



Three simple words
are changing the world.

Whatever Whenever Wherever

Mark Templeton, CEO, citrix.com



CITRIX®

Powering mobile workstyles and cloud services.

Mobile Workstyles

Executive Mobility

Work with people, data and apps from the latest devices, anywhere.

Citrix empowers executives to work, meet and collaborate anywhere inside and outside of the organisation, on any device, as easily as they can in their own office, simply and securely.

- › **Empower executives to work anywhere** using their own personal devices.
- › **Increase executive productivity** by providing enterprise application access from mobile devices.
- › **Enable easy secure file sharing** for executives without introducing unnecessary risk into the business.
- › **Improve collaboration** by providing online meetings with high-definition audio and video conferencing.

Bring-Your-Own Device

Embrace consumerisation, empower employees and simplify IT.

Put BYOD to work in your organisation. Citrix can help you implement a BYOD solution successfully through a simple, secure approach based on virtualization.

- › **Empower people** to choose their own devices to improve productivity, collaboration and mobility.
- › **Protect sensitive information** from loss and theft to meet privacy, compliance and risk management standards.
- › **Reduce costs and simplify management** through self-service provisioning, automated management and monitoring.
- › **Simplify IT** by deploying apps once for use on any device.

Workshifting

Move work, cut costs, delight employees.

Citrix enables secure workshifting strategies of all kinds, from part-time and full-time telework, to office-sharing and hoteling, to comprehensive business continuity.

- › **Give employees the flexibility** to choose the ideal time, place and device for their work.
- › **Protect confidential business information** to meet privacy, compliance and risk management standards.
- › **Provide workers uninterrupted access** to desktops and apps during times of business disruption.
- › **Reduce real estate, travel and labour costs** by utilising flex-work, telework and alternative workplace strategies.
- › **Attract and retain the best people** wherever you find them.

Security and Compliance

Secure confidential business information while maximising access and collaboration.

The Information Systems Security Association (ISSA) has recognised Citrix as the Outstanding Organisation of the Year in 2011; for its contributions to the advancement of information security.

- › **Support workshifting and empower workforce mobility** by delivering the right level of secure access and collaboration anytime, anywhere to leverage a highly mobile and geographically dispersed workforce.
- › **Embrace consumerisation** by enabling application portability and control of user profiles and settings in the datacentre and delivering encrypted information to any device.
- › **Enforce compliance, data privacy and data protection** by taking an efficient and comprehensive approach to controlling and auditing application and data access.
- › **Reduce costs** by centralising desktop and application maintenance, updates and patches.
- › **Move to the cloud** by extending enterprise infrastructure to take advantage of cloud based applications and services.

Regain control and manage risk more effectively while providing optimal flexibility to allow the business to do what it needs to do, the way it needs to, with Citrix.

Cloud Services

Unified Storefront

Build your own applications storefront for self-service apps and data; SaaS, web, mobile and Windows.

Citrix unified storefront solution is the industry's first unified enterprise app store that aggregates, controls and delivers all apps and data, Windows, web, SaaS and mobile, to any device, anywhere.

- › **Empower** users with a secure single point of access from any device to all apps and data whether virtual, web, SaaS or mobile.
- › **Boost productivity** with a personalised, self-service enterprise app store that seamlessly follows users from device to device.
- › **Simplify IT** with a single point of control over all apps, data, devices and users.
- › **Protect apps and data** with context-aware security controls that deliver content based on role, device, location and network.
- › **Accelerate time-to-productivity** with instant provisioning and de-provisioning of users, devices and accounts.

Desktop Virtualization

Transform Windows desktops and apps into Windows-as-a-Service clouds.

Stay agile and fuel business growth by delivering secure virtual desktops. Our market-leading, award winning desktop virtualization solutions enable businesses to transform Windows desktops, apps and data into a cloud-like service accessible on any device, anywhere.

- › **Deliver** every type of virtual desktop, from simple and standardised, to high-performance and personalised, each specifically tailored to meet the performance, security and flexibility requirements of each user.
- › **Provide** individual Windows, web and SaaS applications, or full virtual desktops, to any device, anytime, anywhere, all with a high-definition user experience.
- › **Accelerate** application migration and simplify application management for new operating systems, including Windows 7, while maintaining complete security.

Enterprise Cloud Networks

Create a service delivery fabric for optimal performance, availability and scale.

Get the benefits of the cloud in your datacentre. Elasticity. Simplicity. Scalability. Citrix NetScaler™ is a complete service delivery solution for enterprise apps, cloud-delivered services, virtual desktops and mobile services.

- › **Multiple form factors**, including high-performance network appliances, software-based virtual appliances and virtualized, multi-tenant appliance platforms.
- › **Flexible feature sets**, including three different software editions to match enterprise requirements with the right functionality.
- › **The industry's broadest family of appliances**, starting with entry-level enterprise platforms supporting 500 Mbps, and extending all the way to 50 Gbps of performance.

Cloud Convergence

Leverage infinite scale and flexibility across private and public clouds.

Cloud computing is revolutionising the industry and capturing the attention of business and IT leaders, causing us all to re-evaluate our IT strategies and identify ways to innovate, differentiate and improve efficiency. Today many organisations are increasingly turning to hybrid clouds to combine the benefits of building private and public clouds as well as to leverage their existing IT infrastructure, to cut costs, maximise value and modernise the way IT services are delivered.

- › **Connect your datacentre to any cloud** with full transparency, security and performance, making it a seamless extension of your enterprise network.
- › **Build public and private clouds** the way the world's most successful clouds are designed; simple, automated, elastic and efficient.

Citrix powers the world's largest and most successful clouds. Make your move to the cloud with Citrix.



About Citrix

The workplace of the 21st century is undergoing a remarkable transformation, driven in part by innovations in consumer technology. People are increasingly bringing the smartphones, tablets and other devices they use in their personal lives into the workplace and expecting the same kind of rich, self-service experience they have at home.

This 'consumerisation' is driving rapid change in business and IT, dissolving the lines between work and play, the office, home or somewhere in between. Today's 'workplace' is no longer a building you go to; it's wherever you find inspiration.

For People Citrix offers the flexibility to balance work and life. We give people the freedom to work anywhere, anytime, on a schedule that fits the employee's life.

For the IT organisation Citrix enables a more people-centric, on-demand computing model that provides people the flexibility and freedom they want and the control IT requires.

For the business Citrix gives businesses the agility needed to seize new opportunities, deliver exceptional customer service and create a more efficient organisation.

Citrix Today Citrix gives businesses the ability to embrace consumerisation using virtualization, networking, collaboration and cloud technologies. With these technologies, we are transforming the way business is done.

More than 260,000 enterprises rely on Citrix virtualization, networking and cloud solutions to deliver over 100 million corporate desktops and touch 75% of Internet users each day. Citrix partners with over 10,000 companies in 100 countries. Annual revenue in 2011 was over \$2.21 billion.

Citrix in Asia Pacific Citrix works with more than 40,000 organisations in Asia Pacific, through a network of 23 offices and 1200 Partners across the region. Today there are more than 1600 employees, including research and development specialists based in Sydney, Australia and Bangalore, India. The Asia Pacific region is the fastest growing division of Citrix worldwide.

Citrix R&D India Products and technologies from every part of the Citrix organisation come together under one roof in Bangalore, known as the Silicon Valley of India. The engineers of Citrix R&D India focus on driving innovation for new and existing products that require integration with existing Citrix technologies. This includes cross application virtualization, network optimisation, application delivery, encryption and secure access development.

Citrix Innovation Centre & CTO Office Australia Based in Sydney Citrix engineers and technologists, many of them drawn from Australia's strong local engineering community, help shape both the long-term vision and near-term innovation across the Citrix product line; their current focus is on cloud computing and mobile devices.

Citrix business solutions powering mobile workstyles and cloud services.