

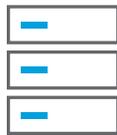
Citrix StoreFront

Enterprise app store that enables mobile workstyles.

Citrix StoreFront is an enterprise app store that improves security and simplifies deployments, delivering a modern, unmatched near-native user experience across Citrix Receiver on any platform. StoreFront makes it easy to manage multi-site and multi-version XenApp and XenDesktop environments. It empowers organizations to customize the branding and deployments to meet specific business needs. StoreFront also enables mobility initiatives for users to work from anywhere, any device.

Why Citrix StoreFront?

Manageability



Future-proof deployments
StoreFront streamlines management and delivery of XenApp and XenDesktop by simultaneously enumerating apps and desktops across multiple sites and farms and across product and platform versions.

User Experience



Personalized across all devices
StoreFront delivers personalization and intuitive modern user access in conjunction with Citrix Receiver, maintaining consistency across different end user devices and form factors.

Security



Most advanced protection available
Powerful industry-leading authentication and security standards provide IT admins the confidence to expand mobile workspaces to global locations and diverse roles.

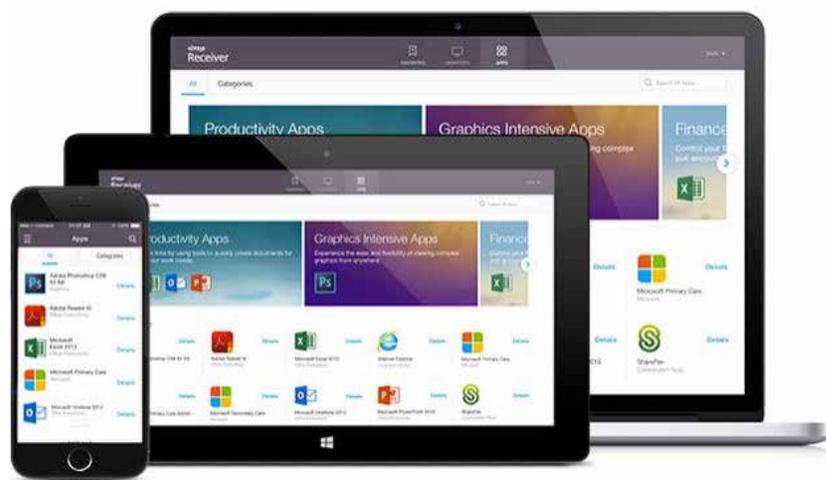
Personalization without losing IT control

On-demand, self-service app store

Like consumer app stores, StoreFront is one common interface where users can choose the apps and desktops they need to be productive in their mobile workstyles. IT has the flexibility to create shortcuts for users, similar to native apps, or enable self-service. With self-service, users can build and modify personalized, on-demand views of the resources available to them. Users can get started quickly and easily by entering only their email address, and connection between Citrix Receiver and StoreFront is automatically established. IT has the option to ask user to enter the server name instead, or use a provisioning file distributed by them.

Modernize the user experience

StoreFront meets the mobile user's expectation for a consistent and uniform experience on any platform whether on Windows, Mac OS, iOS, Android, Linux, Chrome OS, or HTML5-enabled browser. In conjunction with Citrix Receiver, it smoothly and automatically refactors the user interface to the native platform for best experience. Once connected, simplified navigation and context sensitive search function helps users to be productive in no time. IT can choose to deploy other features to boost productivity, such as enabling instant-on access to mission critical apps and desktops or maintaining session during temporary disruptions. The integration with NetScaler Gateway simplifies single sign-on, so users only have to enter their credentials once to access all of their apps.



Simplify and optimize management

StoreFront has built-in high availability tools to consolidate app and desktop delivery from multiple XenApp and XenDesktop servers. StoreFront has been available since the release of XenDesktop 7, and can simultaneously enumerate resources delivered from any combination of servers including XenApp 5 and above, XenDesktop 5.5 and above. Integrated with Citrix Studio and NetScaler Gateway, it provides multi-site, multi-platform management from a single console.

Transparent infrastructure migration

StoreFront is crucial to simplify upgrades and migrations, whether to a newer XenApp and XenDesktop platform or to a different operating system. It reduces the complexity of IT services delivery by maintaining a single interface to aggregate diverse backend resource providers. During transitions there is no change for the user view or their access to familiar resources; simply bring up the new platform in parallel and when it is ready make it part of the existing Store.

Customize app and desktop deployments

For organizations with complex business requirements, StoreFront enables an unprecedented ability to customize XenApp and XenDesktop deployments. The most common customization is to provide a unique appearance and organization branding, supported by standard web design tools. The StoreFront Customization SDK enables personalized logic for the process of displaying resources to users and adjusting launch parameters. Admins can automatically provision mandatory apps that are displayed when users first logon, bundle apps, or restrict access based on location or device type. StoreFront's Web API allows businesses to tailor virtual apps and desktops within enterprise portals using web friendly APIs.

Improve enterprise security

StoreFront safeguards XenApp and XenDesktop with the most advanced authentication and protection available. Capabilities such as claims-based authentication and access control, secure remote access without a VPN client, and roaming for all receiver users. Integrated Smart Card support allows users to access apps and desktops on Windows, Mac, iOS, Android, and Linux devices by using their smart cards, whether using a native receivers or Receiver for Web for browser-based authentication. Finally, StoreFront provides extensible authentication for a single customization point to extend its form-based authentication. For instance, Worx Home and Receiver for Web use this capability to authenticate with XenMobile, XenApp and XenDesktop for both internal and external access scenarios. Extensible authentication also enables StoreFront to integrate with RSA Adaptive Authentication, which takes a risk-based approach to security for strong, multi-factor authentication on devices running Receiver for web and Worx Home for iOS.

To learn more about how to enable mobile workstyle in your organization, please visit: <https://www.citrix.com/products/xenapp/tech-info.html>.

Corporate Headquarters
Fort Lauderdale, FL, USA

India Development Center
Bangalore, India

Latin America Headquarters
Coral Gables, FL, USA

Silicon Valley Headquarters
Santa Clara, CA, USA

Online Division Headquarters
Santa Barbara, CA, USA

UK Development Center
Chalfont, United Kingdom

EMEA Headquarters
Schaffhausen, Switzerland

Pacific Headquarters
Hong Kong, China



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.

Copyright © 2015 Citrix Systems, Inc. All rights reserved. Citrix, Citrix Receiver, XenApp, XenDesktop, NetScaler Gateway, StoreFront, Worx Home and XenMobile are trademarks of Citrix Systems, Inc. and/or one of its subsidiaries, and may be registered in the U.S. and other countries. Other product and company names mentioned herein may be trademarks of their respective companies.