



Forget the Cubicle—Citrix and Intel Create the Software Defined Workplace

Two Enterprise Leaders Combine to Untether Mobile Employees

The 9-to-5, cubicle-dwelling world of yesteryear is crumbling away as users work from home, collaborate across geographies, and teleconference on a global scale. In today's workplace, employees need mobility, flexibility, and security to maintain productivity.

Those competing demands place increasing pressure on IT departments. There are multiple file-sharing and remote-access applications available, but the gold standard for *securely* connecting Intel-based devices has long been Citrix Systems, creators of popular products such as XenApp*, XenDesktop*, GoToMeeting*, and NetScaler*. Founded in 1989, and with over 3 billion USD in annual revenue, Citrix continues to team with Intel to evolve the Software Defined Workplace.

Jim Luna, Senior Director for Global Alliances at Citrix, explained that all their products must work on any Intel-based device. "If somebody is mobile with a laptop, Ultrabook™, Chromebook*, tablet, or smartphone—whatever it is, whatever people need to work on, wherever they need to work from—we can deliver your applications and desktop to that

device," he said. That's sure to please IT managers hoping to develop a standard for BYOD workforces. Stressing the security angle for mobility software, Luna continued, "We can securely deliver apps and share desktops to any device. From our standpoint, whatever Intel device the user is touching, wherever someone is working, our technology is seamless and ubiquitous."

The Intel and Citrix efforts boost productivity and bring technological breakthroughs in three key areas: mobility, flexibility, and security.

Mobility

Citrix provides thin and thick client virtualization, software-as-a-service, and cloud computing technologies. Citrix XenDesktop lets employees access their desktop remotely, running Windows* or critical line-of-business applications to create documents and edit files. Workers often use their PC or laptop at work to start a project, transfer the file to a mobile device for the commute home, and perhaps transfer it to a laptop to work in their study after dinner. Each transfer must be seamless and easy.

Mobile workers have increasing demands from the IT team: they need to keep in touch with colleagues and customers, attend meetings, share files, and collaborate in real-time. As a leader in the Software Defined Workplace, Citrix works closely with Intel on technology initiatives that allow people to work from anywhere on any device. Whether enabling app and desktop virtualization with XenApp and XenDesktop (optimized for 5th generation Intel® Core™ processors), enabling enterprise mobility management with XenMobile® on an Intel-based

“We can securely deliver apps and desktops to any device. From our standpoint, whatever Intel device the user is touching, wherever someone is working, our technology is seamless and ubiquitous.”

— Jim Luna, Senior Director for Global Alliances

superior processing power with workstation-like graphics performance. Intel and Citrix made the graphical experience smoother and higher quality. Citrix HDX™ technologies deliver a “high-definition” experience to users of Windows applications and desktops, on any device and over any network. The goal is to make the operation “as simple as turning on the lights,” said Luna, so that your apps and data are immediately available in front of you.

Android* or Windows tablet, or delivering an Intel® Xeon®-based NetScaler solution, Citrix and Intel technology are uniquely integrated for maximum productivity.

Flexibility

Workers today typically use more graphical-intensive applications and less text-based applications. No matter the device, users demand

On the server side, the new Intel® Xeon® Processor E3 v3 product family with Intel® Iris™ Pro Graphics was optimized for performance with XenDesktop and XenApp. Intel Xeon-based servers with Iris Pro graphics and XenDesktop deliver virtualized desktops and apps with workstation-level performance to remote users on any Intel-based endpoint, from tablets and laptops to the new Intel® Next Unit of Computing (Intel® NUC) clients.

Security

Mobility and flexibility are great, but if they punch holes through the firewall or allow compromised credentials to access the network, the enterprise could face major repercussions.

Citrix products are optimized for Intel® vPro™ platforms to strengthen scalable enterprise client devices. With Intel® vPro™ technology, such as Intel® Graphics Virtualization Technology (Intel® GVT) for near-native graphical performance, Intel® Active Management Technology (Intel® AMT) for IT to easily remotely manage clients, and Intel® Trusted Execution Technology (Intel® TXT) to protect against memory sharing in a multi-VM scenario, all work best with Citrix’s XenDesktop, XenApp, and XenClient* virtualization solutions.

Although today’s workforce is extremely dispersed, productivity has never been higher. Whether you face mobility, flexibility, or security concerns, **Intel and Citrix** are continuously improving these tenets across any public, private, or hybrid cloud.

To learn more about Intel Core processors with Intel vPro technology, go here.

Empower your business with mobile workplaces here.

