

## Comparing XenMobile Service to XenMobile On-prem

This document provides a summary of the advantages of deploying XenMobile Service compared to XenMobile On-premises.

### When it comes to Citrix XenMobile Service, it's the *UnExperience*

Unexperience - the experiences you no longer have, because we take care of everything for you

#### EMM/UEM Market Shift to Cloud

"Currently, the cloud hosts only about 50% of EMM, while early investors in EMM continue to host some on premises. The vast majority -- about 85% -- of new installations are now in the cloud" Jack Gold, J. Gold Associates, LLC, an industry analyst firm.

Per Gartner Research, Inc., Software is either the first or second largest cost in the IT budget; software support/maintenance accounts for between 50% - 60% of that overall software cost. Also, enterprise software upgrades can cost up to 30% of the original software installation price, can take more than a year to complete and require companies to revamp their technology infrastructures and business practices. Direct upgrade costs can include installation, data migration, staging/test, roll-out and potential conversion downtime.

#### Benefits of Citrix Cloud

Leveraging Citrix Cloud services, including XenMobile Service helps eliminate most if not all of these typical maintenance and support costs; besides the service subscription itself, there are no additional maintenance costs. And, the Citrix Cloud service delivery model eliminates any future need to patch or upgrade Citrix technologies including XenMobile Service.

The up-front capitalized costs for traditional software are greater than for the fixed-cost SaaS equivalent. Amortized over a longer-term (usually 3-5 years or more) the SaaS alternative will at first appear more expensive from a pure cash-flow perspective. However,

customers need to take into account:

- Eliminating costs such as maintenance and support
- Avoiding the need for staging and implementing regular upgrades
- Sizing, deploying, and refreshing hardware

Therefore, due to hard- and soft-cost avoidances provided by the SaaS model, the subscription approach will present a lower overall total cost of ownership – and higher overall value – when compared with software.

A typical Citrix Cloud service cost structure is constant and predictable, often with lower (or no) infrastructure costs, and significantly less software and support, labor, and datacenter-related investments. Most important, updates/patches are automatically tested and applied. Lastly, as a subscription, accounting rules typically allow treatment of the cost as an operational (not capital) expense.

#### XenMobile Service Benefits

- **Faster deployment** – As fast as 2 hours
- **No up-front costs** – Minimal to no additional infrastructure
- **Licensing** – Citrix handles XenMobile licenses (no need to upload new licenses after a renewal)
- **Citrix Cloud Ops** handles Updates, Monitoring, Security & Backups
- **Peace of mind** – 99.9% up-time
- **No co-mingling** of customer data
- **OpEx** – Pay and get value as you go
- **New Features & Bug fixes before On-Premises:** 3 Week update cycle with ZERO downtime

- **Modern Deployment Practices**  
Blue/Green Deployments  
Distributed Rollout with Waves  
Instant Rollback Capability  
Features controlled with Feature Flags
- **Security Database** – Encrypted with Azure Transparent Data Encryption (TDE)
- **Seamless Migration** – Move to Cloud with little to no effort

### XenMobile Editions (on-prem) compared with XenMobile Services

Activity	RESPONSIBILITIES	
	XenMobile Editions (on-prem)	XenMobile Services (Citrix Cloud)
Initial XenMobile deployment	Customer	Citrix Cloud Ops*
Configuration of XenMobile policies	Customer	Customer
XenMobile server updates	Customer	Citrix Cloud Ops*
XenMobile Client updates (e.g. Secure Mail)	Customer	Customer
NetScaler Gateway (NSG) initial configuration	Customer	Customer and Citrix Cloud Ops*
NetScaler updates	Customer	Customer
OS Platform updates	Customer	Customer
<b>Ongoing monitoring &amp; management XenMobile Server</b> Includes cost of server hardware, network hardware, database cost, power and cooling, and data center real estate and personnel costs.	Customer	Citrix Cloud Ops*
XenMobile Server utilization/optimization/allocation	Customer	Citrix Cloud Ops*
<b>Disaster Recovery (DR)</b> Monthly DR w/XM Service; daily backups; instant roll-backs	Customer	Citrix Cloud Ops*
<b>Security Monitoring</b>	Customer	Citrix Cloud Ops*
<b>Infrastructure (CPU, disk, app)</b>	Customer	Citrix Cloud Ops*
<b>Performance</b>	Customer	Citrix Cloud Ops*
<b>NetScaler Gateway Service (NGS) - GA Q218</b>	Not Available	Choice On-prem NS: Customer NGS: Citrix Cloud Ops*
<b>Integration with Microsoft EMS/Intune</b>	Not Available	Citrix Cloud Ops*

\*Included in subscription

### Hard & Soft Cost Avoidance

SaaS/Subscription approach offers unique technical, financial, and capability benefits.

Some of the main benefits are often cost avoidances that Citrix Cloud services bring to customers.

### Hard Cost Avoidances

- Reduced maintenance and support**
  - Avoid ongoing maintenance costs
- Eliminated software upgrades and patching**
  - Avoid upgrade risk / expense
- Reduced time-to-production**
  - Labor & staging savings
- Automation efficiencies with Smart Tools**
  - Labor reduction/repurpose
  - Infrastructure cost reduction
- Reduced installation and management**
  - Less (or no) hardware
  - Little (or no) capacity re-sizing

### Soft Cost Avoidances / New Capabilities

- Flexible on-ramp to any cloud**
  - Reduced lock-in risk
  - Greater infrastructure choice
- Security and compliance advantages**
  - Greater infrastructure flexibility
- CapEx vs. OpEx advantages**
  - Avoid capital cost-of-funds
  - Greater operational predictability
- Minimized downtime**
  - Avoid cost/risk of downtime
- Enabling business continuity options**
  - Infrastructure and management efficiency
  - Multi-location management options

**XenMobile Service: Predictable Cost, Unlimited Benefits**

When managing your **on-premises software**, how much will it cost if you experience disruptions like... When a server crashes, and needs to be replaced? ...When a virus gets

into your system? ...When you need to replace and train an IT employee? ...When you need to troubleshoot a network or infrastructure issue? ...When you need to apply maintenance fixes or software updates? ...When a critical app is down for an extended period of time.

2,000 managed devices per user licensing for 3 Years	Costs for existing XenMobile (on-prem)	XenMobile Service (Cloud Transition)
<b>Infrastructure</b>		
XenMobile Server • Computing, storage, Citrix License Server, Windows Server 2008 R2, 2012/R2, Microsoft SQL Server	\$_____	\$0 Included in Subscription
Hypervisor • XenServer, Hyper-V, or VMware	\$_____	\$0 Included in Subscription
Networking • NetScaler gateway, public IP addresses, etc.	\$_____	\$0 Uses same network and NetScaler
<b>Software</b>		
XenMobile	\$0 Already purchased	\$360,000 \$60/user/year
Microsoft software	\$_____	\$0 Included in Subscription
Software Maintenance • XenMobile Enterprise Edition (\$41/user/year) • Hypervisor • Microsoft server(s)	\$246,000 \$_____ \$_____	\$0 Included in Subscription
<b>IT Labor Costs</b>		
IT personnel cost • Initial setup • Ongoing maintenance • Software updates • Support, operations and monitoring	\$_____ \$_____ \$_____ \$_____	\$0 Included in Subscription
<b>TOTALS</b>	\$_____	\$360,000

With XenMobile Service, everything is included and your only cost is the annual subscription. For \$19 more per user than you are paying today for maintenance you get piece of mind and guaranteed availability. To find out more about the **UnExperience** and the

benefits of XenMobile Service, contact your local Citrix sales representative.

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### Transition your XenMobile On-prem to XenMobile Service in Citrix Cloud

One more UnExperience, the **XenMobile Migration Service**, included with XenMobile Service subscriptions, provides dedicated Citrix resources to assist our on-premises customers with their transition to the cloud. The XenMobile Migration Service allows customers to transition their existing deployment to the cloud **without the requirement of device re-enrollment**. The scope of this complimentary service includes:

- Database Export (.bacpac)
- XenMobile Service cluster creation
- Cloud connector installation without proxy support (x2 Connectors)
- NetScaler Gateway configuration script

- Validation of existing configuration and device enrollment
- DNS cutover (CNAME) – Customer DNS configuration.

For customers with advanced deployment configurations not covered by the scope of work above, Citrix can provide you with a product expert in 8- or 32-hour increments. Please contact your local Citrix sales rep or Citrix Partner for more information.



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