

# **Citrix and Microsoft Branch Office Partnership FAQ**

## **August 23, 2006**

### **Short FAQ**

#### **1Q. What is being announced today?**

- Microsoft Corporation and Citrix Systems announced today they are expanding their partnership to make application delivery faster, more secure and more cost effective for employees in branch office locations
- The two companies plan to jointly develop and market a new Citrix branch office solution based on Citrix WANScaler, Microsoft Windows Server operating system and Microsoft ISA Server.
- The joint solution represents an entirely new type of branch office appliance that combines advanced wide area network (WAN) optimization technologies with consolidated branch office services in a single, multi-function appliance that is easy to administer remotely.
- This combination solves a major problem for customers that cannot be solved today with traditional networking solutions or individual point products and that Microsoft and Citrix are uniquely able to address with their technologies, channel partners, and customer reach.

#### **2Q. Why the focus on the branch office?**

- Citrix and Microsoft have a shared vision for improving access to applications from any device and any location, including remote locations and branch offices as well as a mutual strategic focus and success in branch office IT infrastructure.
- The planned solution addresses a major customer pain point and challenge for corporate IT departments around the cost and complexity of managing branch office infrastructure.
- This problem is not being solved today with traditional networking solutions or individual point products, and Microsoft and Citrix are uniquely able to address with their technologies, channel partners, and customer reach.
- The joint solution represents an entirely new type of branch office appliance that combines advanced wide area networks (WAN) optimization technologies with consolidated branch office services in a single, multi-function appliance that is easy to administer remotely.

#### **3Q. What do Citrix and Microsoft do together beyond this new deal?**

- This new effort expands on an already strong partnership between Citrix and Microsoft, which includes Windows Server and Terminal Services. Citrix has been named Microsoft's Global ISV of the year for two of the last four years.

#### **4Q. What type of products will be developed under this agreement?**

- The agreement covers the development of a new multi-function Citrix branch office appliance based on Microsoft Windows Server operating system and ISA Server.
- The products will leverage Microsoft's extensive experience and capabilities in delivering business-critical branch services functionality with Citrix's considerable technology capabilities and expertise in the application delivery market.
- Specifically, the jointly developed products will provide customers a single, comprehensive solution for branch office connectivity that integrates application delivery, security, WAN optimization, and branch services functionality.

#### **5Q. What technologies will be from Microsoft and what from Citrix?**

- The product will incorporate Microsoft Windows Server operating system and ISA Server, Microsoft's edge security and branch services solution, allowing customers to easily integrate it into their existing infrastructure.

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- The product will also leverage considerable Citrix functionality in the areas of application delivery and WAN optimization, most notably from the Citrix WANScaler product line.
- Specifically, the Citrix solution will interoperate closely with other products in the Citrix application delivery infrastructure in the data center, including Citrix NetScaler, Citrix Presentation Server, as well as application performance monitoring solutions such as Citrix EdgeSight, to create a seamless, easy to manage, and unified solution for enterprise-wide application delivery.

### 6Q. When will products from this initiative be available?

- Products that result from this joint development initiative will be available starting in 2H of calendar year 2007.

### 7Q. Who will sell the products?

- The resulting products will be sold by Citrix's worldwide sales team and thousands of worldwide channel partners.
- In addition, Citrix will be working closely with the Microsoft sales organization and channel partners as integral parts of the sales process.
- Both companies will commit significant marketing support to drive these sales efforts.
- Because Citrix has strong existing relationships among both application and networking buyers, they are uniquely capable of selling this solution in a way that few other vendors can.

### 8Q. How will these products be unique in the industry?

- Microsoft's core technologies in Windows and ISA Server provide an ideal complement to Citrix's strengths in application acceleration and security.
- By combining the best from both companies, Citrix, Microsoft, customers, and partners will benefit from a truly unique offering that raises the standard for delivering cost-effective, scalable branch office IT services in a way that point product vendors simply cannot offer.
- These products will set the bar in the industry from several perspectives:
  - **Branch office simplicity** – setting a new bar for ease of management and deployment, eliminating the need for multiple point products.
  - **Breadth of functionality** – delivering a comprehensive solution for application security, optimization, and branch services functionality; an extensible platform to meet enterprise branch office needs for today and the future.
  - **Performance of applications for branch office uses** – Citrix brings best-in-class WAN optimization that improves the performance of applications to branch users by up to 50 times, while substantially reducing the cost of bandwidth.
  - **Integration with an end-to-end application delivery network** – intelligently integrating with enterprise-wide application delivery infrastructure, including Citrix NetScaler, Citrix Presentation Server and Citrix EdgeSight, to create a seamless, cost-effective, and unified solution for delivering any application, to any user, anywhere.
  - **Integration with Microsoft Management Infrastructure**: Most customers are familiar with managing Windows-based infrastructures, and this solution will leverage the customer's experience and existing skill set.

### 9Q. How would you define a branch office?

- Branch offices are simply organization locations other than central headquarters, such as retail stores, bank branches, dealerships, health clinics, sales offices, etc.

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- On a worldwide basis, the numbers are significantly greater: roughly 9.5 million companies have branch offices, and these branches total over 23 million in number with over 50 million workers.
- Roughly one in three businesses in the US has branch offices. Over half of staff in large organizations are in branches.
- The retail, finance, health care and hospitality industries are the top four branch markets. Branch offices account for nearly 25 percent of the installed base of x86 (PC) servers in the United States.
- For this initiative, we are focusing on those branch offices that require IT services and are connected to the headquarters location over wide area network (WAN).

#### **10Q. How is branch IT different?**

- Branch IT typically has minimal IT staffing and remote manageability.
- Downtime and WAN costs all make branch IT more costly and complex, with WANs, remote management and branch hardware (servers, desktops, backup) comprising nearly one third of all IT spending.
- Because of the geographical distance, branch offices typically require additional IT help to ensure branch employees are connected to HQ and have access to current data. But branch offices usually have few dedicated IT staffers; a quarter of them have none (IDC.) Branch offices often have poor or no data backup, so data is constantly at risk, as well.
- Companies sometimes even resort to flying IT professionals to branch offices or hiring expensive contractors to fix issues, such as printer support. As a result, branch support costs continue to rise and branch employees are sometimes “second class citizens” in the digital economy. And with the increased sophistication among hackers, and growing threats inside and outside of the network it is essential for branch offices to look at better protecting their corporate applications at all network layers.
- This is why this solution is a great fit for enterprise branch office IT.