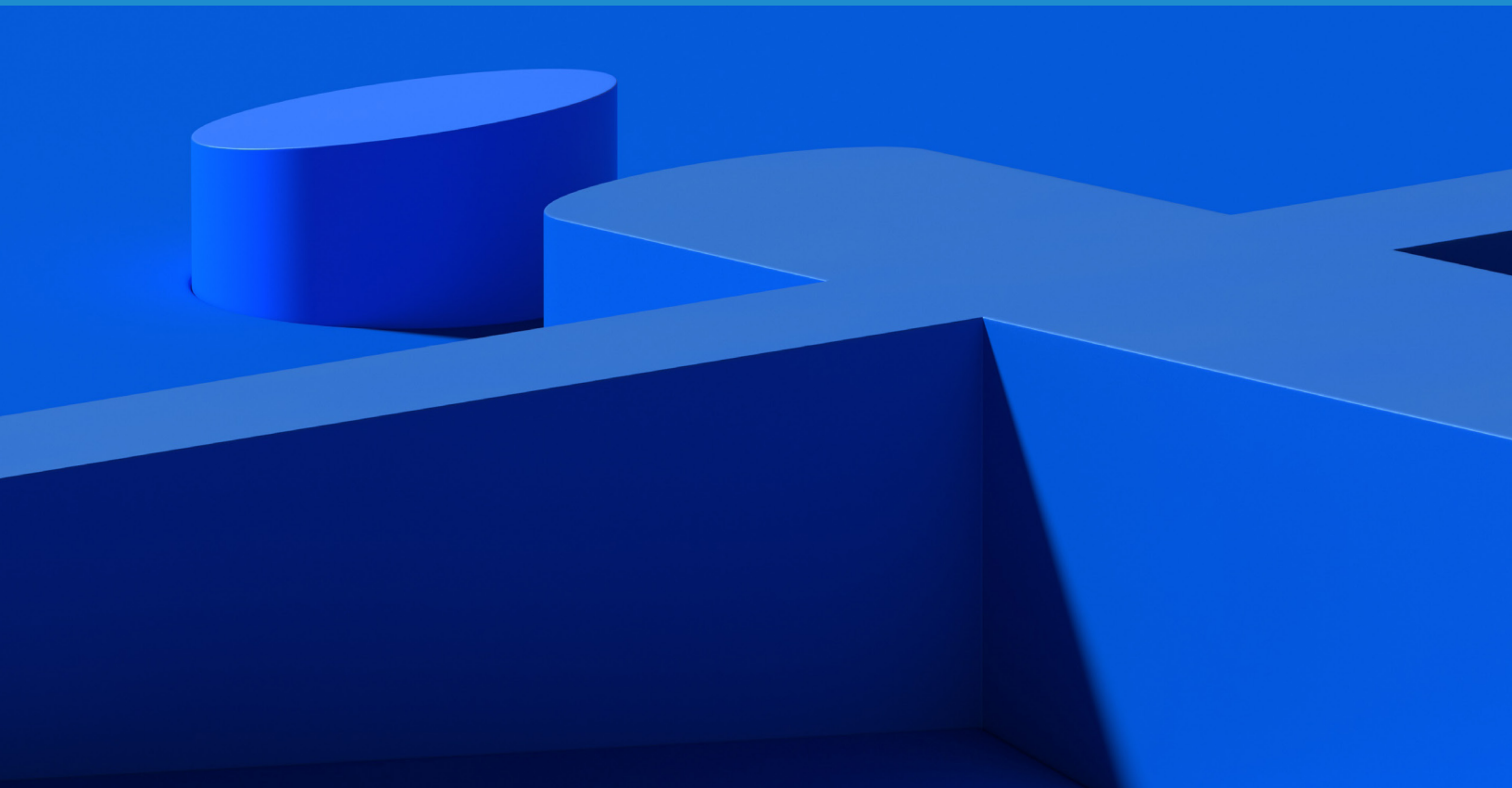


Accelerate your digital transformation

Uncover the features that matter most in a virtualization solution.

Use this buyer's guide to learn more about how Citrix Virtual Apps and Desktops satisfies your business requirements for:

1. User experience
2. Cloud transformation and management
3. Security and compliance



User experience (Continued)

Performance across constrained networks

Simplicity and consistency of experience

Optimized access to available networks

Citrix SD-WAN™ delivers the optimum application-specific path across available networks. With the optional networking product, Citrix HDX, a protocol preserves the user experience over unreliable networks, even for applications like Skype.

Citrix SD-WAN, integrated with Citrix Virtual Apps and Desktops, increases bandwidth by aggregating all available bandwidth into an active/active connection. It also optimizes performance and tunes network policies with quality of service (QoS) while ensuring always-on connections for users with the highest-quality experience even for rich media and high-definition video. If your workspace includes Office 365, Citrix SD-WAN can detect and classify its traffic and route it to the nearest Office 365 front door for the most optimal user experience.

Overcoming poor network conditions

With the optional Citrix application delivery and security product, Citrix ADC™ performance is improved by:

- Accelerating encryption of SSL traffic
- Caching of ADC content to be delivered directly from the ADC rather than processing and retrieving from back-end servers
- Compressing of content to reduce the number of round trips to retrieve data
- Various TCP optimizations that can help performance

No matter how you deliver Citrix workloads to your users, Citrix ADC understands and supports it.

Management of constrained networks and challenging connections

Citrix HDX is designed to withstand and thrive in the most challenging network conditions, including connections out of space, low bandwidth, jitter, and packet loss over bandwidth-constrained lines.

No matter the connection, Citrix HDX ensures that the user experience is close to perfect. No other product on the market handles connection issues like Citrix HDX.



2. Cloud transformation and management

Cloud transformation and management

Unified management

Single console management

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Choice of deployment

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Support for virtual desktop infrastructure (VDI)

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Support for a range of devices and containers

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Supported device operating systems include:

- iOS
- Chrome OS
- MacO
- tvOS
- Windows 10 desktops and tablets
- Windows Phone
- Windows Mobile/CE
- Raspberry Pi platform
- Symbian devices
- Samsung SAFE and KNOX
- HTC
- Sony

MAM platform support includes:

- Citrix MAM leveraging our MDX technology
- Microsoft EMS/Intune
- iOS Managed App Configurations
- Android for Enterprise
- Samsung KNOX
- Windows Information Protection
- AppConfig Community



3. Security and compliance

Security and compliance

End-to-end security

Watermarking for IP protection

With more remote workers on the payroll, Citrix ramps up session security with watermarking that makes copying and sharing sensitive information more difficult. Because users' session information — such as username and IP address — is displayed, anybody sharing a photo or screen shot of a Citrix session can be easily identified.

Sessions recording

Compliance and security considerations in highly regulated environments require that sessions be recorded. The Citrix session recording feature ensures compliance requirements are met. And because the recording tool is integrated into the Citrix platform, there's no need for a third-party expense.

Hacker prevention on personal computers

With more remote workers using personal computers to connect to office networks, Citrix app protection policies stand guard against hackers trying to steal credentials.

As an add-on feature for Citrix Workspace, app protection policies prevent a key logger from sending keystrokes back to a threat actor. Because all keystrokes are encrypted, users can work safely from personal computers.

Data copying prevention

With anti-screen capture protection, part of Citrix app protection policies, users get a blank screen when trying to capture and steal displayed information. Citrix app protection policies provide another layer of security against thieving users who aren't deterred by watermarking.



Security and compliance (continued)

Security and compliance

End-to-end security

User analytics for threat management

Citrix Virtual Apps and Desktops incorporates analytics that uniquely aggregate and correlate user interaction with applications, devices, apps, networks, and files to proactively identify and manage internal and external threats.

Citrix Virtual Apps and Desktops analytics gather information from a range of sources, including:

1. Citrix Gateway for user authentication and subsequently for geo information (for example, unusual sign-in activity).
2. Citrix Endpoint Management™, which assists in device compliance and app posture, including use of jailbroken, rooted or unmanaged devices, or blacklisted apps.
3. Citrix Virtual Apps and Desktops can initiate security features such as session recording, logoff user session, and it can block specific apps for a given user.
4. The Citrix Workspace app, which provides client OS versions, mobile app launches, Windows app usage, and file download activity such as save to USB or print files.

All the above information related to user, device, and app usage is stored in a big data platform and with triggers and actions available to administrators when needed to adjust policy.

Citrix analytics are also capable of enabling MFA authentication on a per user basis.

Productivity and security balancing

Citrix Workspace supports a risk-based security model that uses machine learning to dynamically balance users' needs for rapid access to data with IT administrators' needs for a secure and governed environment.



