



Extending Microsoft RDS With Citrix Hosted Services

Expand your hosted services business opportunities with Citrix

The left side of the slide features a decorative graphic consisting of several overlapping triangles in shades of gray, creating a modern, abstract background element.

The Hosting Industry Is Changing

The Hosting Industry is Changing: How is Your Business Changing to Respond?

Hosted Services Maturity, Growth, Value



Stage I - \$

Commodity managed services

- Dedicated servers, hosted Exchange, hosted networking
- Basic functionality, high volume, low margin



Stage II - \$\$

Simple RDS services

- Basic application hosting, basic SaaS
- Solid functionality, limited margin



Stage III - \$\$\$\$

Workspace hosting, Business-ready DaaS

- Optimized any-device desktop; integrated application streaming, shared data, device management
- Highly differentiated, high value, high margin, > 40% CAGR market

Citrix Helps Address The Top Challenges Facing Service Providers

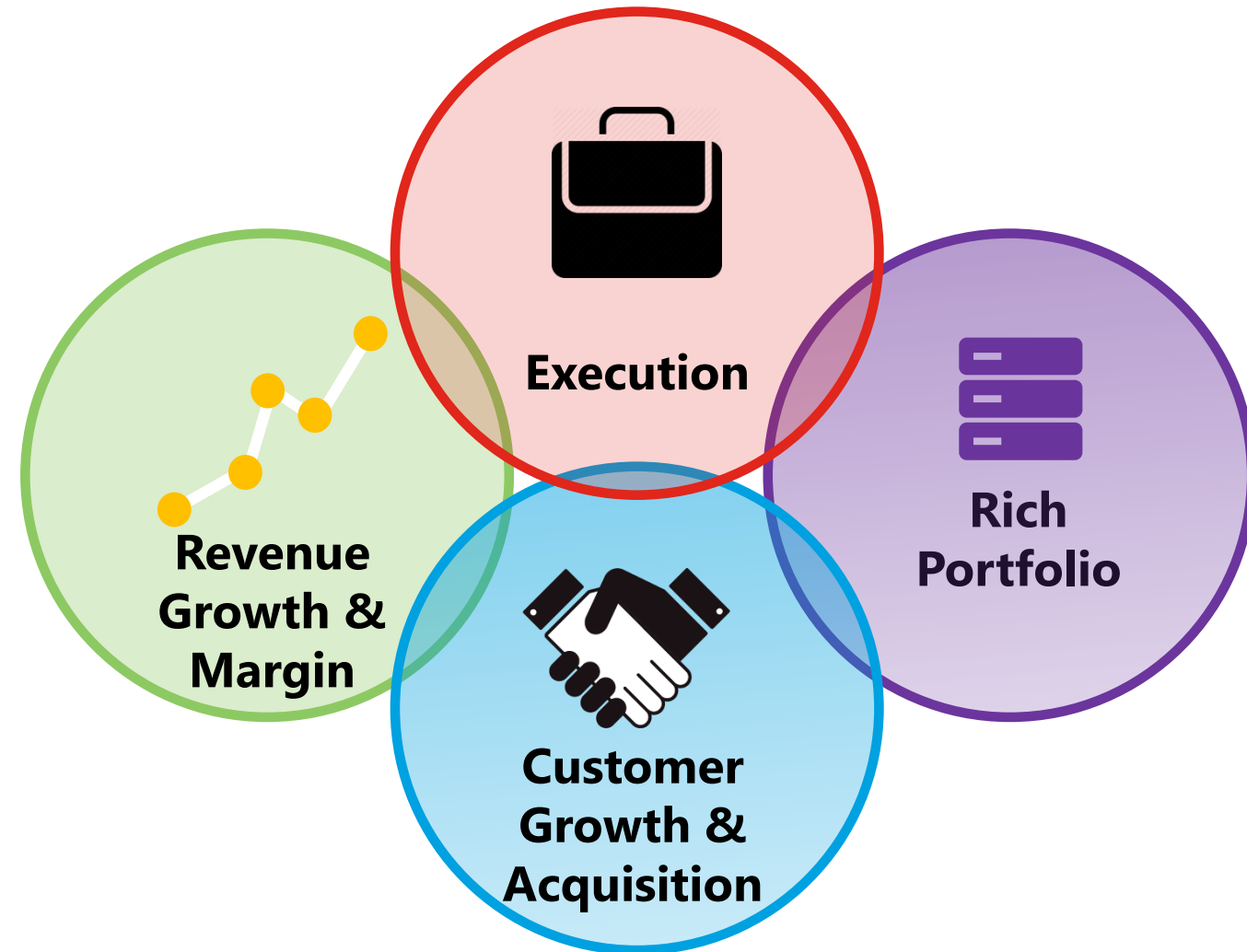
- **Growing competition** – more providers and options
- **Commoditization** – email and web hosting isn't what it used to be
- **Cloud transience** – freedom and ease of provider migration
- **Compelling experience** – end user expectations are high
- **Customer self-service** – some customers want control
- **Existing customer growth** – increasing seats and ARPU
- **New customer growth** – from competition or new to service provider





Citrix Delivers What Matters
Most to Service Providers

Foundations of a Successful Service Provider



Citrix Compliments and Adds Value to Your RDS Business



What Matters Most to Service Providers



RDS plus Citrix delivers

- Scalable, proven and flexible multi-tenant architectures
- Increased revenue growth through margin enabling technologies
- Reduce operational costs using streamlined onboarding and service provisioning

How?

- Citrix Service Provider Reference Architecture on Microsoft CloudOS
- Replace manual deployment efforts with automation tools using App Orchestration
- Cut support costs with customer self service and delegated administration using CloudPortal Service Manager

What Matters Most to Service Providers



RDS plus Citrix delivers

- High-value portfolio aligned with customer and market demands
- Increased customer “Wallet Share” with new up/cross sell opportunities
- Competitive differentiation with business-ready and vertical focused solutions

How?

- Deliver complete, business-ready hosted workspace solutions
- Expand beyond apps and desktops with into MDM, Secure File Share & Sync, and Software Defined Networking
- Work with Citrix to build a focused solution that plays to your strengths – verticals, geography, compliance, etc.

What Matters Most to Service Providers



RDS plus Citrix delivers

- Stickier solutions that reduce churn and increase customer loyalty
- Meet customer demand for simpler IT, predictable spending and mobility
- Market leading user experience across any device or network

How?

- Citrix Service Provider experience less than a 2% customer churn rate
- Complete hosted solutions with pay-as-you-go billing that provides businesses with a better approach to IT
- Citrix HDX™ ensures a brilliant user experience on any device, under any network condition, often surpassing the local PC experience

What Matters Most to Service Providers



RDS plus Citrix delivers

- Proven business strategies for delivering high-value hosted workspaces solutions deployments
- Accelerated time-to-market with turn-key go-to-market tools
- Field-tested demand-generation and sales enablement programs

How?

- Dedicated account managers to help build your customized business strategy with Citrix
- Citrix Service Provider Center of Excellence as well as business strategy and go-to-market workshops
- Customizable marketing kits and sales training tools



How Citrix Helps Ensure Your Success

We'll Help You Build and Grow Your Business. Fast.

- ➔ Citrix Service Provider program
- ➔ Business & portfolio strategy planning
- ➔ Service provider reference architecture
- ➔ Partner technical services
- ➔ Service Provider Center of Excellence
- ➔ Account management
- ➔ Pay-as-You-Go service provider model
- ➔ Free technical support



Increase Your APRU with a Broader Services Portfolio

Hosting is not just about desktops anymore



Desktops
on any
Device



Apps
on any
Device



Mobile
Device
Management

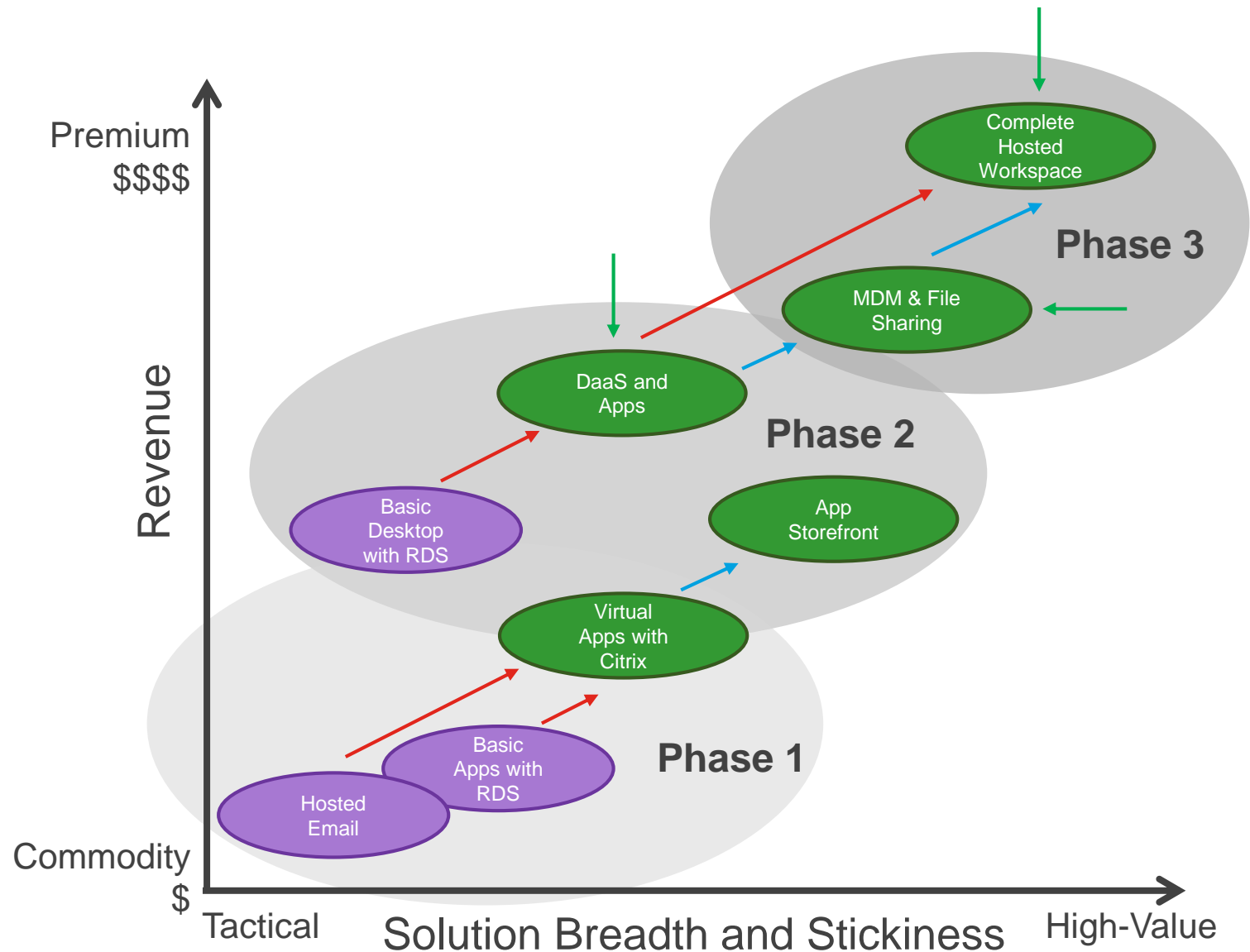


File
Sharing



App Store
Aggregation

How Can Citrix Add Value To My RDS Portfolio?



Develop a sequenced portfolio strategy that compliments and adds value to your existing portfolio

Develop new up-sell, cross-sell and net-new sales opportunities

Net New →

Up-Sell →

Cross-Sell →

Existing

Future

Business Strategy and Go-to-Market Planning Workshops

Customized business strategy, service definition (portfolio), go-to-market plans

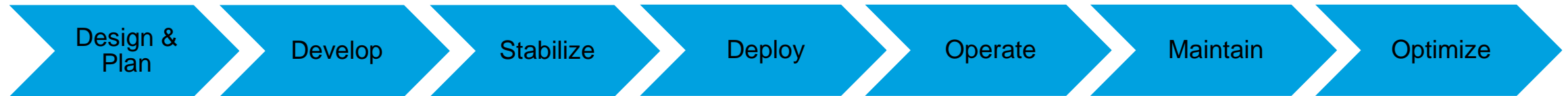
Accelerate time-to-market and ensure a successful implementation and launch

Define clear accountability, ownership, deliverables, timelines and project plans



Citrix Service Provider Reference Architecture

Architecture, design and implementation guidance

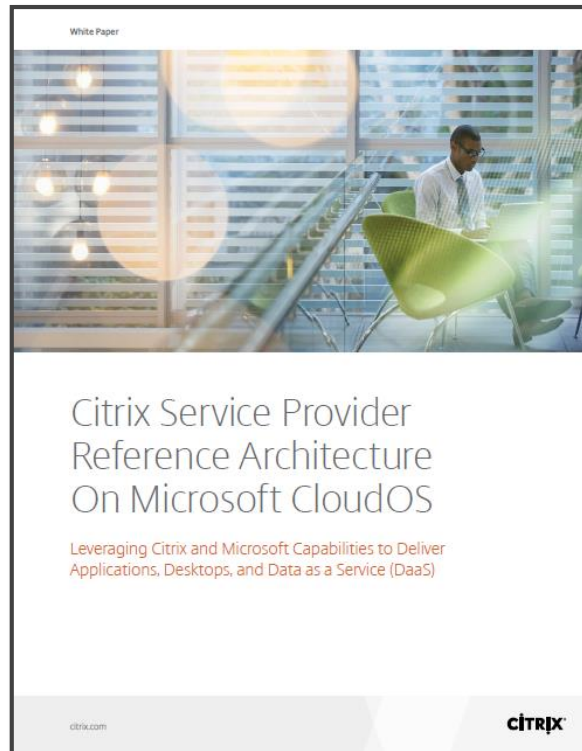


Solution
Design

Product
Integration

Network
Topology

Validation



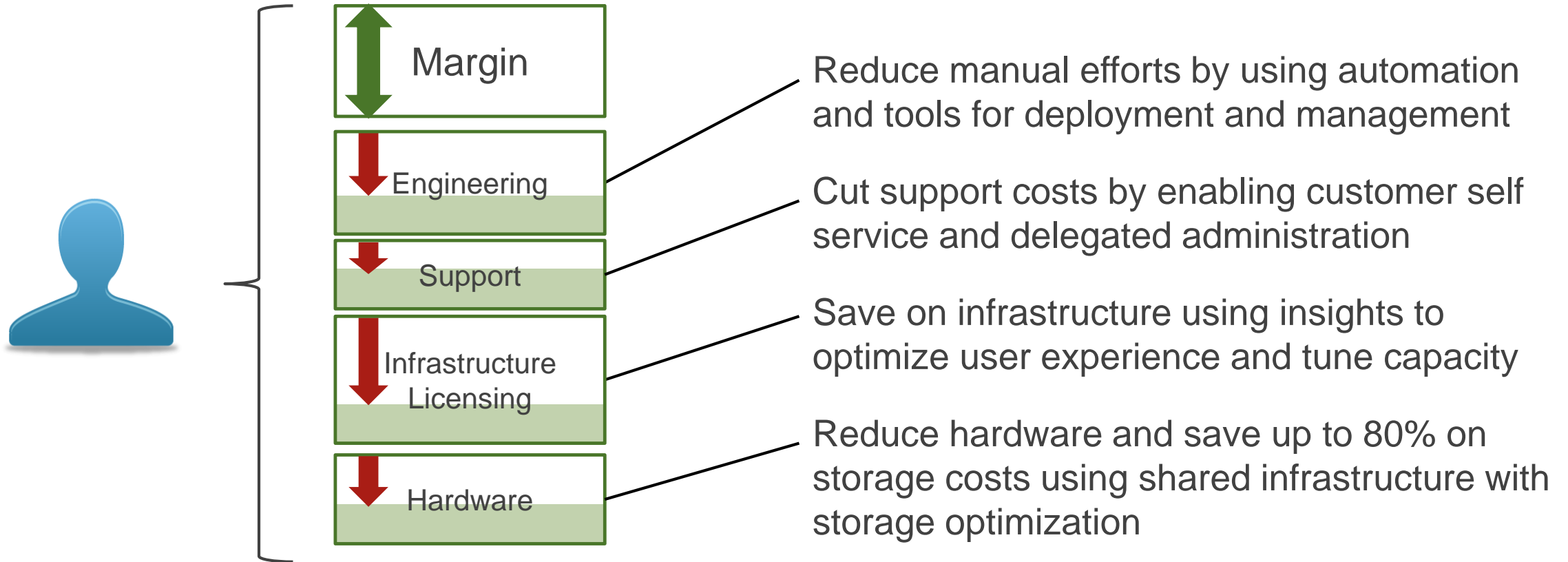
Increase time-to-value by leveraging prescriptive guidance for building a scalable multi-tenant environment

\$250K+ value to service providers

Architected | Validated | Proven

Driving Efficiency

Increase your per-user margin with Citrix enabling technologies





Why Service Providers Chose Citrix

Why Service Providers Partner With Citrix:

Leading Vendor in Hosted Workspaces & DaaS



Markets

#1 Desktop & App Virtualization

#2 Cloud Networking

#1 Public Clouds

#2 Web Collaboration

Company

\$2.9B+ Revenue

9,000+ Employees

330,000+ Customers

10,000+ Partners in 100
Countries

Hosted Services

500,000+ DaaS seats

1,600 Active DaaS partners

50+% YoY DaaS growth

\$100+ Average per user/month
DaaS cost

70% SMBs under 100 users

Why Service Providers Choose Citrix



61%
Best performance



58%
Well-trusted brand



46%
Ability to deliver Windows-based
applications over the Internet



39%
Published (shared hosted)
Desktops-as-a-Service



35%
End User (subscriber) experience



32%
Microsoft alignment

Citrix Service Provider Center of Excellence - Survey, June 2014
Copyright © 2014 Citrix Systems Inc.

Sample of In-Market Partner-Hosted DaaS Solutions



Analysts Agree Huge Opportunity for Hosted Workspaces & DaaS

TABLE 1

Worldwide Hosted Workspace-as-a-Service Revenue by Segment, 2009-2018 (\$M)

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2013 Share (%)	2013-2018 CAGR (%)	2018 Share (%)
Centralized virtual desktop	0.0	3.4	10.0	36.8	77.9	134.2	214.5	309.0	414.1	524.7	27.6	46.5	31.7
Virtual user session	5.9	36.3	51.4	91.3	187.0	306.8	484.9	666.1	867.1	1,064.6	66.3	41.6	64.2
Other client virtualization	—	0.9	3.3	6.9	17.2	25.4	34.8	45.0	56.1	68.4	6.1	31.8	4.1
Total	6.0	40.6	64.7	135.0	282.1	466.4	734.2	1,020.1	1,337.3	1,657.6	100.0	42.5	100.0

Note: See Table 4 for top 3 assumptions and Table 5 for key forecast assumptions.

Source: IDC, July 2014

TABLE 2

Worldwide Nonhosted Workspace-as-a-Service Revenue by Segment, 2009-2018 (\$M)

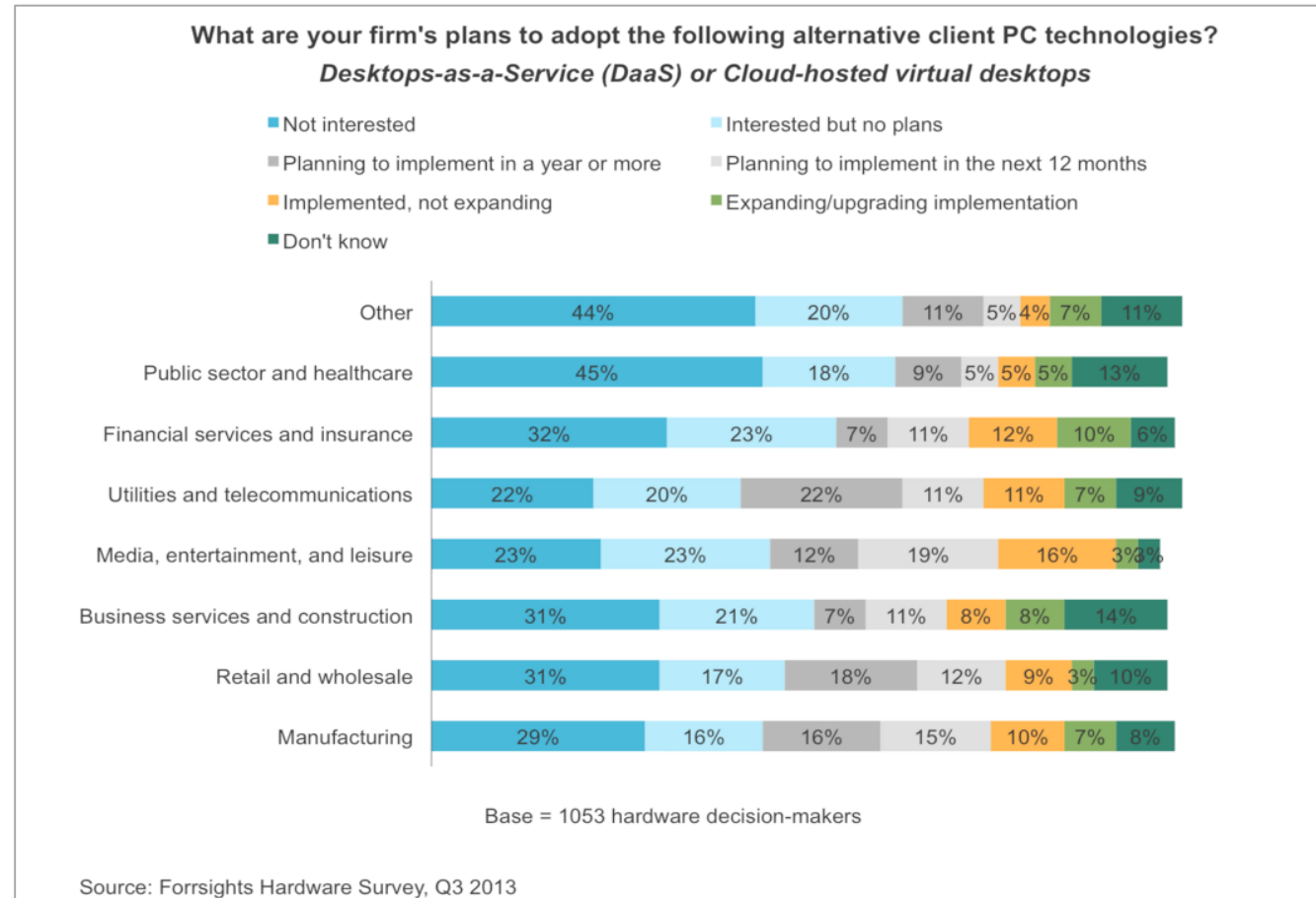
	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2013 Share (%)	2013-2018 CAGR (%)	2018 Share (%)
Centralized virtual desktop	152.3	408.7	558.5	706.9	750.2	817.7	875.3	932.6	992.0	1,043.9	29.2	6.8	34.0
Virtual user session	1,574.5	1,543.8	1,583.8	1,569.8	1,527.0	1,533.5	1,544.6	1,556.9	1,569.5	1,582.1	59.5	0.7	51.5
Other client virtualization	155.1	188.7	239.5	279.3	288.6	317.6	346.3	376.7	409.5	443.7	11.2	9.0	14.5
Total	1,881.9	2,141.2	2,381.8	2,556.0	2,565.8	2,668.7	2,766.2	2,866.1	2,971.0	3,069.6	100.0	3.7	100.0

Note: See Table 4 for top 3 assumptions and Table 5 for key forecast assumptions.

Source: IDC, July 2014

IDC forecasts hosted
Workspace-as-a-Service
growth at > 42% CAGR

Analysts Agree Huge Opportunity for Hosted Workspaces & DaaS



Forrester Research sees strong Desktop-as-a-Service penetration into industry verticals

Next Steps



Build a plan with your Citrix Service Provider executive



Join the [Citrix Service Provider Program](#)



Attend Microsoft Hosting Summit, March 2015



Contact csp@citrix.com for help



The industry's most powerful partnership is turning technology into freedom

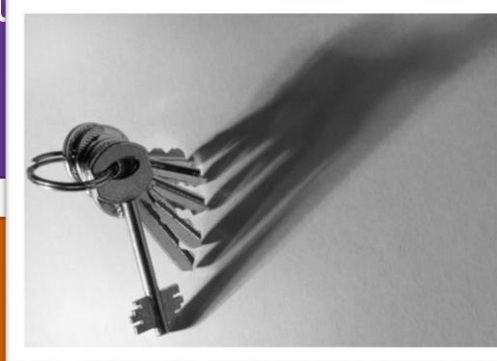
A man with dark hair and a light beard, wearing a grey and white checkered shirt, is looking at a computer monitor. He is smiling slightly. The background is a blurred office environment with a window showing a cityscape. A large, out-of-focus object, possibly a hand or a piece of equipment, is in the foreground on the left. The computer monitor on the right displays a software interface with a table of data and a line graph at the bottom.

Background

Citrix Key Value-Adds Above RDS

Supporting Complex and Mixed
Enterprise Environments

Enhancing the End-User Experience



Extending Security and Management
Capabilities

Flexible Desktop and Application
Delivery for all Users

Citrix Desktop Virtualization Value-Add Above RDS

Supporting Complex and Mixed Enterprise Environments with Simplified Management

- Simplified, GUI-based management from hundreds to thousands of desktops
- Mixed Server Environments
 - WS 2012
 - WS 2008 R2
 - WS 2008
 - UNIX
- Mixed Desktop Environments
 - Windows 8
 - Windows 7 SP1
 - Windows 7
 - Vista
 - Windows XP
- Multiple Hypervisors
- Multiple Management Solutions
- Multiple Clients



Citrix Desktop Virtualization Value-Add Above RDS

Flexible Desktop and Application Delivery for all Users

- Extend VDI-based Solutions
 - Pooled desktops with personal vDisk
 - cost savings
 - user-installed apps
 - Desktop Streaming using PVS
- App-V Support
 - Integrated, seamless publishing of App-V across XenApp & XenDesktop
 - Policy-based control for App-V apps
- XenClient Enterprise
 - Extend offline virtual desktops to mobile users
 - VDI-style management and distribution of desktop images
 - High security environments
- Simple secure remote access to enterprise users via RemotePC



Citrix Desktop Virtualization Value-Add Above RDS

Extending Security and Management Capabilities

- Advanced Load Balancing & application throttling
- Automated power & capacity management
- Role-based delegated administration, configuration & logging
- Advanced image management, versioning, & provisioning via PVS
- Proactive application performance monitoring & user troubleshooting capabilities
- Advanced Single Sign on capabilities
- Policy-based Smart access, flexible and extensible end-point analysis
- Control access by user, device or network using access gateway



Citrix Desktop Virtualization Value-Add Above RDS

Enhancing the End-User Experience

- Consistent, Rich, End-User Experience across multiple...
 - Target Desktops
 - Target apps
 - Multiple Client Devices
 - Windows
 - iOS
 - Android
 - others
 - Networks with WAN optimization
- Mobile optimized desktops & apps via Citrix Mobility Pack
- Advanced printing & TWAIN support
- Unified Communications Support including Lync 2010 & 2013 & others
- Granular policy support for USB & more



Together Citrix + Microsoft enable providers

Business and IT transformation



**Mobile
Workspaces**



**Cloud
Networking**



**Simplified and
Scalable Environments**



**Desktop and
App Virtualization**

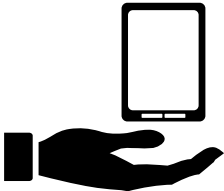
People are Seeking the Freedom to Work Their Way



Challenges



Employees carrying 3+ devices



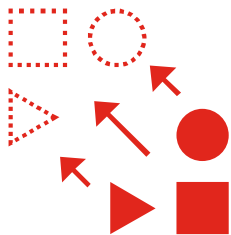
Bring your own device trends (formal or informal)



Management, loss, damage and theft

Solution

Citrix BYOD solutions enable productivity for any user, on any device without compromising security



Offer choice with any device compatibility (including mobile)



Increase employee productivity



Remote support to employees using technology in any location



Apps, data and devices with simplified management and centralized security

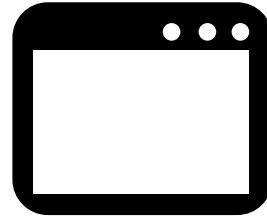
Businesses Must Change to Meet Demands



Challenges



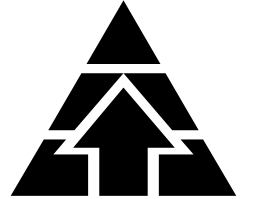
Distributed computing among servers, storage and networks can be difficult to integrate



Application availability and performance must be ensured



Security and compliance issues are difficult to meet



Rising operational costs and the cost of protecting against data theft

Solution

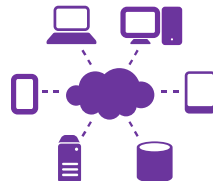
Deploy cloud networks using Citrix with optimal performance, security, and scale



Proven network optimization and application delivery



Help ensure application availability, performance and world-class security



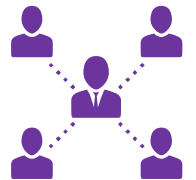
Extend the cloud when you need it for a scalable and flexible network



Network visibility with end-to-end monitoring



Control and secure remote computers over network connections

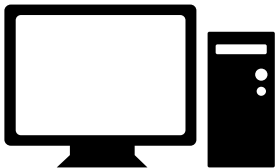


Unify management, common identity and seamless compatibility with Microsoft and Citrix on one platform

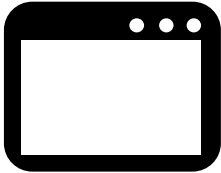
Complex and Large Environments are Limited



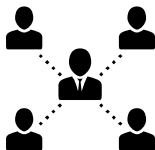
Challenges



Incompatibility across siloed desktops



Complex and inefficient management of desktop infrastructures



Inconsistent management capabilities across disparate platforms



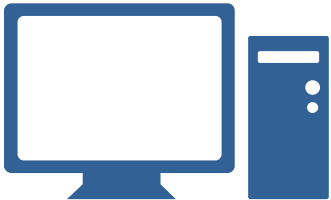
Unable to scale due to high costs of hardware and software updates



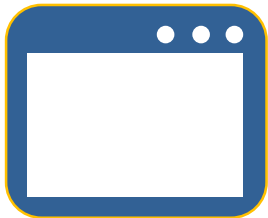
Unreliable end-user experiences across multiple platforms and desktops

Solution

Let Citrix simplify your environment without compromising on scalability



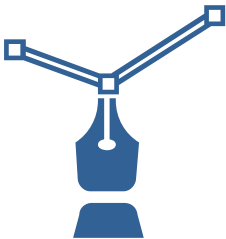
Complex and large environments are simplified and scalable



Unified management of private, service provider, and hybrid desktop infrastructures



Manage client updates and deliver across all platforms in a consistent fashion



Enhance end-user experiences across platforms

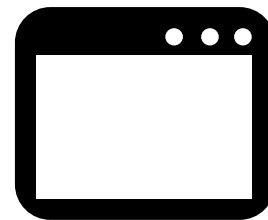
The Traditional Office is Being Challenged and Expanded



Challenges



A dispersed and virtual workforce



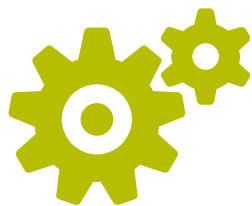
Increasing complexity of software and applications



The rising cost of traditional desktop systems and applications

Solution

Citrix helps Virtualize Windows desktops and apps, easily and securely



High performance apps and desktops to any device, anywhere



Protect business information through centralized access control policies



Reduce the cost and complexity of desktop and application management



Provide an optimized solution for cost-effective and scalable delivery

Citrix Management is Simpler, Faster and More Effective

Extends Native RDS/VDI beyond small, simple, single-site deployments

Faster and simpler Image Management

- Native VDI/RDS only manages the latest desktop based OS
- Provisioning Services (PVS) help manage images across VDI, RDS and physical.
- PVS decreases downtime by updating images via simple reboot

Advanced Management Tools

- Advanced Load Balancing & application throttling
- Role-based delegated administration, configuration & logging
- Citrix Connector for SCCM unifies and simplifies app delivery

App migration & remediation tools

- AppDNA technology (in Platinum) is best-in-class helping organizations migrate to Server 2012 with confidence.
- AppDNA can leverage App-V for integrated packaging and delivery to XenDesktop

Built-in support & management tools

- Native VDI/RDS helpdesk tools limited to simple, single site deployments
- XenDesktop tools are in every edition and are built for desktop admins

Citrix – Technology Extending Beyond Native VDI

User Experience

- Dynamic Color Compression
- Local App Access (reverse seamless)
- Session Reliability
- User initiated desktop reset
- optimization
- TWAIN device support
- Wake on LAN
- Auto-resize user desktop
- Broad UCS support
- Session pre-launch
- Session linger
- User installed applications (XenDesktop)
- Single Sign-On Support
- OpenGL Support
- Client-to-server Folder redirection
- Smooth Roaming
- Client time zone redirection
- Regional settings redirection
- OpenGL support
- Email-based configuration
- Client device location awareness
- Session-based desktops
- Physical PCs as VDI
- Remote PC Access
- GPU sharing
- Virtual GPU
- Dedicated GPU
- Seamless app integration on endpoint
- HDX optimized routing

Security

- Integrated Load balancing
- Virtual Machine power policy
- Advanced filtering options
- Multiple active sessions per user
- Restrict Access based on time/location/device
- Session disconnect policy
- Single Sign On
- Client endpoint detection
- Multiple desktops from same group
- Auditing for admin actions
- Smartcard pass-through support
- Apply granular QoS policies
- XenCleint
- Full disk encryption
- Anonymous users
- USB filtering
- SSL VPN
- Context aware policy engine
- Endpoint analysis
- Multi-factor authentication
- VM Isolation
- VM expiration
- VM lockout
- Access policies
- Session clipboard write access
- Session clipboard content restrictions

Performance

- IOPS optimization
- Multi-stream protocol
- Network latency masking/reduction
- WAN Optimization
- VOIP on WAN
- Webcam on the WAN
- Universal Print Driver
- Universal Print Server
- Flash redirection
- Desktop composition redirection
- Remote touch
- Printing bandwidth optimizations
- GPU compression
- Server Support for 20,000 sessions
- Greater single server density
- Personal vDisk technology
- Optimized storage space usage
- Fast image rollback
- Fast image update

Management

- App migration
- Network-level monitoring
- Windows 7/Vista/XP
- Any OS running Java Engine
- Unix/Linux
- Symbian
- Wyse Thin OS
- Wyse Xenith zero client
- Google Chromebook
- RIM Blackberry
- HTML5 Browser
- Hyper-V 3.0
- Hyper-V 2.0
- XenServer
- vSphere
- AWS
- CloudPlatform
- GUI-based management from hundreds to thousands of desktops
- WS 2012/ 2012 R2
- WS 2008 R2
- WS 2008
- UNIX
- Windows 8 /8.1
- Windows 7 SP1
- Windows 7
- Vista
- Windows XP
- Multiple sites
- Multiple forests
- Multiple domains
- Role-based delegation & administration
- User session management
- GUI-based management for complex tasks
- Image delivery through LAN (PVS)
- 16, 32, 64 bit app support
- Multi-site load balancing and failover
- Reboot management
- VDI Power control
- Centralized management

How to Decide When to Move to Citrix?

15 questions from Admin and end user prospective

1. Do you have control over which devices users will want to use to access their applications? E.g Surface, Chromebooks, Android, iOS devices.
2. Do you have a mixed environment (client, server, cloud)?
3. Do you need management at scale beyond 500 users or a large number of tenants?
4. Do you need an image management solution for VDI, RDS and/or physical?
5. Do you have limited helpdesk resources?
6. Is governance, compliance and protection of data a high priority?
7. Do you need context awareness, based on user/role, device & location?

How to Decide When to Move to Citrix?

8. Would the end-user need the ability to install and update applications?
9. Would the end user need to print to any printer from any device?
10. Would the end user need graphic intensive applications, rich multimedia experience from any device?
11. Would the end user need smartcard access from iOS and Android devices?
12. Do you have remote users accessing applications and data over WAN?
13. Would the end user need a unified workplace for mobile, SaaS, Web and windows application?
14. Do users want a native experience on a mobile device?
15. Do you need integrated cloud provisioning to public clouds, like Azure?



WORK BETTER. LIVE BETTER.