



# Citrix Desktop Virtualization

Product Overview

Jaan Feldmann  
[jaan@netgroup.ee](mailto:jaan@netgroup.ee)

## Top CIO priorities... Traditional Desktops can't address

Complex on-site  
infrastructure

Hard-to-secure  
distributed assets



Limited workplace  
flexibility

Moves, adds, changes  
take weeks

admin

Preferences

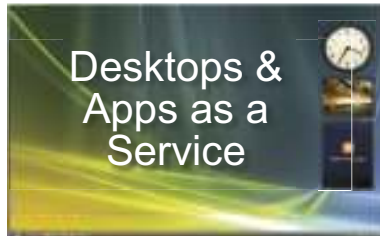
Data

Apps

Desktop OS

Client Storage





Desktops &  
Apps as a  
Service

# Go Virtual

Simpler.  
Faster.  
Secure.

- Enable virtual workstyles
- Leverage the latest mobile devices
- Rapidly adapt to business change
- Transform desktop computing



# Go Virtual for All Users

mobile

remote

office-based

contractor

task-based



# Desktop Transformation

## Device Centric

Desktop = device

Corporate PC

Image & deploy

Limited access

Fixed costs



## People Centric

Desktop = service

Any type of device

Self-service experience

Dynamic access

Usage-based costs

# XenDesktop

A revolutionary virtual desktop system  
in one enterprise-complete product



CITRIX

The XenDesktop logo is a dark, rounded square with a gradient from black at the top to a dark grey at the bottom. The text "XenDesktop" is centered in white, sans-serif font. Below the logo is a vertical reflection that fades from dark to light.

## XenDesktop

- Any device, anywhere with Receiver™
- HDX™ user experience
- Beyond VDI with FlexCast™
- Access Windows, web or SaaS apps
- Open, scalable, proven

# Any device, Anywhere with Receiver™



- Leverage the latest devices
- Secure access to enterprise data, apps, desktops
- Enable end-user flexibility, choice and productivity
- Simple, fast, self-service install and auto-updates
- Touch enable desktops and apps



## HDX user experience



Multimedia

Collaboration

Peripheral Connectivity

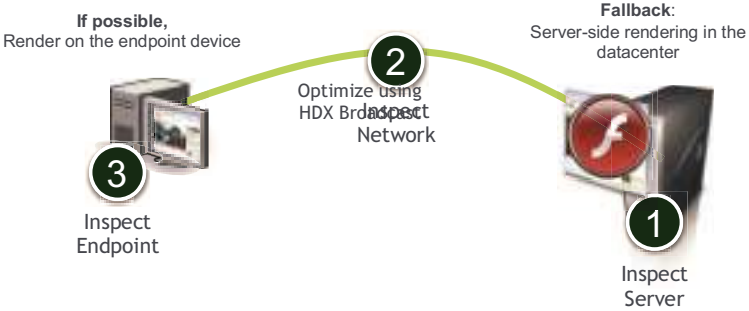
Network Performance

3D Applications

WAN Optimization

Simple, secure access

# HDX MediaStream with Adaptive Orchestration



# HDX WAN optimization

## HDX user experience for the branch user

- Accelerate print traffic
- Accelerate file transfers
- Accelerate application access
- High-definition video experience

## Guarantee Quality of Service

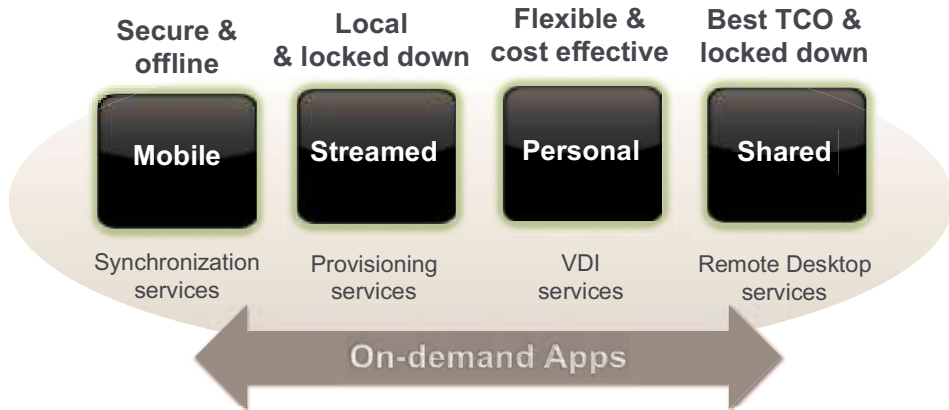
- Fine-grained prioritization for networks admins
- Real-time channels for voice traffic

## Reduce desktop delivery network costs

- Free up network by reducing bandwidth consumption
- Support more XenDesktop branch users with existing WAN

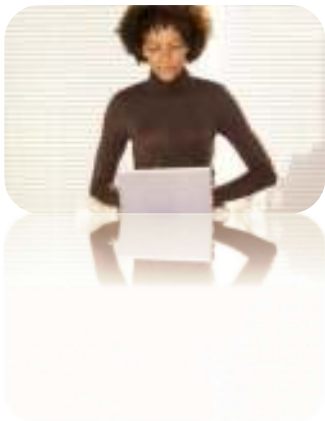


# XenDesktop with FlexCast™



# Local VM - with XenClient

Virtual Desktops...To Go



- Control for IT – Flexibility for Users
- Self service disaster recovery for laptop users
- Secure corporate data
- HDX User Experience

**Included in XenDesktop**

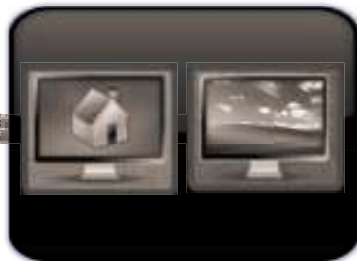
## Local VM

Extends desktop virtualization to mobile users

XenClient



XenDesktop  
Synchronizer



## Streamed VHD



- OS Streaming feature of XD
- Leverages local processing power of client
- “Zero touch” clients / diskless PCs (government)
- Lab environments (education)
- Feature rich apps can be embedded in the image; Photoshop, AutoCAD, etc.

## Hosted VDI



- Users connect to pooled VMs in the data center
- VMs hosted on XenServer, Hyper-V or vSphere
- Good for power users, knowledge workers requiring personalization
- Useful for Apps not supported on server OS or RDS/TS



# Hosted VDI – with Personal vDisk technology

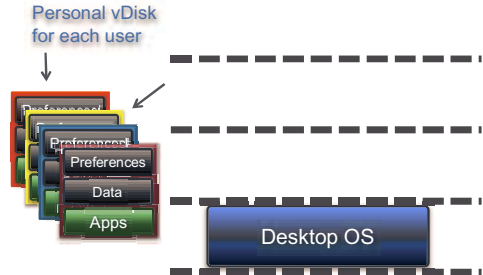
Enables personalized virtual desktops & reduces cost of storage

## Dedicated VDI

- IT gets cost and management advantages of VDI
- Users get the benefits of dedicated VDI
- Seamless integration with partner products such as App-V, SCCM, etc.
- Available as tech preview feature for all Windows 7 users



## Pooled VDI



# Enhanced desktop experience

Session-based desktops get personal

- Cost & management benefits of Hosted Shared Desktops
- Look and feel of an updated Windows desktop
  - Windows Media Player
  - High-resolution wallpapers
  - Greater User Personalization



# XenApp

On-demand app delivery

- Self-service apps
- Any device anywhere
- Hi-def user experience
- Secure by design
- Single instance management
- Enterprise class scalability

# Innovative and flexible options for app delivery

Deliver apps to any device - including virtual desktops

## Server Hosted



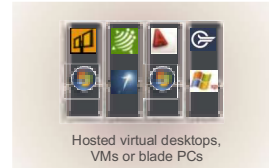
Best user density and scalability

## Streamed



Offline availability

## VM Hosted



Hosted virtual desktops,  
VMs or blade PCs

Reduces validation cycles,  
faster time to market

## Screaming fast app launch

Better than local experience with Instant app access



- Session Pre-Launch
- Session Linger
- Fast Re-connect

# Simple, Powerful Virtual Desktop Management

Designed for Specific IT Roles



**Desktop Studio**  
Designed for IT Admins



**Desktop Director**  
Designed for Helpdesk



# Citrix VDI solutions for Small and Mid-sized Businesses

# VDI-in-a-Box and XenDesktop address different needs

## XenDesktop

Flexible desktop virtualization for enterprises

- Flexcast delivers hosted, streamed, offline, and shared desktops
- Optimized for enterprises with thousands of users

## VDI-in-a-Box

Easy all-in-one VDI solution for SMBs

- Delivers virtual desktops with built-in high-availability and on-demand scalability
- Optimized for SMBs with hundreds of users

## VDI-in-a-Box – Virtual desktops for less than PCs

- Bill of Materials under \$500/desktop
- 30 concurrent users

- A. Example using XenServer hypervisor, and the customer has Microsoft Software Assurance (which includes VDA licenses).
- B. Example using XenServer hypervisor, and the customer does not have Microsoft Software Assurance.

	30 Concurrent Users	
	A	B
Component	Extended Price	
Server with DAS	\$3,000	\$3,000
Hypervisor license	\$0	\$0
VDI-in-a-Box license	\$4,800	\$4,800
Microsoft VDA license	\$0	\$3,000
<b>TOTAL COST</b>	<b>\$7,800</b>	<b>\$10,800</b>
<b>Cost per user</b>	<b>\$260</b>	<b>\$360</b>

# High-Availability & Scalability one easy step at a time!

## Server specs for supporting 50 desktops:

- Dual Intel Xeon 4-Core processors
- 32GB RAM for XP (2x for Win7)
- 1TB 10K RPM SAS Drives, Raid 0 or Raid10

## High-Availability

- Multiply as needed, N+1

## Example product:

- Dell PowerEdge R710



50 virtual desktops



50 virtual desktops  
with High Availability



100 virtual desktops  
with High Availability

# What do I do next?

- Learn more at [www.citrix.com](http://www.citrix.com)
- Let's set up a [XenDesktop trial](#)
- Contact us: [jaan@netgroup.ee](mailto:jaan@netgroup.ee)