

Welcome to our Citrix Day 2015

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DIGICOMP




BCD-SINTRAG AG ist ein Unternehmen der ADN Gruppe

CITRIX®

AGENDA Citrix Day 2015

09:00 - 10:00


Keynote – Software defined Workplace

 Thomas Vetsch

Platz reservieren

10:15 - 11:00

Case Study: Kapo St. Gallen
(Mobility)

 Thomas Diem

Platz reservieren

11:15 - 12:00


Case Study CSS Versicherung (Xen
Desktop Workspace Suite,
Mobility)

 Daniel Glauser

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XenDesktop & XenApp Track

Part 1 Update
XenApp/XenDesktop

 Roger Bösch

Platz reservieren


Part 2 Citrix Workspace Cloud

 Roger Bösch

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Mobility Track

What's new in XenMobile Server
10.x

 Daniel Künzli

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What's new in XenMobile
WorxApps

 Daniel Künzli

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Networking NetScaler & CloudBridge Track

Update Networking NetScaler

 Simeon Bosshard

Platz reservieren

Update Networking CloudBridge

 Simeon Bosshard

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12:00 - 13:00


Lunch

AGENDA Citrix Day 2015

13:00 - 13:45


Case Study BKW (NetScaler)

 Marco Fernandez

 Chris Baessler


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Best Practice XenApp/XenDesktop

 Urs Heeb

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Best Practice XenMobile

 Stephan Pfister

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Best Practice NetScaler

 Claudio Mascaro

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Citrix-Lizenzierung und
-Ausbildung

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Best Practice: Which Thin Client
fits

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Durchblick beim Umstieg auf
Windows 10 mit Citrix AppDNA

 Laurent Strauss

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Best Practice CloudBridge

 Claudio Mascaro

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15:00 - 15:30

Ramp up Citrix/BCD/Digicomp

 Thomas Vetsch

Non Disclosure Agreement

- **Items may be plans and may not be committed features**
- **The specifications and information regarding the products in this presentations are subject to change without notice.**
- **All statements, information and recommendations are believed to be accurate but are presented without any warranty of any kind, expressed or implied.**
- **Users take full responsibility for their application of any products**

Software-defined Workplace

A **people-centered contextual experience** where digitized tools, secure information and efficient processes are delivered **as a device-independent service** creating **mobility-transformed business**.

Citrix – Never Stop Innovating



Software-defined Workplace

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Citrix in brief FY15

\$3.2B+ Revenue

9,000+ Employees

330,000+ Customers

10,000+ Partners

#1 Desktop & App Virtualization

#2 Cloud Networking

#1 Public Clouds

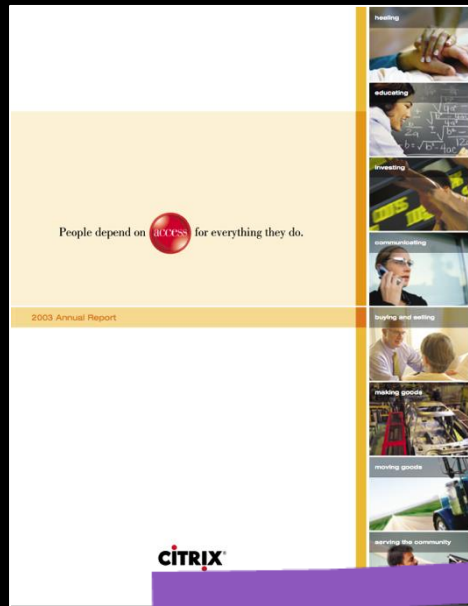
#2 Web Collaboration

remote access

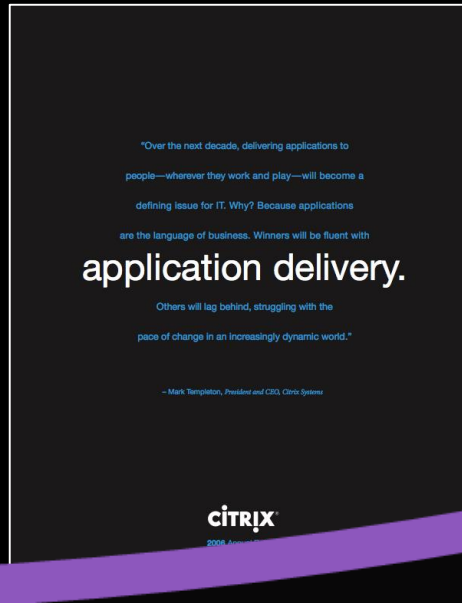
secure app networking

virtual computing

mobile workspaces



2003



2006

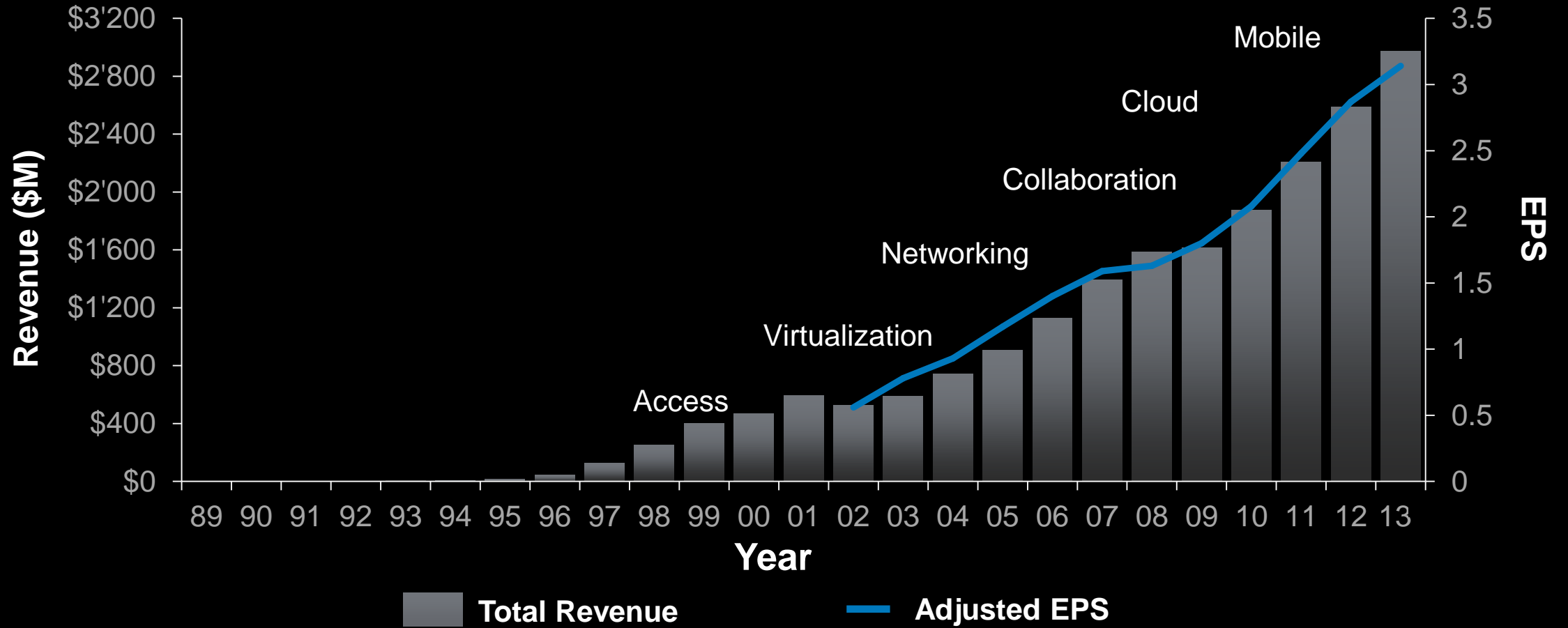


2010

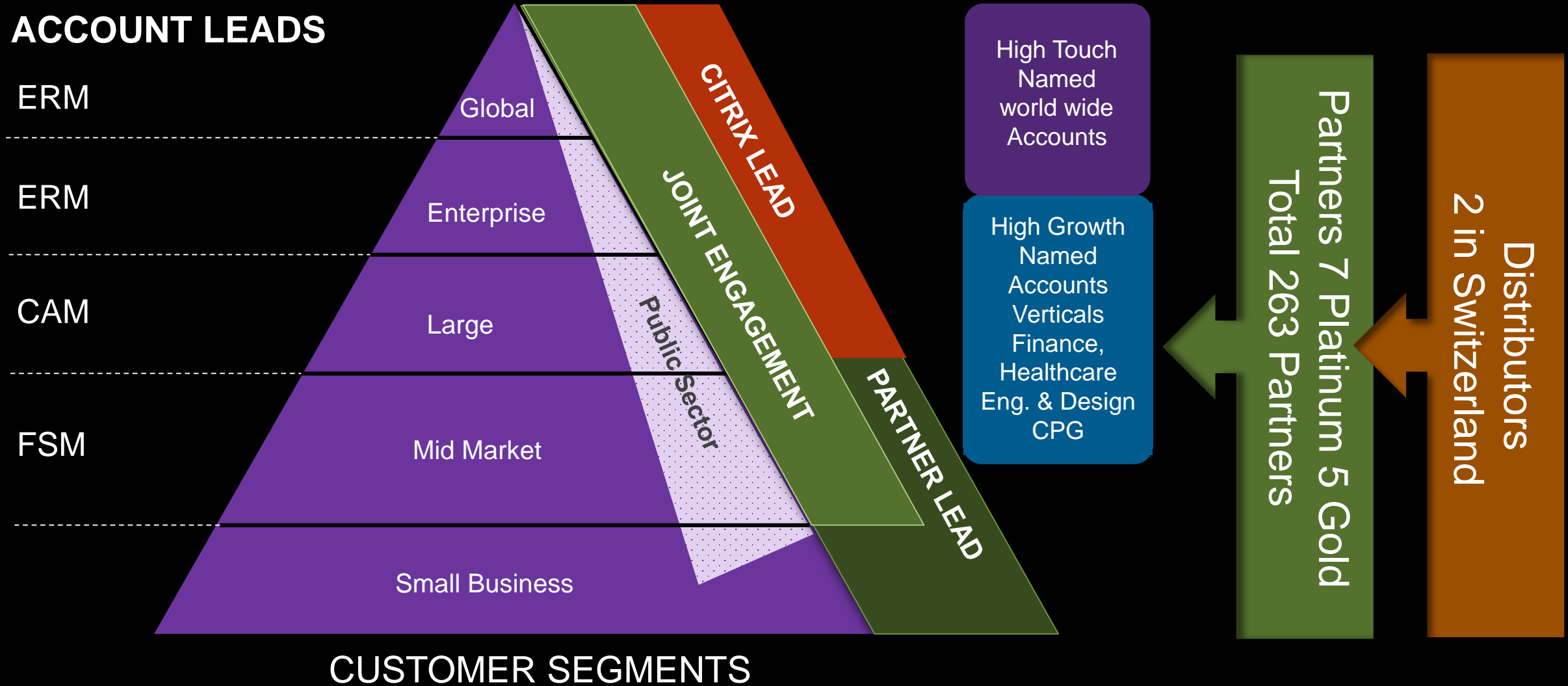


2015

Citrix Growth and Evolution



Market Segmentation & Joint Engagement Switzerland



CEO

Improve
productivity,
profitability,
operational
efficiency &
competitive
position

CTO

Solve info
security, user
experience &
mobility for
people, devices,
apps & data,
faster and at
lower cost

What are the key Topics for our CIO's in 2016,.....

- The 2016 CIO Agenda: *Building the Digital Platform*
- Top three digital impacts expected based on a CIO survey:
 - 1. More revenue from better operations
 - 2. More business through digital channels
 - 3. Tighter partnerships
- The threat matrix is evolving...In a CIO survey, the biggest risks identified:
59% security and cyber threats , 41% new competitive and commercial threats,
53% digitally driven competition from traditional industry competitors,
47% digital-enabled companies entering your industry from other industries
- **The world is moving toward platforms: business as a system & business as a platform**

What are the key Topics for our CIO's in 2016,.....

- The Future is a Digital Thing

- ❑ The relationship between people and machines will go from cooperative, to co-dependent, to competitive
- ❑ “Smartness” is being applied across the fabric of the work environment
- ❑ The Nexus of Forces is evolving to a new set of scenarios
- ❑ By 2018, 6 billion connected “things” will be requesting support
- ❑ By 2018, more than 3 million workers globally will be supervised by a “robo-boss”
- ❑ By YE 2018, 80% of enterprise users will be using Windows 10

What are the key Topics for our CIO's in 2016,....

- Top Business and Technology Decisions CIOs must help Senior Executives Make

25% of CEO's mention technology as one of their top three priorities.

CIOs need to get their heads around the fact that money does not sit in his/her organization and should look to partner to extend the value

Digital Workplace

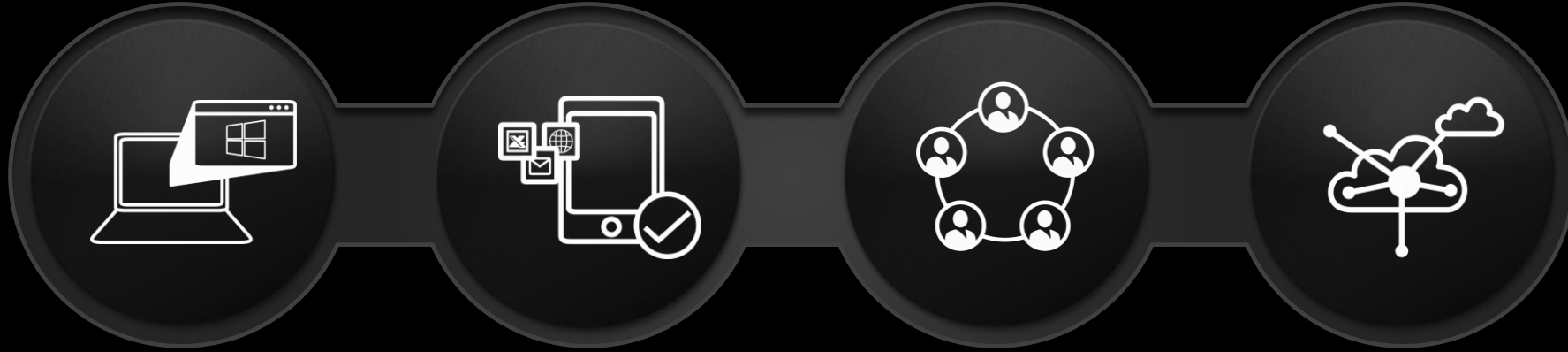
Engaging. Flexible. Secure. Productive. Software-defined.

The physical
Workplace will
be Software-
Defined

Desktop is to
PC-era as
Workspace is
to Cloud-era

Together we
will create
value for
customers

Mobile Workspace Apps & Delivery Infrastructure



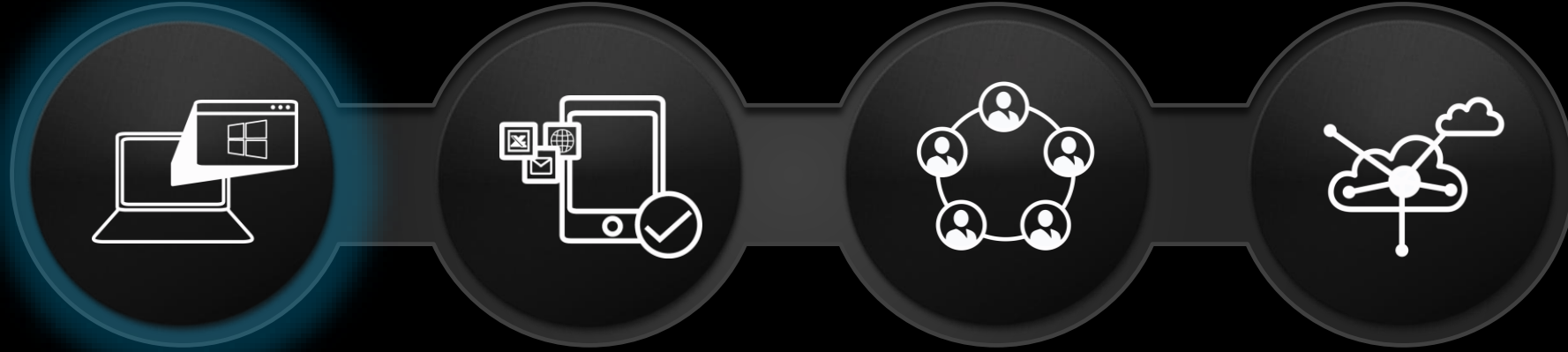
App & Desktop
Virtualization

Enterprise Mobility
Management

Collaboration
& Sharing

Delivery Networks
& Cloud

Mobile Workspace Apps & Delivery Infrastructure



App & Desktop
Virtualization

Enterprise Mobility
Management

Collaboration
& Sharing

Delivery Networks
& Cloud

1

Shift to consumer
in value,
margin &
relevance
of services

2

**Experience
& security
first.**
Everything
else is
secondary

3

**Unified,
secure
delivery**
of apps &
data is all
that matters

4

The classic
desktop
is dead.
Long live
**the mobile
workspace**

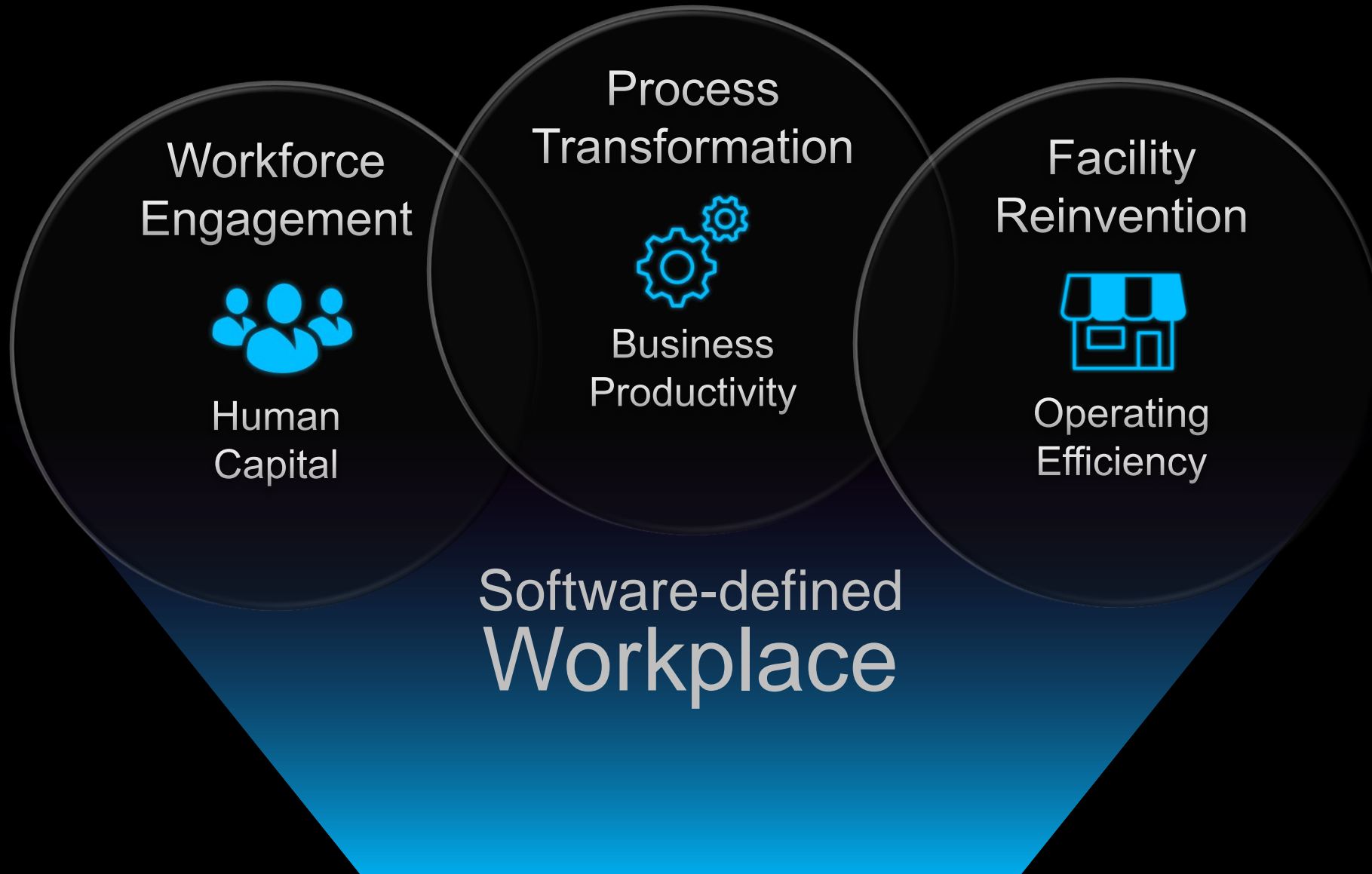
5

Breadth of
physical
to virtual.
**Software-
defining
everything**

Software defined

When software creates the primary experience
and business value of a product or service

Mobility-transformed business & people



Software-defined Software-defined
Workplace Datacenter



Consumer-like
Experience

Business
& human
outcomes

People | Apps | DataCompute | Network | Storage

Physical
to Virtual

Operating
& technical
outcomes

Physical
to Virtual

Apps
Content

Software-defined
Workplace Workplace

Software-defined
Datacenter



Software-defined
Datacenter

Traditional & Converged
Infrastructure

Infrastructure as-a-service
Public Cloud



Experience



Security



Flexibility



Security

Workspace Suite



App & Desktop
Virtualization

Citrix
XenApp

Citrix
XenDesktop



Mobile App
Containers

Citrix
XenMobile

Citrix
WorxApps



Secure File
Sharing

Citrix
ShareFile

Citrix
StorageZones



Secure
Networking

Citrix
NetScaler

Citrix
CloudBridge

Mobility-Transformed Business

Secure Mobile Workspaces

Delivery Network

App-fluent delivery,
network security,
performance & analytics

Workspace Services

Windows, web & mobile,
provisioning, security,
operations & app curation

Mobile Apps

Secure workflow,
communications &
document business apps

Infrastructure Convergence

Automated provisioning, monitoring & ops across multiple clouds



Any Cloud



Any Device



Any App

Mobility-Transformed Business

Secure Mobile Workspaces



Any Device

NetScaler
CloudBridge

XenApp
XenDesktop
XenMobile

GoToMeeting
ShareFile
Worx Apps



Any App

CloudPlatform | XenServer



Any Cloud

Citrix Workspace Suite



Any Device

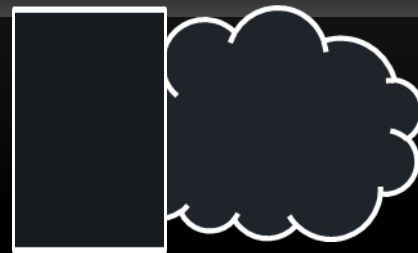
Delightful &
productive
experiences

Contextual &
embedded
security

Device, app
& cloud
flexibility

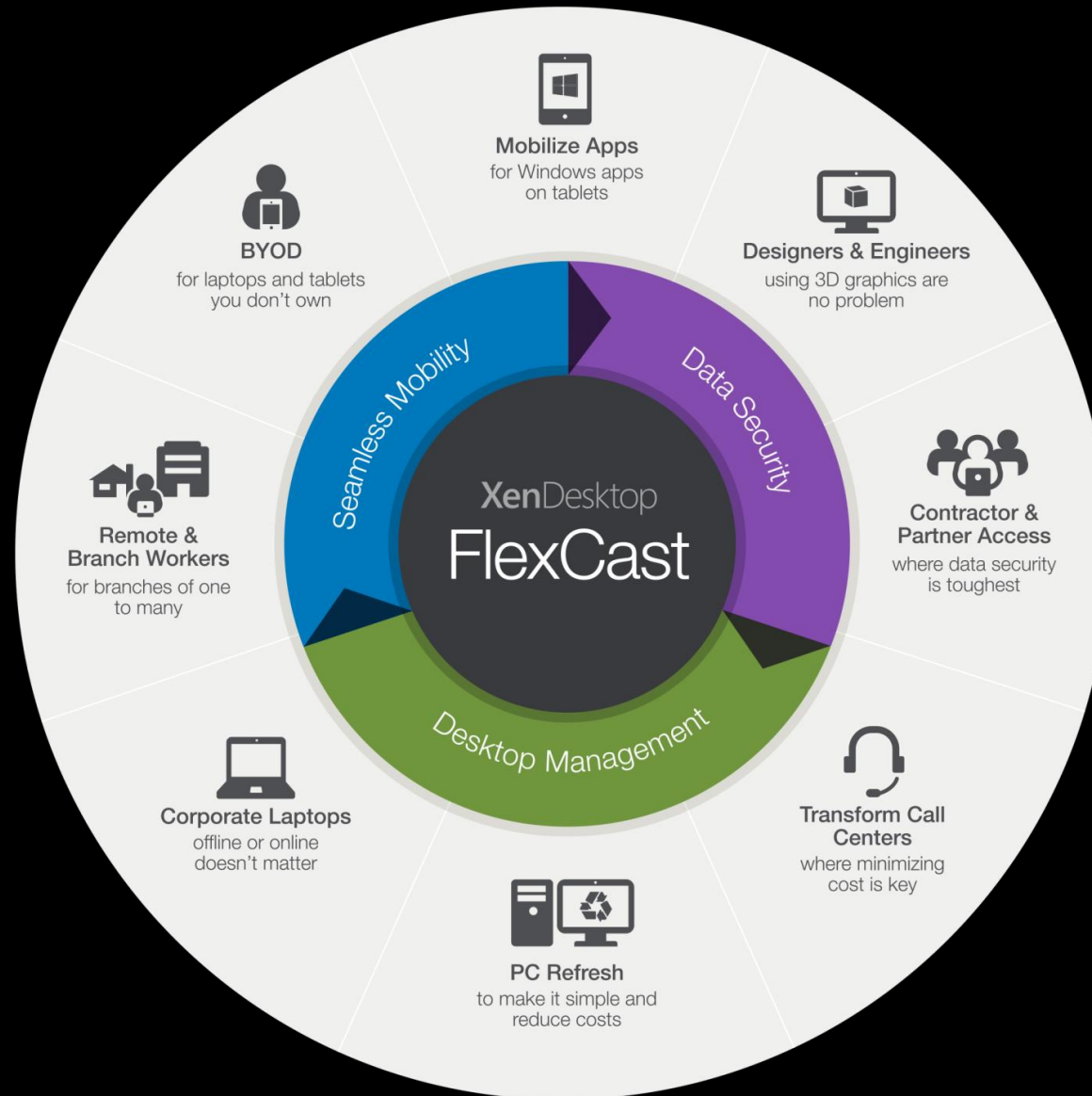


Any App



Any Cloud

Flexcast – Mobility – Daten – Anwendungen



Desktop as a Service hat grosses Potential (DaaS)

Vor allem in vertikalen Märkten ist die Nachfrage nach gehosteten Desktop-Lösungen groß. So erwarten die Partner von Service Providern, dass der Desktop-as-a-Service-Markt (DaaS) in den kommenden zwölf Monaten um 71 Prozent wachsen wird, wie eine [aktuelle Befragung von Citrix](#) unter 500 Anbietern ergeben hat.



Source: The Citrix Service Provider Center of Excellence recently conducted its third annual survey of over 2,600 [Citrix Service Providers](#) worldwide who deliver DaaS along with other IT services, gaining insights into how the DaaS market is evolving. More than 500 service providers from 40 countries provided responses. Here's what they said

Wie wird DaaS aktuell nachgefragt

Immer mehr Service Provider gehen verstärkt dazu über komplette Arbeitsplätze anzubieten. Mit 49 Prozent entspricht das knapp der Hälfte der Anbieter.

Doch auch individuell gehostete Lösungen werden von Kunden verlangt.

Ein Drittel des Marktes fragt Lösungen für die Bereiche Mobility nach.

Auf Filesharing- und Synchronisationsservices entfallen etwa 29 Prozent anfragen und

Networking-as-a-Service fordern etwa 15 Prozent



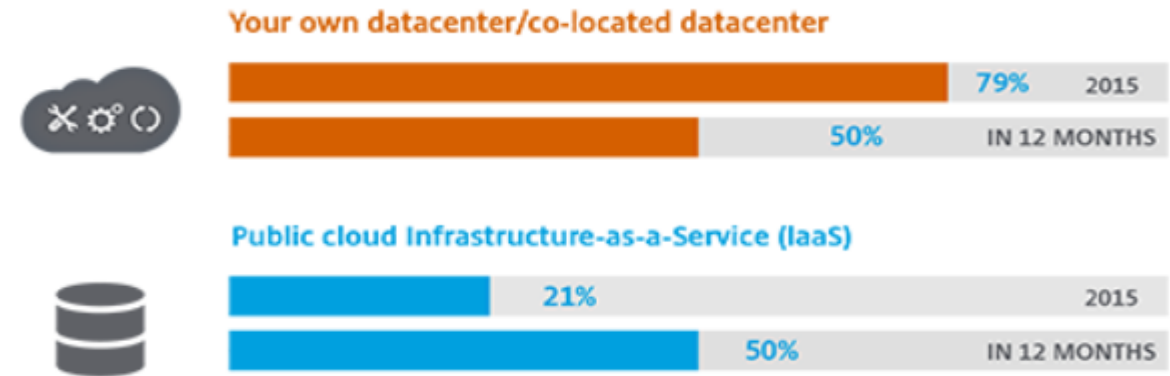
Wie ist die Entwicklung und der Trend von DaaS

Citrix selbst erklärt, dass es ein jährliches Wachstum von 50 Prozent bei der Zahl der gehosteten Abonnements verzeichnet.

Aber laut Studie wachsen auch in anderen Bereichen die Nachfrage nach gehosteten Dienstleistungen.

Most providers use their own data center or co-located data centers to offer DaaS, and anticipate a greater trend toward cloud-delivery and hybrid models

What infrastructure model do you use or plan to use to deliver services?



Citrix Service Provider Center of Excellence Survey
Copyright © 2015 Citrix Systems Inc.

We



Xen App

Over

1 Million

**apps published &
delivered every day**

XenApp and XenDesktop 7.6

Feature Pack 1

- SmartAuditor session recording
- Optimization for Lync 2013 on Windows and Linux
- Enhanced XenServer 6.5 performance
- Common Criteria and FIPS-120 certification

Released March 2015

Feature Pack 2

- New Receiver for a unified workspace experience
- Citrix X1 Mouse for iOS
- Skype for Business / Lync 2013 (Windows, Linux, Mac)
- HDX with Framehawk for amazing mobile performance
- Linux apps & desktops

Released June 2015

XenApp and XenDesktop 7.6 FP3



7.6

Feature Pack 3

- Embrace & Extend Windows 10
- HDX Graphics - “Thinwire Plus”
- Jailbreak detection & prevention on iOS Receiver
- Next gen HDX enhancements (smartcards, drawing tablets etc.)
- Desktop Player for Windows

We



Mobility

XenMobile – Journey to Value

Enable secure mobility

Secure devices and data



Device Management &
File Sync Share

Drive secure productivity

Deliver 'killer' productivity
apps **optimized for business**



Experience &
Adoption

Transform business

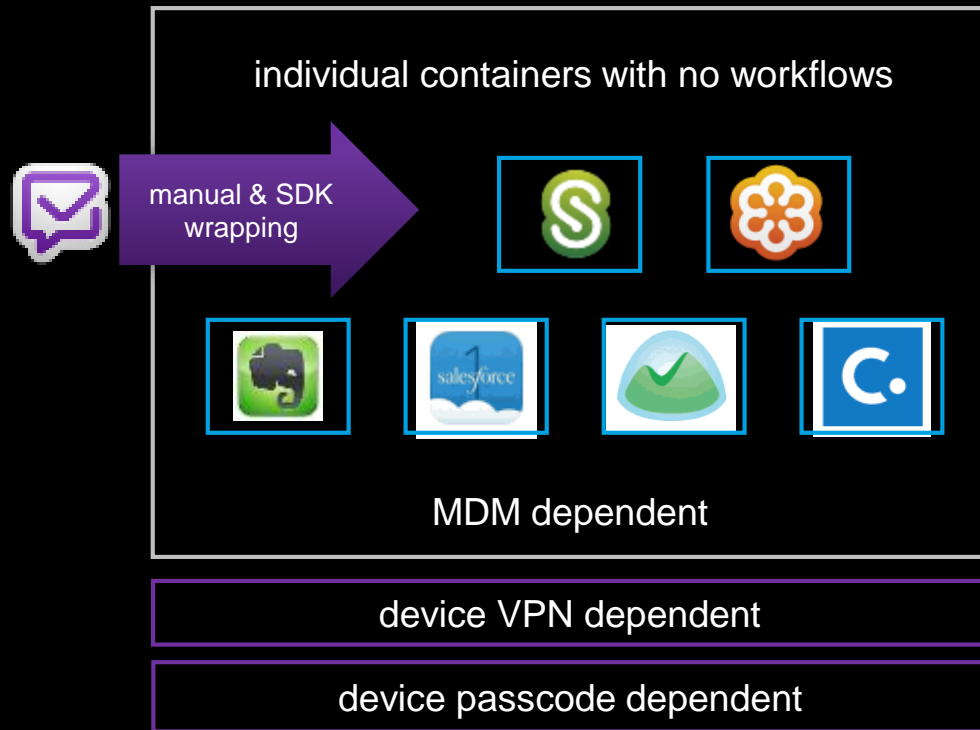
Mobilize processes and enable
secure mobile access to
business systems



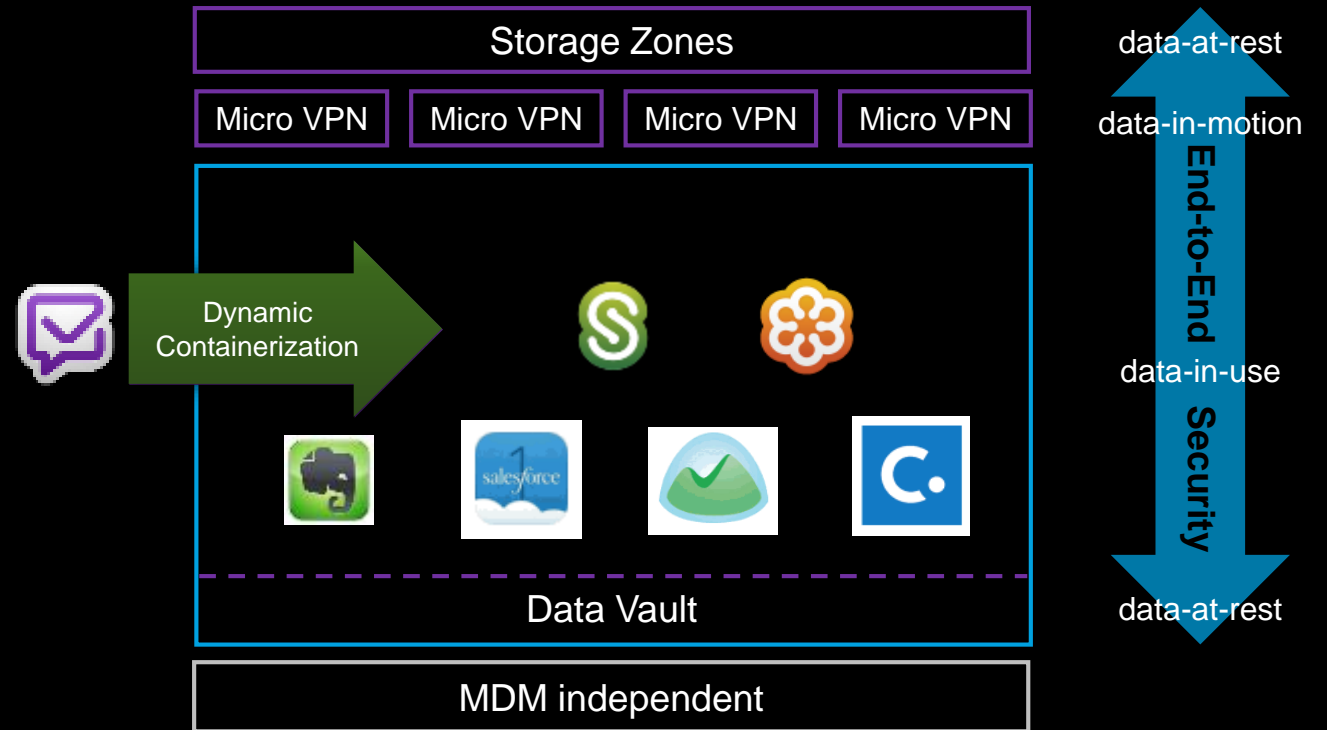
Mobile Business
Processes

A MAM-first Approach, Merging EFSS, & Dynamic Containerization

MDM-first



MAM-first



55,000

Corporate customers
with over 40 million users



ShareFile



ShareFile StorageZones

Store on-prem, Azure, or AWS

Data sovereignty & compliance

Storage connector architecture

ShareFile

Restricted StorageZones



The ultimate in secure data protection

- Customer encryption keys
- Metadata and file encryption
- Governed file sharing
- Managed behind firewall

We



NetScaler

NetScaler

- Single Point Of Entry, Mgmt., Enforcement
- Traffic Mgmt.
- Load Balancing
- Security
- Identity Management
- Authentication
- Authorization
- Optimization
- SSL

Apps

Windows Desktops

Windows Apps

Cloud-Native Apps

Mobile Apps

SaaS Apps

Continued Evolution Of Mobile Users, Devices, Access & Networks



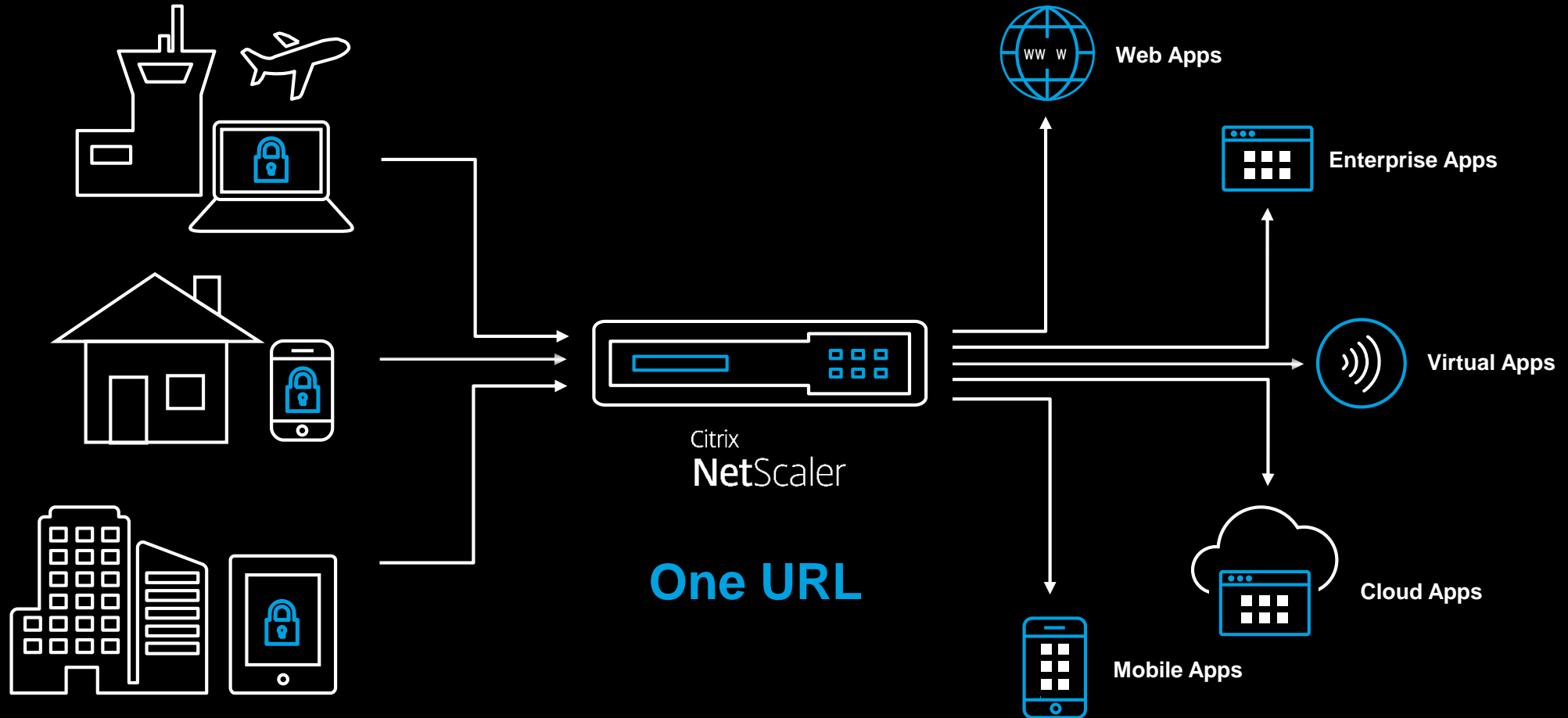
Transformation Of The Datacenter, Applications & Operations

Any App
Any Device
Anywhere

App Assurance over the WAN

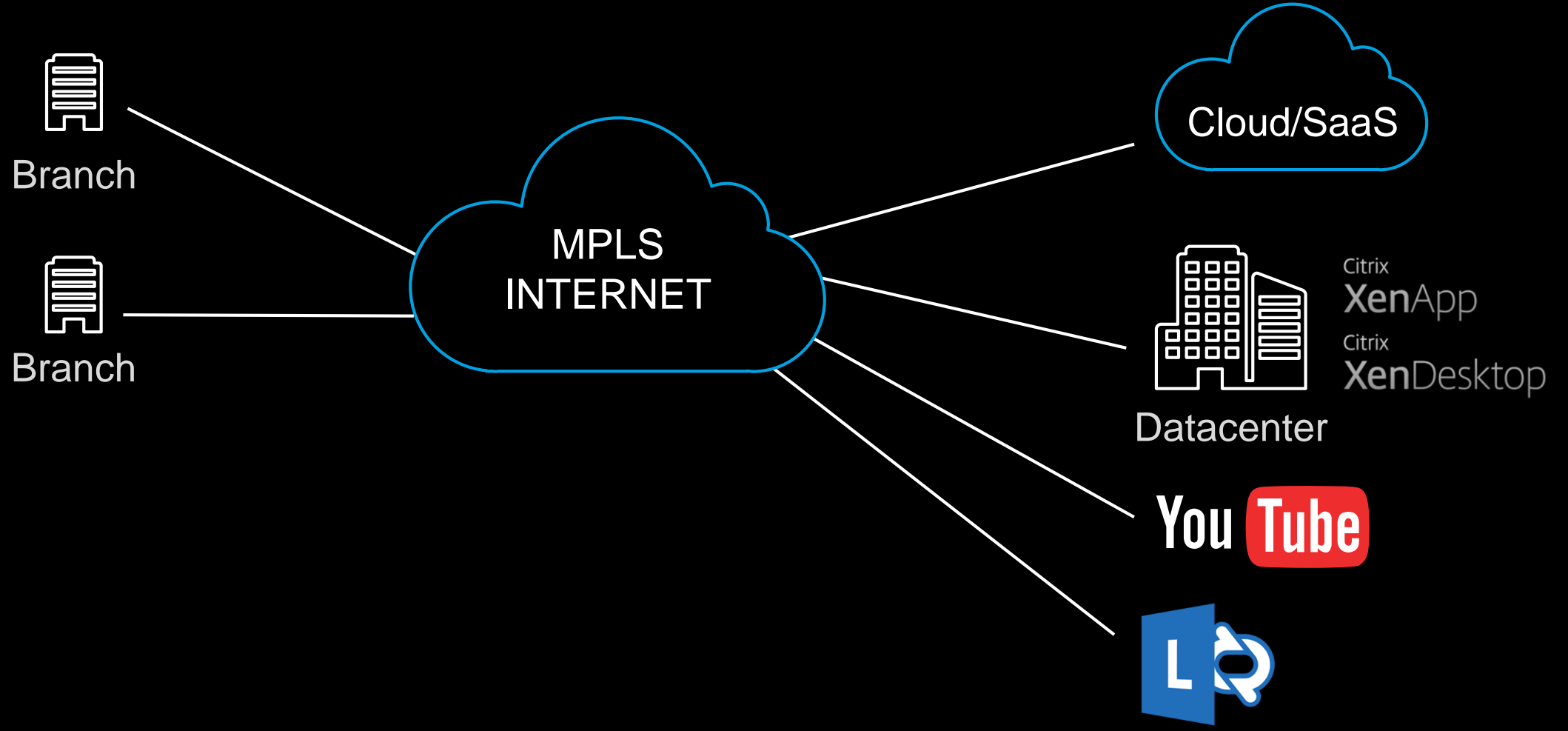
Agility
Automation
Orchestration

5 → 1 URL With NetScaler Unified Gateway



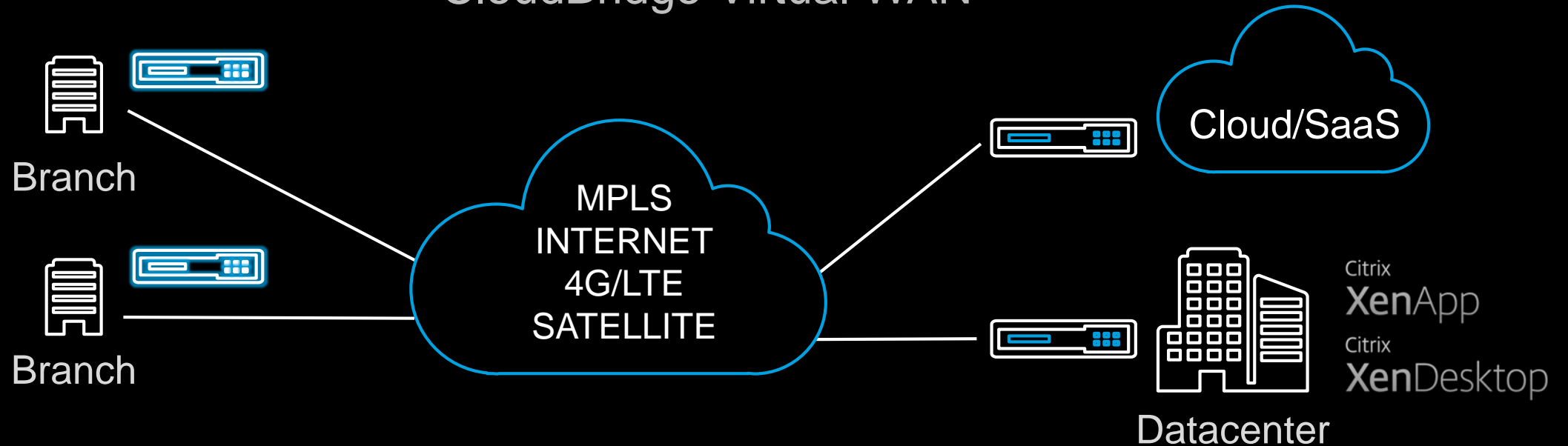
NEW!

Virtualize the WAN



Workspace Delivery Controller

CloudBridge Virtual WAN



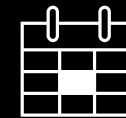
Reduce Cost
by up to 5X

24/7

Always on
Branch



Better User
Experience

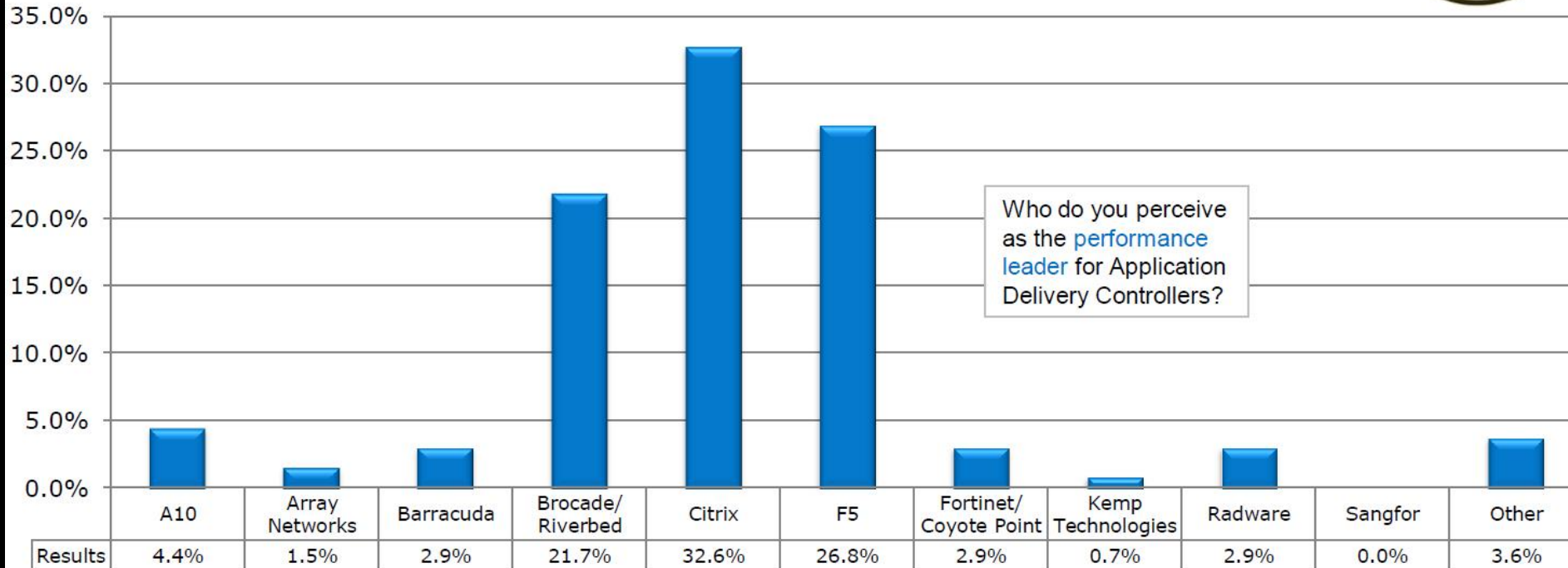


Deploy in Days
Not Months

2015 IT Brand Pulse Report

Performance Leader

2015 Application Delivery Controller Brand Leader Survey



IT Brand Pulse

IT Brand Pulse, Inc. is an analyst firm and trusted source of product testing, IT Pro research, and analysis covering data center infrastructure including servers, storage, networking, operating platforms and applications. Learn more at www.itbrandpulse.com.

Citrix

Workspace Cloud

The background features a dark, almost black, field. A horizontal band of abstract, wavy lines in shades of green and blue stretches across the middle. To the right of this band, a blue, grid-like pattern resembling a digital or network structure is visible, fading into the darkness.



- **Platform:** for fast creation, integration, delivery, and management of complete digital workspaces



- **Flexible:** options to choose the best deployment infrastructure on any cloud



- **Service:** Citrix managed - offered “aaS”



- **Global:** multi-nodal scale with local options
- **Current:** always up-to-date, evergreen

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



Insights



7
Workspaces
[View detail](#)

4
Resource Locations
[View detail](#)

1
Domains
[View detail](#)

5
Notifications
[View detail](#)

1
Concierge Inbox
[View detail](#)



Publish

Publish
Test drive a pre-designed Workspace [View Workspaces](#)

Design

Apps and Desktops
Secure access to virtual Windows, Linux, web apps, and desktops [Manage](#)

Mobility Management
End-to-end mobile app delivery and device security [Manage](#)

Secure Documents
Sharing, syncing and securing content from the cloud and on-premises storage services [Manage](#)

Concierge
Real-time service and support for workspace subscribers [Manage](#)

Architect

Lifecycle Management
Blueprinting, automation, and management for the design and deployment of enterprise workloads [Manage](#)

Delivery Network
Building, controlling, and managing a secure workspace network delivery and visibility [Request Trial](#)

Application Onboarding
Quick application migration, virtualization, and management [Request Trial](#)

Develop

Data Fabric
Creating and integrating apps and desktops on top of the ShareFile API-rich secure data platform [Request Trial](#)

Workspace Automation
Put the power of the Internet of Things to work [Request Trial](#)

Workspace

Mobile | Virtual | Secure



Citrix Journey to 2018

The Windows App delivery company

A company of divisions

Product- & technology-first thinking

Command-and-control structure

Helping customers with either/or

The Workspace Delivery company

A company of interdependent business units

Customer- & Citrix-first thinking

Scalable and enabling structure

Enabling customers with “&”




Thank You!

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