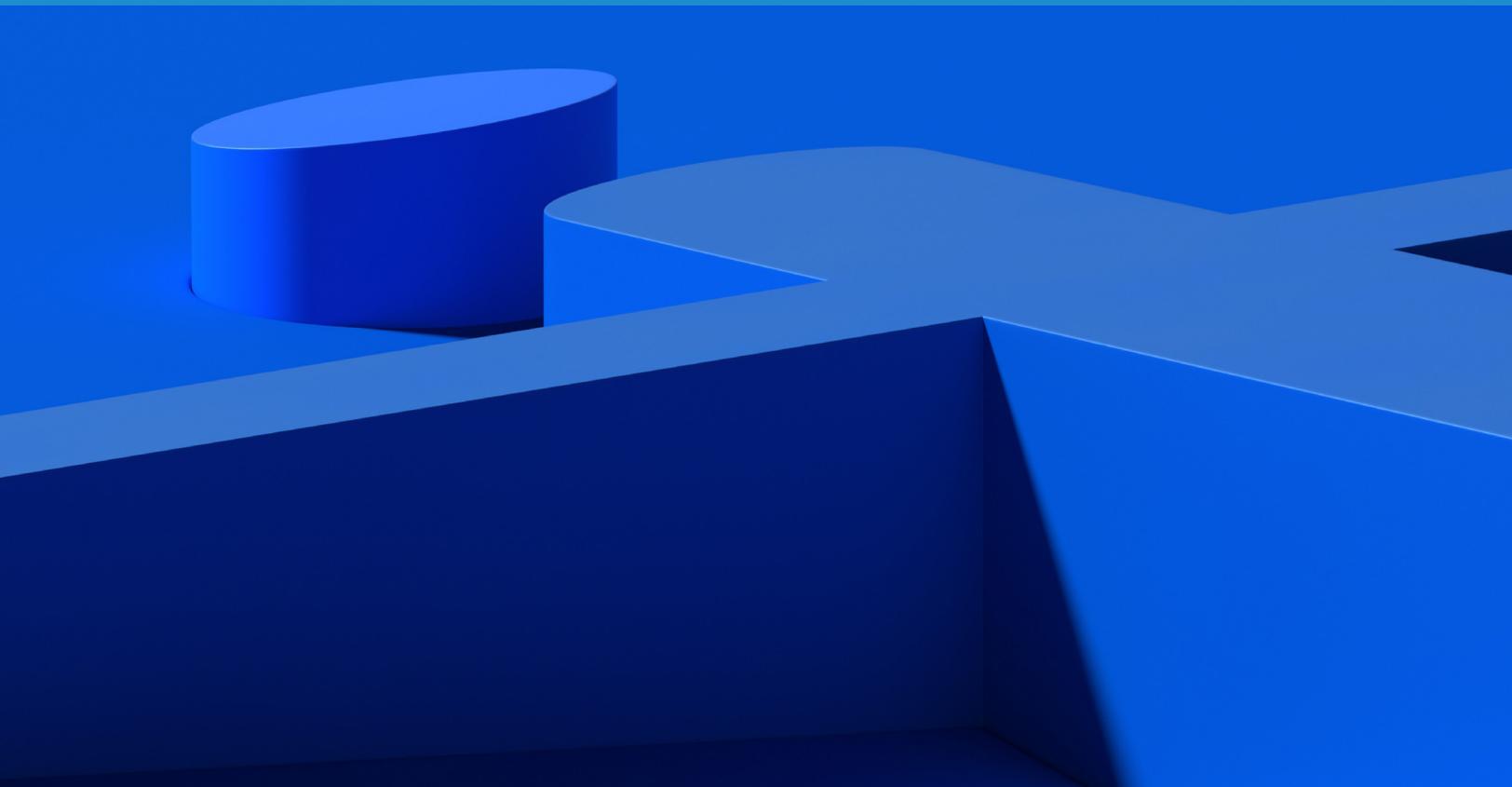# citrix™

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

1. User experience

User experience and productivity	
Simplicity and consistency of experience	
Optimized session workloads	As the most mature protocol in the market, Citrix HDX™ offers an unmatched user experience as it detects and handles anything running in the session. Citrix allows users to work with sessions without wondering what protocol to use to get the best experience. With any other vendor, protocols are designed for either video, still image, or text. Few can shift from one to another, and none can handle video, a still image, and text at the same time, let alone complex drawings.
Endpoint leverage	Citrix relieves the stress on the virtual environment by allowing browser content redirection of video, browsing, and video calls to the endpoint. Browser content redirection forwards the whole viewpoint of the user and not just a section. Less stress on the environment means lower costs, higher scalability, and a boost to the user experience. Microsoft Teams, operating in a virtual environment, is a great example of Citrix and Microsoft working together to help you achieve an optimal user experience at the lowest cost.
Single sign-on (SSO)	Citrix Workspace™ is a comprehensive digital workspace solution that includes Citrix Virtual Apps and Desktops. Single sign-on to Citrix Workspace is all you need to securely access all user apps, desktops, and files. SSO is supported across mobile, SaaS, and web apps leveraging Citrix Gateway™ Service. SSO configuration is available through Azure Active Directory (AD) for Microsoft Store for Business apps and Office 365 apps, as well as for corporate data for Microsoft Intune managed apps. SSO configuration also includes .EXE and .MSI file types after installation either through MDM App Configuration (ADMX) or via script.
Device switching	With the active session switching feature in Citrix Virtual Apps and Desktops, you can log in once and stay that way even while moving freely to other devices.

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

Citrix Virtual Apps and Desktops can be deployed on premises or on public, private, or hybrid clouds. It can also be deployed from physical PCs in an office. Regardless of the deployment platform, all Citrix workspaces can be managed through a single pane of glass.

This administrative graphical user interface (GUI) is contextual. GUI functionality is based on role-based access control (RBAC) roles and varies by role and user. Four roles are available by default:

1. Administrator (full access)
2. Device user (enrollment and self-help portal only)
3. Support (Remote support access only)
4. Device Provisioning (bulk provisioning)

Choice of deployment

Citrix offers flexibility and choices so that your IT teams can select the best workload host, whether they be public clouds, privately managed clouds, or a hybrid environment that might include a mix of on-premises workloads.

Support for virtual desktop infrastructure (VDI)

Citrix virtual desktop infrastructures can be hosted on any hypervisor, physical platform, or cloud (such as Amazon Web Services, Google Cloud Platform, Microsoft Azure, and Oracle) which gives your company the flexibility to choose the most cost-effective platform.

Support for a range of devices and containers

Citrix Workspace supports any device OS and offers a choice of containerization (Mobile Application Management) and mobile device management platforms to maximize flexibility for protecting applications.

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 safety 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. |

Accelerating your journey

We hope you've found this buyer's guide useful in identifying what virtualization features you value and need most for your organization, and how Citrix Virtual Apps and Desktops can help satisfy those requirements.

Get more answers at **citrix.com/citrix-virtual-apps-and-desktops**

citrix™

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