

## Citrix Intelligent Traffic Management Service

Citrix ITM integrates with Citrix ADC for the ultimate application delivery tool set.

The combination of Citrix ADC's understanding of traffic inside the firewall and ITM's knowledge of internet conditions, allow traffic steering decision that deliver unparalleled application performance.

Wherever your application resides, Citrix solutions help keep users engaged with the highest experience.

Citrix Intelligent Traffic Management (ITM) is a Cloud service from Citrix that offers Global Server Load Balancing as a service to enhance application experience for your users.

User experience is crucial in today's dynamic information environment. It can literally be the difference between business success and failure. The internet is a blind spot for application delivery, which can hurt user experience. Its conditions are unpredictable and it is not under your control.

### GSLB as a service

Getting users to the best source of your applications is imperative, whether it's your data center, a cloud or a public CDN. Citrix ITM helps you avoid outages and improves the user experience to keep your users engaged. ITM combines visibility inside the data center with ITM's unique view of the internet for the most intelligent and differentiated GSLB as a service available.

### One Product, Multiple Editions

Citrix ITM is a cloud subscription service from Citrix with nothing to install or maintain. There are 4 editions (Express, Standard, Advanced, Premium) that provide different levels of functionality to suit customers' needs.

From Express, which is a free service, ITM editions build upon each other to enable complete visualization and optimization of application delivery and user experience for all your applications.

Feature	ITM Express	ITM Standard	ITM Advanced	ITM Premium
Internet Health & Performance	•	•	•	•
Citrix GSLB Data Integration	•	•	•	•
Authoritative DNS		•	•	•
Synthetic & End User Monitoring		•	•	•
Performance-based, Traffic Management			•	•
Citrix ADC & 3rd Party Data Ingestion			•	•
Operational Logs			•	•
China DNS Infrastructure			•	•
Traffic Management HTTP API				•
3rd Party Video Data & Metrics				•
Network Monitoring & Traffic Management Data Retention	24 hours	100 days	1 year	1 year

## Functionality That Matters

Determining the right internet delivery strategy is based on a number of parameters that fit with your business's requirements - ensuring your users are being served from the most optimal application sites

## Real User Measurements of User Experience

Citrix ITM continuously tests the performance of the internet with real user measurement (RUM) to create a digital user experience map. Based on these billions of measurements every day ITM sees outages and degradation immediately. Because of this, ITM is always able to send users to the most responsive site for internet delivery in real-time.

Citrix Radar uses real user measurements to track user experience across the entire internet. Latency, throughput and availability measurements are made for hundreds of millions of users across 40,000+ networks resulting in billions of data points per day. This data is collated and analyzed and made available to the decision-making engine of ITM

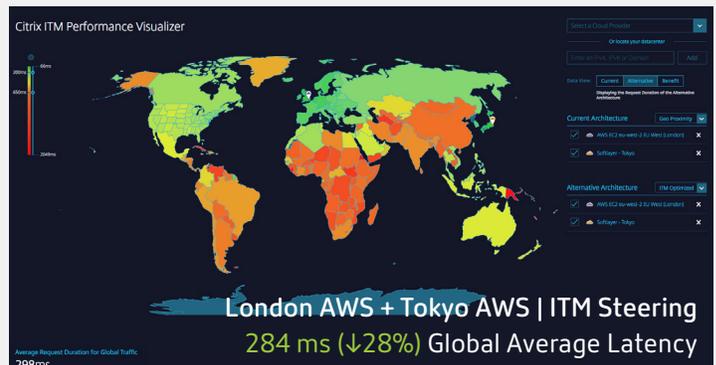
## Radar offers real time information on Internet conditions



## Data-driven Business Investment Decisions

As you migrate applications to the cloud, selecting your application location can be hit or miss. With ITM Performance Visualizer you can set up and measure different scenarios to help you decide where to place your applications and even measure related latencies across the globe. You can even simulate different traffic distribution mechanisms and assess the impact.

## Simulate user experience based on application placement and ITM benefits



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## Visualize Internet Health and Performance

Stay ahead of customer issues with the ITM visualizer. This provides contextual information about the impact of internet outages on your infrastructure and the reachability of your sites. Program ITM to send alerts when service degradations affect the your ability to optimize internet applications. ITM automatically steers traffic to the most optimal destination serving applications, from another data center, a different cloud or alternate CDNs.

## Measured User Experience

When it comes to user experience nothing beats the analysis of your users accessing your applications. With private monitoring, ITM collects data on a representative sample of page views for analysis. The powerful reporting interface helps you quantify performance per page category, country, state, device type, browser, OS, or network. This data can help you focus development efforts on the segments that will increase your revenue, save time and resources. It provides you with all the metrics needed to see how your site performance and online business metrics are correlated.

## World's Fastest Authoritative DNS

The core of ITM's switching is based on Domain Name Services (DNS). ITM's Predictive DNS is a machine-learning-based authoritative DNS platform that manages your zones and provides DNS resolution to your consumers. As well as functioning as a static DNS resolver, ITM's ADNS is fully integrated into its powerful optimizer engine. This decision making engine makes steering decisions based on real-time service availability at all your sites.

Citrix DNS is a resilient platform of 90+ PoPs across multiple anycast networks, that provide flexible and reliable routing rules. ITM is able to take advantage of its numerous PoPs such that traffic management decisions are made much closer to the users than with traditional GSLB improving the time to first byte and keeping users engaged.

Citrix DNS service can be deployed as a primary or secondary DNS offering, and is designed for customers who need to run data-driven, intelligent, global traffic management policies on a robust and high-performance infrastructure.

## Synthetic Monitoring to Test Reachability

Citrix ITM synthetic monitoring tracks and analyzes the health of your underlying resources to determine which of your sites are available to serve applications. The ITM platform will test the availability of all your sites/services from different points across the globe.

## Third-party Data for Smarter Decisions

Citrix ITM can ingest data sets from other sources to factor in other parameters for traffic steering. Other data sets can include monitoring, reporting and cost data from a wide range of software products and cloud providers. Virtually any third -party data set can be used but Citrix has pre-built connectors for the common ones - from Citrix ADC to AWS, New Relic, Varnish, and beyond.

## Traffic Steering Decisions to Suit Your Business Requirements

Balancing multiple goals when delivering applications over the internet is

Predictive DNS supports zone import and the most commonly used record types (A, AAAA, NS, CNAME, MX and others). It also supports Citrix ITM customers with seamless integration into ITM traffic management rules

Customers are also able to run Predictive DNS in a dual primary environment using the Citrix ITM API to drive configuration.

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important to the business - customer satisfaction, managing infrastructure costs, geographic segmentation. Multiple data feeds can be input and combined into a single traffic management decision. Tailoring your delivery algorithms with ITM's flexible policy engine allows you to use logic that fits your business requirements.

### Citrix ADC and GSLB Data Integration

Integrations exist for server and external monitoring services from:

Apdex, AWS CloudWatch, Azure, Catchpoint, DataDog, Keynote, New Relic, Pingdom, Rigor, Rackspace Cloud Monitoring, and others.

Citrix ITM is able to accept Citrix ADC configuration files and parse them to extract data about the location of GSLB sites. Citrix ITM will use the data to map the geo location of the Citrix ADC instance. These data points can form the basis of the ITM configuration if desired.

### Complex Application Delivery – Solved (Video)

Applications where you control the client - video players for example - can make even more informed decisions. The client can request data via an HTTP API call that will guide them to the best source of application content, again, according to the rules you define.

ITM is able to ingest prices of data distribution for example.

It is able to use this to help minimise costs for the business by sending requests to cheaper application sources when user performance is comparable.

Being able to define how your content is delivered is important to controlling costs. While the user experience can be used to govern the major delivery, other factors can be used as described above to match the needs of the business. This means picking the right delivery point at the right cost for each individual user. It may even mean switching sources mid-stream if conditions change. A powerful way to keep users engaged with the fastest delivery.

Citrix ADC integrates into ITM and can push information about the health of the application components and data center. These can be used to make better informed decisions about where to send users.



#### Enterprise Sales

North America | 800-424-8749

Worldwide | +1 408-790-8000

#### Locations

Corporate Headquarters | 851 Cypress Creek Road, Fort Lauderdale, FL 33309, United States

Silicon Valley | 4988 Great America Parkway, Santa Clara, CA 95054, United States

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