



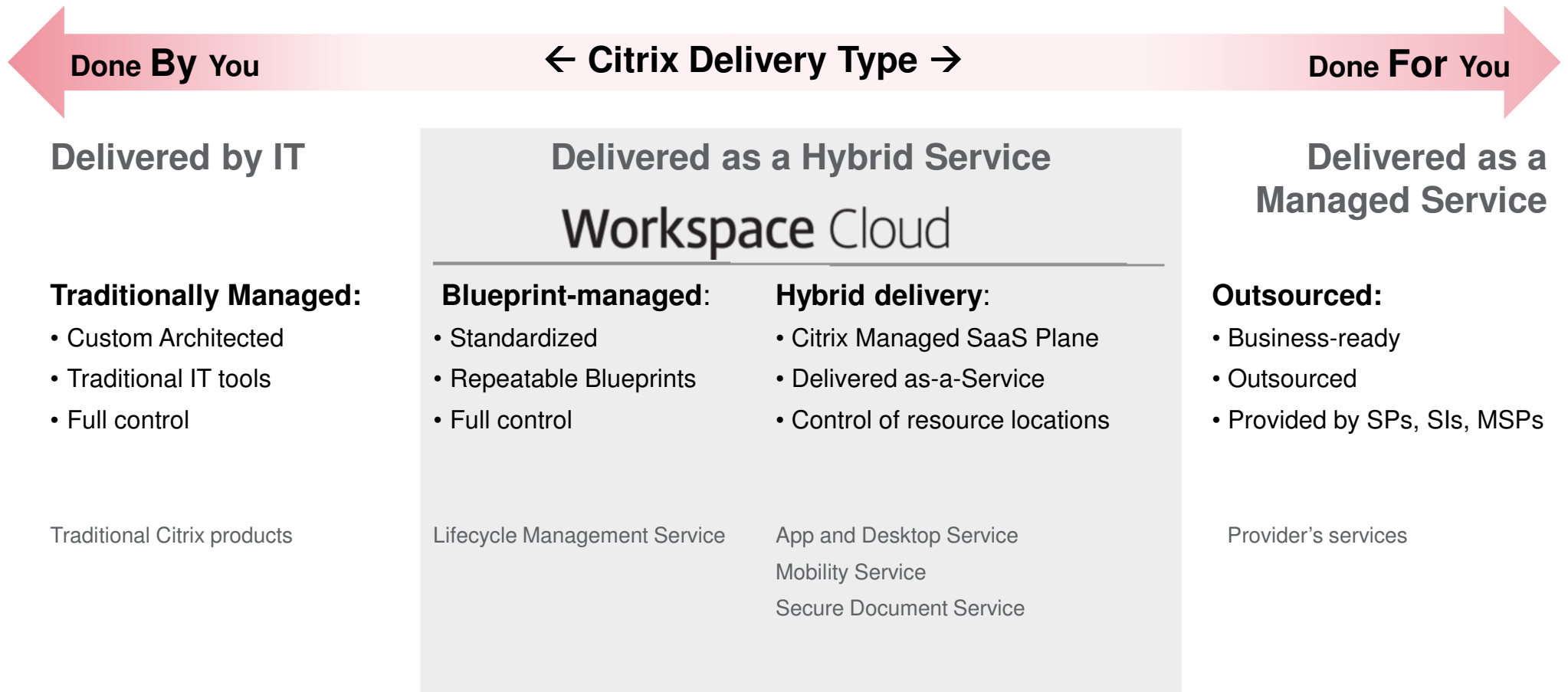
# Citrix Workspace Cloud

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Citrix Systems International GmbH



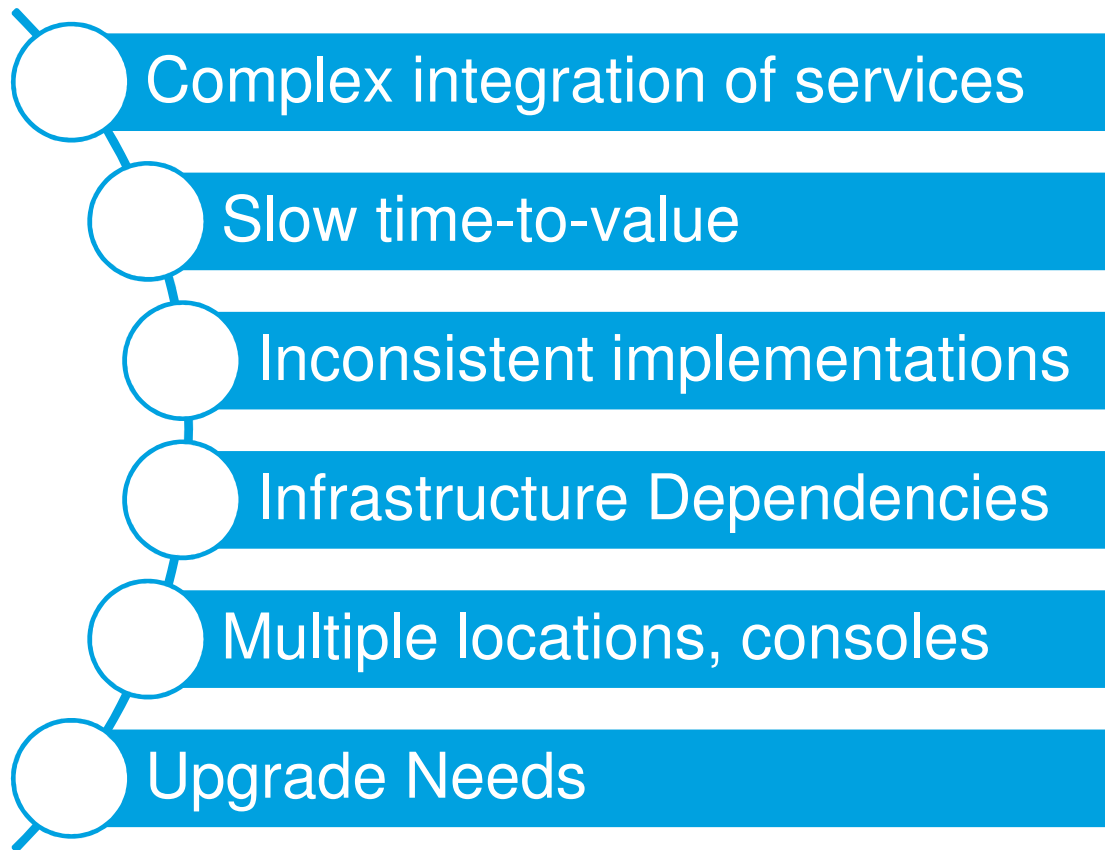
# Workspace Cloud is a **NEW** Citrix Management and Delivery Platform

## Customers Now Have a Spectrum of Workspace Delivery Options



# Industry Pain Points **We Solve**

## Workspace Cloud



- **Implementation complexity** when deploying workspaces across multiple locations, platforms, or clouds
- **Too much cross-product expertise needed** to install/configure/integrate/ orchestrate/upgrade Citrix implementations
- **Inconsistent or sub-optimal implementations** that lead to poor performance or slowed roll-outs
- **Risk and lack of expertise** to implement any app, desktop, or mobility solution (generally in smaller enterprises)



**Workspace** Cloud

What is **Workspace Cloud**?

# Workspace Cloud



Apps and  
Desktops



Mobility  
Management



Secure  
Documents



Lifecycle  
Management



Public Cloud



Any Hypervisor



Private Cloud

Simplify consumption of our full range of Software-defined Workplace assets

# Workspace Cloud Services

Services are sold in packages to solve specific business use cases



## Apps and Desktops

The power of secure access to virtual Windows, Linux, web apps, and desktops



## Mobility Management

End-to-end mobile app delivery and device security



## Secure Documents

Share, sync and secure content from the cloud and on-premises storage services



## Lifecycle Management

Blueprint, automate and manage the design and deployment of enterprise workloads

...With more services to be made available in the future

# Workspace Cloud Services

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## Workspace Cloud



### Apps and Desktops

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### Mobility Management

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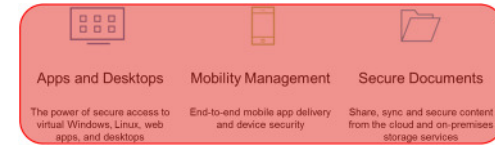
### Secure Documents

Share, sync and secure content from the cloud and on-premises storage services

### Lifecycle Management

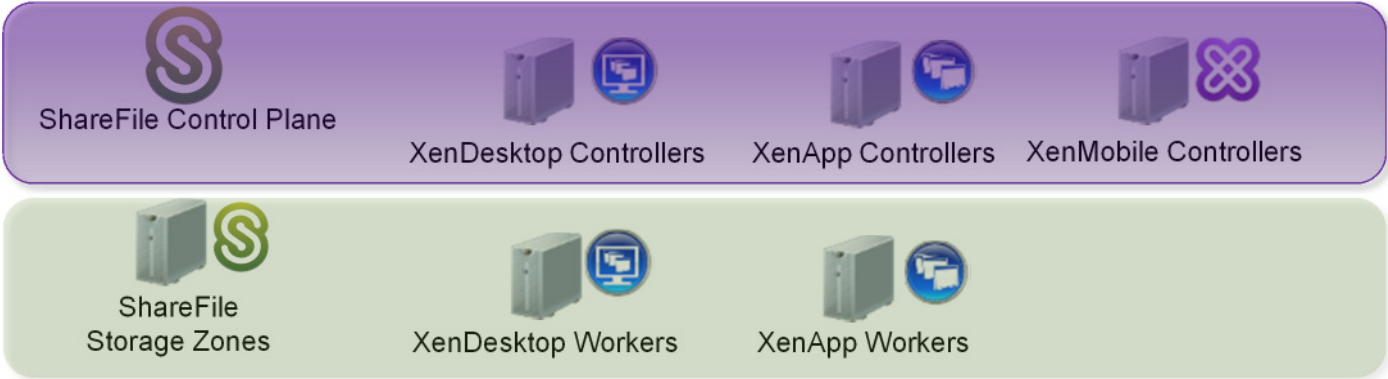
Blueprint, automate and manage the design and deployment of enterprise workloads

# Citrix Product Architecture



**Management**

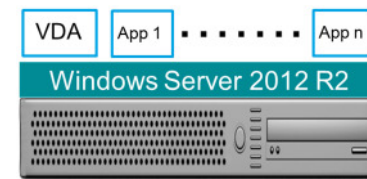
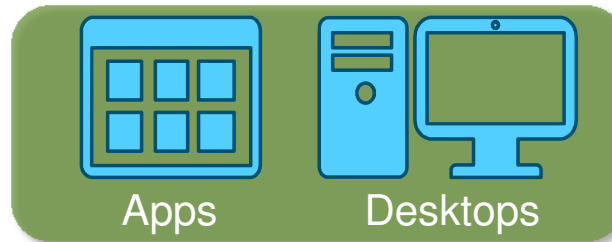
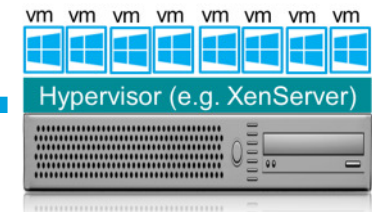
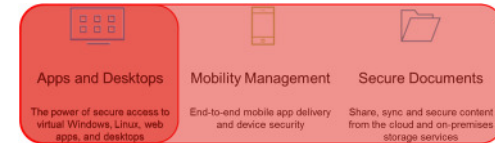
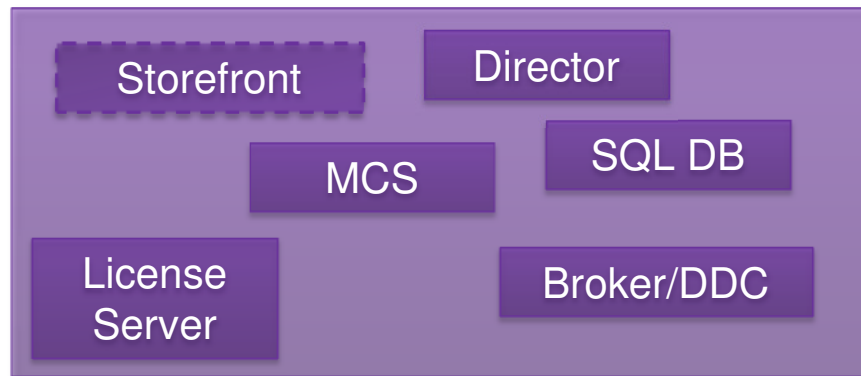
**Workload**








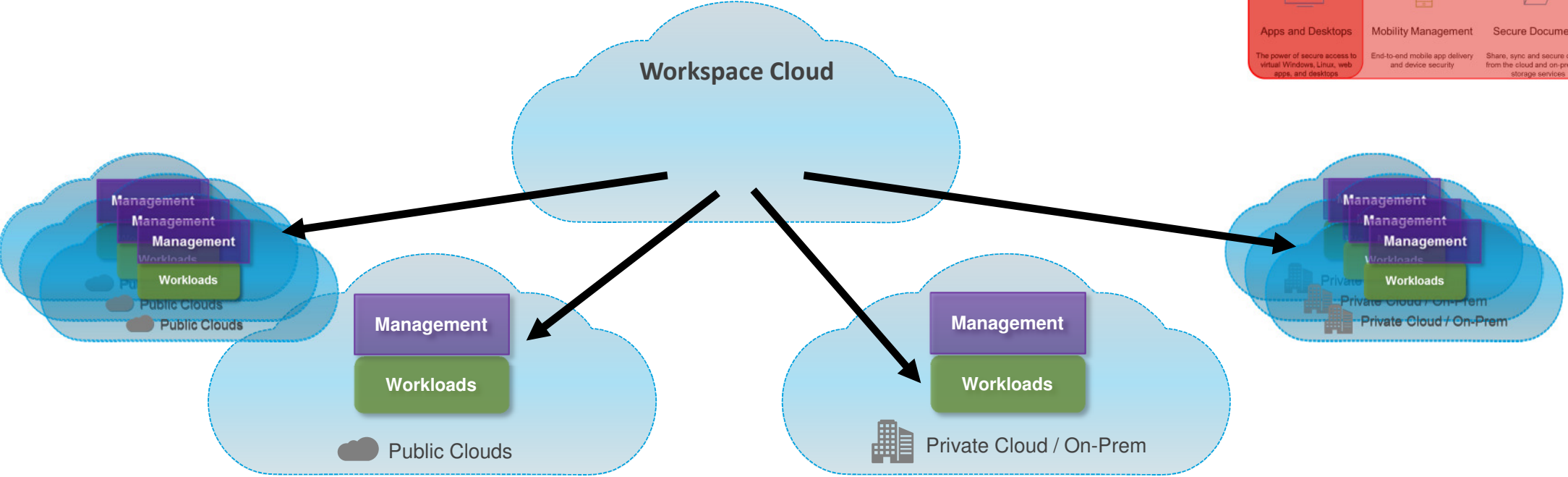
# Consider XenApp & XenDesktop as an Example

Lots of components



# CWC Moves Management Infrastructure to the Cloud

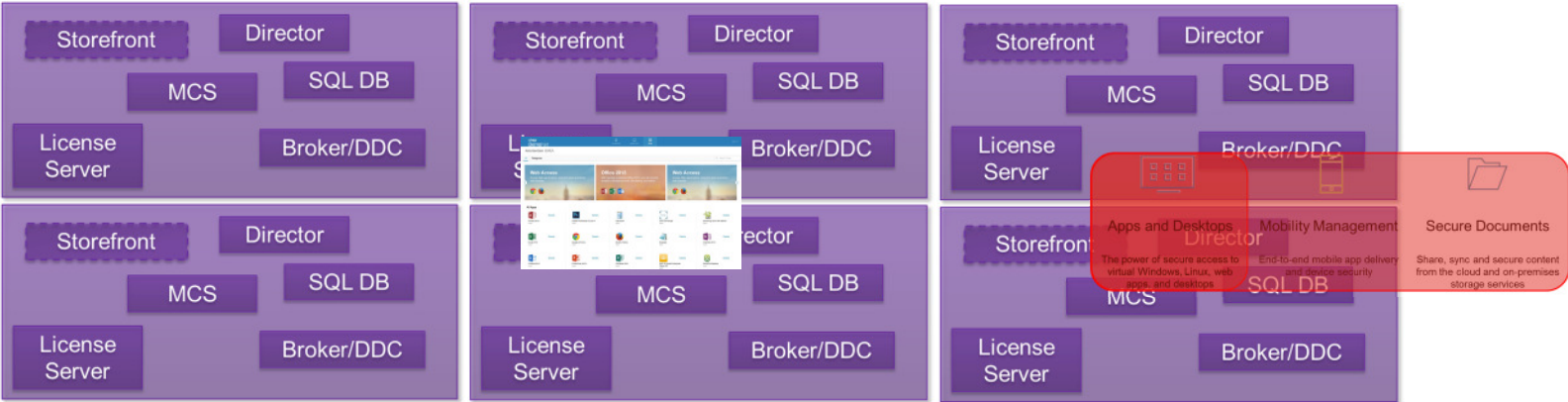
 Apps and Desktops <small>The power of secure access to virtual Windows, Linux, web apps, and desktops</small>	 Mobility Management <small>End-to-end mobile app delivery and device security</small>	 Secure Documents <small>Share, sync and secure content from the cloud and on-premises storage services</small>
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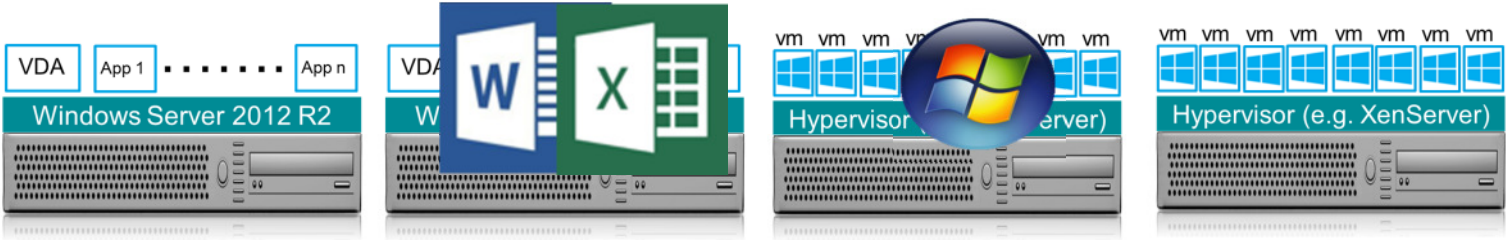
**Today:** Management + workloads are disconnected islands of management & control

**Tomorrow:** Cloud Management enables single unified hybrid system, allowing customers to take advantage of cloud-scale economics AND leverage their existing investments

**CITRIX  
(Operate Service)**



**CUSTOMER  
(On-premise or  
any cloud)**



**CUSTOMER  
End User**



# Workspace Cloud Services

Services are sold in packages to solve specific business use cases

## Workspace Cloud



### Apps and Desktops

The power of secure access to virtual Windows, Linux, web apps, and desktops



### Mobility Management

End-to-end mobile app delivery and device security



### Secure Documents

Share, sync and secure content from the cloud and on-premises storage services



### Lifecycle Management

Blueprint, automate and manage the design and deployment of enterprise workloads



# Why Lifecycle Management?

Accelerate deployment of Citrix products

Simplify on-going management of Citrix products

Make XenApp migration easier

# Lifecycle Management Is A Service Under Workspace Cloud

## Publish



**Publish**  
Test drive a pre-designed Workspace.

Test Drive

## Design



**Applications and Desktops**  
Virtual apps and desktops

Coming Soon



**Mobility Management**  
Mobile apps and device security

Coming Soon



**Secure Documents**  
Mobility and data security

Coming Soon



**Workspace Concierge**  
Remote diagnostics

Coming Soon

## Architect



**Lifecycle Management**  
Deploy and manage blueprints

Go



**Delivery Networks**  
Speed, security and visibility

Coming Soon



**Application Onboarding**  
Migrate and manage apps

Coming Soon

## Develop



**Data Fabric**  
Data security services

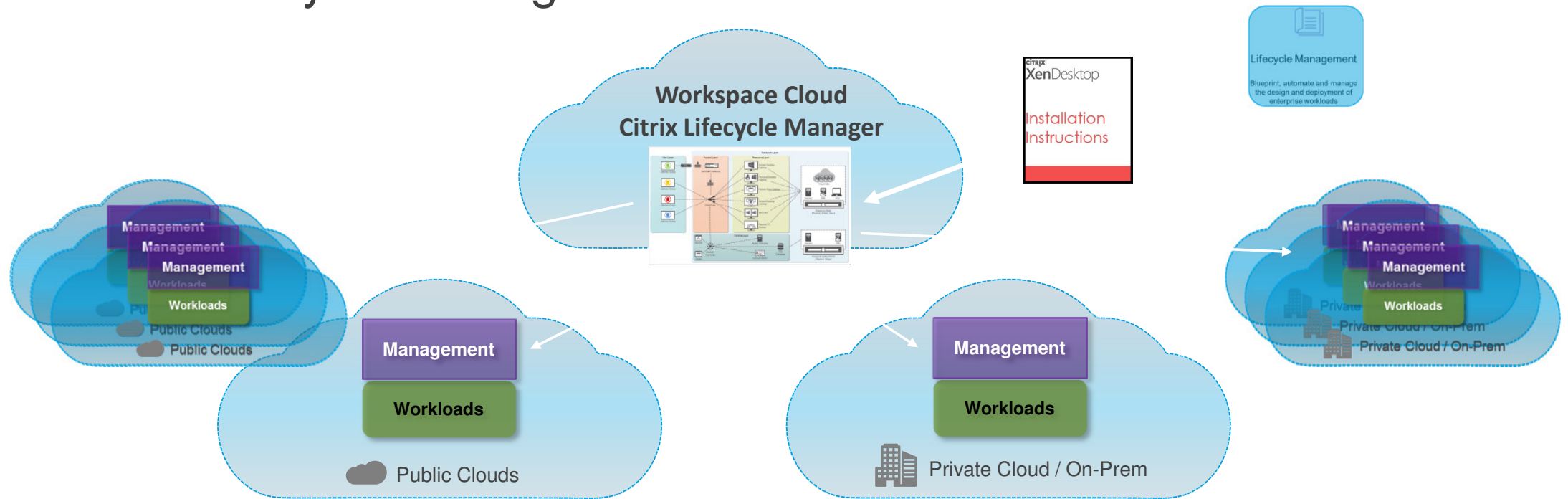
Coming Soon



**Workspace Automation**  
Put the power of IoT to work

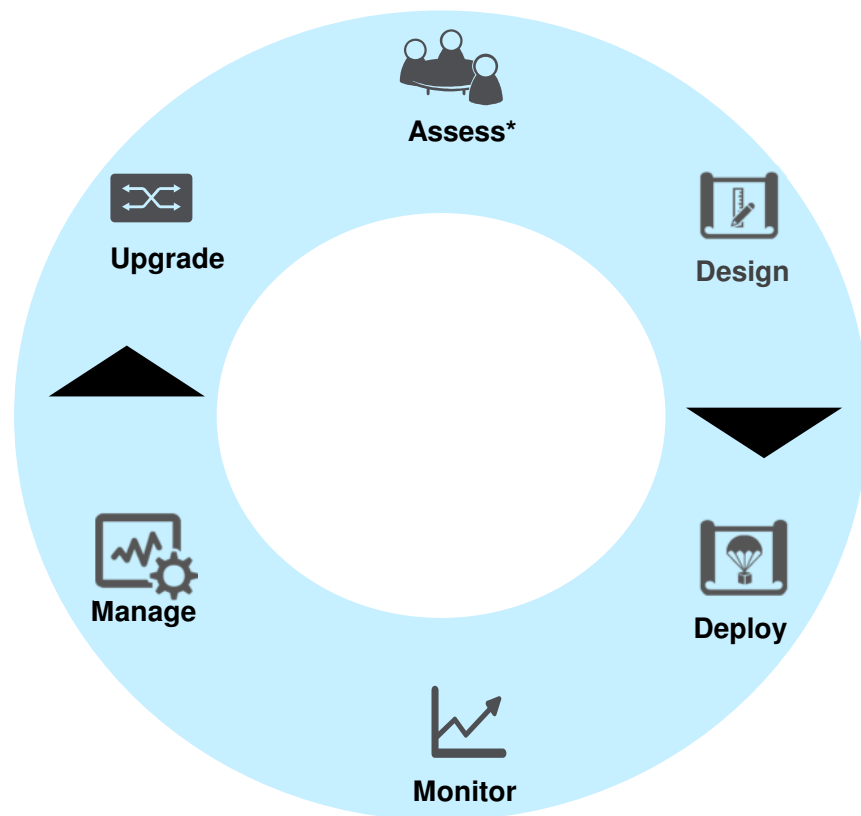
Coming Soon

# Citrix Lifecycle Manager



1. Install Citrix environment along our best practice (Installed, not hosted!)
2. Ongoing monitoring

# What is Citrix Lifecycle Management?

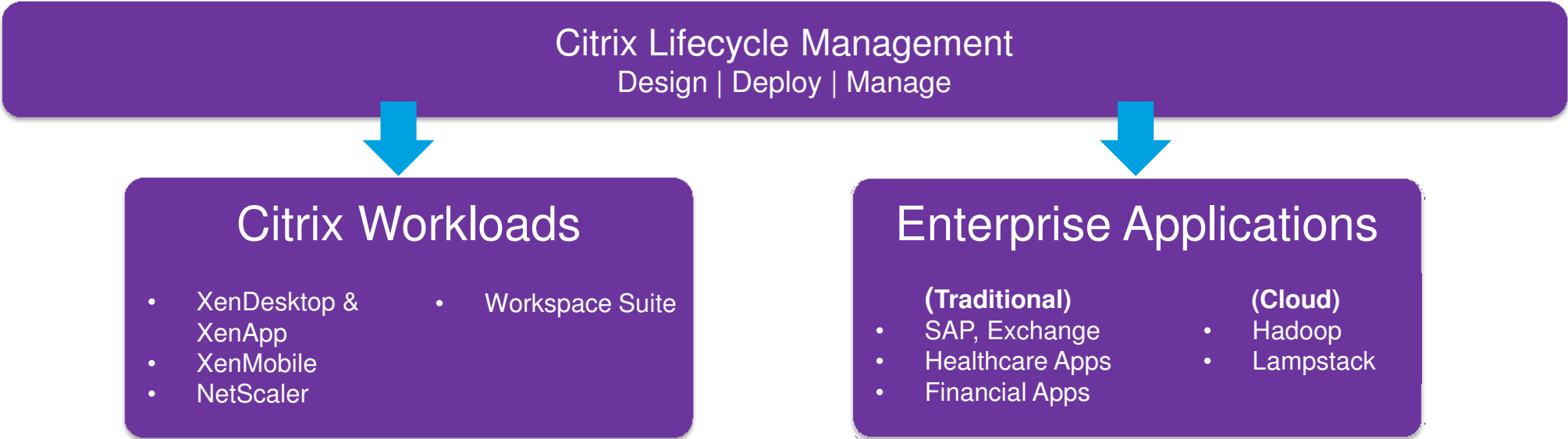


- Improve business agility with **blueprint-based automated application deployment**
- Maximize efficiency with **simplified application deployment and management across platforms and clouds.**
- Improve application performance and availability through **monitoring, update, auto-scale and disaster recovery**

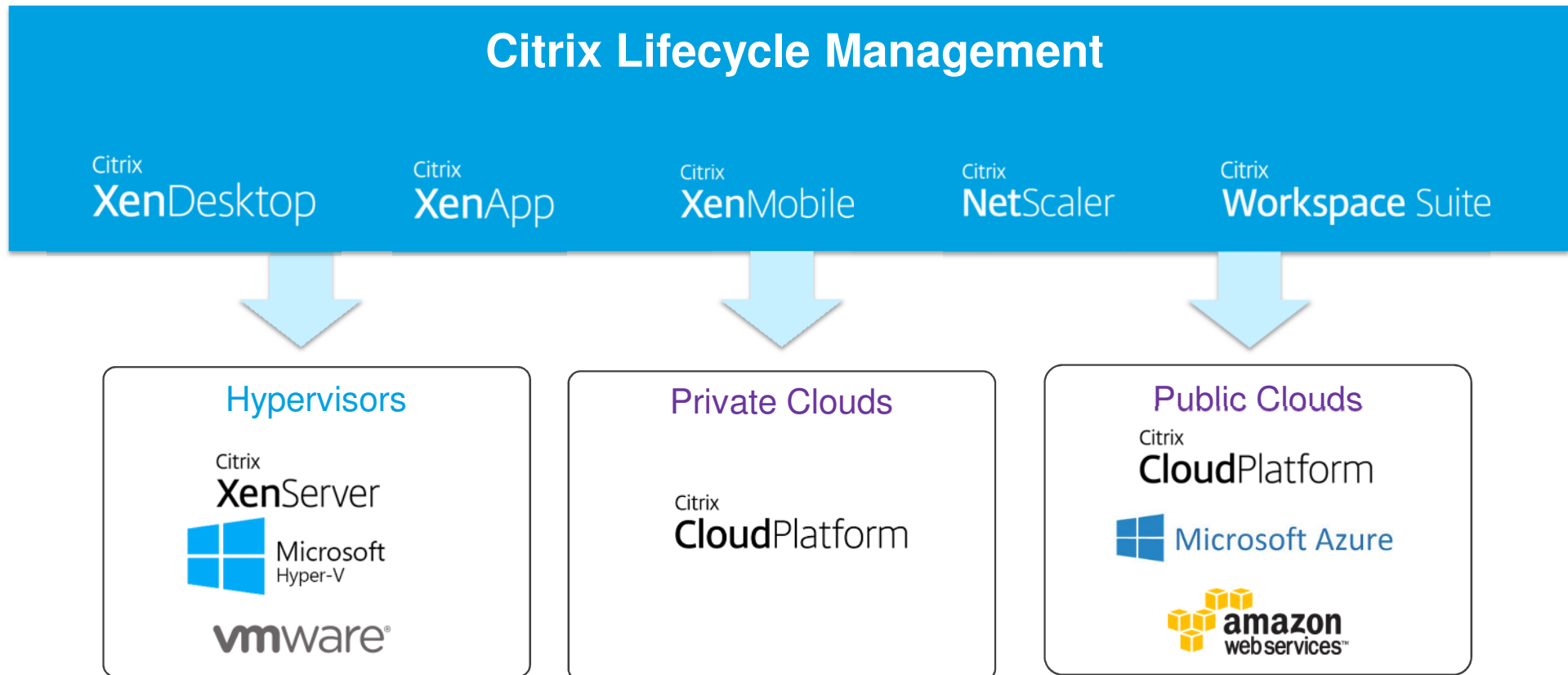
\* Future



# Unified console for Citrix and Enterprise Applications



# Initial Target Products and Environments



# Blueprints in Development

Deployment of Citrix Products

XenDesktop POC

XenDesktop Production

XenMobile Production

Workspace Suite

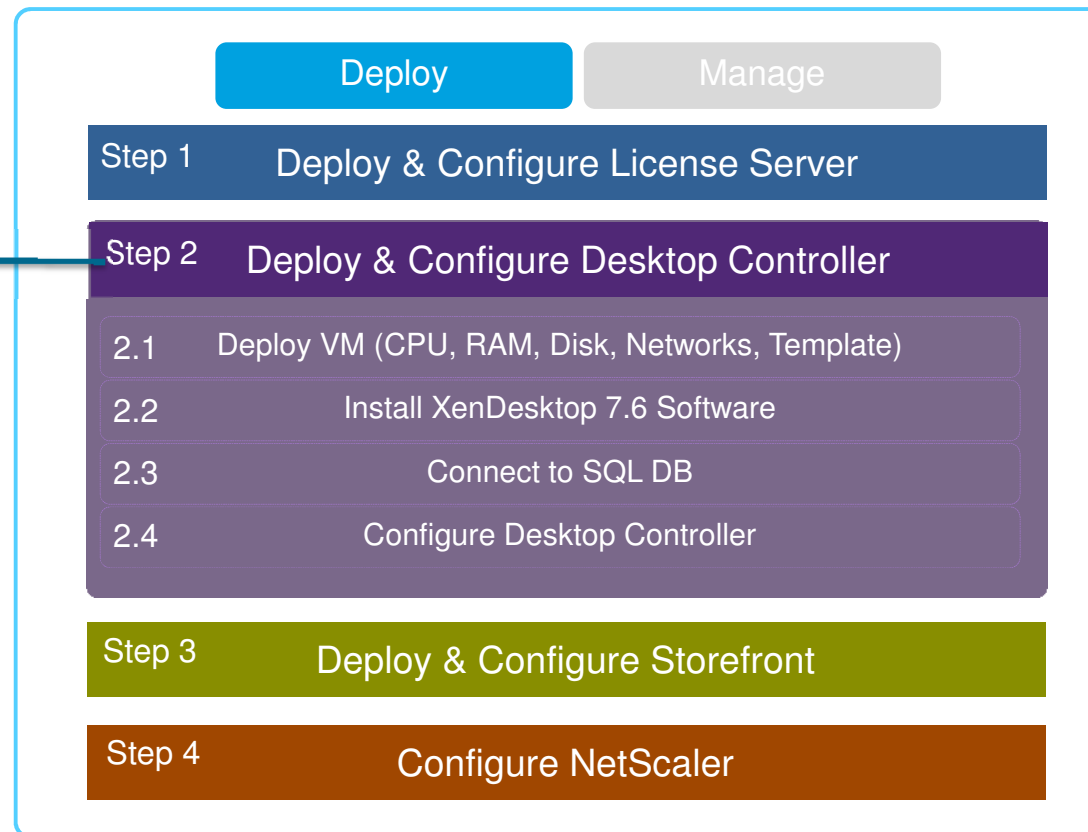
Workspace Service Resource Location Components Set Up

# What is a blueprint?

## XenDesktop Blueprint

- Script
- Blueprint
- Built-in cloud and utility steps

Scripting languages:  
PowerShell, Shell, Bash,  
Perl, Python, Ruby



Deploy

Manage



## Monitor & Alert

Service oriented metrics and custom metrics

Alert triggered action



## Operations

Execute tasks on servers or services

Patches, upgrades, backups, configuration validations



## Scale & Redundancy

Scale service components based on demand

Ensure redundancy for high availability and performance



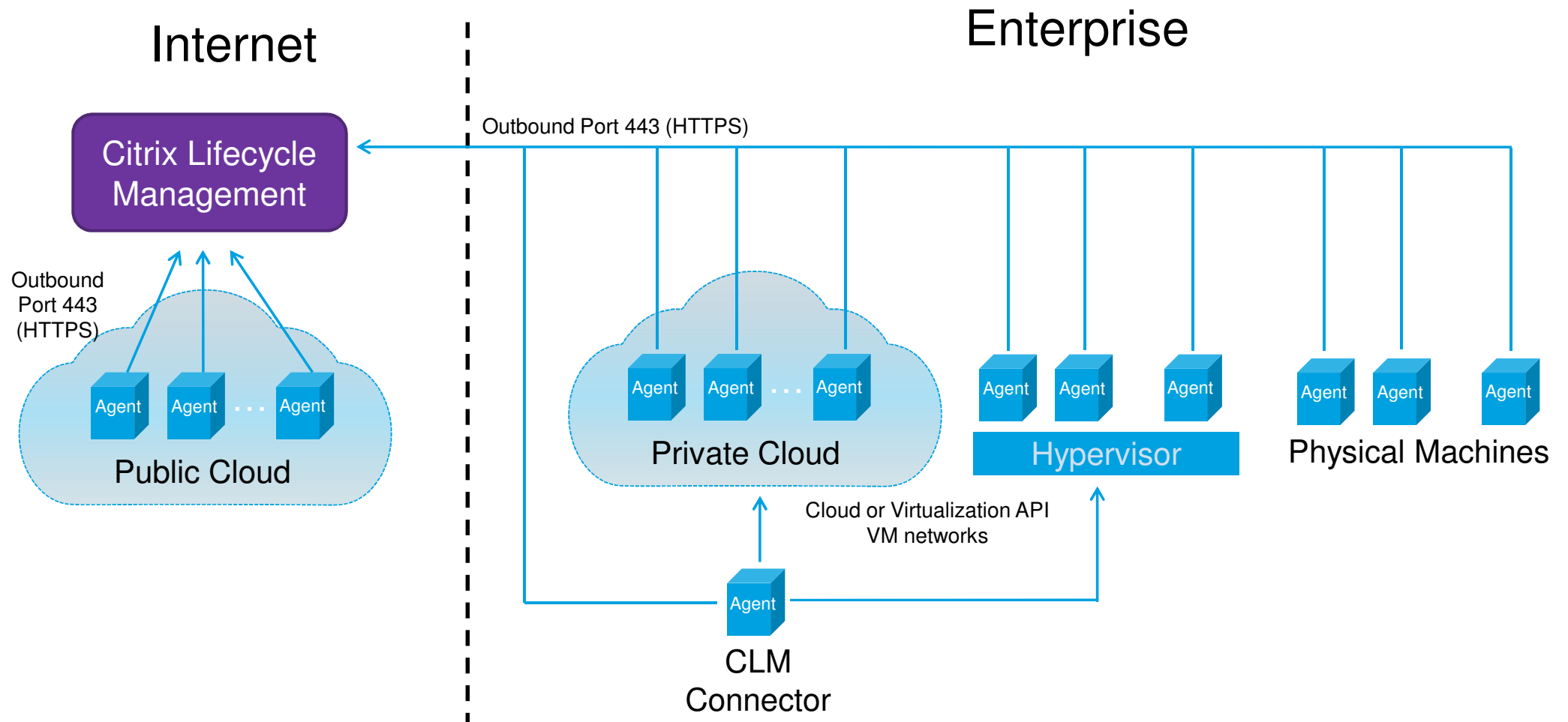
## Disaster Recovery

Recover a server or the entire service on failure

Recovery in same or different datacenter or cloud

Auto | Scheduled | Manual

# Architecture Diagram



# What does Citrix Lifecycle Management do?

CLM enables you to deploy and configure the machines that host your applications and services through the use of blueprints

You can use Citrix designed blueprints to deploy Citrix products using best practices

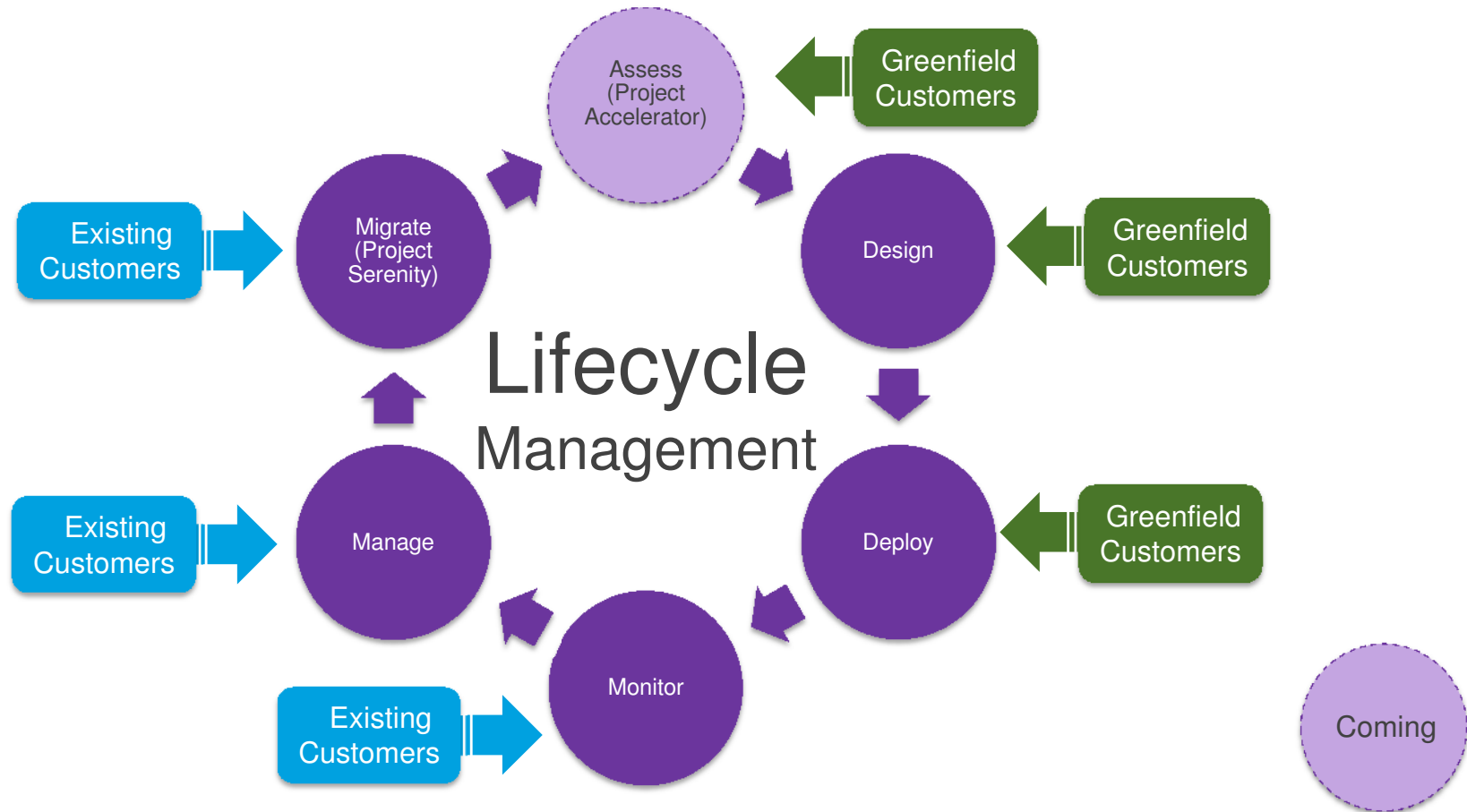
... or you can design your own blueprints



## Design & Deploy

Design blueprints to automate best practices of a workspace service. Deploy them to a hypervisor, private or public environment.

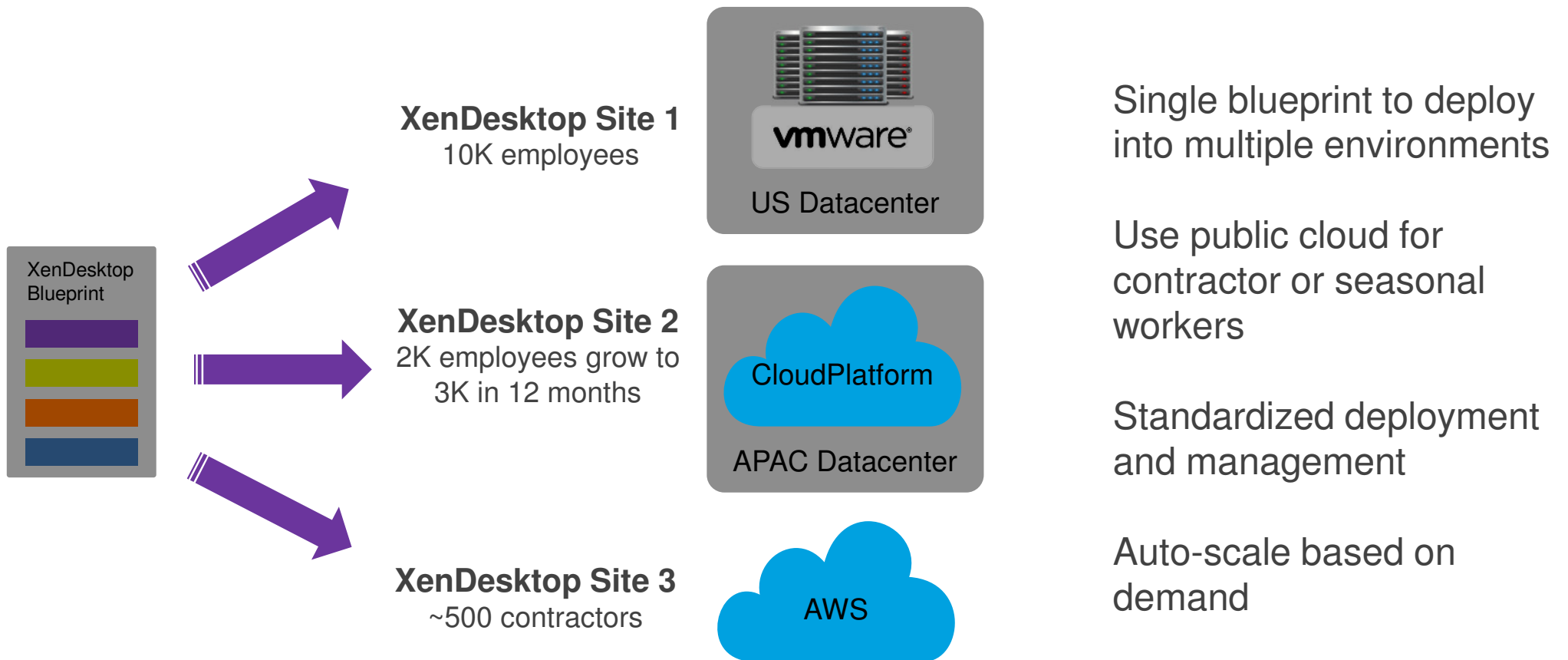
# Customers can get value at any point in their Deployment of Citrix Applications





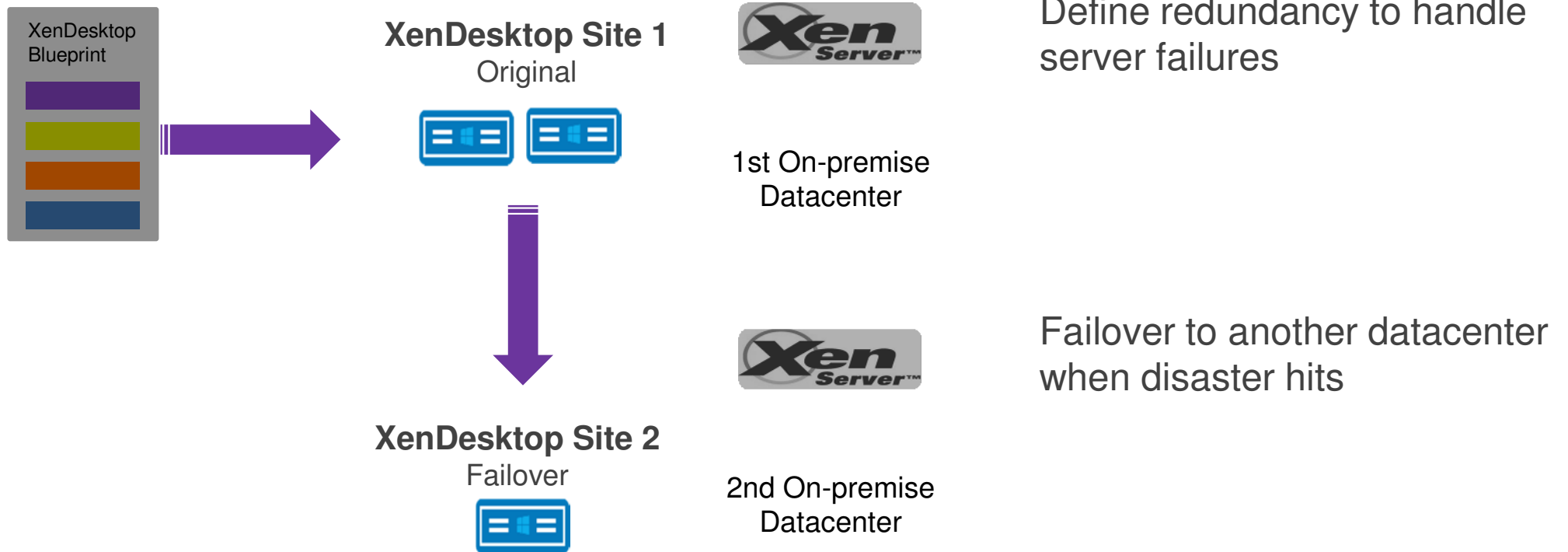
# Use Case Example

Standardize XenDesktop deployment and management in multiple sites



# Use Case Example 2

## XenDesktop Failover



# Lifecycle Management Overview



## Design Day 0

Create service blueprints

- Capture requirements to deploy the service
- Specify how to manage based on service monitor
- Incorporate best practices



## Deploy Day 1

Deploy services to any hypervisor, private or public cloud

- Select desired environment
- Configure size, scale and redundancy
- Configure other input parameters



## Manage Day N

Monitor, scale, heal & recover services

- Monitor service and operational task status
- Scale, heal and recover
- Continue to evolve management process



# Design

Day 0

Create service blueprint

Specify how to deploy and manage the service

Service specific customizations

Build to validated reference architectures. Service-specific monitoring

Incorporate best practices

Optimal performance configuration, security hardening

Conduct pre, post deploy checks

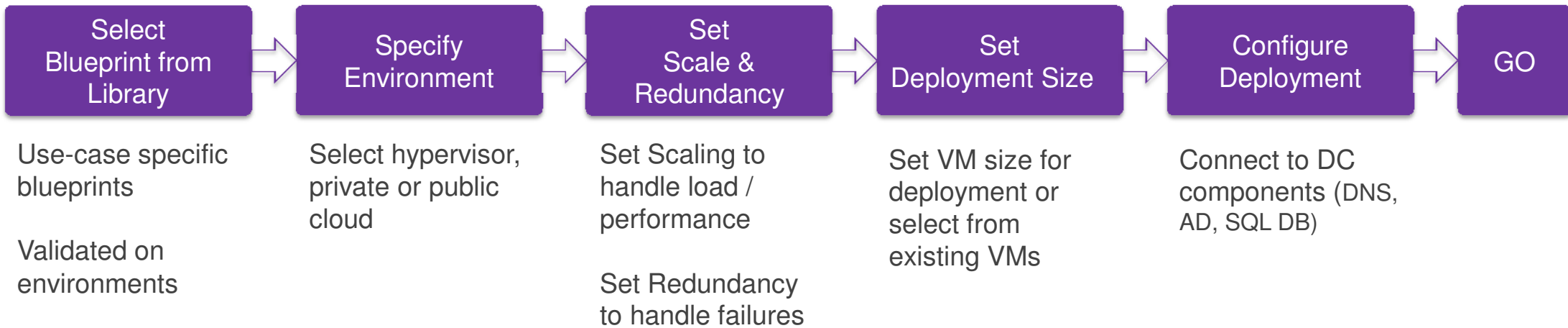
Verify datacenter components (DNS, AD, SQL DB, Firewalls, LBs ...) are available & configured appropriately



# Deploy

Day 1

Deployment profile captures this for re-use





# Manage

Day N



## Monitor & Alert

Service oriented metrics (not another monitoring tool)

Trends, History, Thresholds, Alerts & Dashboard



## Scale & Redundancy

Scale service components based on demand

Ensure redundancy for high availability and performance



## Disaster Recovery

Recover a service component or the entire service on failure

Recovery in same or different datacenter or cloud



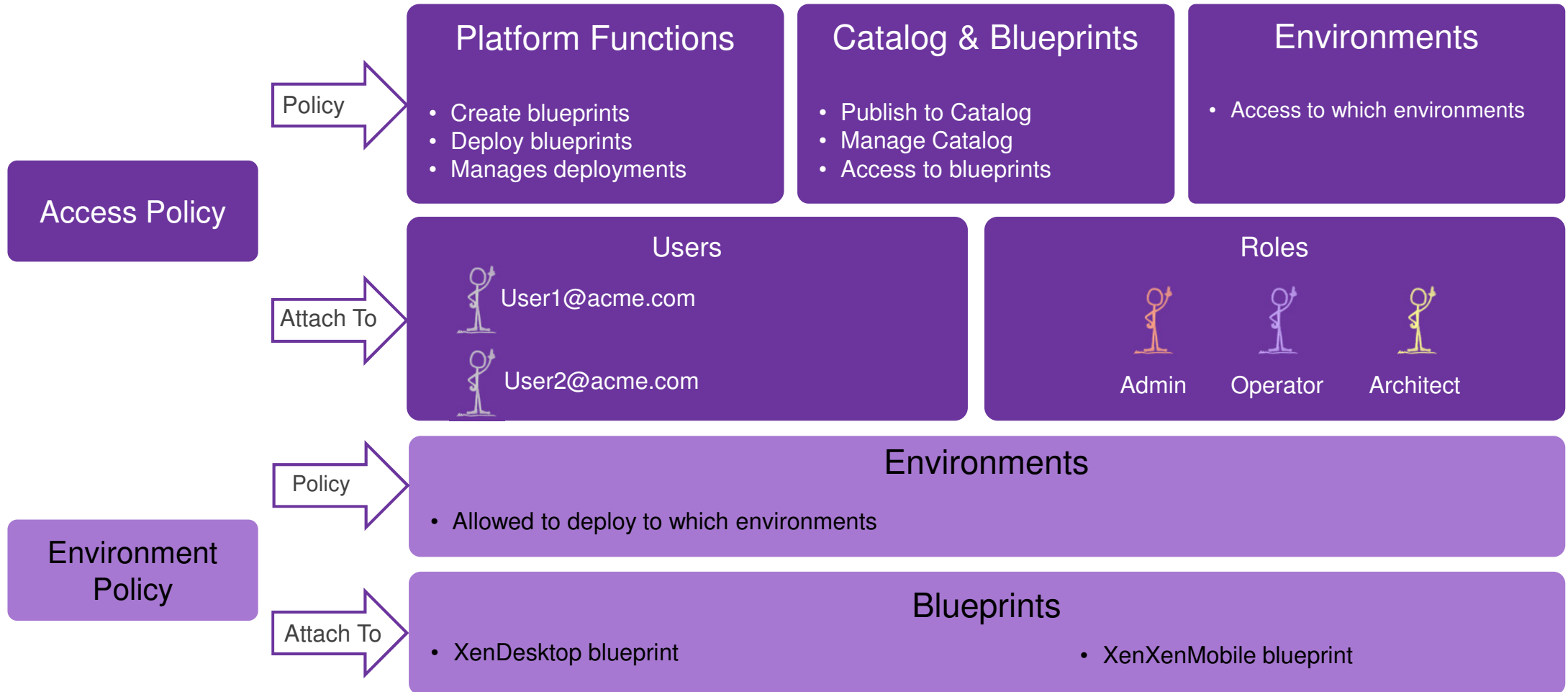
## Operations

Execute tasks on service or servers






Patches, upgrades, backups, configuration validations

Auto | Scheduled | Manual

# Policy



# CWC Service Offerings

Service Packages		Deploy	Design and Deploy	Design, Deploy and Manage	Virtual Desktops	Virtual Apps and Desktops	Integrated Apps and Data Suite
	Workspace Cloud Core Services	✓	✓	✓	✓	✓	✓
<i>Lifecycle Management</i> 	Deploy Blueprints	✓	✓	✓	✓	✓	✓
	Design and Edit Blueprints	None	✓	✓		✓	✓
	Monitor deployments		✓	✓		✓	✓
	Manage deployments			✓			
<i>Applications and Desktops Services</i> 	Desktop Delivery				✓	✓	✓
	App Delivery					✓	✓
	Multiple Resource Locations					✓	✓
<i>Mobility Services</i> 	Mobile Device Mgmt						✓
	Mobile App Management						✓
	Mobile Productivity Apps						✓
<i>Secure Documents Services</i> 	1GB Secure Document Storage				✓	✓	✓
	Storage Zone connectors				✓	✓	✓
	100GB ShareFile Data				Add-on available	Add-on available	Add-on available



# Citrix User Group Community

<https://www.mycugc.org/p/cm/ld/fid=1>



WORK BETTER. LIVE BETTER.