CITRIX®

Citrix XenApp® on Microsoft Azure
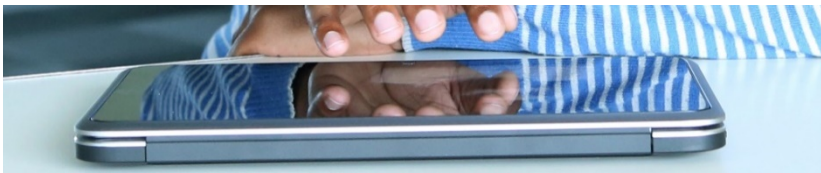## Enterprise Powered Apps from the Cloud

XenApp is the industry-leading solution for virtual application delivery, providing Windows apps to workers on any device, anywhere. Centralizing control with XenApp enables the freedom of mobility, while increasing security and shifting IT costs from CapEx to OpEx.

Elasticity of the Cloud

The Azure Platform enables IT to expand and contract computing resources on-demand. This elasticity simplifies management and reduces costs as customers only pay for what they use.

Enterprise Applications Delivery

When deployed on Microsoft Azure, XenApp gives IT departments the flexibility of delivering Enterprise-class infrastructure services for Windows applications and desktops with the benefits of cloud elasticity.

Why customers use XenApp on Azure?

- Enable smooth transition from on-premises to Azure based deployments
- Deliver best-in-class user experience with Citrix HDX capabilities
- Provide secure, ubiquitous access from any device with Citrix Receiver
- Rely on a growing network on Microsoft-managed datacenters, supported by Microsoft's $15 billion (USD) infrastructure investment
- Benefit from over 25 years of joint solution development

Economics

- Shift from large-scale one-off commitments of CapEx to easier to manage OpEx expenditures
- Pay for only what you use and use only what you need, quickly scaling during high-peak periods
- Leverage unused licenses to deploy in Azure with same familiarity as on-premises

Security and Continuity

- Keep critical business information off of the endpoint, secured in the Azure cloud
- Leverage Microsoft's 99.9% guaranteed availability
- Power up a redundant infrastructure for immediate disaster recovery

Reliable User Experience

- Enable mobility, BYOD, flexibility, and customer choice
- Deliver mission-critical applications to users anywhere, on any device
- Rapidly deliver an ideal desktop experience

"We are deploying XenApp 7.6 in Azure along with NetScaler. The knowledge that Citrix has in the desktop virtualization space along with Microsoft Azure allows us to have the choice (of on Prem and Cloud) and a holistic view of how both work for our scenario. It is a great win and we are glad to see the synergy coming together."

- Nick Kuennen, Microsoft System Administrator, Pella Window

Microsoft

Centralize Control and Increase Mobility with Citrix XenApp on Microsoft Azure

Capacity on Demand

- Efficiently scale up and down applications and environments during any season of business
- Host XenApp on Azure to reduce capital expense and scale as needed
- Dramatically simplify IT management across on-premises and cloud by providing a hybrid cloud solution

Cost Efficient Cloud Option

- Reduce capital expenses and optimize investment
- Expand business in the cloud at the pace of growth without the cost of additional infrastructure
- Manage costs by paying for only what you use, when you use it, with zero waste.
- Calculate your costs and subscription of deploying Citrix on Azure with Citrix cost calculator

Pre-production Validation

- Verify apps are cloud-ready by testing workloads through XenApp in the Azure Marketplace
- Leverage flexibility of Azure to move to the cloud at your own pace
- Quickly set up new OS workloads to introduce users to new systems and increase adoption

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Use Cases for Enterprise Customers:

- Flexing to the cloud to increase capacity on-demand during peak usage periods throughout the year
- Reducing or eliminating on-premises infrastructure to avoid the large capital expense associated with new build outs
- Hybrid scenarios that allow customers to link premises-based environments to Azure based XenApp deployments
- Business continuity with XenApp during any business disruptions caused by unforeseen events
- Leverage existing Azure account to rapidly deploy XenApp workloads
- Temporary deployment of XenApp environment for testing of new or updated applications prior to production rollout

Desired Outcomes

- Enable customers to leverage and deploy on current and familiar infrastructure for quick and simple deployments
- Allow organizations to connect to their environments from anywhere, with the same look and feel their IT employees are used to today
- Gain control of cloud and application security with the visibility required to keep your foundation safe

Why Citrix and Microsoft?

Jointly, Microsoft and Citrix have worked together for over 25 years to ensure their products are best-in-class. The impact of the partnership is undeniable with Microsoft and Citrix having 230,000 joint customers and tens of millions of users that rely on a joint solution every day.

Learn more at: www.citrix.com/microsoft
Get started at: now.citrix.com/azure/xenapp

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