



## Easily and Securely Deliver Windows® Apps in the Azure® Cloud

IT departments have looked for better ways to manage the applications that run your business since Microsoft® Windows™ came to dominate the personal computer market with over 90 percent market share in the late 1980s. At first, everyone relied on traditional desktop management and worked on premises. Then, as the use of mobile devices in the workplace increased, IT had to find new ways to secure and deploy Windows applications for access from a variety of devices. Now with the cloud, you have even more options.



# Whether you're in need of a replacement service for Microsoft Azure® RemoteApp™, or you're simply looking for a better way to deliver apps, Citrix XenApp® Essentials Service is the fastest, easiest way to securely deliver Windows apps from Microsoft Azure to any device.

XenApp Essentials is a unique Citrix Cloud application virtualization service that combines the industry-leading XenApp technology with the power and flexibility of the largest cloud in the world, Azure, to provide a simple, easy-to-consume app delivery solution. Developed and designed in conjunction with Microsoft, XenApp Essentials is the next generation of remote app delivery technology from Citrix running on Azure.

## The easiest way to deliver Windows Apps from Microsoft Azure

Hands down, XenApp Essentials is the simplest, most efficient way to securely virtualize and deliver Windows apps with little to no working knowledge of XenApp or Azure. Now, IT professionals can purchase the entire solution directly from Azure® Marketplace then utilize the simple, easy-to-use, cloud-based XenApp Essentials console to secure the necessary Azure infrastructure for provisioning, monitoring, and managing your virtual applications.

Time is running out!  
Microsoft support for  
Azure RemoteApp ends  
on August 31, 2017.<sup>1</sup>

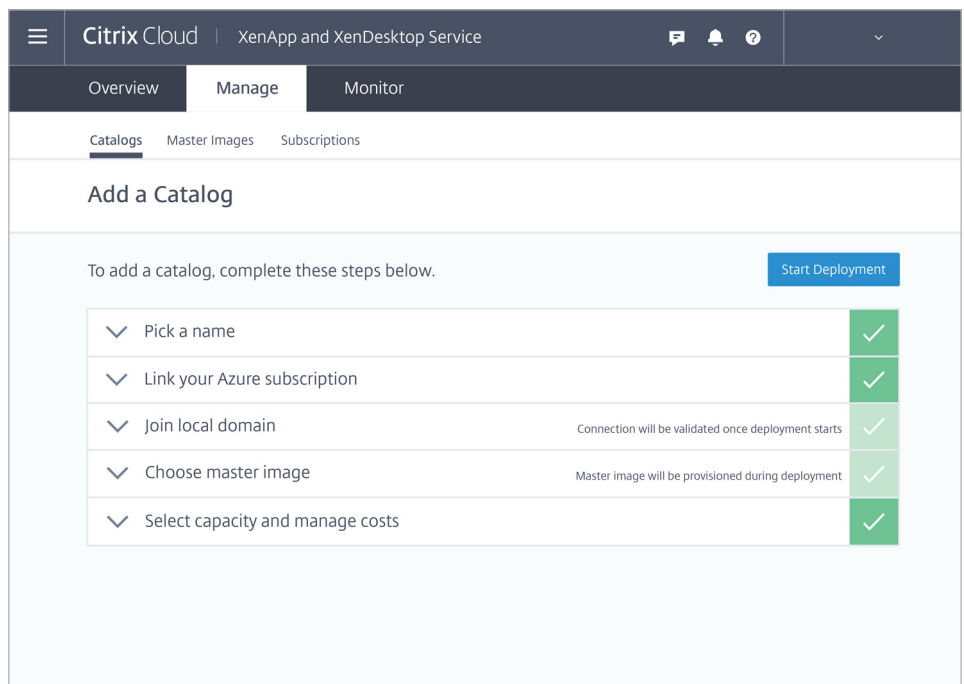



Figure 1: The simple to use web-based management console makes it easy to administer XenApp Essentials.

1. <http://microsoftplatform.blogspot.com/2016/08/azure-remoteapp-is-being-deprecated.html>

## More than just app virtualization – mobilize your business



Azure is the first cloud provider recognized by European Nation's data protection authorities.<sup>2</sup>

XenApp Essentials isn't just a way to virtualize your apps, it's a solution that enables mobility and provides the flexibility you need without compromising security. Whether you need to support remote workers, expand to branch offices, or integrate a new company after a merger, a cloud-based approach to application delivery is the best way to deliver apps to your workers and accomplish your most important goals. The solution is ideal for every use case, from delivering a small number of apps for SMB customers, empowering a business unit with a "must have" app, to embracing a complete enterprise-wide app virtualization approach.

Best of all, users will love the single-click experience of Citrix Receiver™ that makes it easy to access apps and stay productive wherever they go. With Citrix HDX™ technologies, everyone is ensured a high-performance Windows app experience that looks and feels like they're using a locally installed app on every device.

## On-demand and on-budget




Azure is the first cloud provider to adopt the new international cloud privacy standard, ISO 27018.<sup>3</sup>

By deploying app virtualization in Azure, you can take advantage of consumption based economics to quickly expand or reduce capacity without the traditional capital costs associated with hardware. You'll eliminate capital expenses for seasonal workloads and unexpected demands for capacity, because XenApp Essentials uses Smart Scale™ to automatically scale your Azure environment up and down to meet demand. Moreover, delivering apps as an on-demand service, saves you significant time and money compared to traditional employee onboarding approaches.

The old days of forecasting budgets and hardware purchases are behind us – today, we can enjoy the predictable, per user, per month pricing benefits of the cloud.

## Your apps and data – secure in the cloud



NetScaler received the ICSSA Labs Excellence in Information Security Testing Award.<sup>4</sup>

Mobilizing your workforce increases productivity, but it also means your company's sensitive data is walking around outside of your corporate network and firewall. IT will sleep at night knowing that XenApp Essentials includes Citrix NetScaler® Gateway Service to secure their apps and sensitive data.

NetScaler Gateway Service provides secure, encrypted authentication and access to your apps. Best of all, it's included with XenApp Essentials and officially endorsed by Microsoft.

But security doesn't stop at NetScaler. XenApp Essentials protects against data leakage and loss by reducing the risk associated with lost, stolen, and compromised devices. Nothing is physically stored on the device so users are only interacting with a virtual instance of the application. Screen updates, mouse clicks, and keystrokes securely traverse the remote connection, not the data, to keep application data safe from hackers and protect the corporate network from unmanaged devices.

2. <http://www.microsofttrends.com/2014/04/14/microsoft-azure-is-now-the-only-cloud-service-to-comply-with-european-union-privacy-laws>

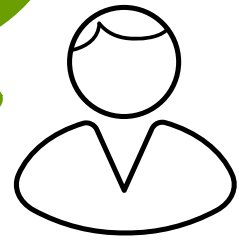
3. <https://azure.microsoft.com/en-us/blog/azure-first-cloud-computing-platform-to-conform-to-isoiec-27018-only-international-set-of-privacy-controls-in-the-cloud>

4. <https://www.citrix.com/news/awards-and-reviews/apr-2015/netscaler-wins-icsa-labs-excellence-in-information-security-test.html>

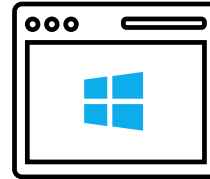
## How XenApp Essentials and Azure work together

XenApp Essentials is the fastest, easiest way to securely virtualize and deliver Windows apps. Your IT department can manage the entire environment from a simple console to give users a high-performance experience that looks and feels like they're using a locally installed app on every device.

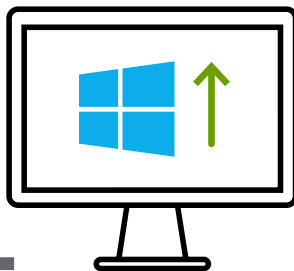
Connect with your Microsoft rep about Microsoft Remote Access options.\*



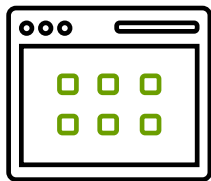
Sign up for Citrix XenApp Essentials from the Azure Marketplace.



Prepare and link your Azure subscription.



Upload your Windows Server® image with your applications.

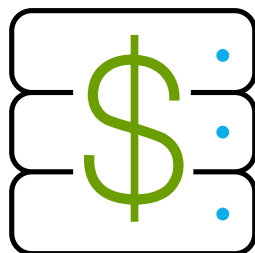


Use a simple admin console to publish apps, add users, and configure your Azure capacity.



Deliver Windows apps simply and securely to any device, anywhere.

Scale up and down automatically on-demand to reduce costs.



## Beyond XenApp Essentials: your journey into the cloud

XenApp Essentials is the fastest, easiest way to securely deliver Windows apps from Azure to any device, and the ideal first step in your journey into the cloud. Citrix Cloud Services are leading the digital transition for organizations of all sizes with flexible solutions for virtualization and secure, mobile workspaces that provide instant access to apps, desktops, data, and communications on any device and over any network. With Citrix Cloud solutions, your organization will simplify IT, reduce infrastructure, and increase employee productivity.

To learn more about improving business productivity with a complete digital workspace solution, visit: <https://www.citrix.com/cloud>.

### To learn more:

- Visit [Citrix.com/xenapp-essentials](https://www.citrix.com/xenapp-essentials)
- Read the [XenApp Essentials FAQ](#)
- Watch [Introducing XenApp Essentials](#)

The Citrix logo is displayed in white, bold, uppercase letters within a green circle. The logo consists of the word "CITRIX" followed by a registered trademark symbol (®). The letter 'i' in "CITRIX" has a dot above it. The logo is centered within the circle.

**CITRIX®**

\* Citrix XenApp Essentials accesses Windows Server remote session capabilities that would typically require an RDS CAL. The Microsoft Remote Access available via Marketplace allows you to use the Citrix XenApp Essentials Service without purchasing a separate RDS CAL for this workload.

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