

VRVP

VIRTUALIZATION REVIEW VENDOR PROFILE

Citrix: Bringing Desktop Virtualization to the Masses



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Q Who is Citrix Systems?

A We are a software and services company focused on delivering applications over a network and the Internet. Centralization, optimization and virtualization have been the focus of Citrix product innovation, strategic acquisitions, go-to-market partnerships, and talent development for over twenty years. It's why we remain fundamentally committed to our vision—a world where anyone can work and play from anywhere.

Q Citrix has been around for 20 years, what has changed?

A Years ago, mainframe computing dominated the enterprise. Then came distributed computing, which brought computing power, applications and flexibility out to millions of desktops everywhere. Today, traditional distributed computing is beginning to collapse under the weight of its own complexity. Citrix allows IT to evolve from distributed computing to a dramatically simpler, service-oriented model. Leveraging virtualization, cloud computing, network optimization and on-demand collaboration, Citrix empowers IT with the flexibility it needs to respond to a dynamic, changing world. The introduction of Citrix XenDesktop™ 4, Citrix's desktop virtualization solution, represents a decision on the part of Citrix to focus on growth, capitalizing on the opportunity of accelerating adoption of desktop virtualization and an increasingly strategic role in our customers' business operations.

Q Is desktop virtualization the same as VDI?

A VDI, or "virtual desktop infrastructure", refers to the process of running an end user desktop inside a virtual machine that lives on a server in the datacenter. However, VDI is only one form of desktop virtualization. Most companies have a broad diversity of users, including task workers, power users, guest workers, contractors and mobile employees. While VDI works great for some of these use cases, it's entirely unsuitable for

others. With XenDesktop, customers can choose from any of the popular server-side virtual desktop models, including VDI, blade PCs, and traditional server-based computing, as well as client-side virtual desktop models that execute at the end point. With XenDesktop, customers no longer have to bet on just one form of desktop virtualization and can instead deliver the best desktop for every user, every time.

Q What are the expectations for desktop virtualization?

A Today's digital workforce won't compromise: on one hand they demand the flexibility to work from anywhere at any time using any device they'd like, yet on the other hand they demand the high definition experience that they would get in the office. Leveraging XenDesktop, users can access their desktop and corporate applications from any PC, Mac, thin client or smartphone, with better reliability and higher availability than a traditional PC—all while getting a high definition multimedia experience. This enables complete workplace flexibility, business continuity and user mobility.

Q Can you tell us about your relationship with Microsoft?

A Citrix has a rich history of embracing and extending Microsoft's platform. As such, Microsoft endorses XenDesktop as the premier desktop virtualization solution for enterprise and complex environments. XenDesktop 4 strengthens our partnership and product alignment by plugging into App-V, Remote Desktop Services, Hyper-V Server and System Center, providing the most comprehensive solution to virtual and physical desktops. Microsoft shares our view that desktop virtualization is broader than VDI and shares a common vision of user centric computing. Together, the joint solution provides the best user experience, integrated management and the most comprehensive and cost effective solution to service the different user types and business drivers.

For more information please visit:
www.citrix.com/XenDesktop

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