



5 for 7.6

5 reasons to move up to XenApp 7.6

If you're a Citrix XenApp customer, you are well aware of the security, manageability and remote access benefits of hosting Windows apps and publishing server-based desktops with proven Citrix technology. Did you also know that XenApp 7.6 is the only technology that enables Windows apps to be virtualized, centralized and managed in the datacenter and instantly delivered as a service to users anywhere on any device?

Citrix XenApp with FlexCast technology gives you the flexibility to mobilize Windows apps, refresh desktops cost-effectively, and enable BYO laptops and tablets. It enables enterprise IT to deliver Windows-as-a-Service that's always on, highly secure and seamlessly mobile. With its advanced app delivery, FlexCast technology gives IT everything they need to meet the needs of today's modern, complex workforce.

Check out the "5 for 7.6." Read on to explore 5 reasons why you should plan your move to XenApp® 7.6 allowing you to empower users with on-demand self-service to enterprise apps anywhere on any device.

XenApp FlexCast® management architecture (FMA) is built to provide a control system separate from the app or desktop workloads you want to deploy. This means that you can mix and match a wide variety of Windows platforms all in a single site with just a single console, thereby decoupling dependencies on underlying operating systems. It also means there is no need to rebuild and upgrade every time you upgrade operating systems. XenApp 7.6 is built from the ground up for cloud deployments, so it contains full integration enabling apps and desktops to be automated and orchestrated as a cloud service.

With Microsoft releasing new versions of Windows faster than ever, XenApp 7.6 enables you to adopt Windows releases on your own schedule. From a single site and a single console, you can now support three generations of Windows Server from Windows Server 2008 R2 to the new Windows Server 2012R2. Citrix® is in lockstep with Microsoft, taking advantage of the latest features in Windows Server, System Center, and Hyper-V to help you deliver Windows-as-a-Service.

Reduced footprint and enhanced scalability

The XenApp architecture is a well-proven industry workhorse empowering well over a million users every day. Each individual XenApp server, however, has a lot of work to do to keep track of itself and other servers. Some XenApp servers then need to be assigned specialized roles as zone data collectors as deployments grow. The new XenApp 7.6 FlexCast management architecture takes the burden off of server workloads and simply installs a virtual delivery agent (VDA) on each Windows Server created to host apps or desktops with the same process and logic as a desktop-based VDI virtual machine. So what's the difference? A single server can now host as much as 10% more apps or desktops than on XenApp 6.5, even while delivering the improved HDX™ mobile codec that doubles frame rates while cutting bandwidth.

When it comes to provisioning XenApp Servers, the only option available prior to XenApp 7.6 was Provisioning Services (PVS) available only to platinum customers. Now with XenApp 7.6 you can provision XenApp Servers using Machine

Creation Services (MCS) which has been available in XenDesktop® for many years. The MCS provisioning technology is available in all editions allowing customers to benefit from a more robust technology that is less complicated to setup giving IT admins the ability to scale rapidly in today's fast changing workplace.

Going mobile requires Windows apps

With tablet sales increasing by 49% in 2013 compared to the previous year, it's obvious that employees on-the-go expect to have the ability to be productive on tablets and smartphones. But what about the thousands of Windows apps people depend on to be productive? XenApp 7.6 delivers seamless, highly secure access to Windows apps—now optimized 3 ways for mobile devices enabling users access to Windows apps on a variety of non-Windows devices without the need for re-engineering:

- The new H.264-powered codec behind HDX is optimized for mobile devices using onboard hardware-based decodes that can double screen refresh rates while more than doubling the battery life of devices leveraging hosted apps.
- New HDX Mobile technologies help transform any existing Windows app to be mobile ready. Menus, picker options, and text inputs are translated to be seamlessly optimized for touch devices.
- New HDX Mobile SDK lets developers quickly optimize mobile apps by optimizing for screen size, orientation, button sizes, and incorporating local device options such as camera or GPS.

All use cases are welcomed—for even the most powerful 3D apps

Staying productive and collaborating on big 3D models and simulations means lots of local data, lots of GPU, and just the right version of software. The reality is that keeping design application versions in sync and updated and

moving huge data files around the globe is almost impossible. In the past, XenApp has been a great option for data centralization and now all those benefits can be extended to 3D apps with XenApp 7.6. Manufacturers, engineering and construction firms are turning to XenApp 7.6 with FlexCast technology for 3D professional graphics to keep employees productive and speed time to market while securing sensitive intellectual property.

Farm administration done in minutes, less maintenance and and more control over service levels

Deploying apps and desktops at the touch of a button, while securing sensitive data and empowering mobile employees, makes XenApp 7.6 a clear choice. But what about the operations team that has to keep the services running? XenApp 7.6 now incorporates EdgeSight® analytics out of the box with NetScaler® HDX insights right in the Director console giving the service desk the power to diagnose and solve problems without escalation.

Meanwhile, the operations team has all the insights needed to plan for capacity and assure performance from the network, to the virtual infrastructure. Leverage app usage information to optimize your XenApp infrastructure and ensure users are adequately distributed across server workloads at the right times for the best performance. Track and display app usage based on user concurrency to ensure adequate licenses are available for every user, every time they connect.

Virtual app and desktop traffic competes with everything else on a network. To meet stringent service level agreements (SLAs), network administrators need tools that help prioritize and optimize application and desktop traffic to deliver a great user experience every day. Based

on usage type HDX traffic prioritization segments the communication channel into five independent streams through standard QoS routing techniques. Virtual desktop traffic can be segmented into: 1. dedicated real-time, 2. interactive, 3. background, 4. bulk and 5. RTP/UDP voice channels.

Hybrid Cloud-Ready platform provides scalability without Capex

XenApp 7.6, based on Citrix's 3rd generation FlexCast Management Architecture (FMA), is the only hybrid cloud-ready platform that separates the management plane from the workload to enable IT to securely deliver published apps on-premises, and manage workers and mobile workspaces either on-premises or in the cloud. By leveraging the elasticity and economics of the world's largest clouds, customers can add new capacity for seasonal or unplanned needs without incurring capital expenditures, giving them the flexibility and resources for the mobile enterprise.

Architected for the Future, XenApp 7.6 on FMA is a core component of Citrix Workspace Services (CWS), the cloud-based platform that allows both partners and customers to rapidly build and offer desktops-as-a-service (DaaS), virtual application delivery and mobility services from any cloud. XenApp on FMA makes it easy today to support five generations of operating systems from a single platform—and effortless in the future to leverage CWS for additional app management flexibility and cost-savings.

Conclusion

XenApp 7.6 is making it easier than ever to deliver the apps needed for your complex and increasingly mobile workforce. Whether you are ready to update today, or planning for the future, the easiest way to experience XenApp 7.6 is to download it and see for yourself just how simple and powerful it can be. With intuitive wizards and automated configuration checking, you'll have an environment up and running in record time.

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Fort Lauderdale, FL, USA

Silicon Valley Headquarters
Santa Clara, CA, USA

EMEA Headquarters
Schaffhausen, Switzerland

India Development Center
Bangalore, India

Online Division Headquarters
Santa Barbara, CA, USA

Pacific Headquarters
Hong Kong, China

Latin America Headquarters
Coral Gables, FL, USA

UK Development Center
Chalfont, United Kingdom



About Citrix

Citrix (NASDAQ:CTXS) is a leader in mobile workspaces, providing virtualization, mobility management, networking and cloud services to enable new ways to work better. Citrix solutions power business mobility through secure, personal workspaces that provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud. This year Citrix is celebrating 25 years of innovation, making IT simpler and people more productive. With annual revenue in 2013 of \$2.9 billion, Citrix solutions are in use at more than 330,000 organizations and by over 100 million users globally. Learn more at www.citrix.com.

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