



## Make all your applications on demand

Citrix XenApp is an end-to-end Application Delivery Solution that delivers all Windows applications to all users and locations.

Citrix XenApp is a Windows application delivery system that manages and virtualizes all applications in the datacenter for optimal application performance and flexible delivery. With it, you can deliver all Windows applications on demand, either run centrally from the datacenter or streamed down to the desktop for mobile use.

### Lowest operating costs for delivering Windows applications

Deliver applications on demand without leaving the data center by using the state-of-the-art application virtualization technologies of Citrix XenApp™. Eliminate the need to install or manage applications on individual user devices, making application testing, provisioning, management and support easier and less costly. Let the underlying intelligence automatically select the best delivery method for the user, the application and the location.

### Strongest protection for applications and intellectual property

Control, protect and retain intellectual property centrally to dramatically reduce the chance for data loss and theft. XenApp helps you prevent data from leaving the datacenter without your explicit permission, supporting regulatory compliance and security objectives. Built-in endpoint scans and policy controls take into account each user's role, device characteristics and network conditions to determine which applications and data they are authorized to access. These dynamic attributes also define where users may store and print sensitive information. Such strong security measures decrease the potential for inadvertent exposure and enhance your ability to back up and restore information from one place for greater fault tolerance and disaster recovery. Integrated single sign-on and a secure SSL VPN gateway for remote access enable a one password, one path approach to application and data access.

### Outstanding application performance over any network

Improve application responsiveness and increase user productivity with patented application virtualization techniques perfected over 15 years. Many Windows applications frustrate users as they wait for data to be pushed across the network. Over high-latency or bandwidth-constrained WANs, these problems are even worse. XenApp greatly reduces network bandwidth requirements and

mitigates latency issues, because with applications hosted on the server, only mouse movements, keystrokes and screen updates traverse the network. Even data-laden and graphics-heavy applications perform better, which increases user productivity and adoption of applications.

## XenApp enables your IT infrastructure to support the fast pace of business change, with unparalleled performance and an ultimate user experience

**Fastest application delivery to all users** — anywhere. Accelerate the time-to-value of your applications so you can quickly respond to changing business needs. Manage the delivery of all your Windows applications from one central location. With XenApp, you deliver applications and updates instantly — anywhere, any time — to offshore employees, outsourcers, new branch offices, new mergers and acquisitions, or mobile workforces.

**Continuous availability and high reliability, coupled with fast application performance.** Provide high availability for an always-on user experience with application load management, automated server recovery and failover. Rapidly troubleshoot issues by using detailed reports to monitor the end-user experience and identify root causes anywhere in the system — the application, server, network or desktop. XenApp gives you end-to-end visibility, which is key to satisfying and verifying application service level agreements (SLAs) and increasing user satisfaction and productivity.

**One user interface, one logon, one great experience.** XenApp includes an intuitive and consistent user experience on the desktop and over the Web. Users need only one familiar way to access applications, regardless of where they are or what device they are using. With Citrix SmoothRoaming, you can ensure that applications and data move with your users as they change locations, networks or devices, so they can pick up exactly where they left off without interruption. User and application prioritization offers IT flexibility and control to ensure optimal user productivity.

## The XenApp product line includes several solutions to meet customers' varying business needs

The XenApp product line includes three editions designed to enable everything from enterprise-wide application delivery or smaller, entry-level implementations.

- XenApp Platinum is a comprehensive solution for businesses that need a strategic answer to managing and delivering all applications to users on demand — even when offline. Platinum Edition provides powerful user performance monitoring tools, SSL VPN remote access control, click-to-call communication, single sign-on, WAN optimization and more.
- XenApp Enterprise is for businesses that want to deliver and integrate all Windows applications, automate system resiliency, expand application compatibility and rapidly provision applications across any size server farm.
- XenApp Advanced provides server-side application virtualization and the fundamental functionality for centralizing and delivering Windows-based applications.

Citrix also offers an application delivery solution for organizations that have a need for a limited number of users and small to mid-size businesses that want to easily install and quickly begin reaping benefits.

- Access Essentials is a turnkey remote access solution that includes automated wizards for simpler configuration and management, making it ideal for organizations with limited IT resources.

## Key features

		Platinum Edition	Enterprise Edition	Advanced Edition
<b>Reduce cost of application delivery</b>				
Application virtualization for hosted and streamed applications	XenApp simplifies application delivery and maintenance and minimizes the time to update or patch streamed applications through the addition of Inter-isolation Communication and HTTP(S) streaming support. Inter-isolation Communication enables streamed applications to communicate and interoperate as if they were installed locally while ensuring that they execute within their own discreet isolation environment. If a single application needs to be updated or patched, it only needs to be done once centrally instead of on each desktop, significantly reducing application maintenance costs in comparison to traditional application management practices. The addition of HTTP(S) support enables applications to be streamed securely using HTTP to branch office and mobile users.	•	•	
Application hub	Centrally store applications enabling IT to provision applications rapidly to entire XenApp farms without system conflicts and lengthy, costly regression testing. A centralized, application repository minimizes time-to-value for new applications, and allows IT to update applications without disrupting users. Now, replacing or re-provisioning servers is much easier and faster, to respond quickly to changing business demands for applications and server capacity.	•	•	
64-bit platform support	XenApp leverages the powerful capabilities of 64-bit computing in both Windows Server 2003 and Windows Server 2008 extensively to provide the most cost-effective solution for maximizing return on investment (ROI) while reducing TCO through server consolidation.	•	•	•
<b>Strengthen information security</b>				
SmartAccess	Powered by the industry-leading Access Gateway product line of SSL VPN appliances, the secure application access solution provides integrated endpoint analysis and highly granular access control policies.	•		
Single Sign-On	Powered by Password Manager, this feature provides automated application logons, password policy control and self-service password reset to encourage and enforce security disciplines without burdening system administrators or users. Users need only a single logon and password combination to securely launch multiple password-protected applications delivered by XenApp.	•		
SmartAuditor	Provides powerful application session recording for improved regulatory compliance, risk mitigation and accelerated problem resolution.	•		
<b>Best application performance &amp; user experience</b>				
Web Interface	XenApp includes an intuitive, and consistent user experience on the desktop and expands mobility options for users who connect over the Web, improving users' productivity by ensuring that applications and data move with them. Its ability to prioritize users and applications ensures the best experience for critical use cases.	•	•	•
Application performance monitoring	Powered by EdgeSight software, new interface and functionality gives IT the tools to keep their users productive. Service Level Alerting (SLA) functionality synthesizes user tasks and monitors their execution time, giving IT a feel for users' experiences of application performance and availability. A newly redesigned user interface brings actionable information to their fingertips, empowering IT to detect and tackle unreported issues before they can become a problem.	•		
Preferential Load Balancing	Allows administrators to prioritize users and applications based on pre-established priorities to ensure the best experience for critical use cases.	•		
EasyCall	Powered by EasyCall Gateway, performance enhancements extend the EasyCall universal click-to-call capability from any application delivered by XenApp, with increased security and robustness. Users will enjoy interface enhancements while placing calls from any application and with any telephone, including a mobile phone, as the originating phone.	•		
SpeedScreen™	Dramatically improves the performance and responsiveness of virtualized applications, particularly graphics-intensive multimedia software, even over high-latency, low-bandwidth connections.	•	•	•
SmoothRoaming™	Facilitates workforce mobility by allowing users to move between devices, locations and networks while preserving the state of their applications and workspace. Session reliability features ensure that the environment remains active even through intermittent network connectivity.	•	•	•
WAN optimization	Powered by WANScaler software and appliances, this feature boosts productivity for mobile and branch users by accelerating and optimizing the movement of data across the WAN.	•		
Printer management	Provides a comprehensive set of tools — including a universal print driver, bandwidth optimization and driver management technologies — for managing printers, printer drivers, policies and performance. Accelerates print speed and ease of use while letting virtualized application users take advantage of advanced printer features such as paper tray selection, stapling and sorting.	•	•	•

**Citrix Delivery Center** is the first solution on the market with the ability to deliver applications and desktops to any user, anytime, anywhere from a secure central location. The Citrix Delivery Center™ product family features our primary product lines: Citrix XenApp™ — the new name for Citrix Presentation Server™ — Citrix® NetScaler®, Citrix XenServer™, Citrix XenDesktop™, and Citrix Workflow Studio™.

**Citrix XenApp** is the industry's de facto standard for delivering Windows-based applications enabling the best performance, security and cost savings. With more than 70 million users and 99 percent of the *Fortune* Global 500 as customers, it uses state-of-the-art client- and server-side application virtualization to deliver applications to office and mobile workers from a secure centralized location.

**Citrix NetScaler** is a purpose-built Web application delivery solution that accelerates application performance up to five times while improving security and reducing Web infrastructure costs. It is also the delivery infrastructure of choice for most of the world's largest Web sites, touching an estimated 75 percent of all Internet users each day.

**Citrix XenServer** is an enterprise-class solution for virtualizing application workloads across any number of servers in the datacenter as a flexible aggregated pool of computing resources. It is the first solution to provision application workloads across physical and virtual servers making the entire datacenter more dynamic.

**Citrix XenDesktop** is the industry's first comprehensive Virtual Desktop Infrastructure (VDI) solution. It enables simple, secure and cost effective delivery of Windows desktops to any office worker with an unparalleled user experience.

**Citrix Workflow Studio** is an orchestration tool that allows administrators to far more easily create and integrate application delivery processes across Citrix and third-party products, allowing them to work together as a single cohesive system.

The Citrix Delivery Center includes the following solutions which are part of the product lines listed above. These are also available as standalone options:

- Citrix Access Gateway™ — for secure application access. Empowers users with easy “anywhere” access and provides administrators market-leading application-level control.
- Citrix® Branch Repeater™ — for the productive enterprise branch. Deliver optimized applications and desktops from Citrix Delivery Center™ to branch users integrated with local branch services.
- Citrix EdgeSight™ — for the best end-user experience. Increases user productivity by centrally monitoring and managing the performance and availability of applications.
- Citrix Password Manager™ — for enterprise single sign-on. Improves password security and user productivity with the industry's most secure, efficient, and easy-to-deploy enterprise single sign-on solution.
- Citrix Provisioning Server™ — for datacenter and for desktop systems. Provisioning Server for Datacenters uses streaming technology to deliver workloads on-demand to physical or virtual servers. Provisioning Server for Desktops streams operating systems and software on-demand to physical desktops. Centralized system provisioning reduces operating costs, and improves security, flexibility and reliability.
- Citrix WANScaler™ — for branch and mobile user application delivery. Accelerates application performance over the WAN by 5 to 30x and deliver LAN-like productivity for WAN-based applications.

Why not make the move to Citrix? Help your department, your users and your organization with Citrix XenApp, the de facto standard for delivering Windows-based applications at the lowest cost — anywhere. Visit us at [www.citrix.com/XenApp](http://www.citrix.com/XenApp) to find out more.

#### About Citrix

Citrix Systems, Inc. (Nasdaq:CTXS) is the global leader and the most trusted name in application delivery infrastructure. More than 200,000 organizations worldwide rely on Citrix to deliver any application to users anywhere with the best performance, highest security and lowest cost. Citrix customers include 100% of the *Fortune* 100 companies and 99% of the *Fortune* Global 500, as well as hundreds of thousands of small businesses and prosumers. Citrix has approximately 6,200 channel and alliance partners in more than 100 countries. Annual revenue in 2007 was \$1.4 billion.

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The Citrix logo consists of the word "CITRIX" in a bold, black, sans-serif font. The letter "i" is lowercase and has a dot above it. A registered trademark symbol (®) is located to the upper right of the "X".