

Citrix Executive Briefing Center

Enabled by EMC VNX Unified Storage and Citrix[®] XenDesktop[®]

The Citrix Executive Briefing Centers (EBC) help enhance and build strategic relationships, promote business value, influence incremental sales and showcase Citrix and our partners' technologies. They provide a professional business environment where customers can ask questions, explore IT strategies and build relationships with Citrix executives and business experts. The EBCs delivers a wide variety of briefings, customized to our customers' specific needs, to help sales connect the customers' challenges to the Citrix vision and so close more business.

Our Executive Briefing Center in Santa Clara, CA hosts hundreds of customer demonstrations a year. To meet this scalability challenge, and help ensure a quality experience for users, Citrix implemented an EMC VNX Unified Storage infrastructure to support its Citrix XenDesktop virtual desktops. EMC uses advanced technologies such as Fully Automated Storage Tiering for Virtual Pools (FAST VP) and FAST Cache that take advantage of flash drives to optimize performance and efficiency for the virtual desktop environment and to help support service-level agreements for end users.

A company's competitive advantage depends on its ability to get work done the right way, in the right place, at the right time. Fast, flexible virtual desktop delivery with XenDesktop helps companies adapt quickly and cost-effectively to business changes from mergers to growth initiatives to strategies such as workshifting and offshoring. Because global markets demand more fluid and responsive virtual organizations, XenDesktop enables organizations to deploy full desktop computing resources wherever they are needed in seconds.

With EMC VNX Unified Storage and FAST Suite technology and our XenDesktop system working seamlessly together to demonstrate the flexibility and power of virtual desktop infrastructures, our EBC will be able to do an even better job of convincing prospects that it's time to turn their datacenters into desktop delivery centers.



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About Citrix Ready

Citrix Ready identifies recommended solutions that are trusted to enhance the Citrix Delivery Center infrastructure. All products featured in Citrix Ready have completed verification testing, thereby providing confidence in joint solution compatibility. Leveraging its industry leading alliances and partner eco-system, Citrix Ready showcases select trusted solutions designed to meet a variety of business needs. Through the online catalog and Citrix Ready branding program, you can easily find and build a trusted infrastructure. Citrix Ready not only demonstrates current mutual product compatibility, but through continued industry relationships also ensures future interoperability. Learn more at www.citrix.com/ready.

About EMC

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at www.EMC.com.

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