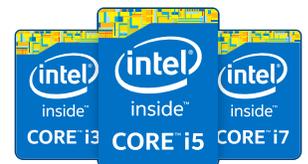




Empower Your Workforce with More Secure Mobility

Citrix XenApp and Intel® Core™ processor–based Chromebook devices are the smart choice for enterprises to securely deliver Windows and mission-critical line-of-business apps.

Enterprises need to accommodate a more mobile and increasingly app-centric workforce, but that often creates new security concerns. Some enterprises are considering Chromebook devices built upon Google's Chrome OS to create a more-secure compute environment for employees who are always connected to the Internet and who rely primarily on web-based apps. By combining Citrix XenApp, the industry leader for virtual-application delivery with Chromebooks powered by Intel Core processors, enterprises can deliver Windows apps to a variety of users with strong performance, enhanced security, and simplified management.



“We plan to continue working with companies like Google, Intel, and Citrix to bring the latest technology to our workforce to improve collaboration, mobility, productivity, and efficiency—making us more competitive in the global economy.”

Kevin O’Neill

AsiaPac Region CIO, Randstad

Randstad is one of the world’s leading recruitment and human resources (HR) services companies, with over 600,000 employees placed on any given day. Kevin O’Neill, Randstad CIO for the AsiaPac region, is constantly pushing for more innovation, agility, and mobility for Randstad’s employees in the region—which is why O’Neill initiated Randstad’s transition to Chrome devices and equipped employees with Intel® processor–based Chromebooks, Chromebases, and Chromeboxes. But because the company still heavily relies on Windows apps, O’Neill needed to find a secure way to deliver those apps to Randstad’s increasingly mobile workforce.

In 2014, he found an innovative solution—Citrix XenApp running on Intel processor–powered Chromebooks. O’Neill reports fantastic results ranging from trusted security, increased processing speeds, low maintenance requirements, happier helpdesk staff, a paperless office, more collaboration, and improved productivity—all for a lower total cost of ownership (TCO).

The XenApp on Intel Core processor–based Chromebooks solution focuses on end user productivity and embraces a move to cloud-based computing. IT managers can use this solution to build an infrastructure that makes future innovations and updates easier to apply and adopt. The solution enables an organization to deliver Windows apps to Chromebooks without having to first migrate them to the cloud or launch a full Windows desktop. Windows apps appear in a user friendly Chrome browser tab.

The XenApp on Intel Core processor–based Chromebooks solution is a smart choice for today’s innovative enterprise because it:

- Enables secure delivery of Windows and line-of-business (LOB) apps
- Is powered by Intel processors optimized with Citrix Receiver for Chrome
- Is simple to manage, deploy, and scale

Deliver Windows and Line of Business Apps Securely

XenApp is a secure virtual application delivery solution that enables Windows, web, LOB, and software-as-a-service (SaaS) apps to be virtualized, centralized, and managed safely from the data center to any device. With centralized control, XenApp gives employees freedom of mobility while offering organizations peace of mind knowing that mission-critical apps and data are secure. Within the data center, IT can provision apps and implement the latest security fixes—which can be rolled out to all company Chrome devices, where employees can easily and securely access their apps and data via Citrix Receiver for Chrome. Together XenApp and Chromebooks enable an end to end secure-by-design solution for enterprise.¹

Citrix, Intel, and Google—A Powerful Trio

Citrix XenApp has been pioneering innovations in the delivery of secure apps for more than 25 years and is the industry leader in application virtualization. Intel has been working with Google on the Chrome OS since the first Chromebook launched. Intel is also a top contributor to the Chromium OS and powers the broadest array of devices based on the Chrome OS.²

Citrix and Intel continue to partner together to optimize the user experience on Intel processor-powered Chrome devices. And Citrix and Google have been working together since 2010 to ensure Chromebook users can easily and securely access Windows apps.

Together, Citrix, Intel, and Google have created a smart, simple, affordable solution for enterprises to increase mobility and productivity without compromising security.

Another secure-by-design feature is the stateless nature of Chromebooks. Because data, apps, and user settings reside on the cloud and not on the actual device, Chromebooks are considered stateless and are immune to many of the vulnerabilities that plague traditional PCs. Since IT can manage the deployment and user access settings, no personal data is accessible after users log out.

Enterprise users on Chrome devices can also run Windows apps and desktops securely by using Citrix XenDesktop, the market leading virtual desktop delivery platform. XenDesktop delivers on-demand access to apps and five generations of Windows desktops as secure mobile services with the best cost, performance, and security. XenDesktop extends the secure design of XenApp to desktop workspaces, so that mission-critical business applications, data, and desktop features can be protected in the data center.

With XenDesktop and XenApp running in the data center and employees equipped with a stateless and secure Chromebook, enterprises can be better assured that company data and apps will remain secure from the data center to the device.

Powered by Intel Processors

Intel is the leading provider of processors for Chrome devices, and manufacturers offer a wide selection of devices based upon Intel® Celeron® processors and Intel Core processors to meet various price points. For enterprise computing needs, Chromebooks with Intel Core processors are recommended because they deliver outstanding performance and responsiveness for multitasking and web content combined with all-day battery life for mobile workers. Intel Core processors provide more CPU power for faster launching, more fluid rendering of cloud content, and easier multitasking between Google Apps, web pages, and virtual desktop infrastructure (VDI) solutions.³

Chromebooks with Intel Core processors are also attractive to enterprises because the added performance headroom can increase the lifespan of the hardware investment. Intel Core processors can easily handle current corporate workloads with power to spare for future processing needs. Intel based Chrome devices are the preferred choice for enterprise deployments.

Simple to Manage, Deploy, and Scale

XenApp on Intel Core processor-based Chromebooks uses Citrix Receiver for Chrome and the Google Chrome Management Console to make manageability simple for IT admins and end users.⁴

Citrix Receiver for Chrome

Native Citrix Receiver installation on Chrome OS

Enables keyboard shortcuts and app switching

Simpler user experience with key functions such as copy/paste and app switching

Build more capabilities and performance using the native Google Chrome API

Supports Google Chrome Management Console

Customizable Citrix Receiver client look and feel

Citrix Receiver for Chrome enables users to access virtual desktops and hosted applications delivered by XenApp and XenDesktop from devices running Chrome OS. Using Receiver for Chrome, IT admins can deliver Windows apps to Chromebooks without having to first migrate them to the cloud or launch a Windows desktop. They can also customize and offer individual-based app access and permissions for any mobile users while ensuring that security procedures and processes are enforced.

The Google Chrome Management Console is a web-based console that allows IT to centrally deploy and control a fleet of Chrome devices from the data center. They can give new employees access to apps with just a few clicks and can revoke access from exiting employees in seconds. Employees benefit from shorter

“Our employees saw this solution as very innovative but still familiar, so they picked it up quickly. They really wanted to be part of a more collaborative, productive, mobile workforce.”

Kevin O’Neill

AsiaPac Region CIO, Randstad

provisioning and deployment wait times and immediate system and security updates. O’Neill says that during Randstad’s pilot program, IT admins provisioned in 2–3 hours what used to take 2–3 days.

In addition to simpler manageability and deployment, the XenApp on Chromebook solution can scale according to business needs. For example, in an acquisition situation, an enterprise might suddenly be faced with deploying hundreds of new users. Because there is no longer a need to deploy Windows apps on individual machines, an organization can rapidly scale and have users quickly up and running with an updated and secure Chrome device. Additionally, Chrome devices are always up to date and much more flexible for future enterprise innovations.

XenApp is a proven solution in many of the world’s biggest organizations. Large enterprise customers such as Randstad and Woolworths have shown that businesses can easily scale Chrome devices powered by Intel Core processors with XenApp and XenDesktop to thousands of employees.

A Win-Win Solution

Citrix XenApp on Intel Core processor–powered Chromebooks is a win-win solution for both enterprise users and IT. Employees can work productively by easily accessing their favorite Windows and line of business apps on Chromebooks seamlessly and securely from anywhere over any network while further benefiting from the high performance of an Intel Core processor on their Chromebook.

On the back end, IT can deliver secure apps from the servers in the data center or on the cloud, while easily and centrally managing the devices with simple and customized app access and delivery. Citrix XenApp running on Intel Core processor–based Chromebooks is the clear and proven choice for enterprises in any industry looking to pilot or implement a Chrome deployment.

For more info, visit:

<http://www.citrix.com/news/announcements/aug-2014/citrix-collaboration-with-google-delivers-new-receiver-for-chrom.html>

<http://www.intel.com/content/www/us/en/laptops/chromebook.html>

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¹ Citrix. “Secure by Design.” January 2015. http://www.citrix.com/content/dam/citrix/en_us/documents/products-solutions/secure-by-design.pdf.

² Data collected through analysis of the commit logs and information on Chromium and Blink open-source projects.

³ Principled Technologies. “Chromebook comparisons.” <http://principledtechnologies.com/Intel/IntelChromebooks/>.

⁴ Citrix. “Receiver for Chrome Download Page” <http://www.citrix.com/downloads/citrix-receiver/chrome.html>.

About Citrix

Citrix (NASDAQ:CTXS) is leading the transition to software-defining the workplace, uniting virtualization, mobility management, networking and SaaS solutions to enable new ways for businesses and people to work better. Citrix solutions power business mobility through secure, mobile workspaces that provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud. With annual revenue in 2014 of \$3.14 billion, Citrix solutions are in use at more than 330,000 organizations and by over 100 million users globally. Learn more at www.citrix.com.

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