

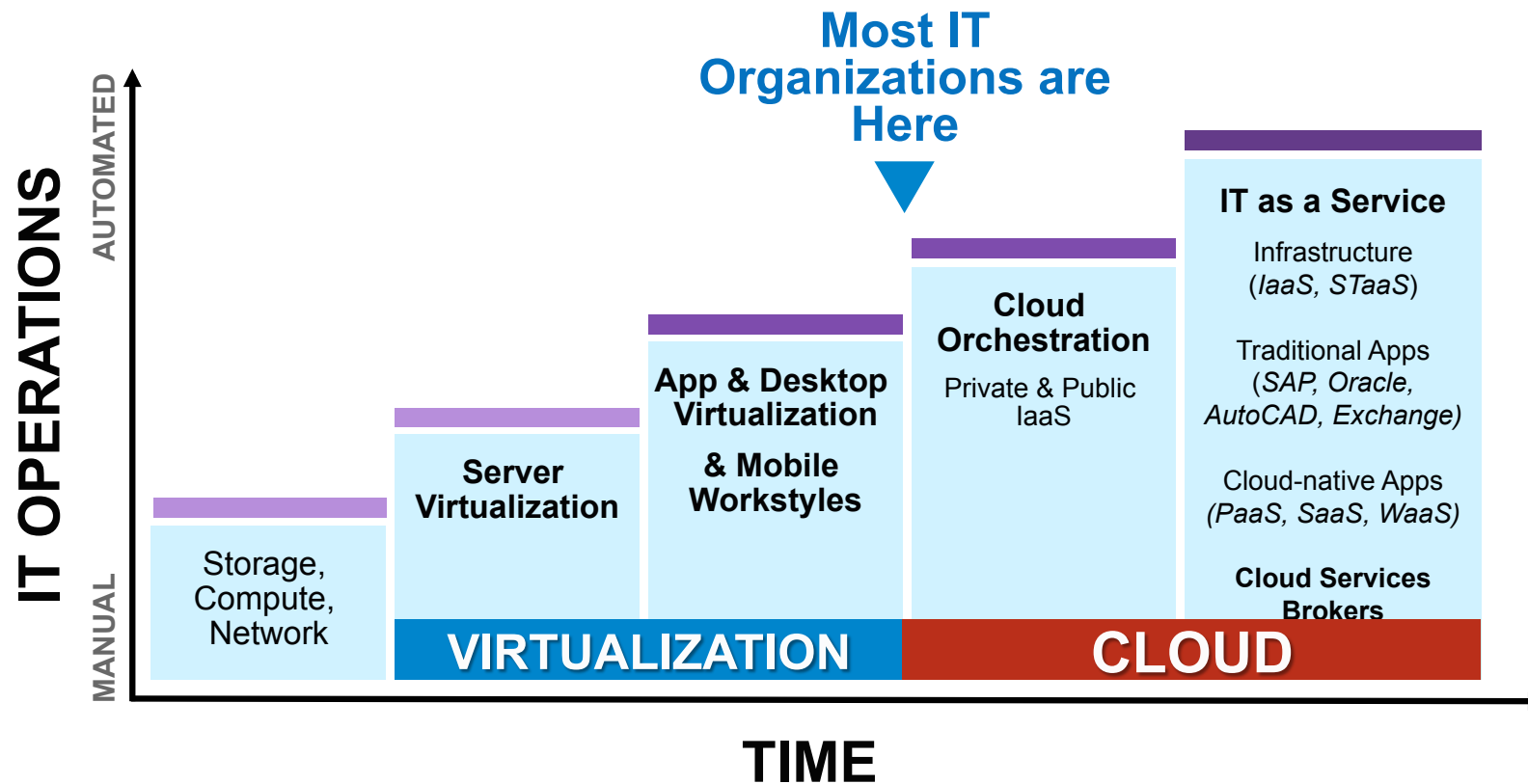


CloudPlatform – XenDesktop/XenApp cloud provisioning





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The Journey to IT-as-a-Service



What Does a Private Cloud Provide?

<p>Pooled, Flexible Resources</p> <p>Aggregate and manage servers, storage, networking and images</p> 	<p>Infrastructure Automation</p> <p>Deploy and manage multiple applications on the same infrastructure, saving costs.</p> 	<p>Workload scaling</p> <p>Easily scale environments as demand changes</p> 	<p>Time to value</p> <p>Rapidly deploy new environments to meet business requirements. Dramatically improve asset utilization.</p> 	<p>Cost Transparency & Chargeback</p> <p>Agencies want a clear understanding of charges for services and tracking against IT budgets.</p> <p>\$</p>
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Amazon has set standards for cloud computing

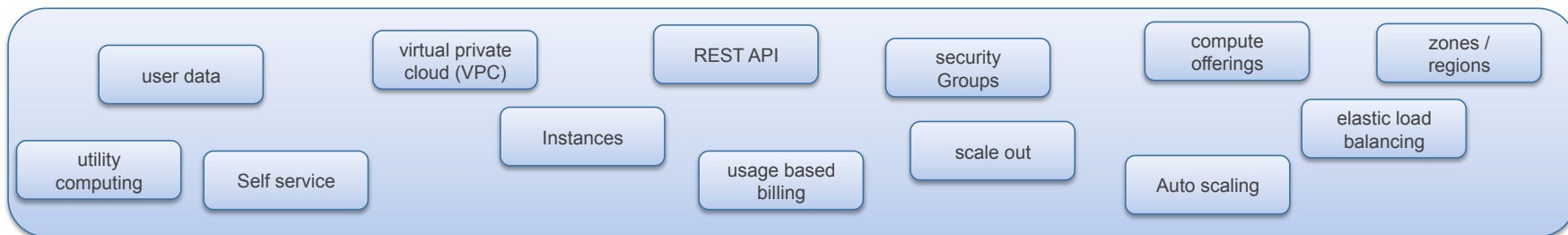


CloudPlatform

CloudPortal
Business Manager

EC2 = IaaS from Amazon's datacenter

The Amazon-like cloud for your datacenter.
Service providers & enterprises



300+

Large Scale Production Clouds In Deployment

Production sites with over 40,000+ Servers

Enterprise and Education



Service Providers and Telcos



Web 2.0



SwissTXT

Scalable, reliable cloud solution in Switzerland

<http://www.citrix.de/customers/swiss-txt-en.html?product=cloudplatform>

Operation of online and multimedia offers of SRG broadcasters SRF, RTS, RSI, RTR and others

Self-service for clients

Fast provisioning of resources – in minutes

~1000 virtual servers, >1000 TB data transfer per month

Citrix Ready in Germany

<http://www.mittelstandscLOUD.de/>

<http://www.realcloud.de>

<http://www.ennit.de/leistungen/>

<http://www.mr-daten.de/cms/it-betrieb-cloud-computing>

<http://www.innovo-cloud.de/>

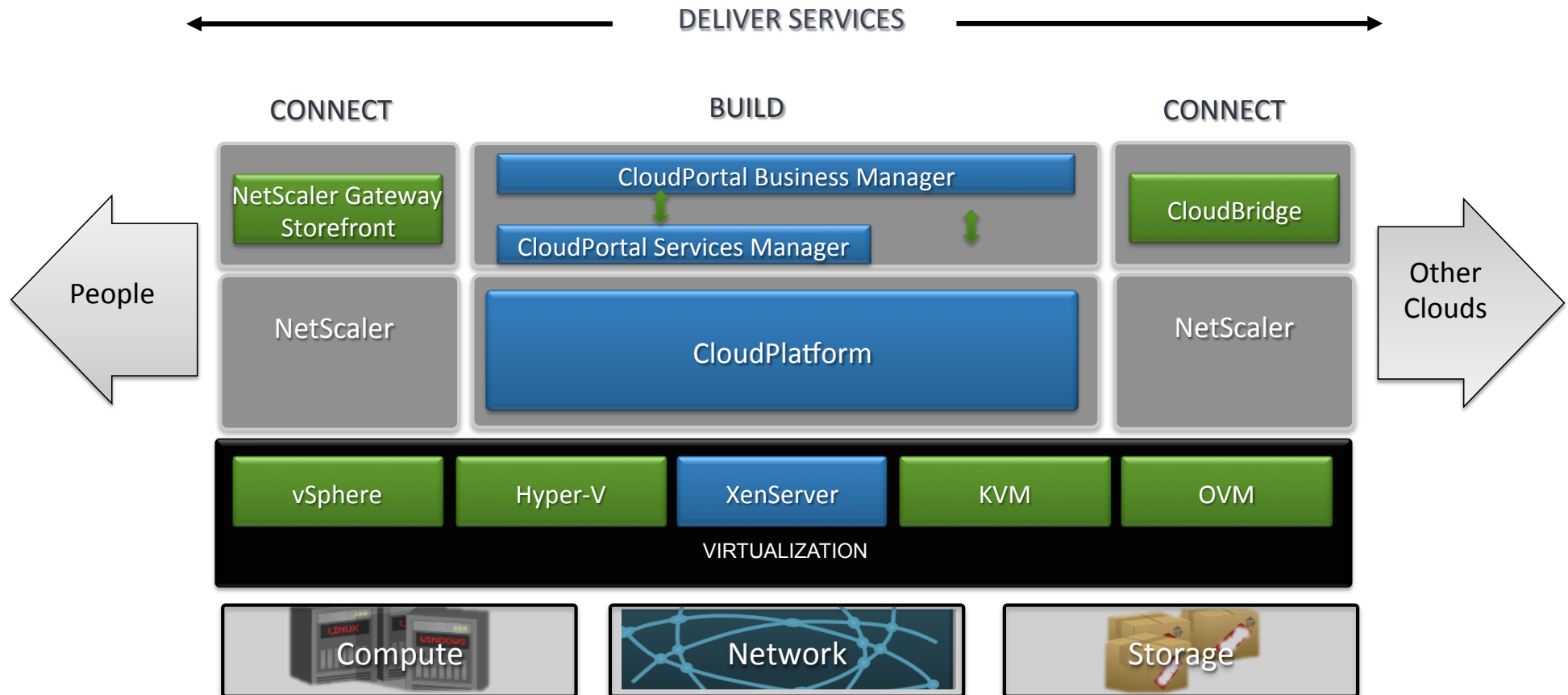
<https://www.mk.de/vertriebspartner/neu-mk-cloud-vertriebspartner>



ENNIT



Citrix Cloud Technology





CloudPlatform

Infrastructure as a Service



Mature Complete Product

Customer-proven with over 300+ global production cloud deployments

Complete data center and desktop infrastructure orchestration, provisioning and management

Enables organizations to deliver cloud-native services in days, not weeks or months

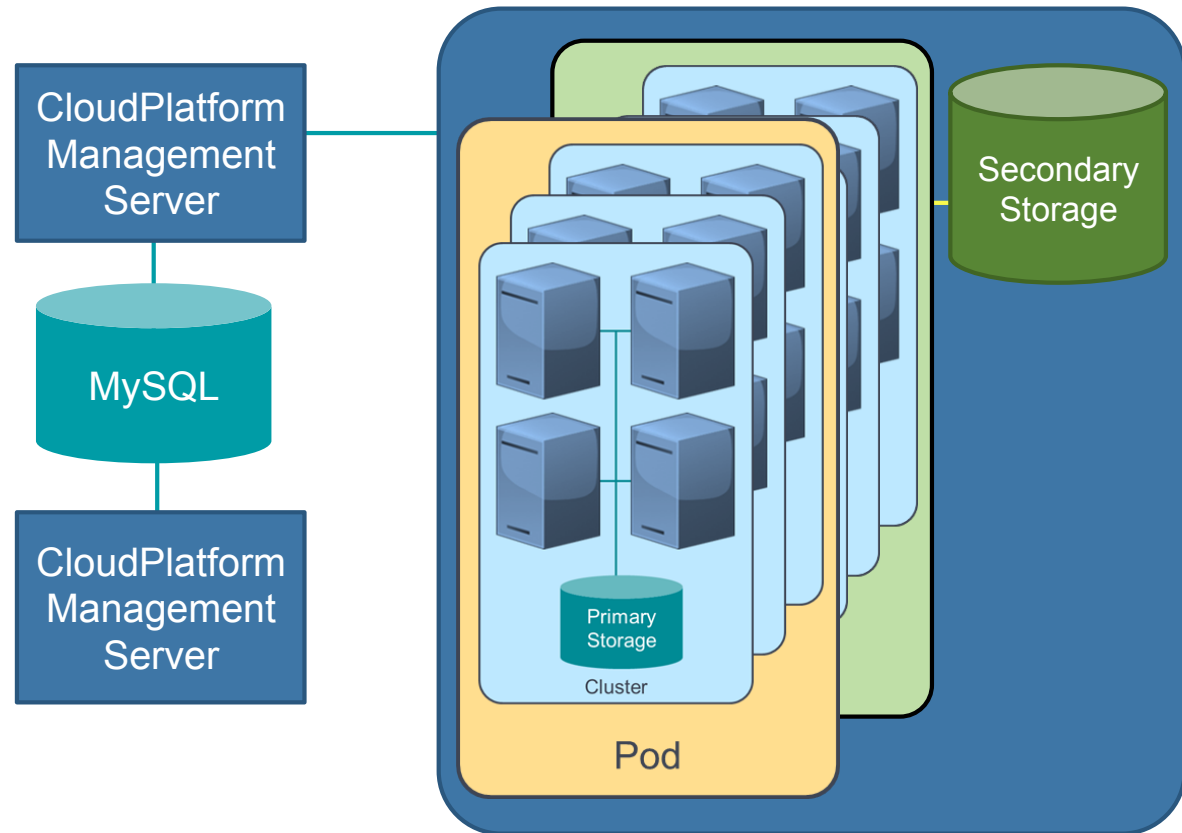
Supports both traditional enterprise and cloud-native workloads

Integrated turnkey solution

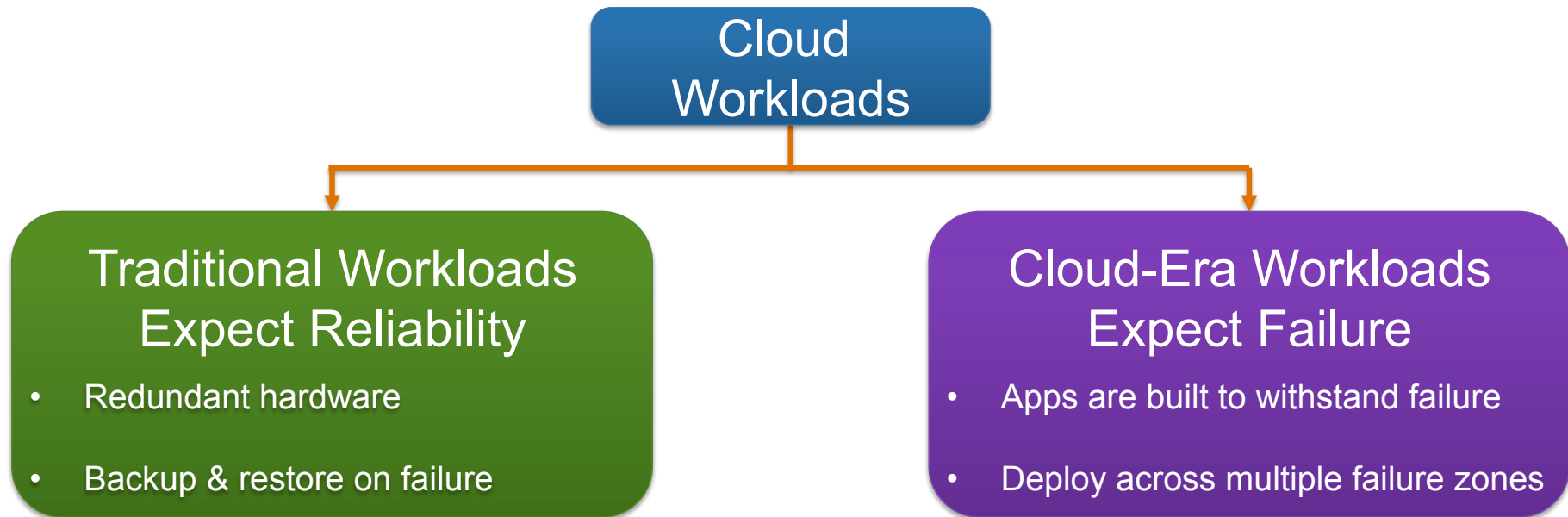
Powered by Apache CloudStack

CloudPlatform Benefits

- 1 Product, 1 Edition
- 1-2 day PoC setup
- Native XenDesktop Integration
- Leverages existing infrastructure
- Hypervisor Agnostic
- XenServer included

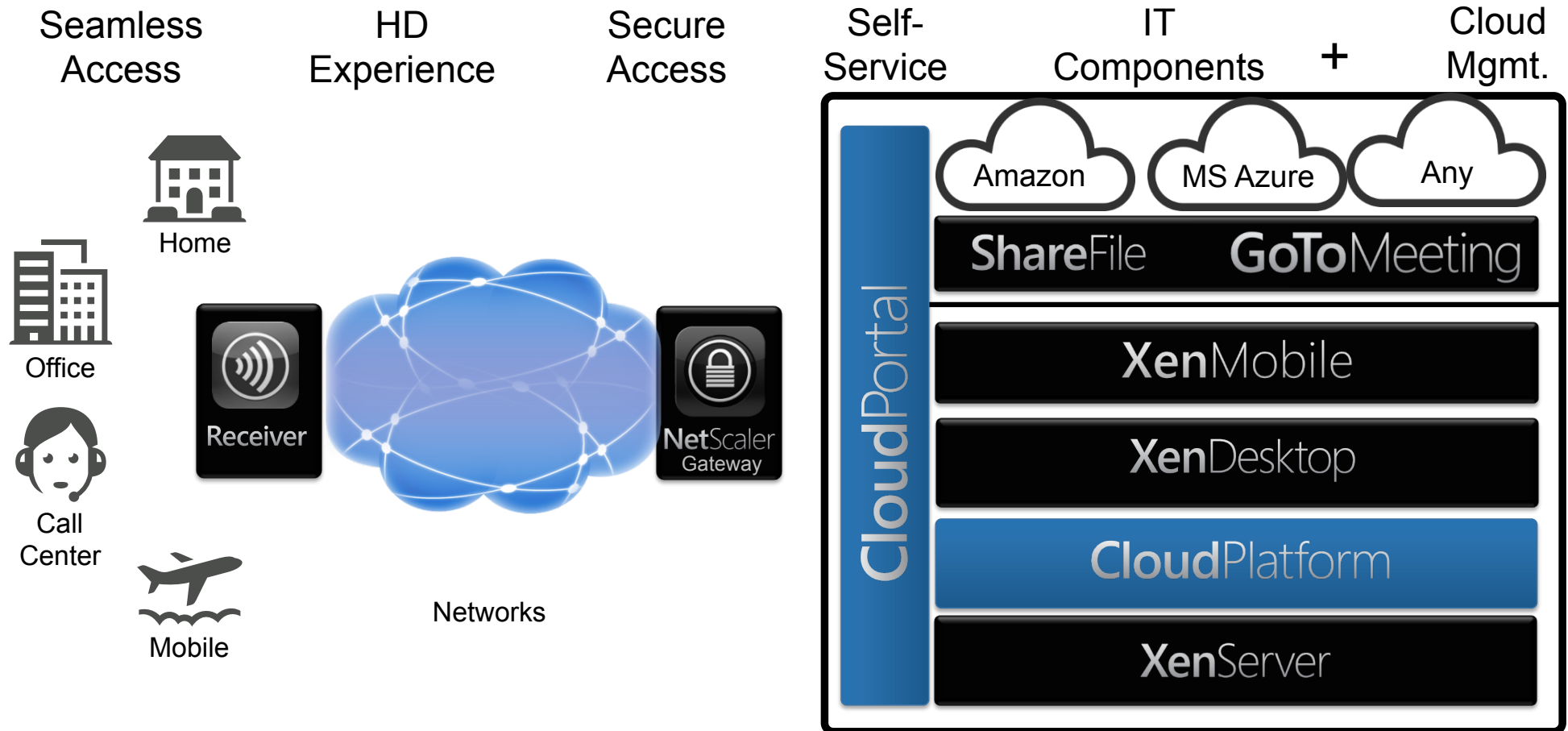


Two Types of Workloads



Both types of workloads must run reliably in the cloud

Citrix Delivers Complete Portfolio to Enable ITaaS

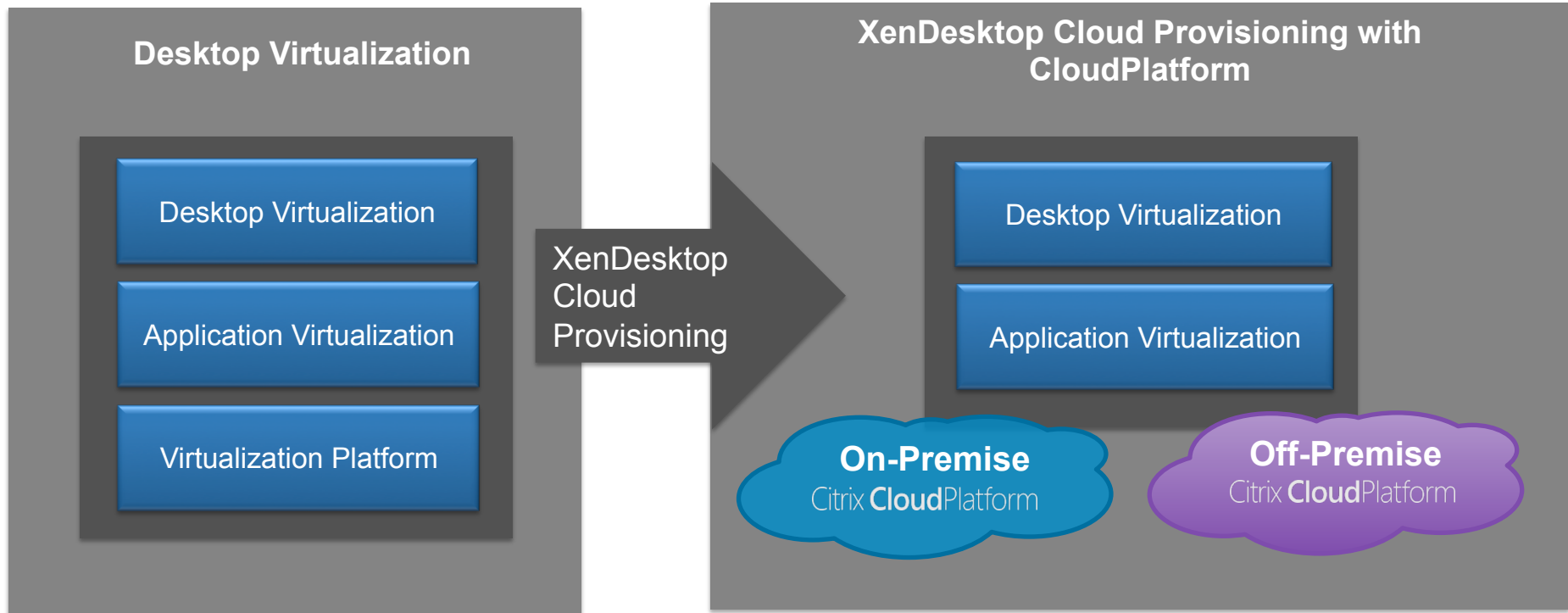




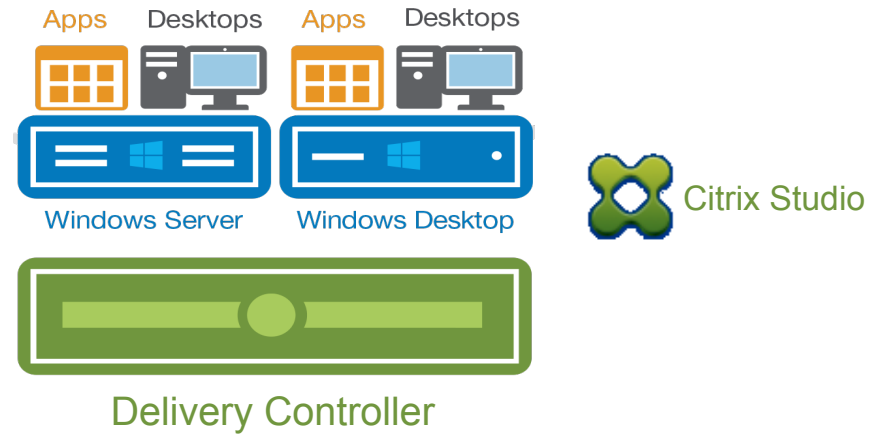
XenDesktop/XenApp cloud provisioning

Moving XenDesktop/XenApp to Private Clouds

Enabling the Journey from Desktop Virtualization to Desktop Cloud



XA / XD - Hybrid Cloud Provisioning



Traditional Virtualization

CITRIX®
XenServer

Microsoft

vmware®

Private Cloud

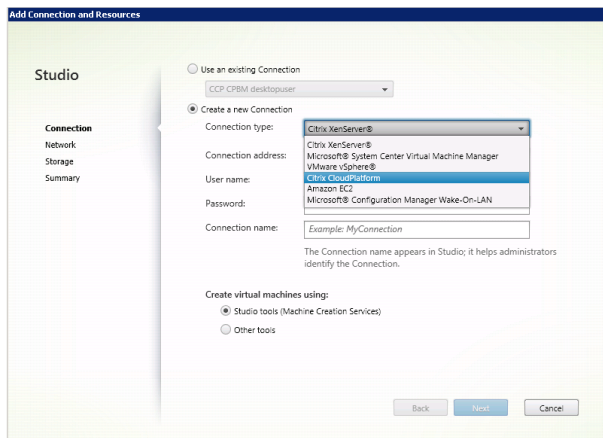


Public Cloud



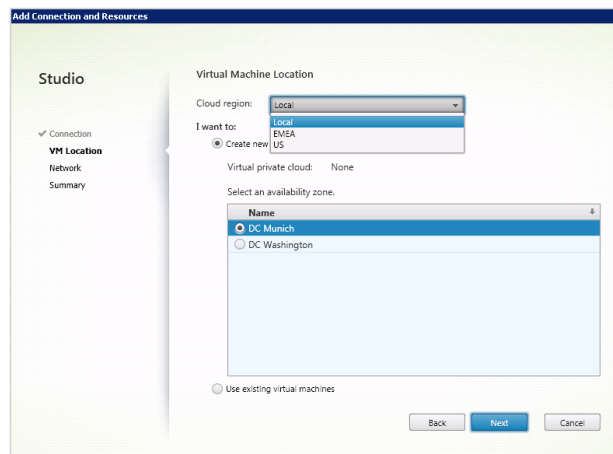
New Infrastructure Choice, Familiar Setup

Same administrative workflows, now simplified for cloud



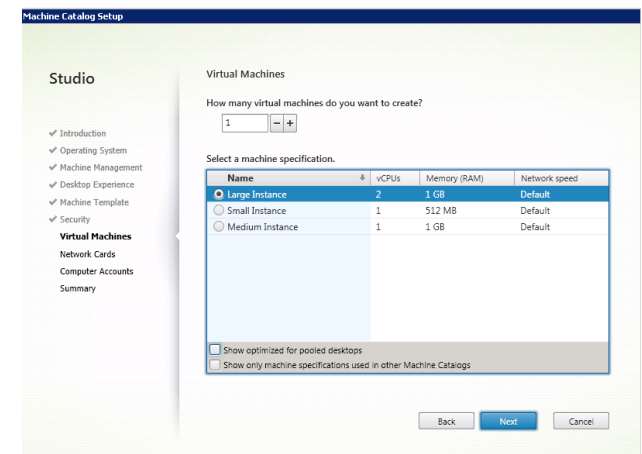
Create Host

Host Selection now includes
CloudPlatform



Configure Host

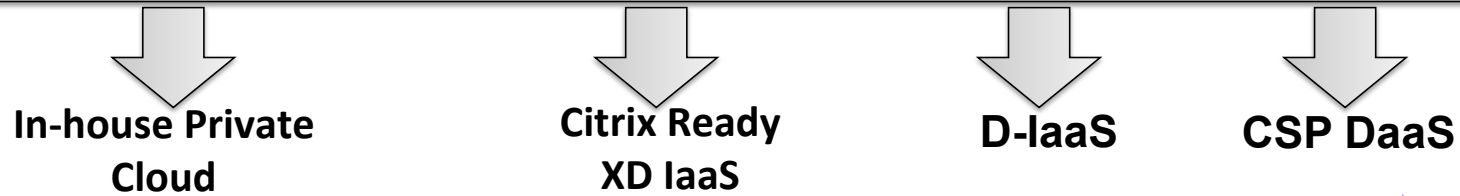
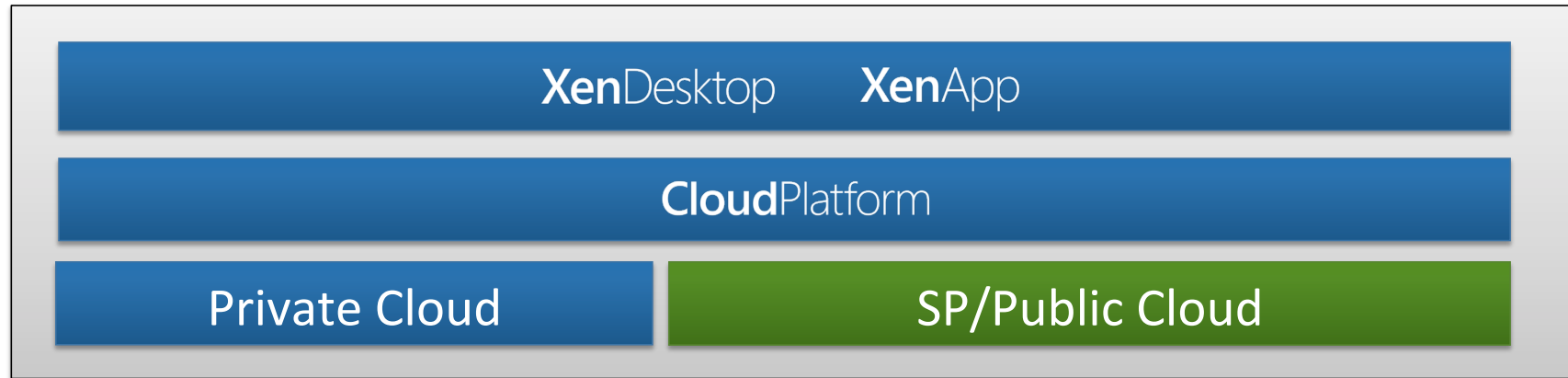
Select your cloud region and
availability zone



Create Catalog

Select instance type for
machine catalog

XenDesktop with CloudPlatform Deployment Models



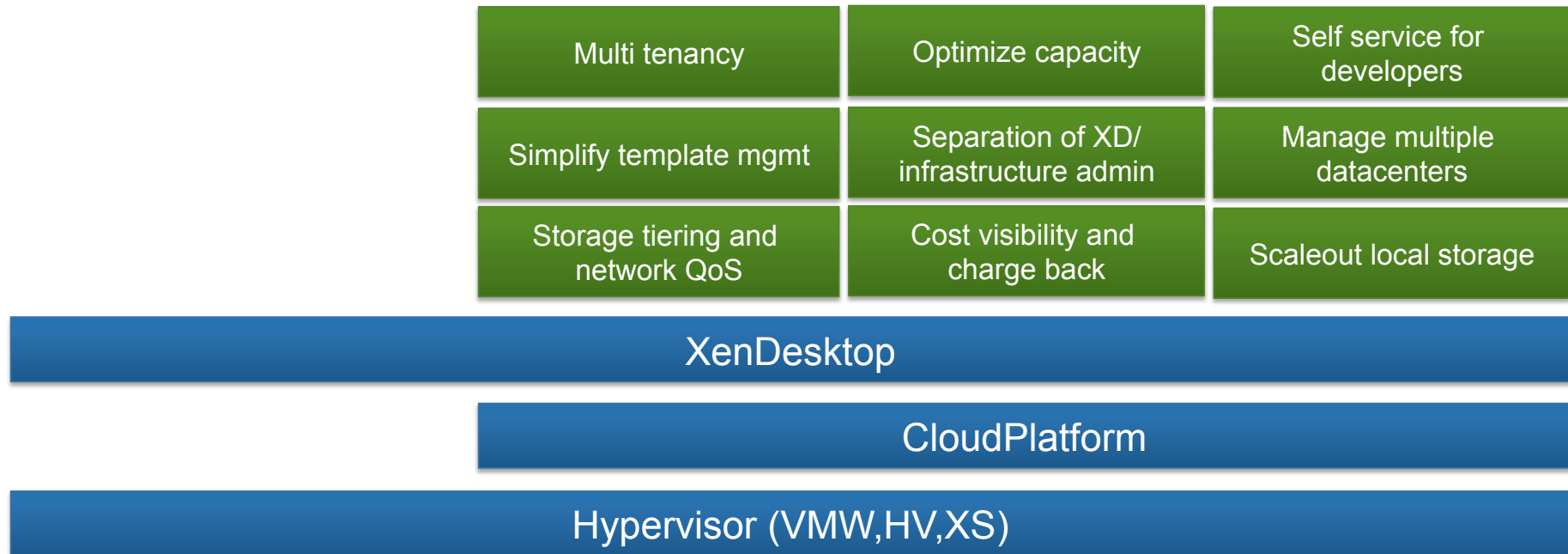
High Low

Customer control level

Desktop, Image Management	Customer	Customer	Customer	SP
XD, XA Farm Management	Customer	Customer	SP	SP
IaaS Management	Customer	SP	SP	SP

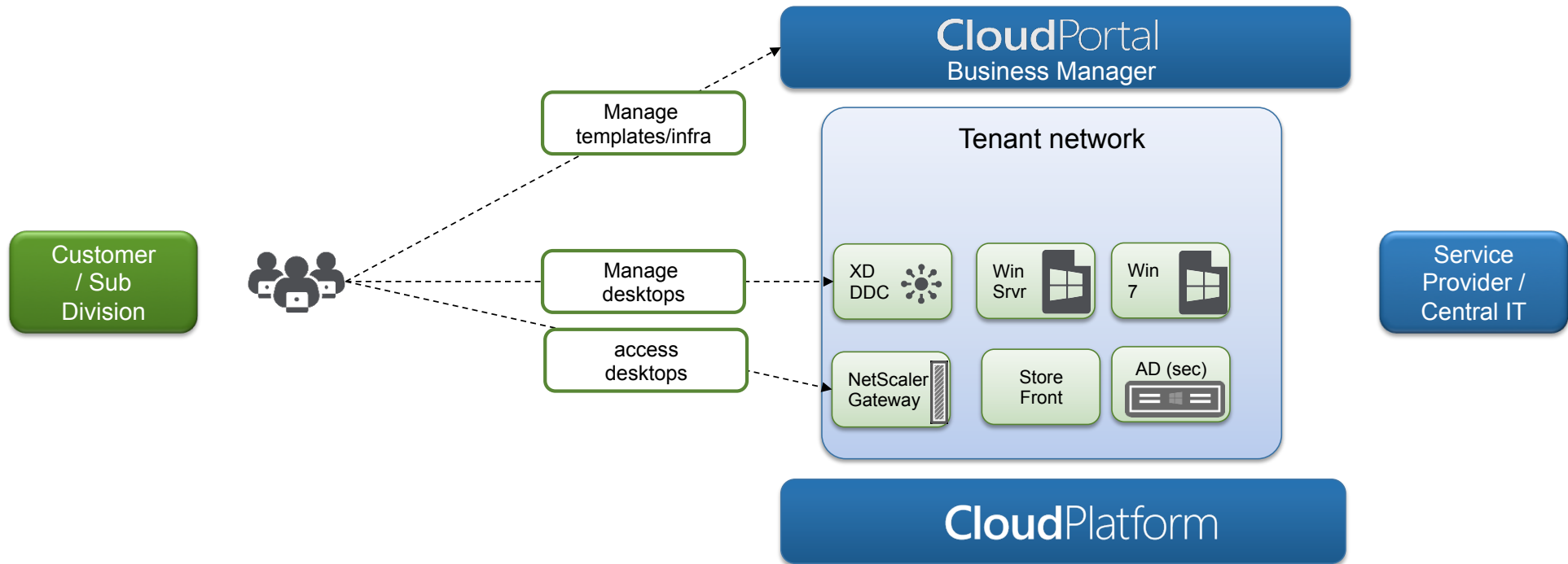
Value running XenDesktop/XenApp on CloudPlatform

CloudPlatform adds value to XenDesktop/XenApp deployments

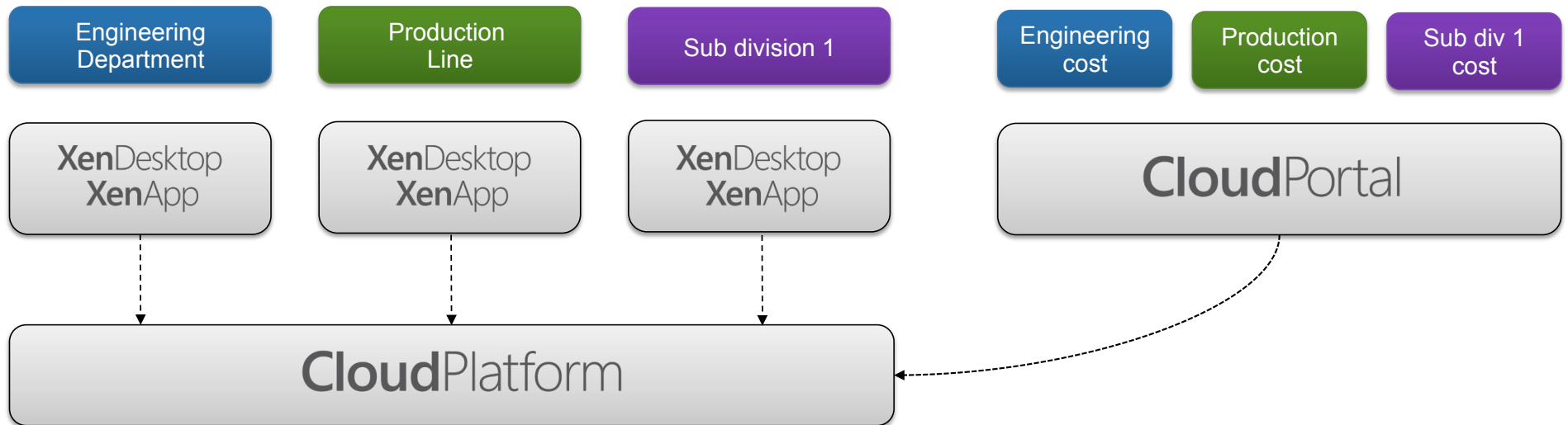


CloudPlatform architecture example

Desktop-Infrastructure-as-a-Service (service provider-like architectures)

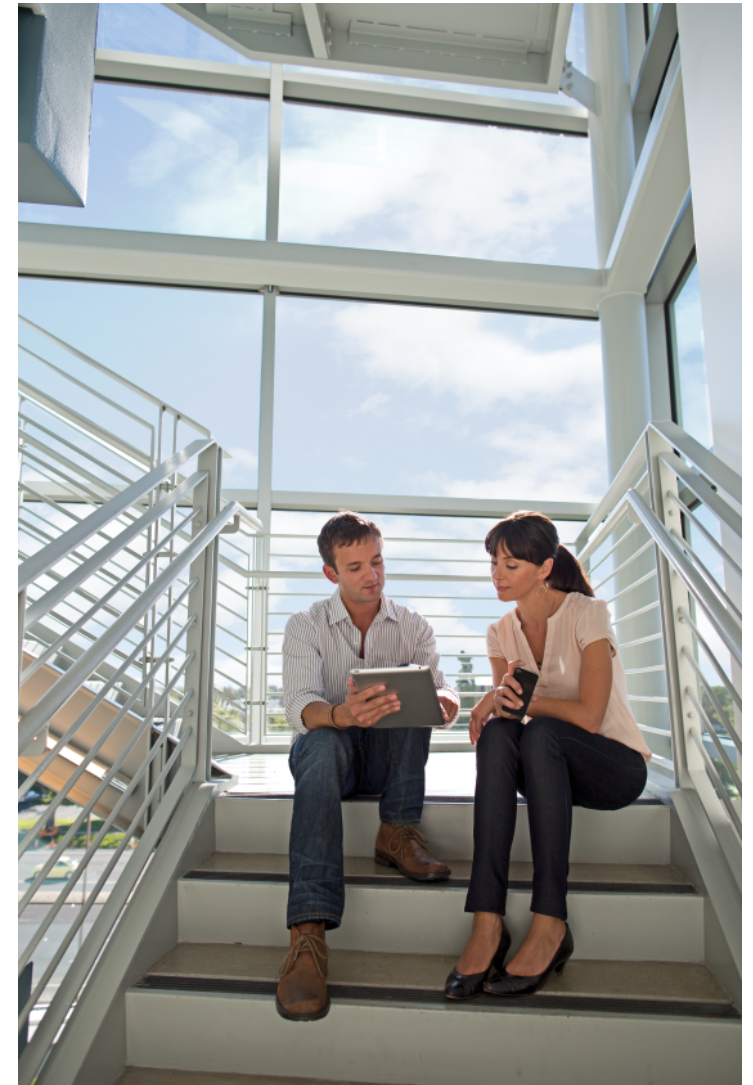


Cost visibility and billing for tenants



Demo

XenDesktop/XenApp on CloudPlatform





How does Citrix support enterprises and service providers?

XenDesktop/XenApp cloud provisioning – Light house program for Enterprises

Test and validate benefits of XD/XA in a private cloud

Ability to influence Citrix product roadmaps

Realize customized deployment scenarios and goals

Explore latest features and validated best practices

Program teams across Citrix: Sales, Product Management, Engineering, Marketing



Latest Software Releases

Citrix **XenDesktop 7.5**

Citrix **XenApp 7.5**

Citrix **CloudPlatform 4.3**

Citrix Resources

LHP Program Manager
Sales Engineers

Product Team Engineers
Product Manager & Marketing

Citrix XDCCP LHP

Citrix Ready IaaS Cloud for XenDesktop

For Service Providers

Program Overview

Sub-program within Citrix Ready Program for Cloud Providers

Does not guarantee performance/scalability/security

Limited to Citrix product feature operability

Verification for scalability will be defined separately

Available for XenApp/XenDesktop 7.5 and later

Support must be purchased from Cloud Provider for following issues: IaaS functionalities, performance, security

Verification script available

Program Web page

<http://www.citrix.com/cms/ready/iaas-cloud-for-xendesktop/>



Verified Partners

ENNIT

ennit server GmbH

ennit combines passion with technic and is a reliable partner and competent draughtsman.

MCPc

MCPc

MCPc delivers scalable solutions to host and optimize an anyplace workspace

SSI

SSI

SSI is a resource for cloud technologies and prompt, knowledgeable IT support

janz IT

Janz IT AG

Janz IT AG is a vendor-independent consulting solutions and service companies

CloudOps

CloudOps Inc.

CloudOps provides private, public and hybrid cloud solutions to help businesses scale, and move to the Cloud

Coming Soon

EVRY

Host.net

ikouda

mk

WITPartner

NTT Communications

realCloud

SCSK

VERIO

zajil



Summary

CloudPlatform provides

- Shared infrastructure for multiple XenApp/XenDesktop installations (**multi tenant**)
- One infrastructure view for multiple datacenters (**multi sites**)
- **elasticity**
- Resource **consumption** visibility
- Desktop-Infrastructure-as-a-Service (D-aaS)
- **self-service** (e.g. for developers)

How to start?

CloudPlatform 90day trial

- <http://www.citrix.de/products/cloudplatform/try.html>

XenDesktop 7.5 information

- <http://www.citrix.com/products/xendesktop/whats-new.html>

CloudPlatform information

- <http://www.citrix.com/products/cloudplatform/overview.html>

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WORK BETTER. LIVE BETTER.