

Citrix & Microsoft: Better together!

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Mobilize Your Workforce
Modernize Your Business
Simplify Your IT

Recent Impacts of Technology on Businesses

Businesses Face

- Mobility demands from users
- Productivity challenges
- Unpredictable IT costs
- Distractions from core mission

IT Departments Face

- Security and compliance challenges
- Unmet requests from business units
- Ongoing technical learning curves
- Staff expertise burdens



Putting the Cloud Within Reach of Your Business

Cloud Services

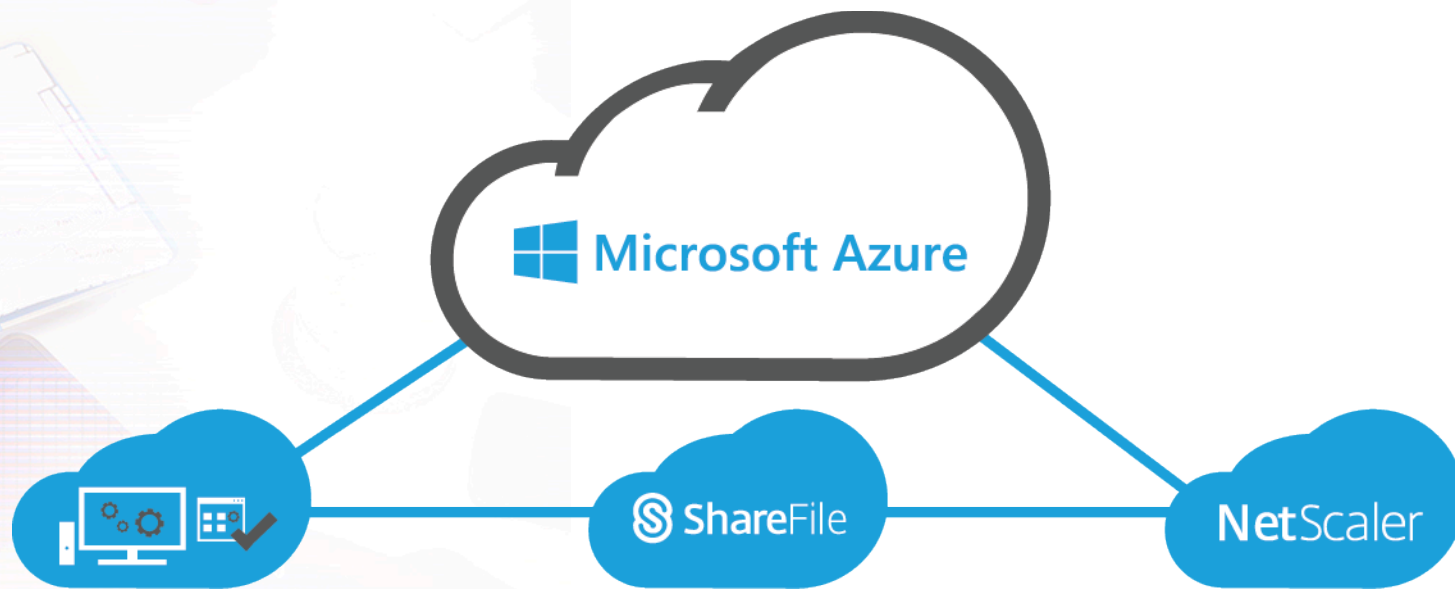
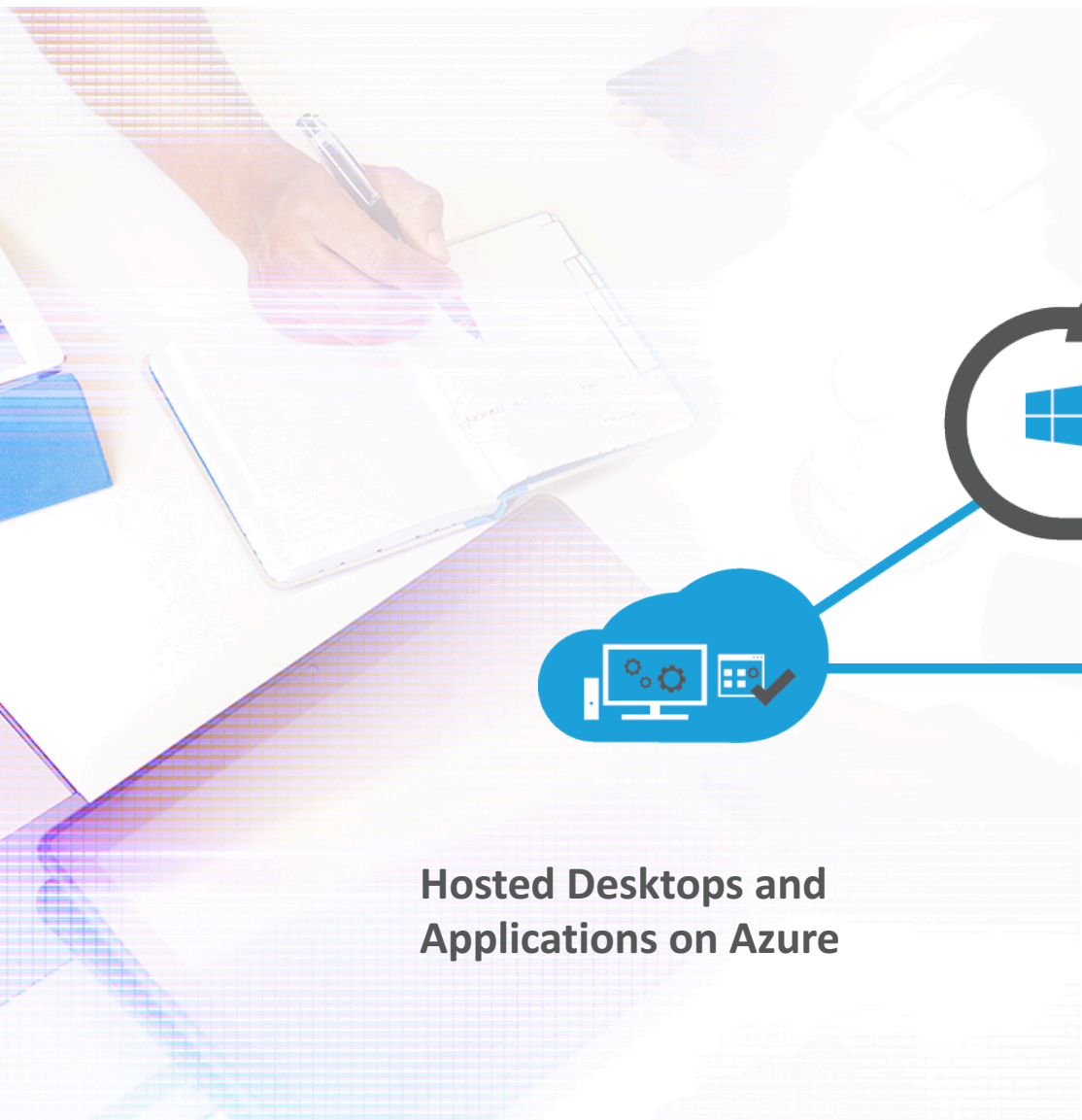
- Services on demand
- Enterprise-grade
- Pay-as-you-go
- “Pay-as-you-grow”



Running Your Business with Citrix on Azure Services Gives You:

- Enterprise-grade mobility and networking solutions
- Infinite and elastic capacity on demand
- Cost-efficient cloud economics
- Global availability and reliability





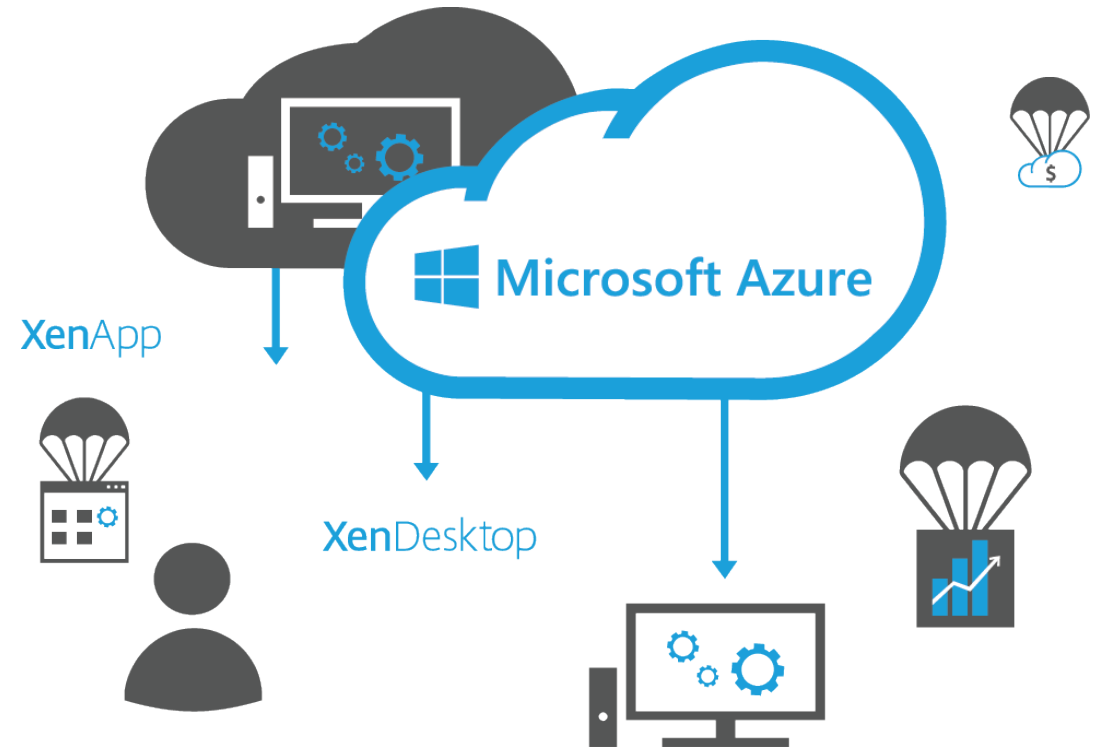
Hosted Desktops and Applications on Azure

ShareFile on Azure

NetScaler on Azure

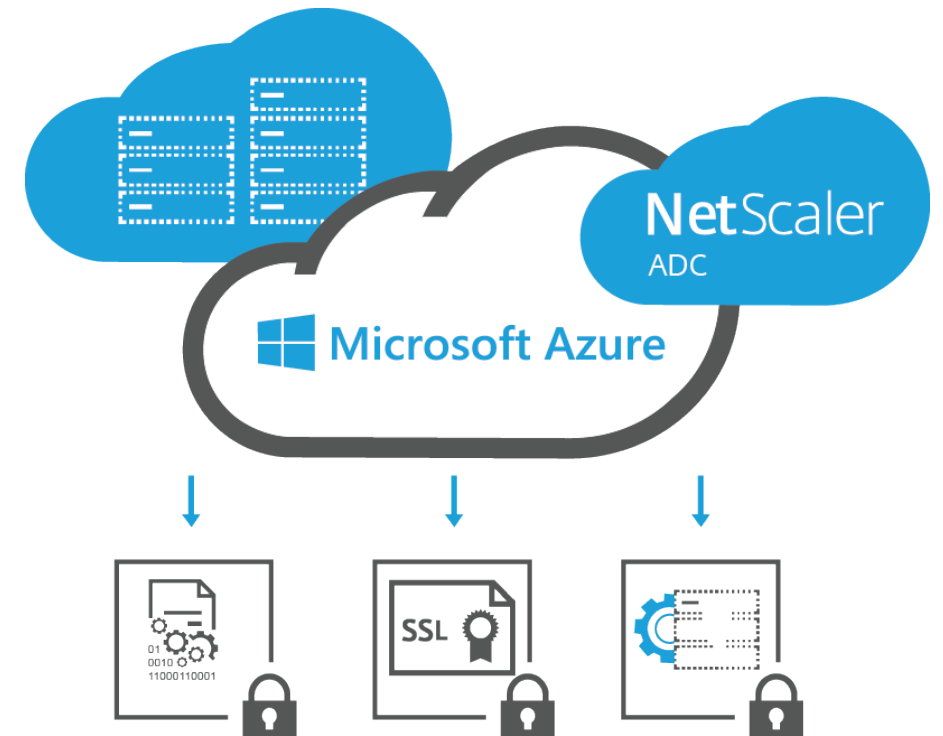
Secure access to your apps, desktops and data

- Anytime, anywhere, any-device access
- Simplify IT management and complexity
- Predictable and simple to budget
- Built-in business continuity
- Scalable globally available Azure infrastructure



Optimize, secure and control the delivery of your businesses apps and IT services from Azure

- Improve the performance, security and resiliency of applications delivered from the cloud
- Ensure application availability and responsiveness
- Optimize application performance and improve user experience
- Secure remote access to applications and data
- Protect web applications and servers from common threats and attacks



Secure, enterprise grade file sharing and sync service built for mobile users

- Empower users with instant access to business data, synced across all devices
- Improve collaboration and productivity through secure data sharing
- Integrates with SharePoint, Office 365, OneDrive for Business and network shares

Plus, with ShareFile StorageZones on Azure you can:

- Meet advanced data sovereignty and compliance by controlling where data is stored
- Increase security with customer owned encryption keys
- Improve performance by storing closer to your users



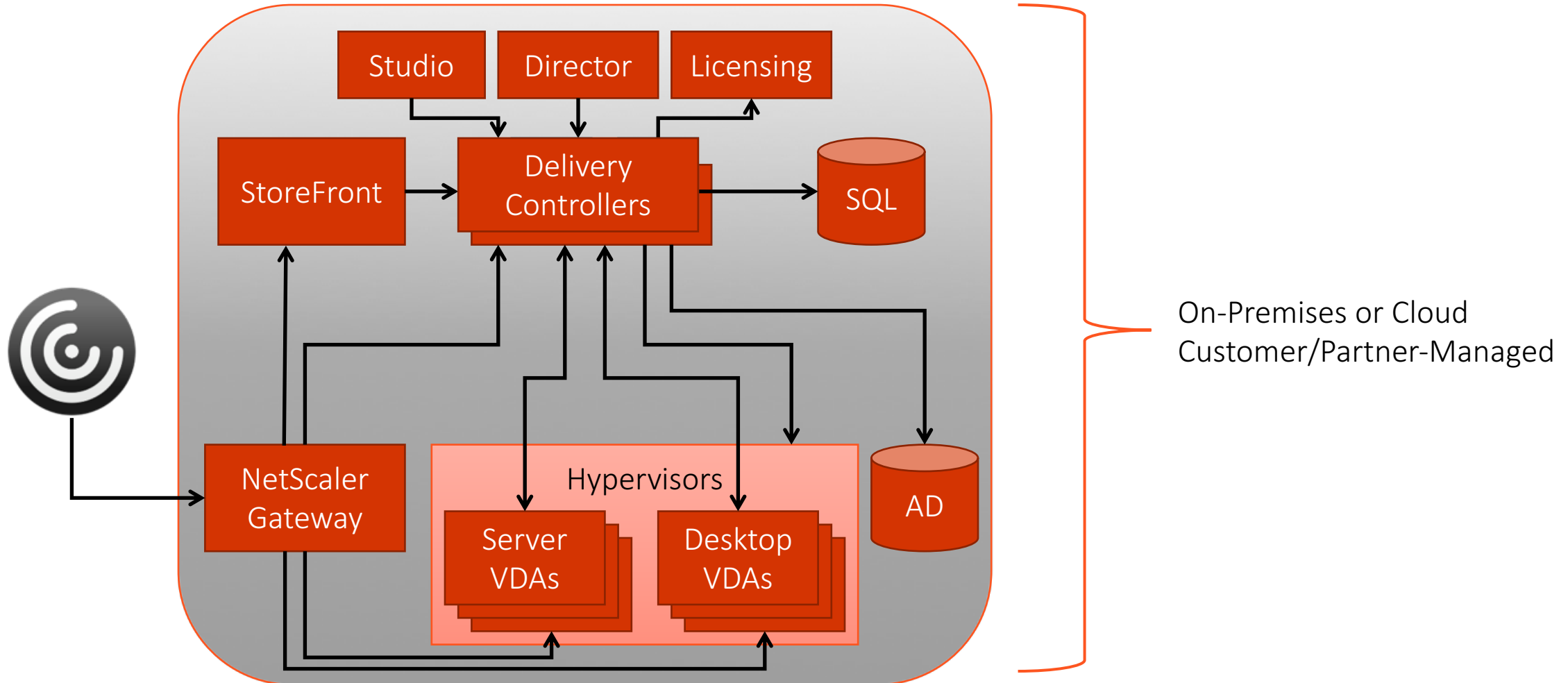
Citrix and Microsoft together can transition you from on premise desktop infrastructure to DOS.



Don't own Stuff

On-Prem Deployment

Traditional XenApp / XenDesktop

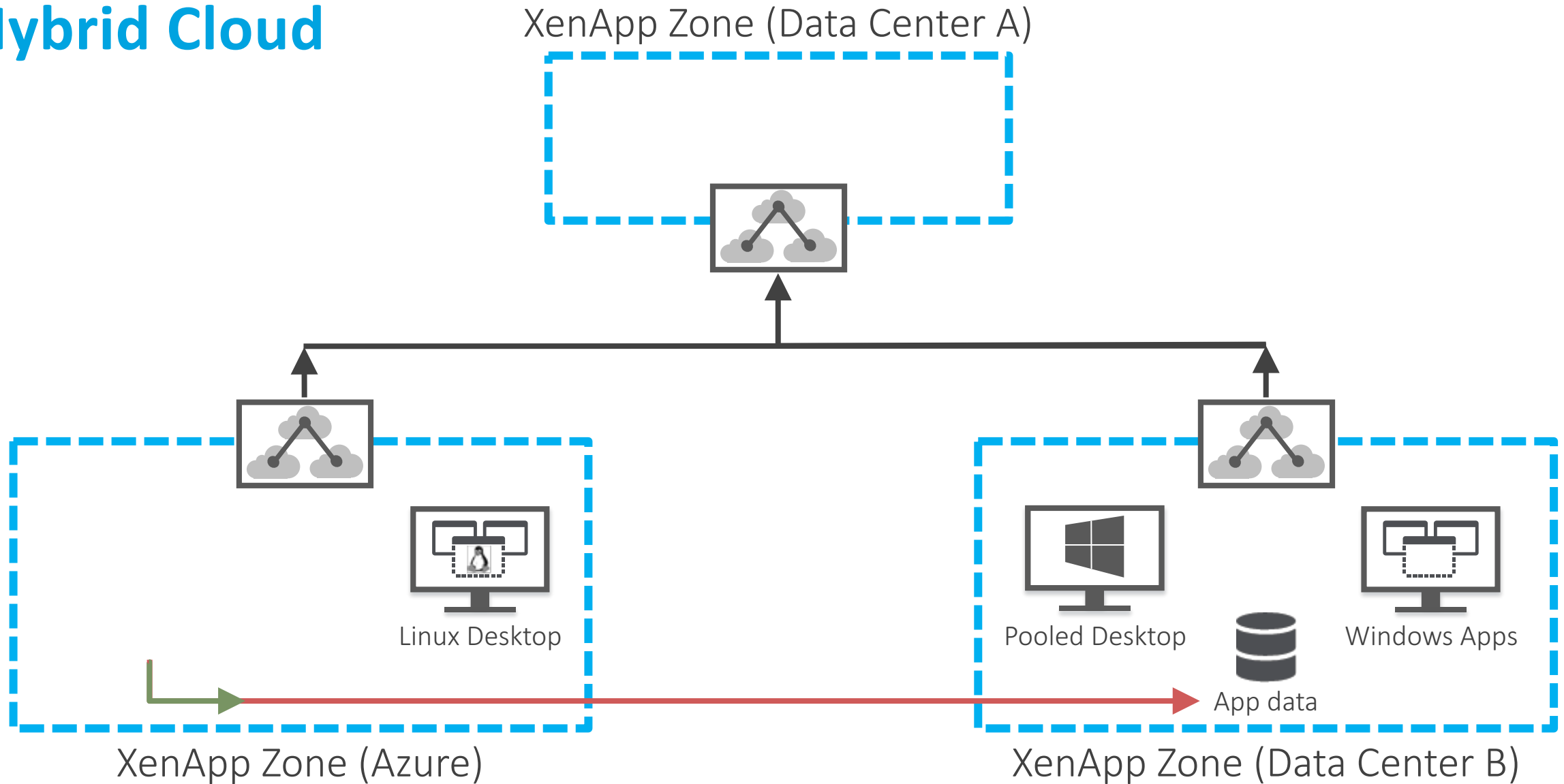


Hybrid Deployment

Hybrid Deployments

- Everything Cloud?
 - Customers have complex set-ups
 - Apps have dependencies on on-premises resources
 - Security/Compliance restrictions
- Hybrid is the solution
 - Move the workloads that make sense
 - Contractors, branch offices, seasonal workloads, etc.
 - Perform a phased migration

Hybrid Cloud

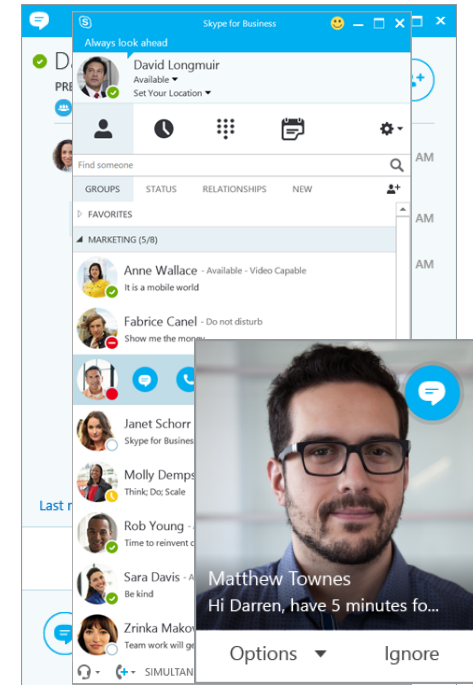


Skype for business

Adding unified communications to the virtual desktop world.

Why Skype for Business is a Citrix priority

- Over 75% of surveyed customers have budget for Unified Communications
- 3 out of 4 Citrix customers adopting UC have chosen Skype for Business
- Over 100 million people were using Lync (now Skype for Business) to communicate for work as of March 2015
- 90+ of the Fortune 100 have adopted Skype for Business



Why virtualize Skype for Business?

The same powerful drivers we've always seen for virtualization also apply to Skype for Business:

- Security & compliance (keep the apps and data safe in the data center)
- Cloud computing model
- Easier deployment (provisioning tools)
- Easier management (centralization)
- Business continuity
- User mobility (e.g. SmoothRoaming)



Challenges delivering UC apps in a virtualized environment

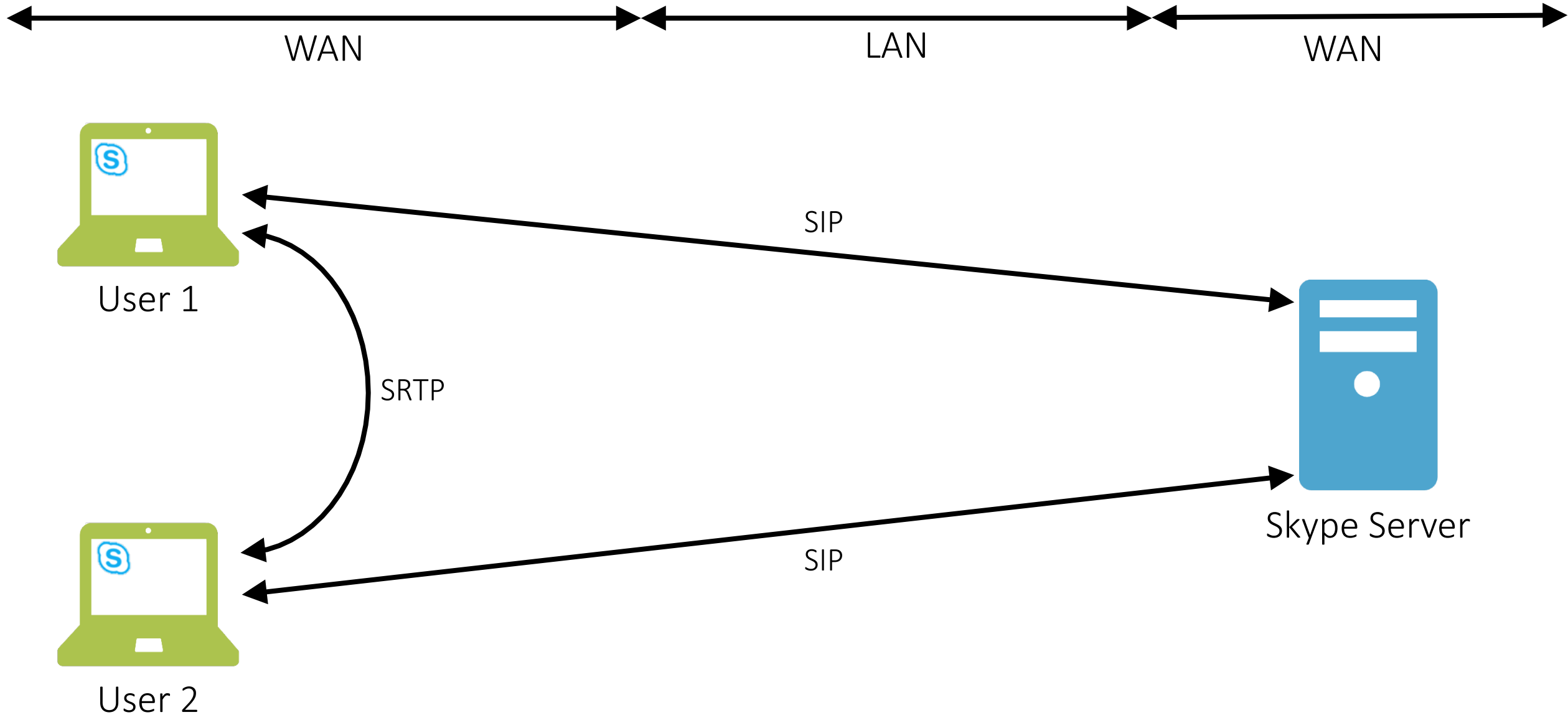


- Video processing is CPU intensive
 - Could significantly reduce server scalability and inflate average cost-per-user
- Media quality can be reduced by transcoding or repacketization
- Users may be far from the data center where the UC client is running
- Users are free to reconnect from a different device type as they roam

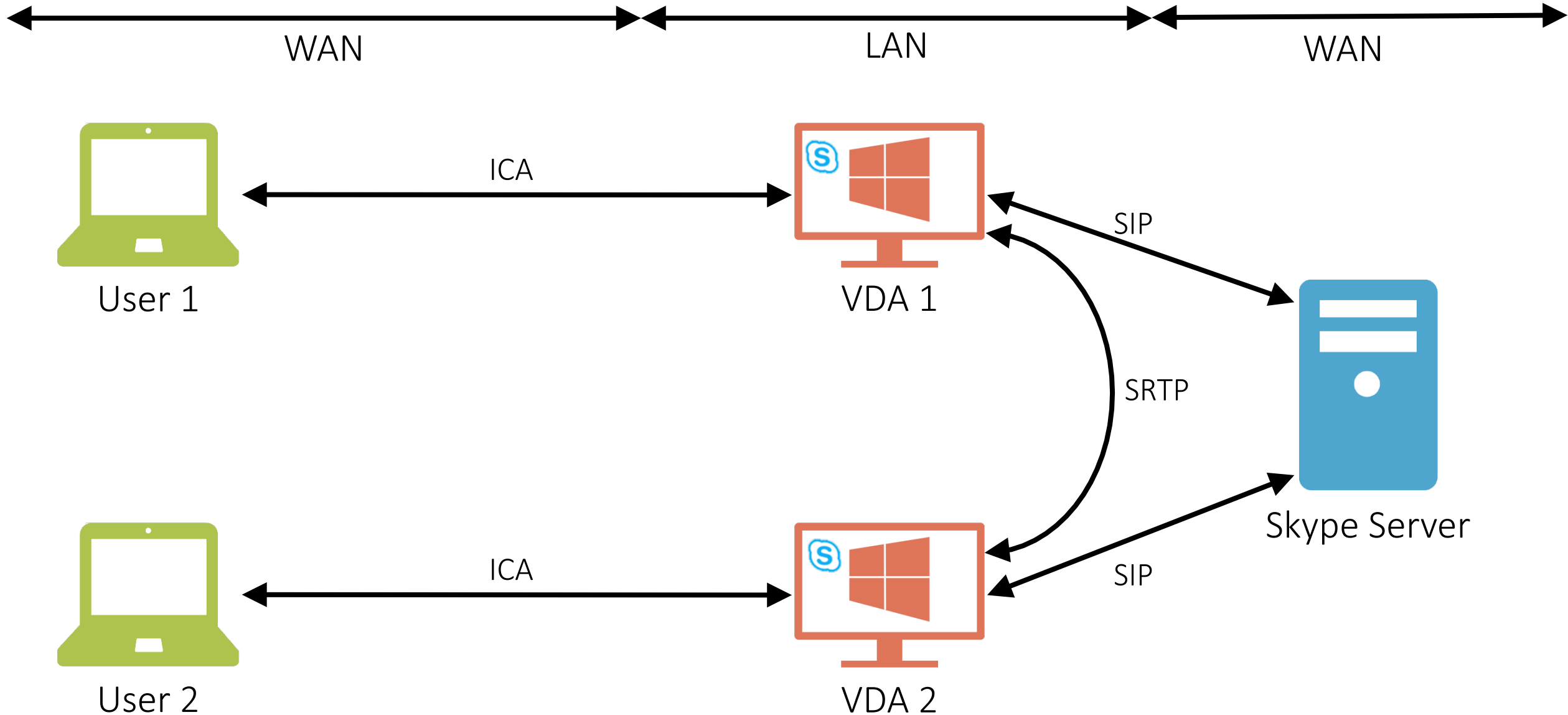
Joint approach between Microsoft and Citrix

- **Close collaboration** between Microsoft and Citrix, direct developer interaction, weekly meetings, documentation sharing, joint testing
- New **improved v2 architecture** that addresses the challenges of both previous optimized solutions
- **Multi OS** (Linux, Windows, Mac...)
- Formal relationship and **joint support story**
- Leverages Citrix **HDX** RealTime Media Engine (Receiver plug-in)
- ***Launched January 2016***
 - Skype for Business 2015 client PU from Microsoft
 - HDX RealTime Optimization Pack 2.0 release from Citrix

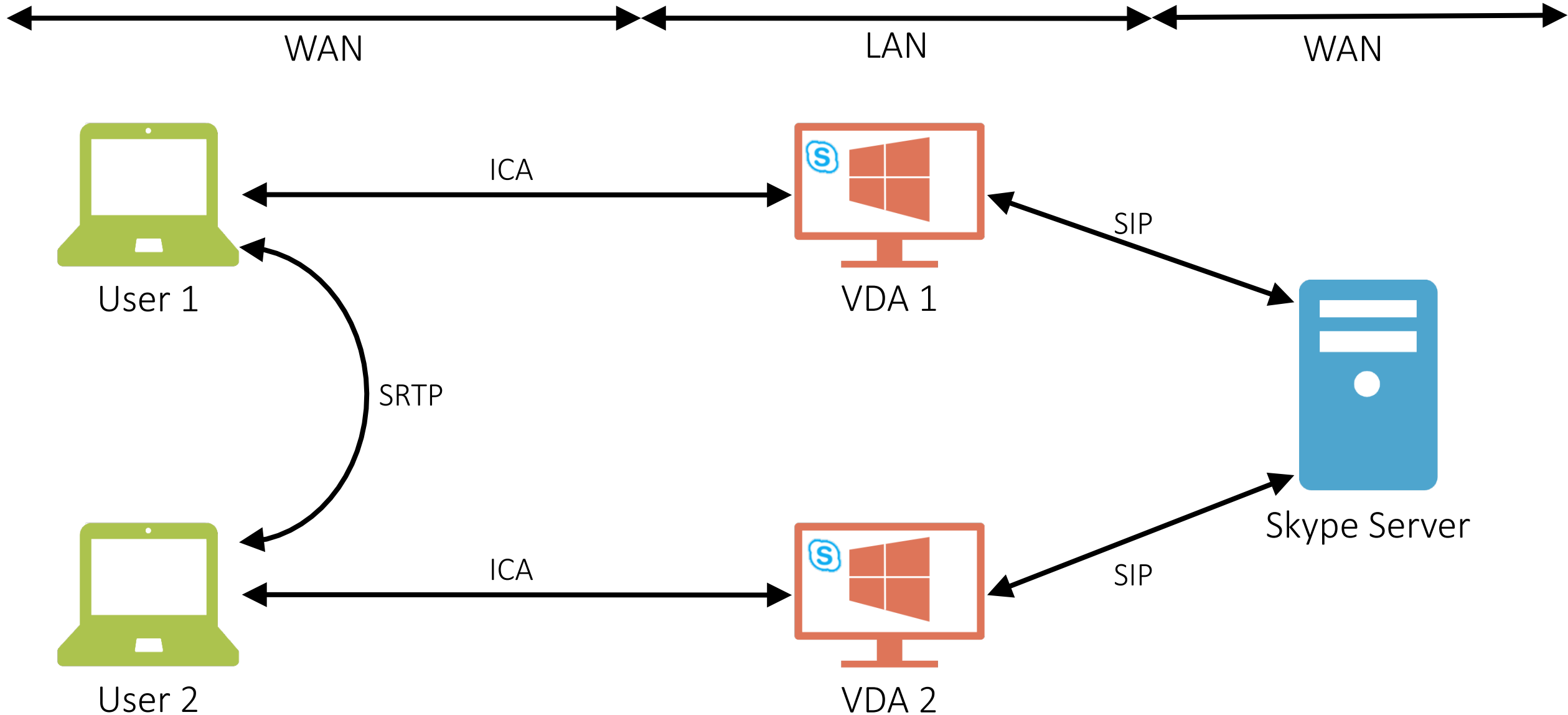
Microsoft Skype for Business with Traditional PC



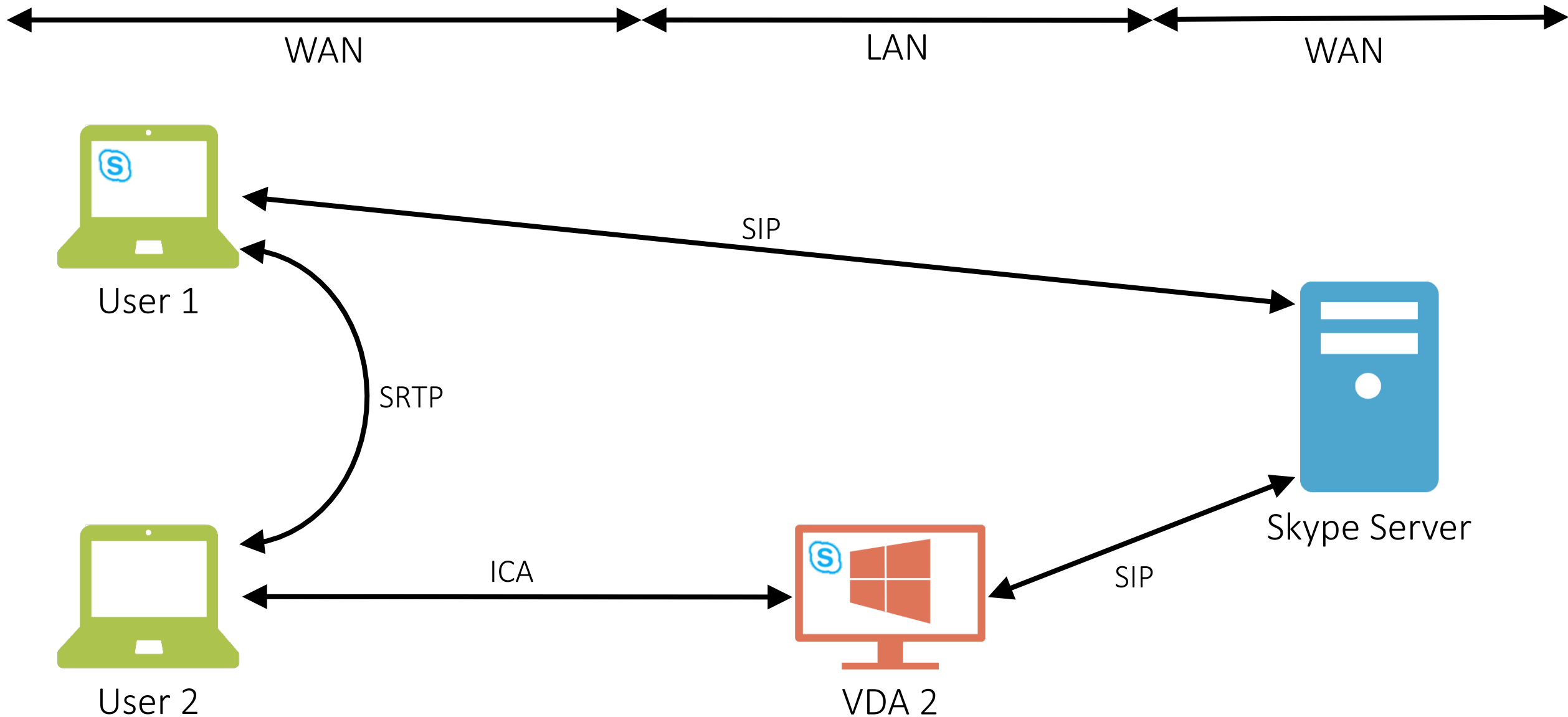
Microsoft Skype for Business with Native ICA



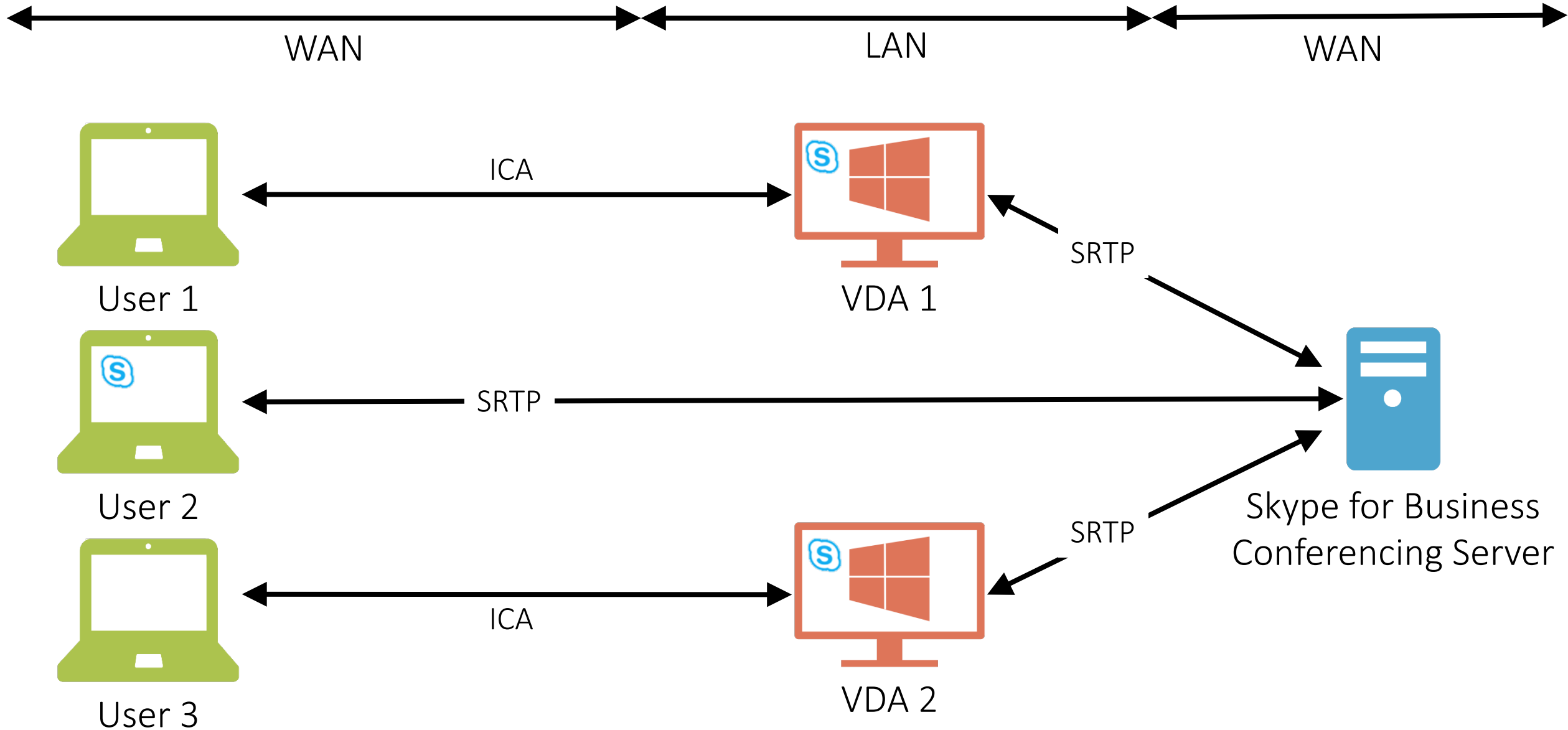
Microsoft Skype for Business with Citrix RealTime Optimization



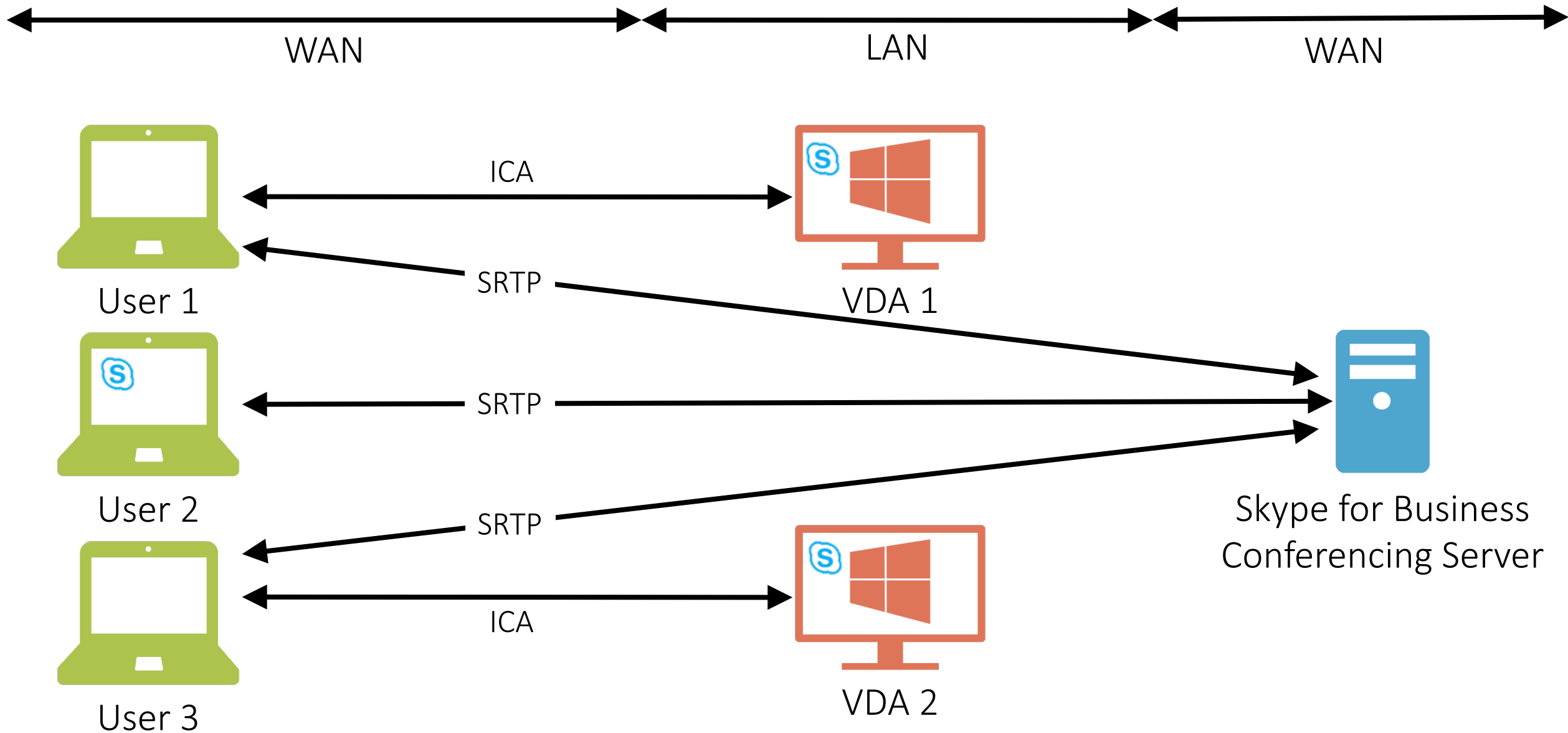
Microsoft Skype for Business with Citrix RealTime Optimization



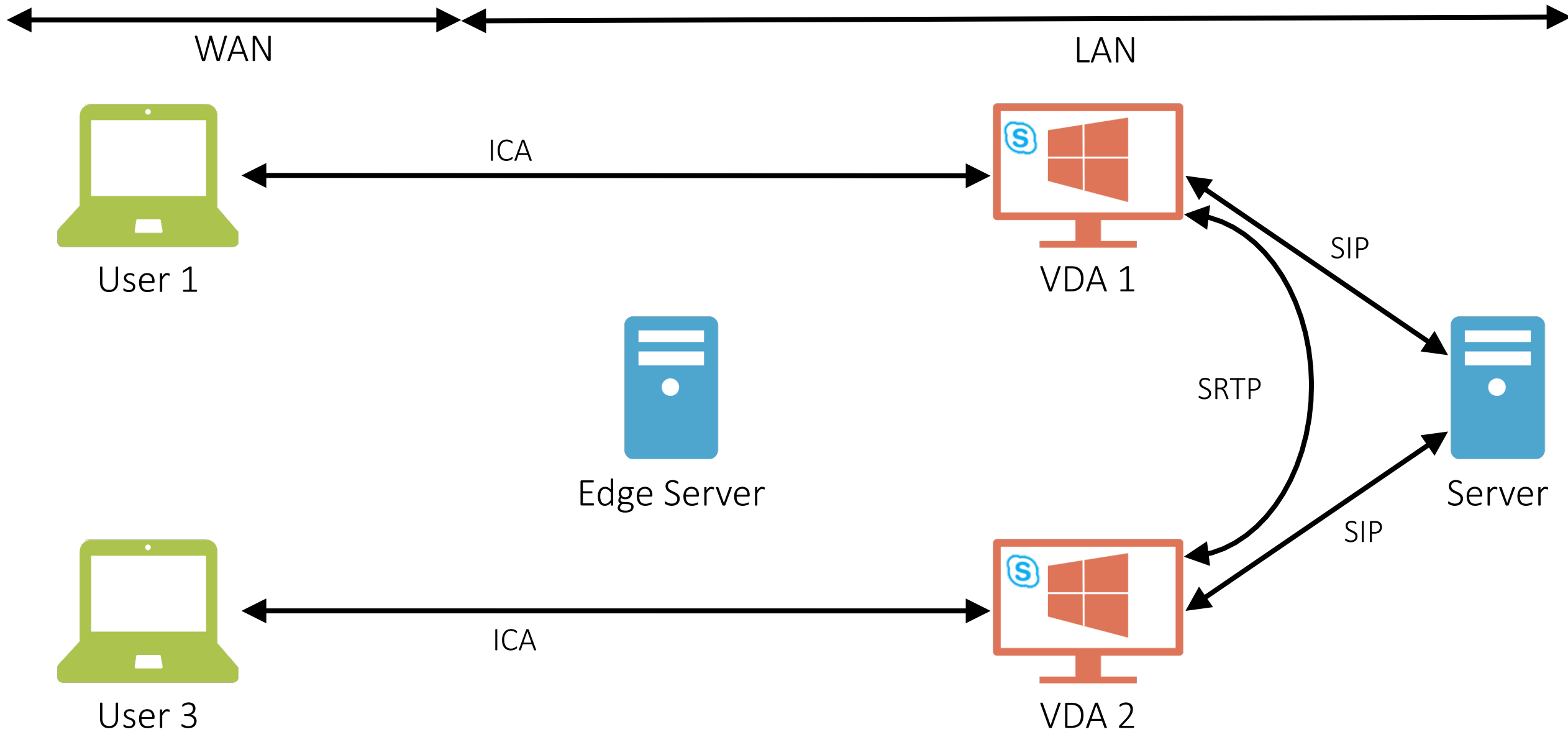
Microsoft Skype for Business without Citrix RealTime Optimization



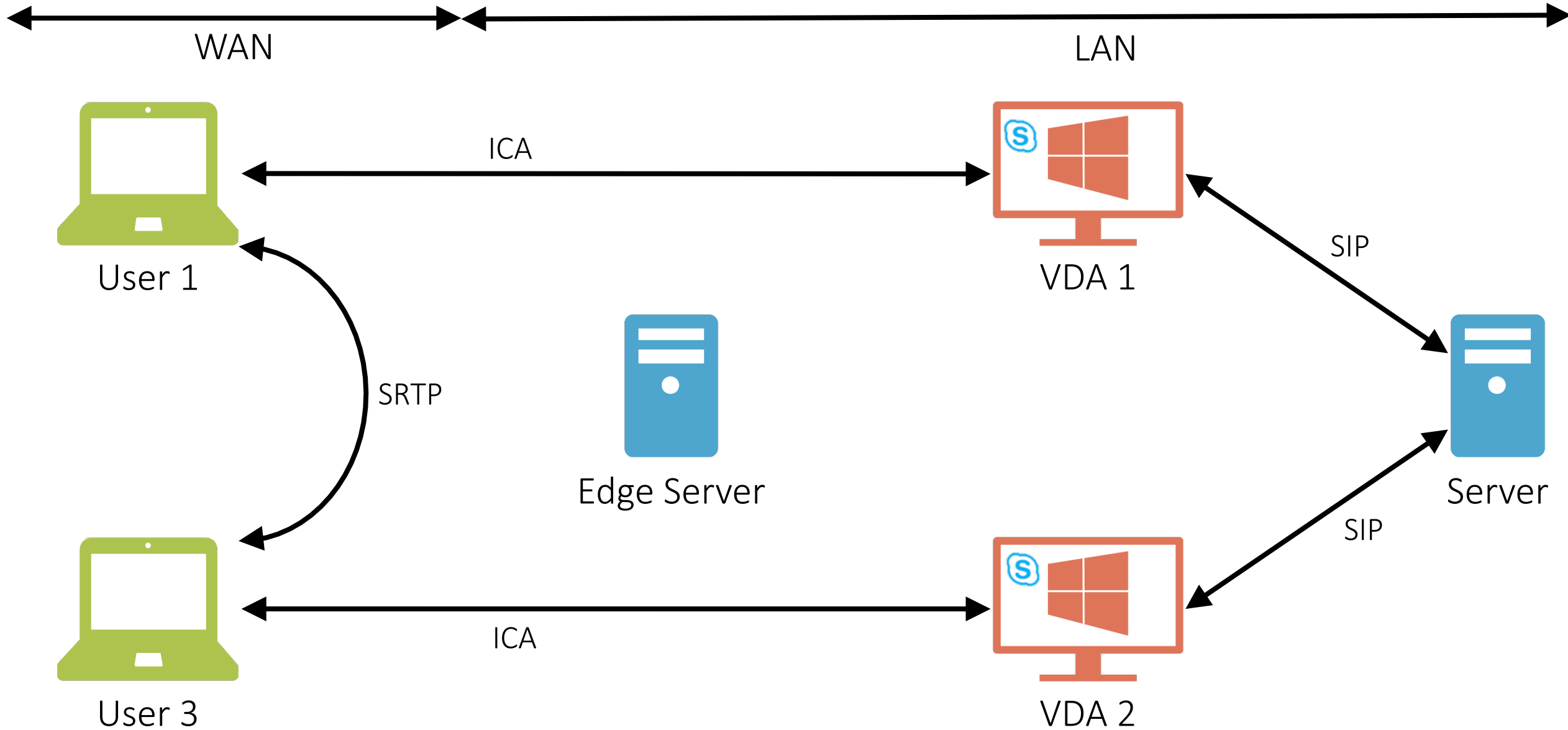
Microsoft Skype for Business with Citrix RealTime Optimization



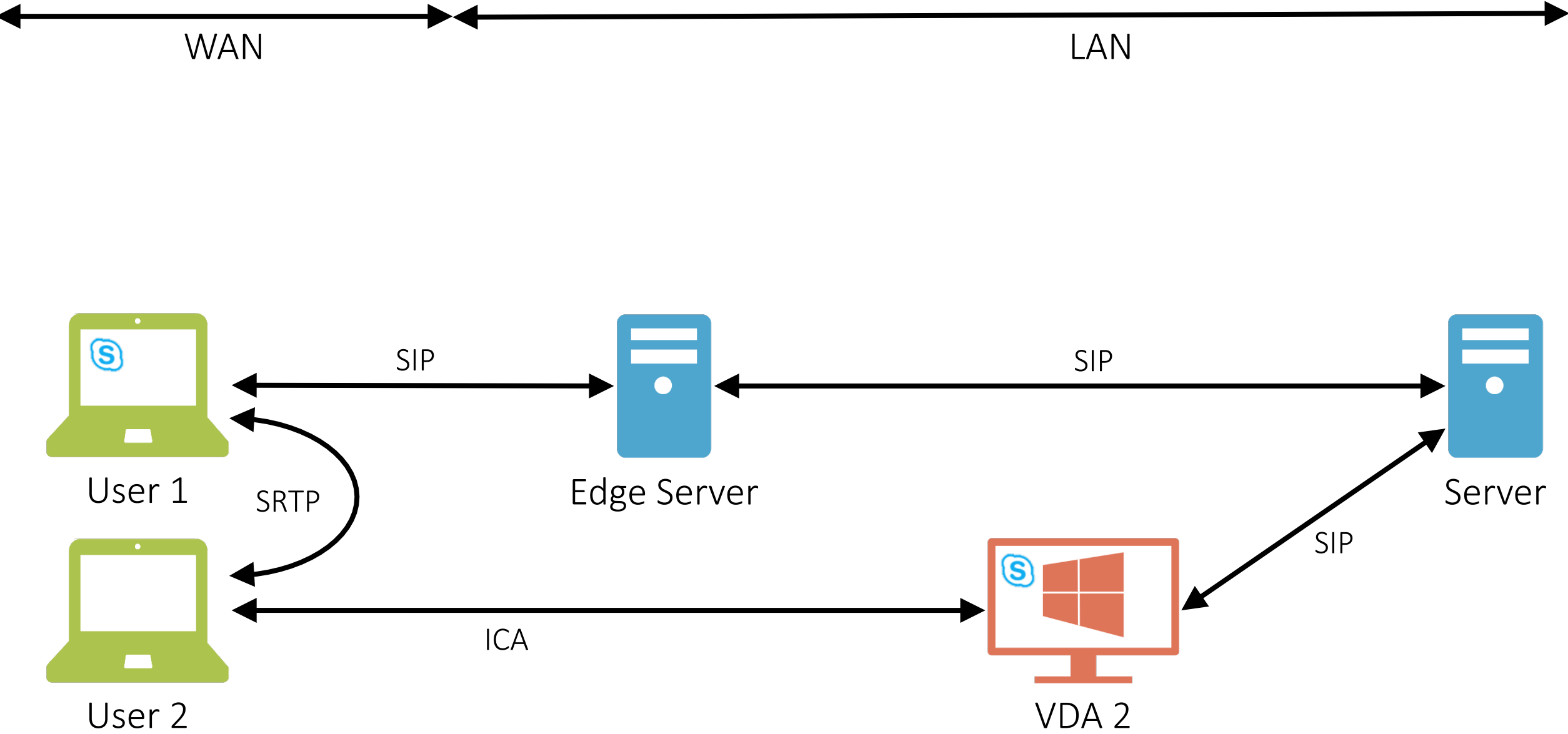
Microsoft Skype for Business with Native VDI



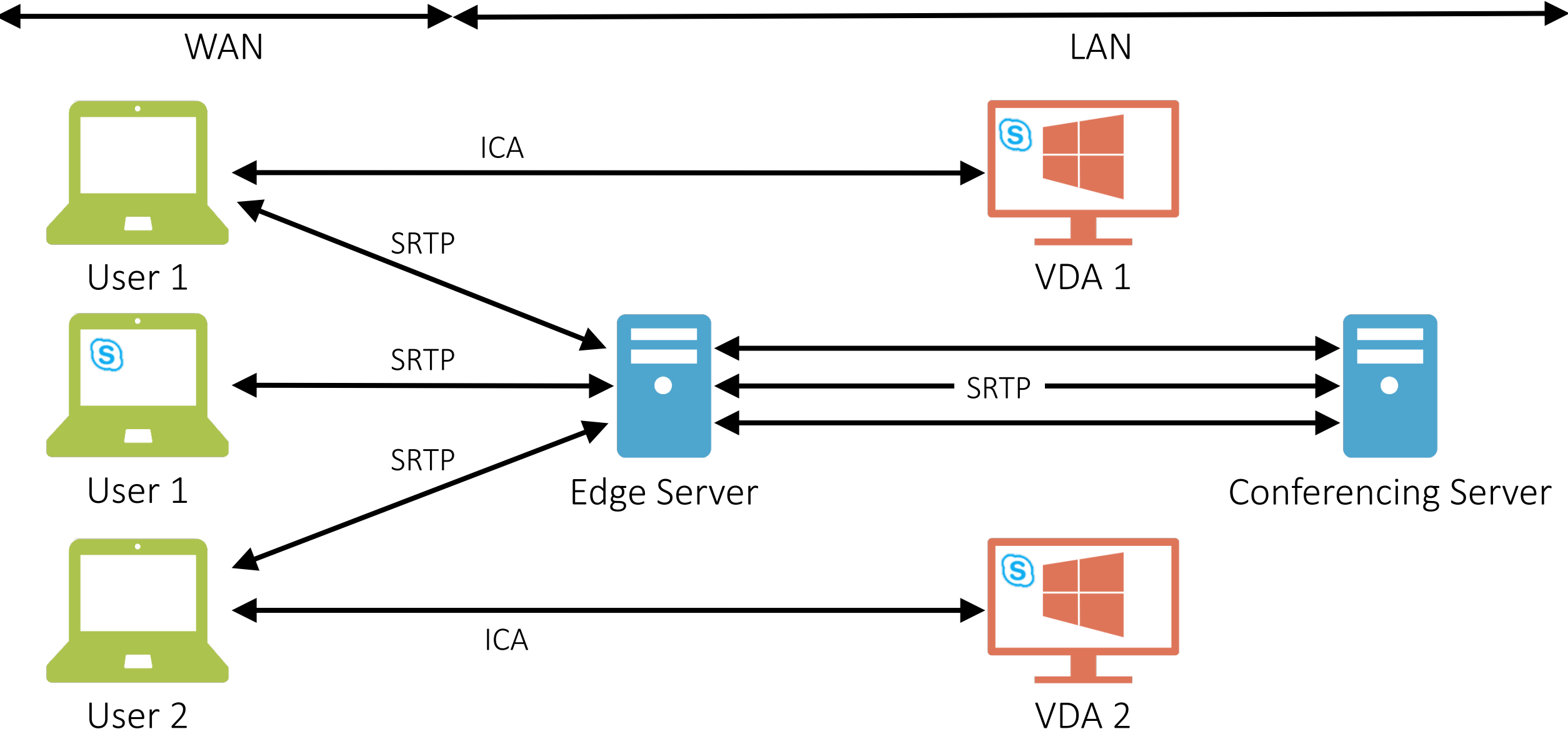
Microsoft Skype for Business with Citrix RealTime Optimization



Microsoft Skype for Business with Citrix RealTime Optimization



Microsoft Skype for Business with Citrix RealTime Optimization





The image shows a screenshot of a Twitter profile for Brad Anderson. The profile picture is a headshot of a man with his arms crossed. The background of the profile header is a blue sky with white clouds. The statistics section shows 1,823 tweets, 274 following, 8,810 followers, and 87 likes. The bio identifies him as a Corporate Vice President at Microsoft. A tweet from 19 hours ago is visible, mentioning a demo at Citrix Summit.

TWEETS	FOLLOWING	FOLLOWERS	LIKES
1,823	274	8,810	87

Brad Anderson
@InTheCloudMSFT
Brad Anderson, Microsoft, Corporate Vice President
Enterprise Client & Mobility
aka.ms/InTheCloud
Joined March 2013

Tweets Tweets & replies Photos & videos

Brad Anderson @InTheCloudMSFT · 19h
today at [#CitrixSummit](#) we demoed the co-developed solution of [@SkypeBusiness](#) on [@Citrix](#) VDI. it's the ONLY way to use Skype & VDI together!

January 12, 2016

HDX

High Definition Experience



HDX Broadcast

ICA and RDP protocol support for access from any device, anywhere



HDX Plug-n-Play

Access to local resources and peripherals, including USB devices and printers



HDX MediaStream

Video and audio playback



HDX RichGraphics

2D/3D graphics incl. Adaptive Display, HDX 3D Pro and Microsoft RemoteFX



HDX RealTime

Voice and video for real-time collaboration



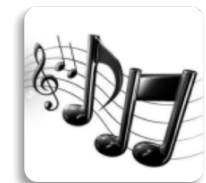
HDX WAN Optimization

Performance and bandwidth optimizations for branch offices with NetScaler SD-WAN



HDX Mobile

Touch navigation for Windows apps; local device features



HDX Adaptive Orchestration

Best user experience based on server, network connection and user device

Recycle Bin

ctxuser1 - Gallery

Performance Monitor

10:28:23 AM 10:28:56 AM 10:29:26 AM 10:30:02 AM

Last 44.528 Average 38.037 Minimum 33.589
Maximum 44.528 Duration 1:40

Show	Color	Scale	Counter	Instance	Parent	Object
<input checked="" type="checkbox"/>	Red	1.0	% Processor Time	_Total	---	Processor I

10:28 AM 3/12/2015

Recycle Bin

ctxuser1

00:02:35

Performance Monitor

10:36:31 AM 10:37:03 AM 10:37:33 AM 10:38:10 AM

Last 0.785 Average 1.306 Minimum 0.785
Maximum 1.566 Duration 1:40

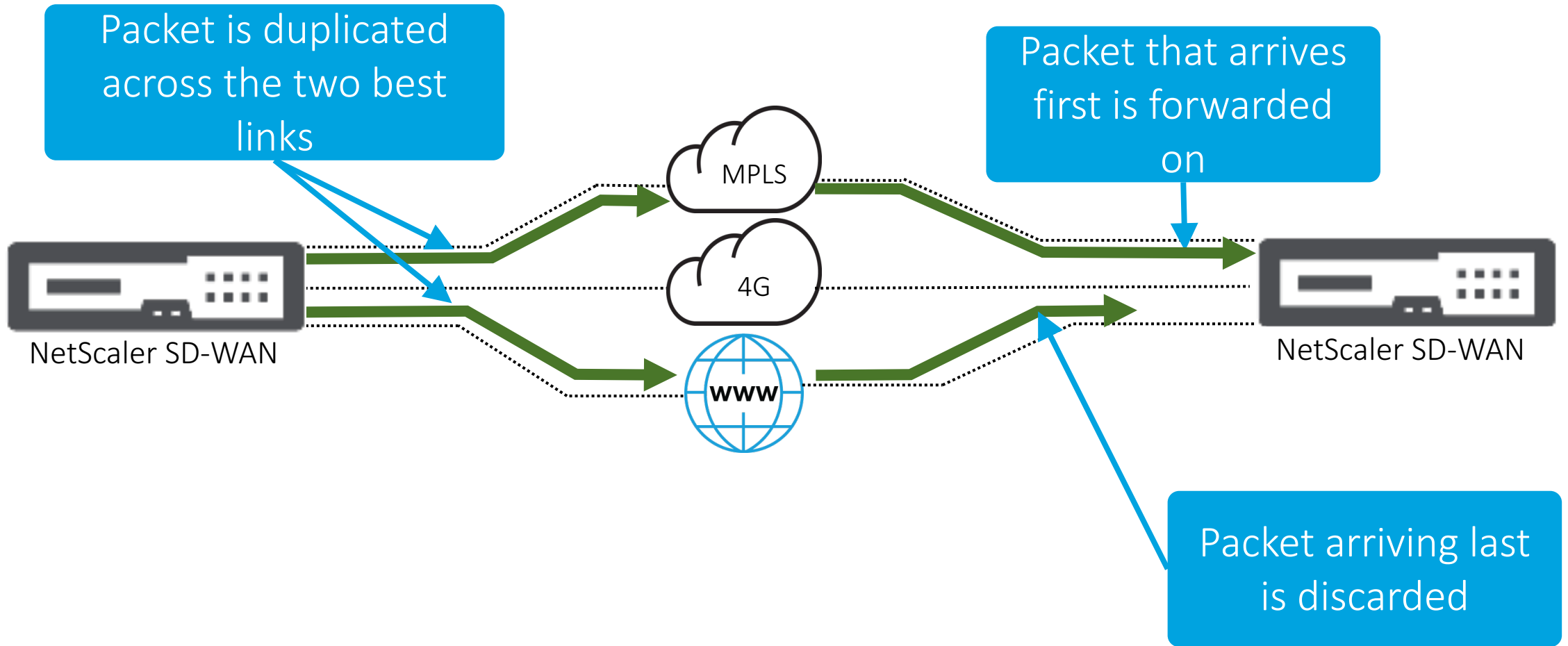
Show	Color	Scale	Counter	Instance	Parent	Object
<input checked="" type="checkbox"/>	Red	1.0	% Processor Time	_Total	---	Processor I

10:36 AM 3/12/2015

Skype: Before and After

Latency									
	0 ms	20 ms	40 ms	80 ms	150 ms	250 ms	500 ms	1000 ms	2000 ms
0% Packet Loss									
Native ICA	Green	Yellow	Yellow	Yellow	Yellow	Red	Red	Red	Red
Optimized	Green	Green	Green	Green	Green	Yellow	Yellow	Red	Red
½% Packet Loss									
Native ICA	Yellow	Yellow	Yellow	Yellow	Red	Red	Red	Red	Red
Optimized	Green	Green	Green	Green	Yellow	Yellow	Yellow	Red	Red
1% Packet Loss									
Native ICA	Yellow	Yellow	Red	Red	Red	Red	Red	Red	Red
Optimized	Green	Green	Green	Yellow	Yellow	Yellow	Red	Red	Red

Packet Duplication for Lossless Connectivity



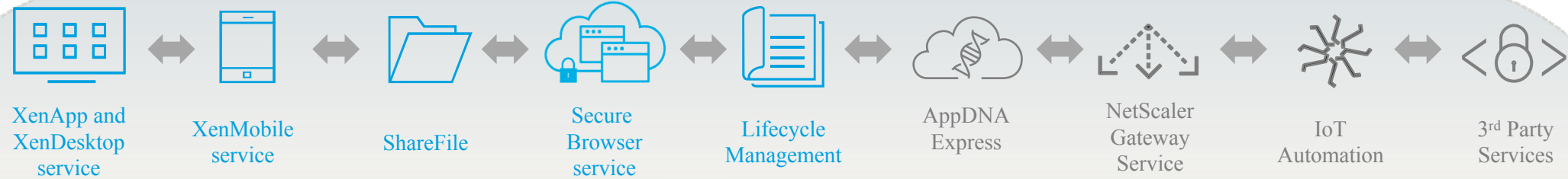
Citrix Cloud

The Only Platform Uniting All Citrix Services

Cloud-based delivery fabric to unite and deploy all Workspace technologies

CITRIX® Cloud

■ Service available now
■ Service available soon



Hybrid Cloud | Private Cloud | Any Public Cloud | Any Hypervisor



How It's Sold: Annual Subscription Packages

Citrix services are pre-integrated... so you don't have to

CITRIX® Cloud

Lifecycle Management

- Deploy
- Design and Deploy
- Design, Deploy and manage



Documents

- Secure Documents



Apps and Desktops

- Secure Browsing
- Virtual Desktops
- Virtual Apps and Desktops

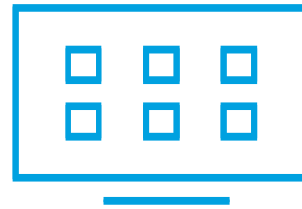


Suite

- Integrated Apps and Data Suite



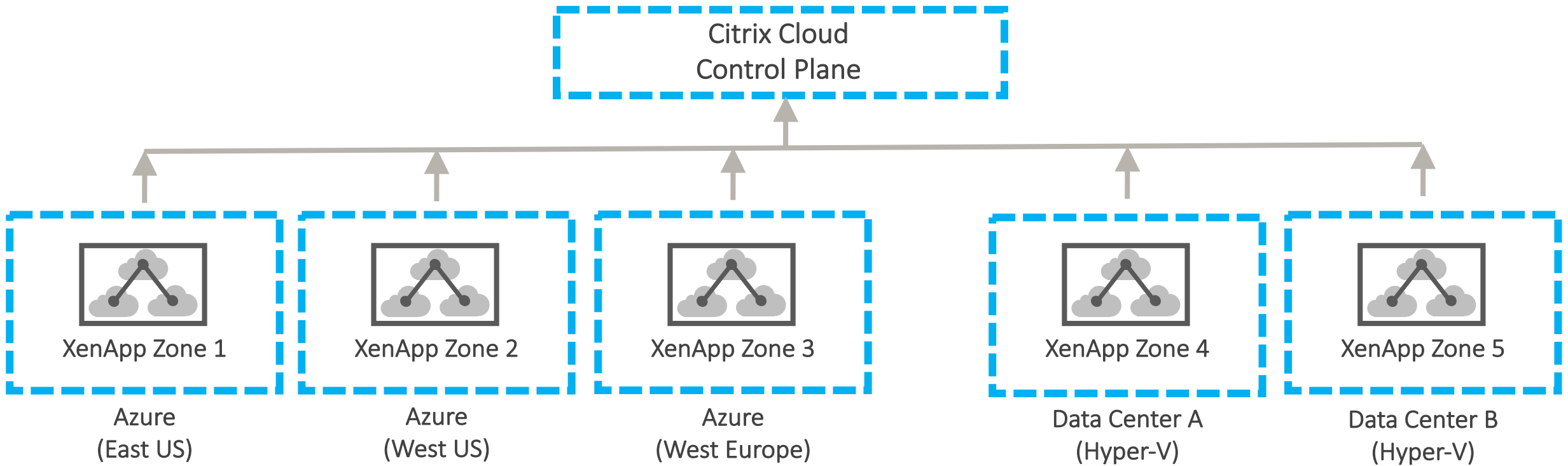
CITRIX® Cloud™



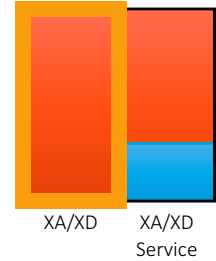
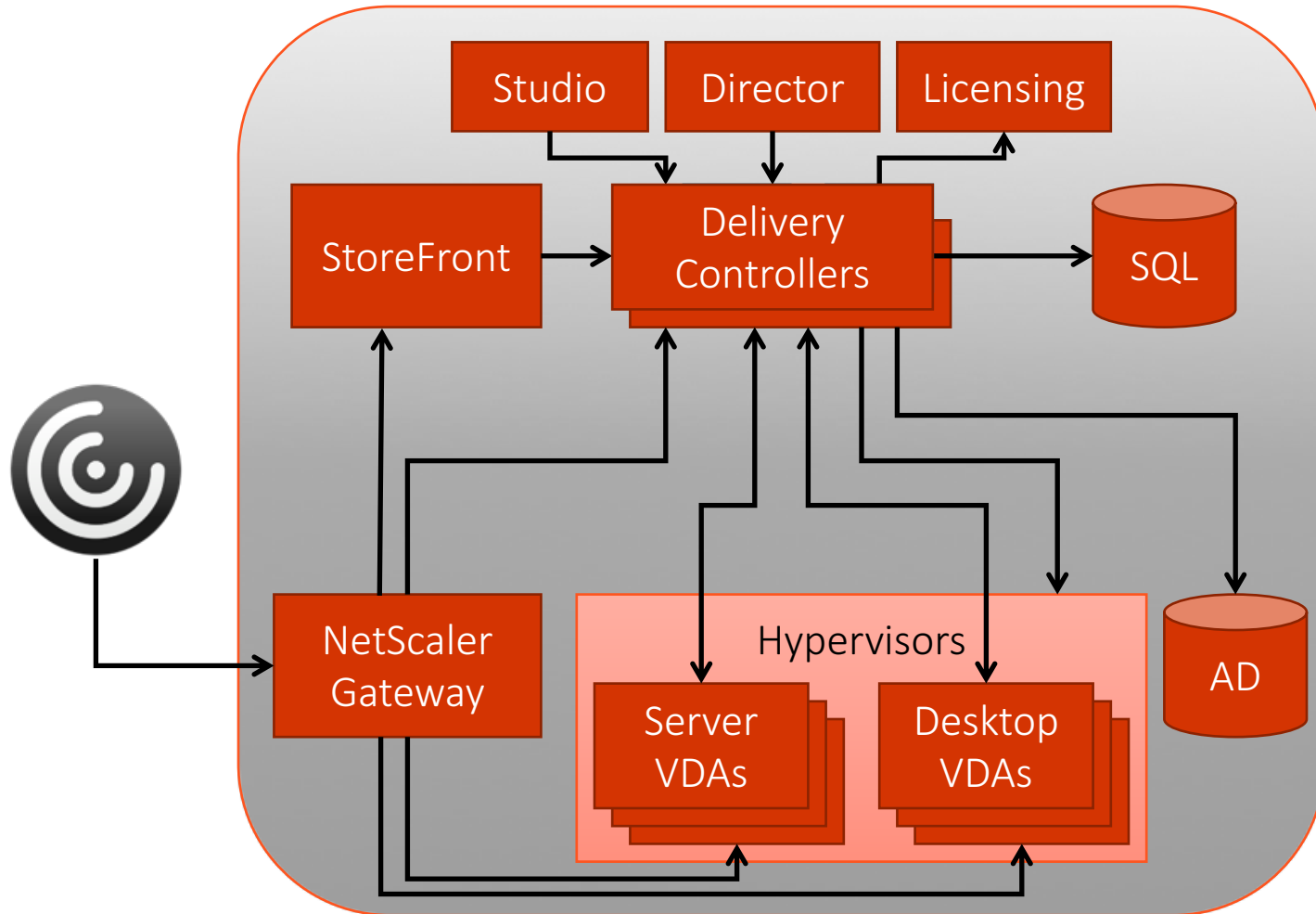
XenApp & XenDesktop
Service

XA & XD Service Overview

Citrix Cloud

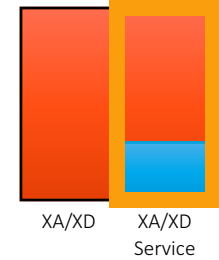
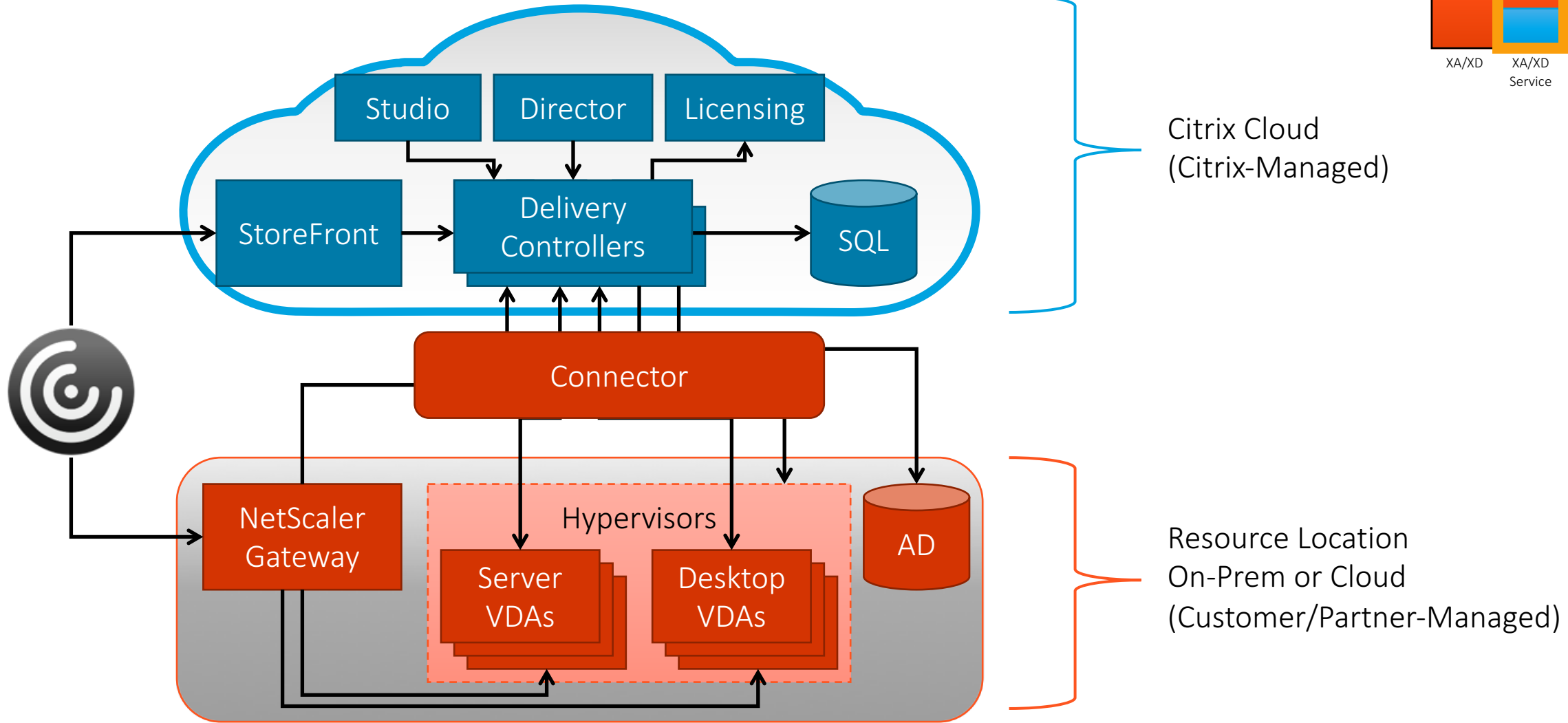


Traditional XenApp / XenDesktop

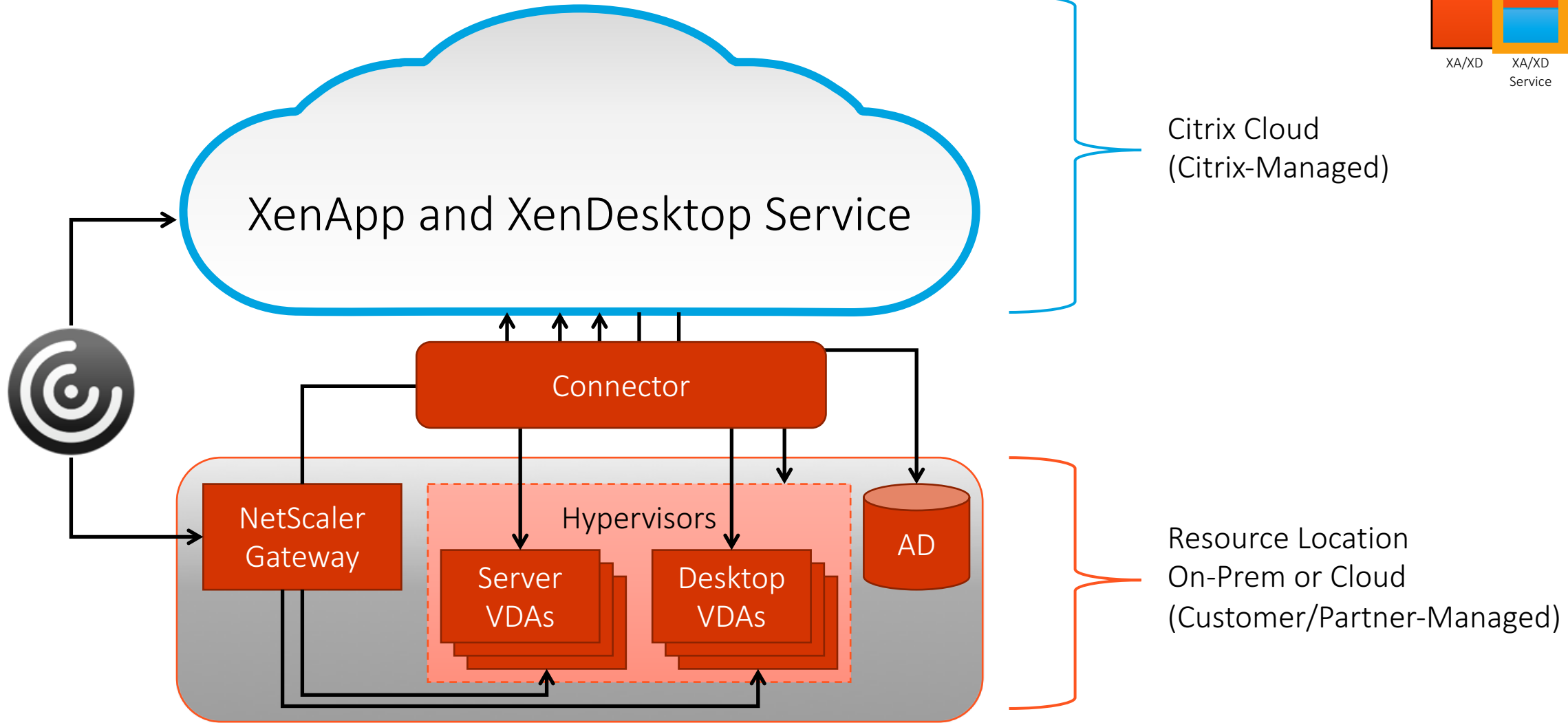


On-Premises or Cloud
Customer/Partner-Managed

XenApp and XenDesktop Service

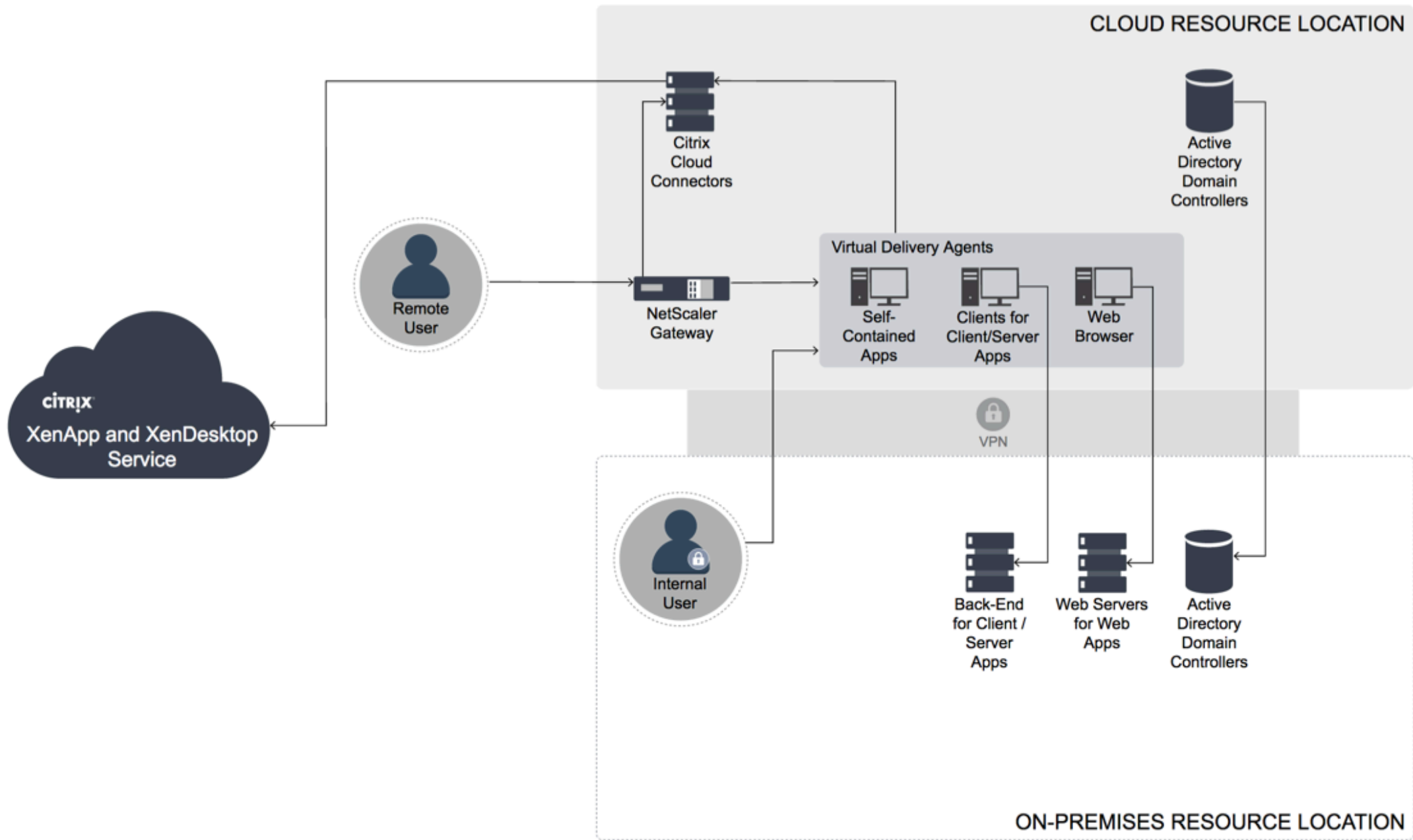


XenApp and XenDesktop Service



tools.cloud.com

Generate a customized reference architecture based on four questions



Demo

CITRIX® Cloud™



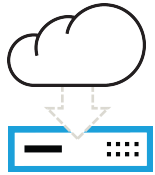
Lifecycle Management

**Traditional
Deployment**



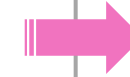
**with Lifecycle
Management**

Why Should Customers Care about Citrix Lifecycle Management?

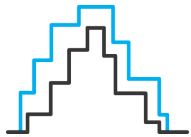


Deploy XA & XD environment

On-premises (XenServer, vSphere) & public clouds (AWS, Azure)

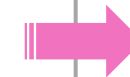


Secure, performant, reliable deployments



Smart Scale (VDA Power Management)

Load & schedule based scaling of VDAs

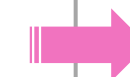


Predictable, lower infrastructure costs

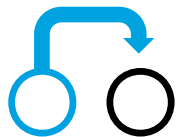


Update

Automate updates / hot-fixes. In-place upgrades from 7.x to 7.x

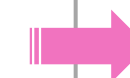


Highly available, secure environments; Access to latest features



Migrate to latest XA versions

6.x → 7.x VIAB → 7.x VMware Horizon → 7.x



Streamlined operations. Disaster mitigation



Monitor & automate action based on Alerts

Operational tasks. Recovery from failures

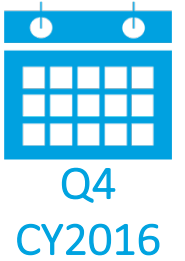
How to Get Access to Lifecycle Management?

- Go to <https://lifecycle.cloud.com>
- Create a Citrix Cloud account (free)
- Request Trial for Lifecycle Management (free 60 day trial for customers)
 - Trial automatically approved and an email is sent (check junk mail)
- Click on the link in the email to access the service

Demo

Windows 10 VDI Service

Announcements



Pending changes to Product Use Rights which will enable customers deliver Windows 10 on Microsoft Azure

Details:

- Windows 10 CBB on Azure
- Customer Eligibility:
 - Windows EA agreement
 - Windows SA agreement
 - Client TAP program (for early access)



Intent to create a new Citrix VDI management service for Windows 10 desktops on Azure

Benefits:

- Manage & monitor Windows 10 on Azure
- Deliver a great user experience on any device
- Provide enterprise-grade security

History in the making!

Key Use Cases

Rapidly deploy Windows 10 to all employees

Acceleration application migration to Windows 10

Centralized desktop management and monitoring



Windows 10 Migration



Seasonal Employees

Low-cost of ownership
Dial up/down infrastructure based on demand
Device independence
Consumption-based pricing

Cost and IT operational benefits in employee device management

Anywhere access to Windows 10 desktop



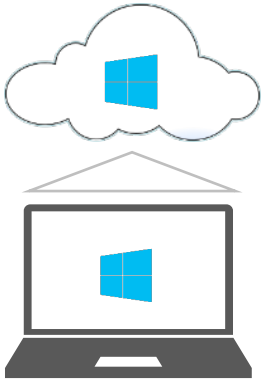
BYOD



PC Refresh

Simplified operating system patching and updates
Centralized access to every Windows 10 workspace
Ability to repurpose PC refresh funds for flexible workstyles

Windows Virtualization Update



Windows Enterprise/SA per Device

Pro device required

Per device

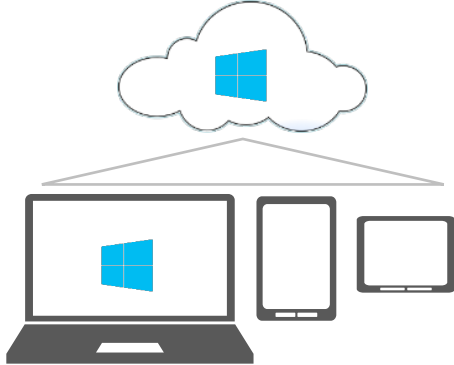
Includes Windows virtualization rights for dedicated HW (on-prem or 3rd party)

Qualifying OS

Licensing model

Today's VM rights

Future VM rights



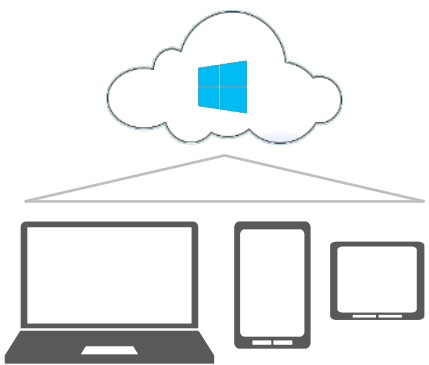
Windows Enterprise/SA per User

Primary Pro device required

Per user (incl. secondary devices)

Includes Windows virtualization rights for dedicated HW (on-prem or 3rd party)

NEW! Will include **Windows 10 CBB** virtualization rights for Azure



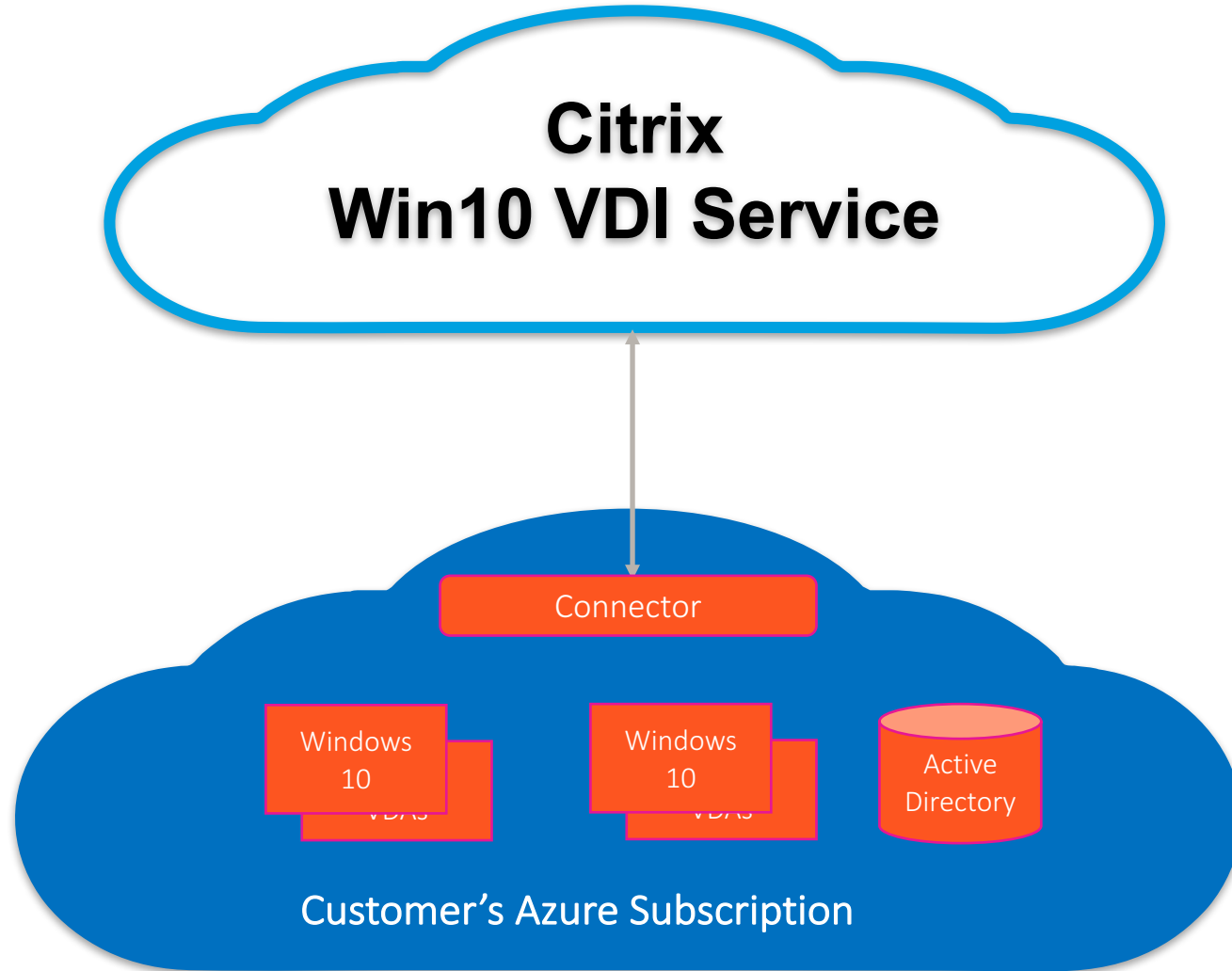
Windows VDA

No Pro device required

Per device & per user available

Includes Windows virtualization rights for dedicated HW (on-prem or 3rd party)

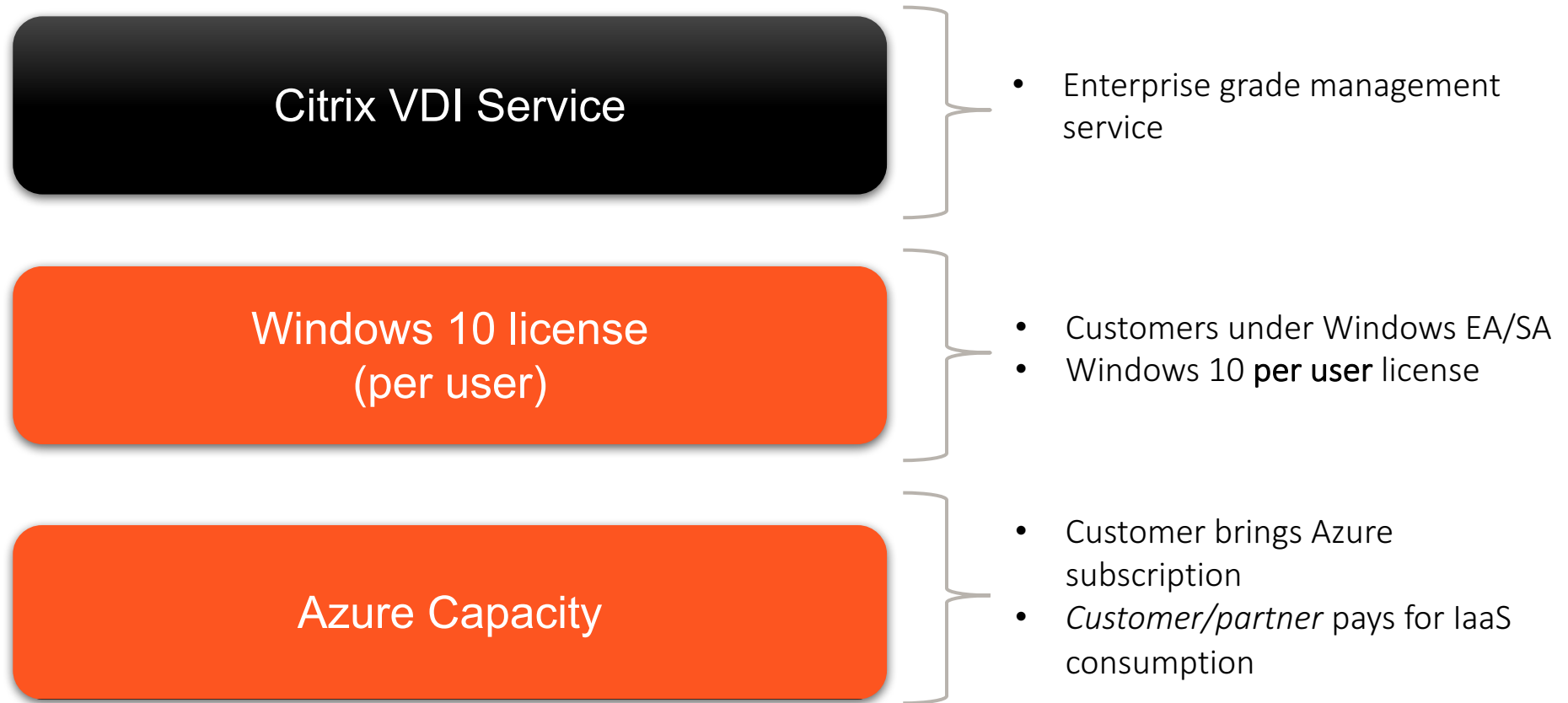
Citrix XenDesktop Windows 10 on Azure VDI Service



- *Operated by Citrix*
- *Sold through Azure Marketplace*

- Customer/Partner managed Azure subscription
- *Customer/partner* pays for IaaS consumption

Microsoft + Citrix bring Win10 as a service



Steps to use VDI Service



IT Admin

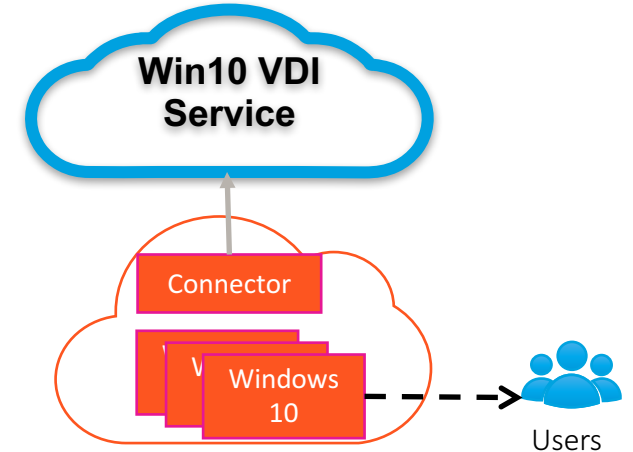
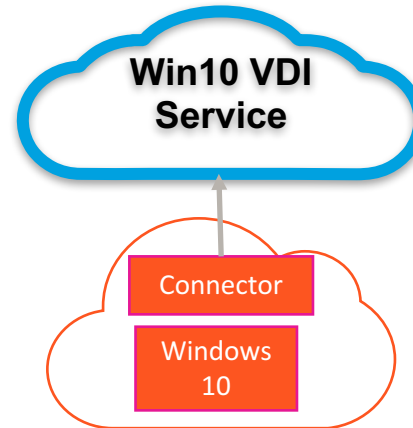
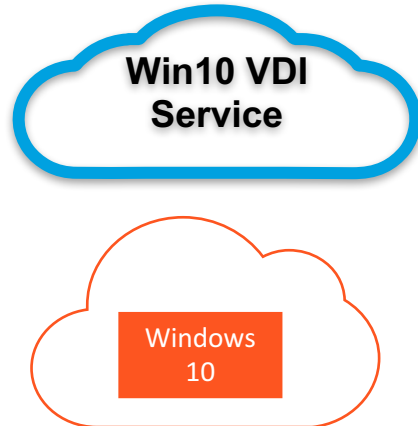
Deploy Windows 10 in Azure

Subscribe to service from Market Place

Connect service to Azure Subscription

Provision Windows 10 and assigns users

Customer's Azure subscription



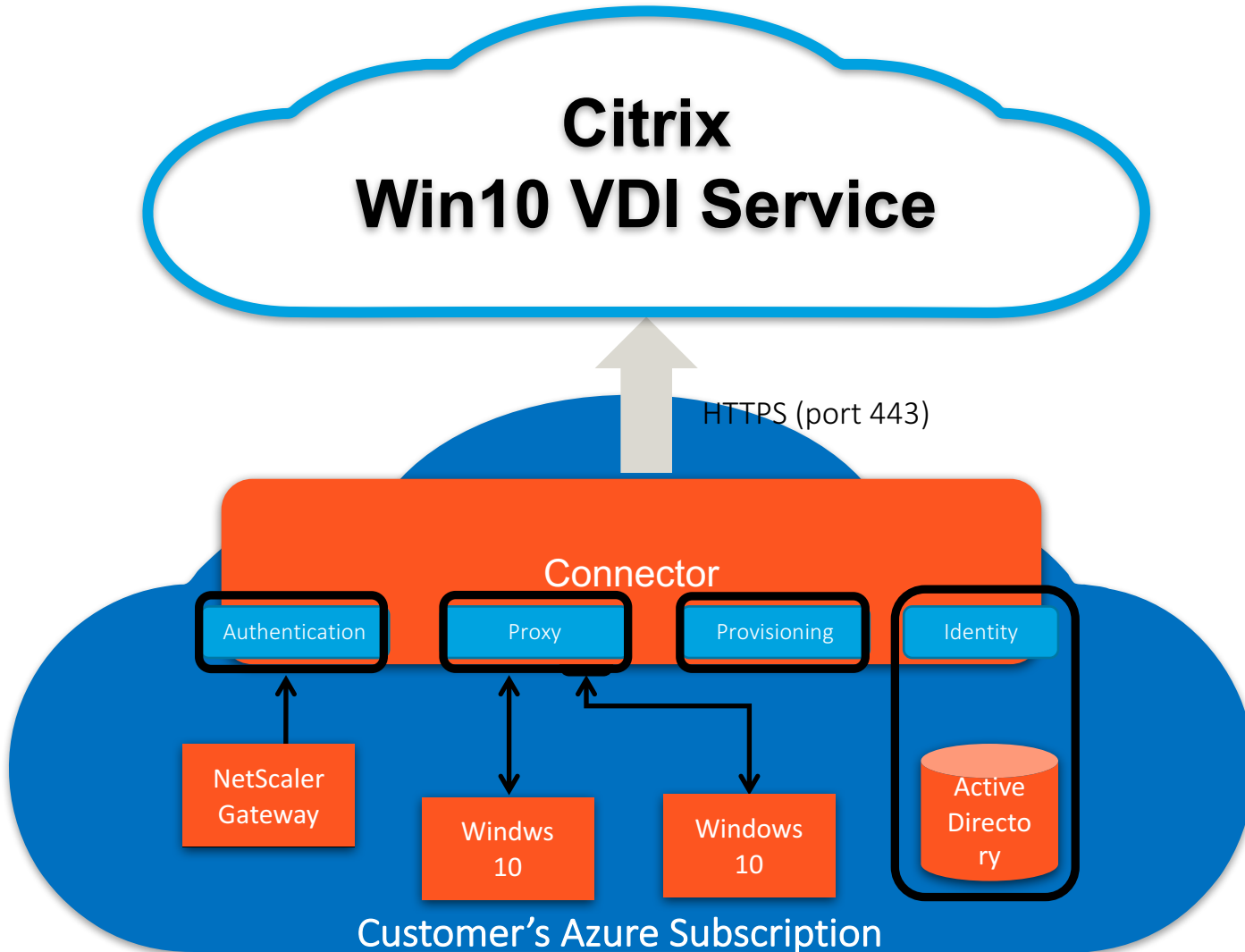
- Can bring their **own image** or deploy one from **azure gallery**
- have to **activate** the images with BYOL model

- Will have to sign up for a certain **term** and **number of users**

- install the **connector**
- in studio, point to the **golden Win10 image**

- can monitor users and sessions from **Director**
- can monitor IaaS consumption from **azure portal**

What makes it work?



Connector

- Installs on any domain-joined Windows 2012 R2 machine
- All traffic is outbound to the cloud over HTTPS (port 443)
- Works behind NATs and HTTP proxies
- Auto-updater keeps Connector evergreen

Demo

XenApp Express

XenApp Express

Next generation of Microsoft Azure RemoteApp



New! Citrix Cloud service combines the simplicity of Microsoft Azure RemoteApp with the enterprise security and scale of Citrix XenApp.



Azure RemoteApp will End of Life on Aug 31, 2017. Existing RemoteApp customers will be encouraged to migrate to XenApp Express.



XenApp Express will Tech Preview in Q4 2016. GA is targeted for Q1 2017. Citrix will provide tools for migrating to XenApp Express.

CONFIDENTIAL



Pricing for XenApp Express has not been announced. More info at Summit on XenApp Express pricing, partner incentives, & sales comp.



Day 1 support for Windows Server 2016

Apps, desktops, and infrastructure



Windows Server 2016

- Requires Desktop Experience version
 - Available on the Long Term Service Branch (LTSB)
- 2016 Apps and Desktops
 - 7.11 Server VDA
- 2016 Infrastructure
 - Controller
 - Studio
 - Director
 - StoreFront
 - Provisioning Services
 - License Server
 - SCOM Management Packs
 - AppDNA
 - Session Recording
 - Hyper-V through SCVMM 2016

Q&A ?

