



Delivering virtual desktops and applications on demand

Getting information, services and applications to employees, customers and business partners is vital to your organization's success. It can also be one of your most complex and costly challenges. The traditional PC-based computing environment runs on operating systems, which in turn run on desktop and laptop hardware. Changes to one of these tightly coupled elements often requires complex and time-consuming changes to all of the elements.

IBM® Smart Business Desktop™ cloud computing services offer a different, smarter approach that transforms the static, hard-coded datacenter of traditional computing into a virtual computing center by leveraging full desktop virtualization. Smart Business Desktop Cloud centralizes computing in the datacenter, safeguards data and applications, increases business flexibility and reduces the cost of hardware and management. Smart Business Desktop on the IBM Cloud offers a fully managed, pre-priced subscription service that delivers virtual desktops in a hosted environment for a reduced total cost of ownership and easier management.

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Citrix and IBM – The right virtualization partnership

Citrix and IBM share a long history with over 20 years of partnership. IBM's deep virtualization expertise and trusted services heritage, together with the long-proven Citrix expertise in virtualization technology are the perfect combination to help you succeed with your rapidly growing desktop virtualization initiatives.

Virtualization with IBM and Citrix is proven to cut hardware costs and all but eliminate application management headaches by centralizing computing resources and delivering robust, hassle-free access to desktops and applications.

Desktop virtualization with Citrix XenDesktop and XenApp

IBM Smart Business Desktop with Citrix® XenDesktop® and Citrix® XenApp™ combines hardware, software and expert consulting to achieve the right virtualization framework for your organization's users. The IBM and Citrix approach focuses on the unique work load of each user community to optimize the computing experience of each worker type, including task workers, developers or knowledge workers.

For example, the right design for your organization might be XenDesktop to deliver server-hosted virtualized Windows® desktops to general office workers and blade PC-based desktops to technical workers, while using XenApp to securely deliver virtualized applications, either hosted in the datacenter or streamed down to the local machine to call center employees via a self-service portal.

XenDesktop securely delivers high-definition desktops and applications on demand to any device, anywhere. It leverages an organization's existing IT resources—including legacy and web applications, and seamlessly transforms a datacenter into a virtualized, open-standards-based, secure and stable virtual computing environment.

XenApp, a standalone product and a feature of XenDesktop Enterprise and Platinum editions, is an on-demand application delivery solution that virtualizes, centralizes and manages Windows applications in the datacenter, and instantly delivers them as a service to users anywhere on any device.

With XenDesktop, IT can manage single instances of each OS, application and user profile, and dynamically assemble and deliver them on demand, which increases business agility and greatly simplifies desktop management. Because XenDesktop and XenApp decouple the components of computing, your organization can deploy a solution in phases. Phased deployments cause less user disruption than a single application upgrade in a distributed IT environment.

Smart Business Desktop with XenDesktop simplifies computing and optimizes user experience

Smart Business Desktop with XenDesktop transforms complex distributed computing architectures into simplified, centralized virtual computing centers that deliver a high-definition computing experience to any user on any device or connection. With XenDesktop, your organization can update, patch or roll out desktop operating systems and applications once from a central management console. In contrast, distributed computing architectures require IT staff to visit each user's desktop individually—a time consuming and costly effort that constrains your organization's ability to adapt quickly to changing business environments. Because these cloud-based virtualized desktops don't run on the local device, users don't need the most powerful hardware, so the desktop refresh lifecycle can be extended.

Smart Business Desktop with XenDesktop makes it possible for users to work securely and productively from any location, over any connection, on any device. With XenDesktop, work is no longer a place; it is something one can do anywhere. The ability to work anywhere—at home, on the road, at a client site—using a device of one's own choice results in a greater sense of control over one's work life, which results in higher workforce satisfaction, productivity and retention.

XenDesktop enhances any Smart Business Desktop cloud solution through its unique technological advantages:

- **Any device, anytime, anywhere** – 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** – Citrix® HDX™ technologies deliver a high-definition user experience on any device, over any network, with better reliability and higher availability than a traditional PC while consuming 90 percent less bandwidth than other virtual desktop solutions.
- **FlexCast delivery technology** – With Citrix® FlexCast™, IT can deliver any type of virtual desktop to specifically meet the performance, security and flexibility requirements of each user and each connection.
- **On-demand applications by XenApp** – XenDesktop includes XenApp, an on-demand application delivery solution, that enables any Windows application to be virtualized, centralized and managed in the datacenter, and instantly delivered as a service to users anywhere on any device.
- **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.

Conclusion

It is nearly impossible to achieve full success with a computing environment when customers don't have a viable way to address the staggering number of variables in desktop and application delivery. IBM Smart Business Desktop cloud computing services with XenDesktop helps organizations quickly and easily overcome the challenges to securely and reliably deliver desktops and applications with the highest performance and user satisfaction at the lowest cost.



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About Citrix

Citrix Systems, Inc. (NASDAQ:CTXS) is a leading provider of virtual computing solutions that help companies deliver IT as an on-demand service. Founded in 1989, Citrix combines virtualization, networking, and cloud computing technologies into a full portfolio of products that enable virtual workstyles for users and virtual datacenters for IT. More than 230,000 organizations worldwide rely on Citrix to help them build simpler and more cost-effective IT environments. Citrix partners with over 10,000 companies in more than 100 countries. Annual revenue in 2009 was \$1.61 billion.

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