Citrix and Microsoft: A *Tale of Two Clouds*

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#TechTuesday2017
Citrix and Microsoft Partnership Announcements
August 12, 2016
Citrix + Microsoft Strategic Partnership

First and only to offer optimized Skype for Business experience

First and only to enable Win10 VDI in Azure public cloud

Fastest way to deliver Windows apps from Azure

Azure-first solutions and day 1 support for Windows Server 2016

NetScaler & XenMobile integrations with Microsoft EMS
The fastest, simplest way to deliver apps from the Azure cloud

Azure RemoteApp
Fast
Simple

Azure Marketplace

XenApp Essentials

Citrix XenApp
Scalable
User Experience
XenApp Essentials

Citrix Cloud
XenApp Essentials

Customer Subscription

Cloud Connector
Windows Apps
Windows Apps

Customer’s Azure Subscription

Operated by Citrix
Sold through Azure Marketplace

Customer managed Azure subscription
Customer also pays for IaaS consumption
Simplified Management Experience

Current Experience via Citrix Studio
Provides high degree of control over deployment

New! Simplified Management Console
Enables faster deployments through guided workflows and automation
Simplify Windows 10 on Azure deployment and management at scale

Microsoft Azure
Scalable
Reliable

Azure Marketplace
XenDesktop Essentials

Citrix XenDesktop
Flexible
Experience
XenDesktop Essentials

Citrix Cloud
XenDesktop Essentials

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Windows 10
Windows 10

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Like the idea of Essentials but want it all?

Citrix Cloud
Citrix Cloud

• The backend to XenApp Essentials and XenDesktop Essentials
• Citrix hosts the Citrix infrastructure (control plane)
Deployment With Citrix Cloud (Apps & Desktops)

Cloud-based management, local resources – less to deploy plus faster, simpler deployment

Citrix Cloud (operated by Citrix)

Customer/Partner managed
Citrix Cloud

• The backend to XenApp Essentials and XenDesktop Essentials
• Citrix hosts the Citrix infrastructure (control plane)
• Can provide the complete product features
• Applications and desktops can be hosted on:
  • Public Clouds: Azure, AWS
  • Private Clouds: Rackspace, Softlayer
  • On-premises: XenServer, Hyper-V, VMware
Deployment With Citrix Cloud (Apps & Desktops)

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Cloud Connector

Resource Location(s)
Citrix Cloud

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  • Citrix Ready HCI Workspace Appliance
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  • Citrix Ready HCI Workspace Appliance
• Supports multiple resource locations
Citrix Cloud
XenApp and XenDesktop Release Strategy

Always the Latest

Citrix Cloud Releases
(Every 2 weeks*)

*Estimates only, subject to change
XenApp and XenDesktop Release Strategy

Always the Latest

Citrix Cloud Releases
(Every 2 weeks*)

New Feature Releases

Current Releases
(Quarterly*)

<table>
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<th>2017 Q1</th>
<th>2017 Q2</th>
<th>2017 Q3</th>
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*Estimates only, subject to change
XenApp and XenDesktop Releases

Citrix Cloud Releases
(Every 2 weeks*)

Current Releases
(Quarterly*)

Long Term Service Releases
(12-24 Months*)

Always the Latest

New Feature Releases

Predictable Release Cycles

*Estimates only, subject to change

2017 Q3

XenDesktop & XenApp 7.15 LTSR
XenServer LTSR
NetScaler and NetScaler SD-WAN
Delivering Applications - The Challenges

• All businesses have critical apps
• Consolidation is driving scale
• Apps are often not architected for mobile environments
• Impact of mobility on the enterprise
  • Need for secure remote access
  • Increased latency (decreased user experience)
• Most “Line of Business” applications have a web front-end
Unified Gateway – consolidation of all apps

- One URL provides consolidation for Citrix & Microsoft solutions
  - Single point of access for end users
  - Easier management of single appliance
  - Reduce TCO
  - Seamless integration between products
  - Consistent security and application policies
Supported Microsoft Environments

- Increased application availability
- Better security
- Better performance, lower bandwidth
- Simplify hybrid deployments for Office 365 and Azure
“...the disruptions caused by the transformation to digital business models are driving adoption of SD-WAN at a pace that is unheard of in wide-area networking”

Gartner

Gartner Forecast: SD-WAN and Its Impact on Traditional Router and MPLS Services Revenue, Worldwide, 2016-2020
NetScaler SD-WAN
Secure, cost-effective, and reliable app and media delivery to the branch

- Reduce Cost by up to 5X
- Always on Branch
- Better User Experience
- Simplify Branch Network
- Centralize Control and Management
Always On → Always Secure WAN Edge

- Routing (OSPF, BGP) and Network isolation
- Virtualized WAN with Intelligent, Real-time path selection
- Secure Internet: SWG, VPN and cloud connect
- Optimization and acceleration, including HDX!
- 4000+ App + deep HDX visibility*
- L7 Firewall*
Always On → Always Secure WAN Edge

Central Control and Network Intelligence

- Centrally configured app centric policies
- End-to-End security
- Deep visibility
- Simplified deployments
How ShareFile Extends Microsoft Office 365
ShareFile Integrates with Microsoft Technologies

Flexibility of ShareFile Benefits Microsoft customers

- Azure as a StorageZone
- Connectors to Office 365, SharePoint, and OneDrive for Business
- Integrations with Office 365 UI
ShareFile + Office 365 Integrations

- Web based co-editing for ShareFile documents
ShareFile + Office 365 Integrations

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- ShareFile Outlook Plug-in – easily convert attachments to links
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- Access, edit and share files from SharePoint and OneDrive
- Mobile App Integrations
Why Buy ShareFile If I Have OneDrive?
ShareFile offers a more complete solution for data security, mobility, and productivity

Security
• Granular access controls
• Security policies for employees, 3rd parties
• Mobile device security; remote wipe
• DLP system integration

Flexibility
• Flexible storage options, including “Choose Your Own Cloud” for Azure and AWS
• Access to network file drives, SharePoint, OneDrive for Business, ECM systems and personal clouds from desktop and mobile devices
• Private data areas - customer maintains encryption keys

User Experience
• Optimized for virtual desktop environments
• Enhance workflows with built-in electronic signature
• Designed to work well with other Citrix products such as XenMobile, XenApp, and XenDesktop
ShareFile lets Customers do MORE with Microsoft

- Access files in Office 365, Azure, SharePoint & network shares from a single app
- Share files securely with anyone on any device
- Create and complete document workflows & electronic signatures