



# Top ten Citrix value adds to Windows Virtual Desktop



## Hybrid cloud management

Citrix Virtual Apps and Desktops provides a single management interface for Citrix workloads, on-premises or in Azure.\* Migrate, capacity burst, or load balance between datacenter and cloud.

\*Windows 10 Enterprise support available only in Azure.



## Citrix HDX technology

Our leading-edge protocol delivers user experiences on any device, over any connection. Leverage built-in optimizations for interactive multimedia performance for Microsoft Teams, Skype, and industry-standard telework apps.



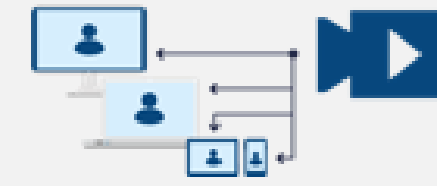
## Performance and security analytics

Targeted specifically at app and desktop virtualization, our analytics tools give administrators deep visibility into user behavior and session responsiveness. This gives IT the power to catch small issues before they become big ones.



## Workspace environment management

Optimize user density and logon performance with a suite of technologies targeted to improve user experience while maximizing the value of IT spend.



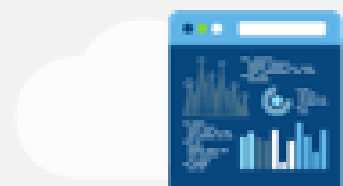
## Session recording

Access full record and playback of user sessions for issue diagnosis, compliance, or security audits.



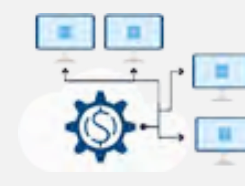
## Citrix app protection and watermarking

Protect your environment from accidental or malicious data leakage.



## Advanced monitoring

Admin and helpdesk tools built for enterprise scale. Monitor site and session health, track user sessions, diagnose issues, and more.



## AutoScale

Scale your environment up or out based on schedule or load. Make the best use of your existing datacenter investment and ramp sessions into the cloud as needed. Scale cloud workloads dynamically on demand.



## Citrix provisioning

Tools that simplify administration and enhance environment reliability. Rapidly deploy environments of any scale.



## Citrix app layering

Flexible OS, application, and user layer technology enables an enhanced user experience while leveraging nonpersistent environments.