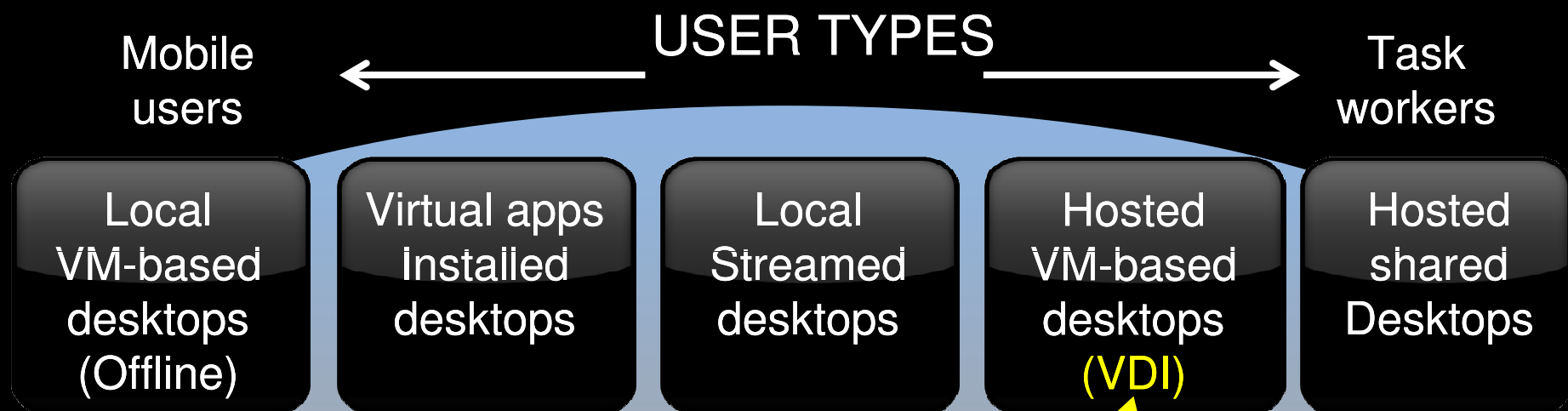
Office workers

Remote workers

Task workers



Citrix XenDesktop – FlexCast



"VDI" is just one of the delivery mode

CITRIX & CISCO JOIN FORCES TO DELIVER COMPREHENSIVE DESKTOP VIRTUALIZATION SOLUTION

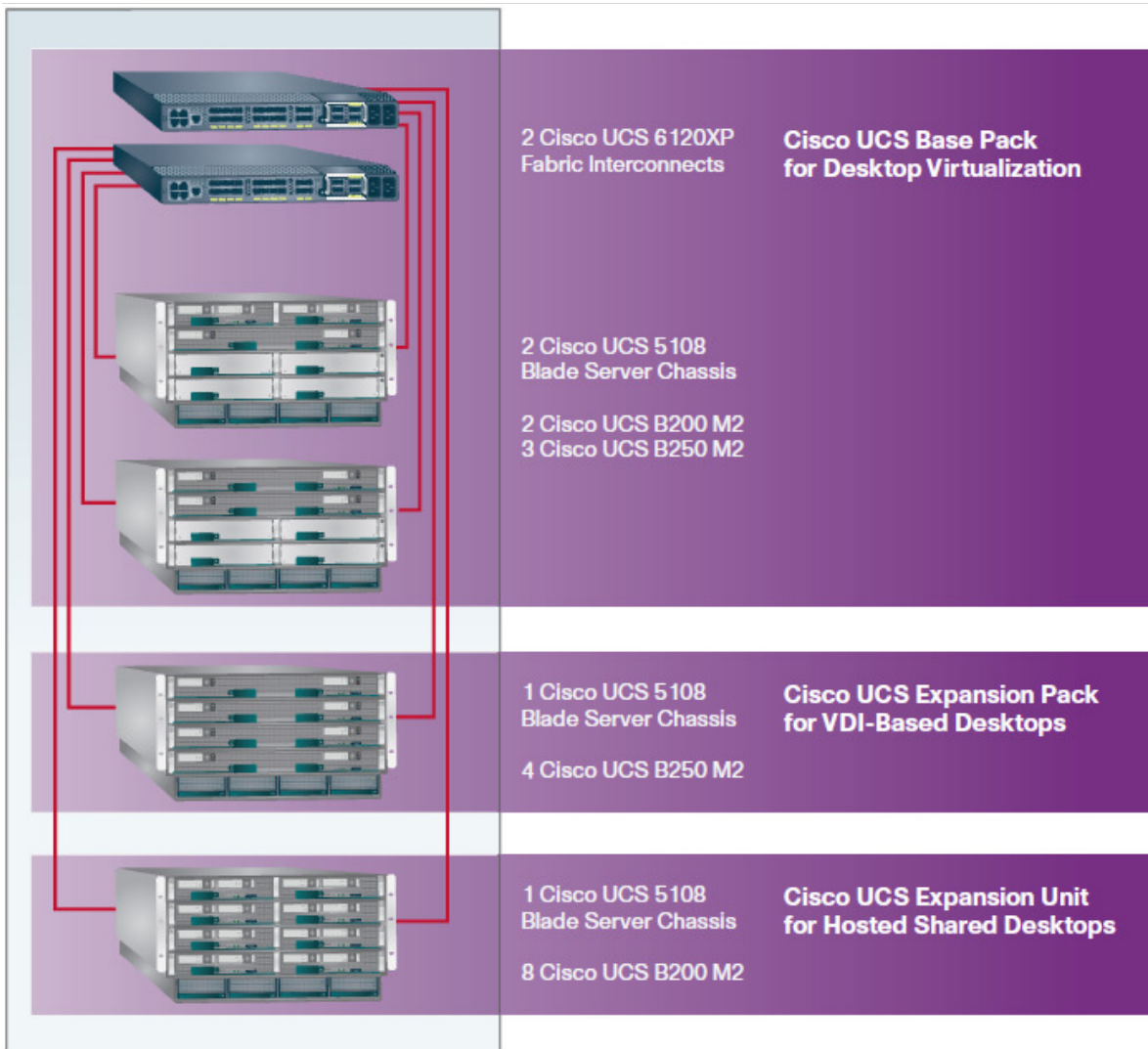
SEPTEMBER 8, 2010



Cisco and Citrix Deliver Comprehensive Desktop Virtualization Solution

Combined Solution Gives Businesses Superior Scalability, User
Experience and Cost Savings

9/8/2010 » SAN JOSE AND SANTA CLARA, CA » Cisco and Citrix Systems announced they are working together to deliver a new combined desktop virtualization solution that will make it easier and more cost effective for businesses to deploy high-definition virtual desktops and applications to all users across the enterprise. The new Cisco® Desktop Virtualization Solution with Citrix XenDesktop® combines Cisco unified computing and Citrix desktop virtualization technologies including FlexCast™ and HDX™, to deliver the most cost-effective, scalable and high-performance solution for hosting, securing and



- Base Pack
 - 300-700 desktops
- Expansion Pack
 - 400 desktops

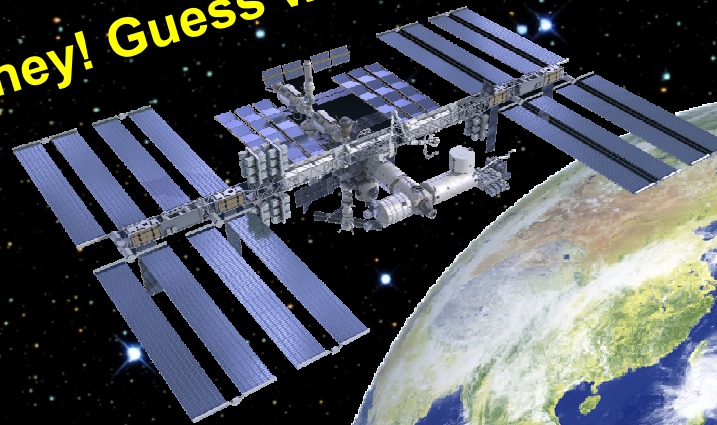
Why Citrix XenDesktop & Cisco UCS

- Cisco Validated Design – reference architecture
- Modular and scalable solution
- Support ALL Enterprise users with Citrix FlexCast
- Support any device in any location
- Deliver unmatched user experience with Citrix HDX
- Open architecture
- Secure by design
- Reduced cost

<http://www.citrix.com/lang/English/ourCustomers.asp>

XenDesktop in Action

"Hi, honey! Guess where I am?"



The image features the Citrix logo centered against a dark, star-filled space background. The logo is rendered in a bold, black, sans-serif font. The background is a deep black with numerous small, bright white stars scattered throughout. A prominent, bright blue and white starburst or nebula-like glow is centered behind the logo, radiating light in all directions. To the right of the central glow, there is a large, irregular, glowing blue and cyan nebula or gas cloud. The overall aesthetic is futuristic and high-tech, typical of Citrix's branding.

CITRIX