

Citrix Executive Briefing Center: Enabled by EMC 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 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), FAST Cache, and flash drives to optimize performance 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 storage 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.



Worldwide Headquarters
Citrix Systems Inc.
851 West Cypress Creek Road
Fort Lauderdale, FL 33309, USA
T +1 800 393 1888
T +1 954 267 3000

www.citrix.com

Americas
Citrix Systems Silicon Valley
4988 Great America Parkway
Santa Clara, CA 95054, USA
T +1 408 790 8000

Europe
Citrix Systems International GmbH
Rheinweg 9 8200 Schaffhausen,
Switzerland
T +41 52 635 7700

Asia Pacific
Citrix Systems Hong Kong Ltd.
Suite 6301-10, 63rd Floor
One Island East 18 Westlands Road
Island East, Hong Kong, China
T +852 2100 5000

Citrix Online Division
6500 Hollister Avenue
Goleta, CA 93117, USA
T +1 805 690 6400



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.

About Citrix

Citrix Systems, Inc. (NASDAQ:CTXS) is a leading provider of virtual computing solutions that help people work and play from anywhere on any device. More than 230,000 enterprises rely on Citrix to create better ways for people, IT and business to work through virtual meetings, desktops and datacenters. Citrix virtualization, networking and cloud solutions deliver over 100 million corporate desktops and touch 75 percent of Internet users each day. Citrix partners with over 10,000 companies in 100 countries. Annual revenue in 2010 was \$1.87 billion.

©2011 Citrix Systems, Inc. All rights reserved. Citrix® and XenDesktop® are trademarks of Citrix Systems, Inc. and/or one or more of its subsidiaries, and may be registered in the United States Patent and Trademark Office and in other countries. EMC2, EMC and where information lives are either registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks and registered trademarks are property of their respective owners.

www.citrix.com

06/11/0019