

5 for 7.5

5 reasons to move up to XenApp 7.5

If you're a Citrix XenApp customer, you are well aware of the security, manageability and remote access benefits of hosting Windows apps and publishing server-based desktops with proven Citrix technology. Did you also know that XenApp 7.5 is the only technology that enables Windows apps to be virtualized, centralized and managed in the datacenter and instantly delivered as a service to users anywhere on any device?

Citrix XenApp with FlexCast technology gives you the flexibility to mobilize Windows apps, refresh desktops cost-effectively, and enable BYO laptops and tablets. It enables enterprise IT to deliver Windows-as-a-Service that's always on, highly secure and seamlessly mobile. With its advanced app delivery, FlexCast technology gives IT everything they need to meet the needs of today's modern, complex workforce.

Check out the "5 for 7.5." Read on to explore 5 reasons why you should plan your move to XenApp 7.5 allowing you to empower users with on-demand self-service to enterprise apps anywhere on any device. XenApp FlexCast management architecture (FMA) is built to provide a control system separate from the app or desktop workloads you want to deploy. This means that you can mix and match a wide variety of Windows platforms all in a single site with just a single console, thereby decoupling dependencies on underlying operating systems. It also means there is no need to rebuild and upgrade every time you upgrade operating systems. XenApp 7.5 is built from the ground up for cloud deployments, so it contains full integration enabling apps and desktops to be automated and orchestrated as a cloud service. With Microsoft releasing new versions of Windows faster than ever, XenApp 7.5 enables you to adopt Windows releases on your own schedule. From a single site and a single console, you can now support three generations of Windows Server from Windows Server 2008 R2 to the new Windows Server 2012R2. Citrix is in lockstep with Microsoft, taking advantage of the latest features in Windows Server, System Center, and Hyper-V to help you deliver Windows-as-a-Service.

Reduced footprint and enhanced scalability

The XenApp architecture is a well-proven industry workhorse empowering well over a million users every day. Each individual XenApp server, however, has a lot of work to do to keep track of itself and other servers. Some XenApp servers then need to be assigned specialized roles as zone data collectors as deployments grow. The new XenApp 7.5 FlexCast management architecture takes the burden

off of server workloads and simply installs a virtual delivery agent (VDA) on each Windows Server created to host apps or desktops with the same process and logic as a desktop-based VDI virtual machine. So what's the difference? A single server can now host as much as 10% more apps or desktops than on XenApp 6.5, even while delivering the improved HDX mobile codec that doubles frame rates while cutting bandwidth. When it comes to provisioning XenApp Servers, the only option available prior to XenApp 7.5 was Provisioning Services (PVS) available only to platinum customers. Now with XenApp 7.5 you can provision XenApp Servers using Machine Creation Services (MCS) which has been available in XenDesktop for many years. The MCS provisioning technology is available in platinum and enterprise editions allowing customers to benefit from a more robust technology that is less complicated to setup giving IT admins the ability to scale rapidly in today's fast changing workplace.

Going mobile requires Windows apps

With tablet sales increasing by 49% in 2013 compared to the previous year, it's obvious that employees on-the-go expect to have the ability to be productive on tablets and smartphones. But what about the thousands of Windows apps people depend on to be productive? XenApp 7.5 delivers seamless, highly secure access to Windows apps—now optimized 3 ways for mobile devices enabling users access to Windows apps on a variety of non-Windows devices without the need for re-engineering:

The new H.264-powered codec behind HDX is optimized for mobile devices using onboard hardware-based decodes that can double screen refresh rates while more than doubling the battery life of devices leveraging hosted apps.

New HDX Mobile technologies help transform any existing Windows app to be mobile ready. Menus, picker options, and text inputs are translated to be seamlessly optimized for touch devices.

New HDX Mobile SDK lets developers quickly optimize mobile apps by optimizing for screen size, orientation, button sizes, and incorporating local device options such as camera or GPS.

All use cases are welcomed—for even the most powerful 3D apps

Staying productive and collaborating on big 3D models and simulations means lots of local data, lots of GPU, and just the right version of software. The reality is that keeping design application versions in sync and updated and moving huge data files around the globe is almost impossible. In the past, XenApp has been a great option for data centralization and now all those benefits can be extended to 3D apps with XenApp 7.5. Manufacturers, engineering and construction firms are turning to XenApp 7.5 with FlexCast technology for 3D professional graphics to keep employees productive and speed time to market while securing sensitive intellectual property.

Farm administration done in minutes, less maintenance and more growing the business

Deploying apps and desktops at the touch of a button while securing sensitive data and empowering mobile employees makes XenApp 7.5 a clear choice. But what about the operations team that has to keep the services running? XenApp 7.5 now incorporates EdgeSight analytics out of the box with NetScaler HDX insights right in the Director console giving the service desk the power to diagnose and solve problems without escalation. Meanwhile, the operations team has all the insights needed to plan for capacity and assure performance from the network to the virtual infrastructure. You may never have to buy lunch again.

Desktop Virtualization doesn't have to be VDI

Desktop virtualization is not a one-size-fits-all technology; your users need the right type of virtual desktop based on their business needs. However, when embarking on a desktop virtualization initiative, organizations frequently start their technology search by looking at a virtual desktop infrastructure (VDI) solution because many people think VDI is synonymous with desktop virtualization. However, desktop virtualization is so much more than VDI. XenApp offers various options for desktop virtualization including a server-based virtual desktop, also known as a hosted shared virtual desktop. XenApp is also the only technology available that can take enterprise Windows apps mobile by centralizing mission-critical business apps in the datacenter and delivering secure remote access on any device, anywhere. In many cases, Citrix customers have found that a majority of their users' requirements for desktop virtualization can be met with a non-VDI solution: a hosted shared virtual desktop or on-demand, self-service access to enterprise applications. XenApp is a proven solution for delivering Windows® applications and desktops on demand.

Conclusion

XenApp 7.5 is making it easier than ever to deliver the apps needed for your complex and increasingly mobile workforce. Whether you are ready to update today, or planning for the future, the easiest way to experience XenApp 7.5 is to download it and see for yourself just how simple and powerful it can be. With intuitive wizards and automated configuration checking, you'll have an environment up and running in record time.



About Citrix

Citrix (NASDAQ:CTXS) is the cloud company that enables mobile workstyles—empowering people to work and collaborate from anywhere, easily and securely. With market-leading solutions for mobility, desktop virtualization, cloud networking, cloud platforms, collaboration and data sharing, Citrix helps organizations achieve the speed and agility necessary to succeed in a mobile and dynamic world. Citrix products are in use at more than 260,000 organizations and by over 100 million users globally. Annual revenue in 2012 was \$2.59 billion. Learn more at www.citrix.com.

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