Desktop Virtualization

Optimize Delivery. Simplify IT. Accelerate Business.

Today's fast-changing business environment demands an infrastructure that lets people work wherever, whenever and on whatever device best meets their needs. To support growth, optimize productivity and attract and retain top talent, you need to provide a greater level of access to desktops, applications and data than ever before—while ensuring data security and control.

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IT organizations face competing pressures to address the needs of users for mobility, flexibility, self-service and choice, while meeting IT's own requirements for security and compliance. To support the business, IT must also establish a high-performance, scalable infrastructure and develop agile strategies to adapt quickly to dynamic business needs. Traditional IT infrastructure simply isn't up to the challenge. To enable a mobile, global workforce and maximize user productivity, you need a new approach that allows people to work any time, anywhere on their choice of devices.

Desktop virtualization transforms the way organizations enable their workforce and support growth while simplifying the desktop and application management process for IT. The clear benefits and proven business impact of desktop virtualization are driving rapid adoption among organizations of all sizes across all industries. According to Morgan Stanley, the software spend in desktop virtualization is expected to grow at 46 percent CAGR to reach $1.9 billion by 2014.

Citrix® market-leading desktop virtualization solutions enable businesses to transform Windows® desktops, apps and data into a cloud-like service accessible on any device, anywhere. As a leader in desktop virtualization solutions, backed by real-world experience and proven best practices, Citrix can help you deliver secure virtual desktops to:

- Optimize delivery and empower users by delivering Windows desktops, apps and data on any device, over any network

- Transform IT services by making it possible to consolidate and streamline desktop and application management

- Stay agile and accelerate business by quickly providing new workers, locations and partners with secure access to apps and data

Citrix desktop virtualization solutions, including Citrix Receiver™, Citrix® XenDesktop®, Citrix® VDI-in-a-Box™, Citrix AppDNA™ and Citrix HDX™, allow any organization to implement desktop virtualization tailored to the specific requirements of its business, budget and workers.

TD Bank

As one of the largest banks in North America, **TD Bank** strives to be the world's best-run, most customer-focused bank. Citrix desktop virtualization solutions enabled TD Bank to create a more employee-friendly workplace while improving business continuity and flexibility—a strategy that has helped it achieve excellent customer service, greater data security and complete privacy protection.

Citrix Desktop Virtualization
Virtual desktops and apps for every user

Windows desktop, apps and data-as-a-service

IT can transform any corporate application—including Windows, web and SaaS apps—as well as enterprise data and complete desktops into an on-demand service available on any device. Small organizations can start simply with an all-in-one VDI-in-a-Box implementation; for larger enterprises, XenDesktop provides a comprehensive desktop virtualization solution.

Any device, anytime, anywhere access

Workers gain universal access to desktops, apps and data from any location and any device, including Windows PCs and laptops, tablets, smartphones and Mac computers.

A high-definition experience over any network

Real-time network and performance optimization technologies ensure a high-definition experience regardless of location, device and network connection. Seamless roaming across devices, locations and networks ensures optimal convenience and productivity.

Application migration, deployment and lifecycle management

IT can accelerate application migration and simplify application management for new operating systems such as Windows 7 while maintaining complete security.

Open, scalable and proven architecture

Citrix desktop virtualization solutions are built on a powerful desktop computing infrastructure and an open architecture that's easy to manage and support—with complete integration and automation via a comprehensive SDK.

The Co-operative Group

The Co-operative Group, the U.K.'s largest consumer cooperative, focuses on providing its customers with good values and its employees with a workplace of the future: leaner, greener and cheaper. Citrix virtualization solutions help the Co-operative slash its carbon emissions and reduce costs through effective application migration and increased productivity. A more flexible, employee-friendly workplace helps it attract the kind of young, savvy workers who can contribute to its growth and competitive advantage.

Parker Hannifin, a leading manufacturer of motion and control technologies, has used Citrix desktop virtualization solutions to keep its manufacturing PCs operating 24 x 7. Citrix-powered virtual desktops provide ease of use, reliable performance, speed and cost-effective provisioning. Simplified administration has enabled IT to reduce PC downtime by 90 percent for uninterrupted productivity and increased revenue.

Accelerating your success with desktop virtualization

Citrix desktop virtualization solutions let you address a diverse range of user and computing needs with a staged approach for making a smooth and successful transition from a device-centric, distributed computing model to a user-centric, virtual desktop computing model. This approach includes Assess, Design and Deploy phases that simplify desktop transformation projects.

Assess your needs – Profile and prioritize user groups and the applications that they use. The goal is to decide which user segments will be virtualized and in what order, which virtual desktop model is best for each and what applications need to be part of the solution.

Design your environment – Create a detailed design for your first project including networking, Active Directory, storage and image provisioning considerations. The goal is to think through all detailed decisions and requirements before you install.

Deploy your project – Install, test, pilot and roll out the desktop delivery infrastructure as outlined in your design. The goal is a methodical implementation and thoughtful rollout approach that will help you realize an impressive and consistent virtual desktop experience for users.

Citrix offers desktop virtualization solutions to meet the unique needs of every user and every organization, from a simple and affordable VDI implementation to a powerful enterprise virtual desktop environment. Citrix solutions and best practices provide a flexible yet controlled framework to design and implement the right approach for your enterprise. For more information about Citrix solutions and best practices for desktop virtualization, please visit www.citrix.com/desktopvirtualization.

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Online Division Headquarters
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Pacific Headquarters
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Latin America Headquarters
Coral Gables, FL, USA

UK Development Center
Chalfont, United Kingdom

About Citrix
Citrix Systems, Inc. (NASDAQ:CTXS) is the company transforming how people, businesses and IT work and collaborate in the cloud era. With market-leading cloud, collaboration, networking and virtualization technologies, Citrix powers mobile workstyles and cloud services, making complex enterprise IT simpler and more accessible for 260,000 enterprises. Citrix touches 75 percent of Internet users each day and partners with more than 10,000 companies in 100 countries. Annual revenue in 2011 was $2.21 billion. Learn more at www.citrix.com.