

Citrix powered apps and desktops from the Windows Azure Cloud

What's new with Citrix and Windows Azure?

Beginning July 2013, Microsoft has enabled licensing that permits RDS-enabled compute instances running on the Windows Azure cloud. This opens up the Azure platform for use as infrastructure for hosting Windows virtual desktops and applications.

Citrix is proud to be one of the first Microsoft partners to support our world-class desktop virtualization solutions on the Windows Azure cloud platform. Using Citrix design guides, customers and Service Providers alike can now leverage industry-leading XenDesktop and XenApp virtualization solutions to deliver Windows desktops and apps to any user leveraging Windows Azure as the deployment platform.

How can Citrix customers get the most out of Windows Azure?

For Enterprise customers

Citrix customers who are looking to deploy some of their Windows app and desktop workloads on public clouds now have the ability to choose Azure, the best cloud for Windows workloads and Citrix XenDesktop, the best solution for delivering high performance, scalable and secure Windows workloads to any user. This allows for creation of a true cloud service and delivers on the promise of mobile workstyles to Enterprise users. Key use cases include:

- **Flexing to the cloud** – customers can leverage Azure public cloud infrastructure to increase capacity on-demand during peak usage periods throughout the year. Once demand wanes they can take environments down and return to normal operations. Using Azure as infrastructure for a Citrix-powered desktop and app solution allows customers to grow the environment gradually and predictably without having to over-size a solution for the worst-case load scenarios.
- **Reducing or eliminating on-premise infrastructure** – customers can build out new solutions or initiatives on Azure public cloud infrastructure and avoid the large capital expense associated with build outs. This allows them to shift to a more “pay as you go” model for IT services and manage overall costs in a more predictable fashion.

- **Hybrid scenarios** – some may choose to move some apps or services to the Azure cloud while maintaining mission critical or highly sensitive apps, data and services inside their private clouds. Linking premise-based environments to Azure-based XenDesktop deployments, via Citrix NetScaler and Secure Gateway, enables customers to seamlessly extend their users' computing environments to the Azure cloud.
- **Business continuity** – customers may wish to leverage XenDesktop on Windows Azure during business disruptions caused by power outages, natural disasters or other unforeseen disruptions.

For Service Providers

Citrix Service Providers can also leverage the Azure platform as infrastructure on which to build out Citrix-powered Windows app and desktop services. Service Providers can create complete hosted desktop services for their customers and provide their users with an Enterprise-class virtual desktop experience without the need to build their own datacenters. Expansion can happen at the pace of new business acquisition so that the pace of infrastructure cost does not exceed the pace of revenue.

This approach allows Service Providers to focus on tailoring solutions for their customers and providing a world-class service, rather than having to focus on the hardware needed to deliver the service.

Service Providers with their own datacenters may also wish to leverage XenDesktop to flex to Windows Azure during times of peak demand from their customers or during periods where they are still growing their internal capacity.

To learn more, visit our web site: <http://www.citrix.com/global-partners/microsoft/resources.html> and see the Citrix-Azure design guides located there.



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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