

A man with curly brown hair, wearing a light blue sweater, is sitting at a wooden desk in a modern home office. He is looking at a laptop screen with a thoughtful expression, resting his chin on his hand. The desk is cluttered with various items, including a blue mug, a stack of papers, and some colorful pens. In the background, there is a kitchen area with wooden shelves holding various kitchenware, a sink, and a large potted plant. Two large, black, dome-shaped pendant lights hang over the desk, providing warm illumination. A window on the right side of the frame shows green foliage outside.

citrix®

Flexibility and Security in Any
Environment: Powered by Citrix

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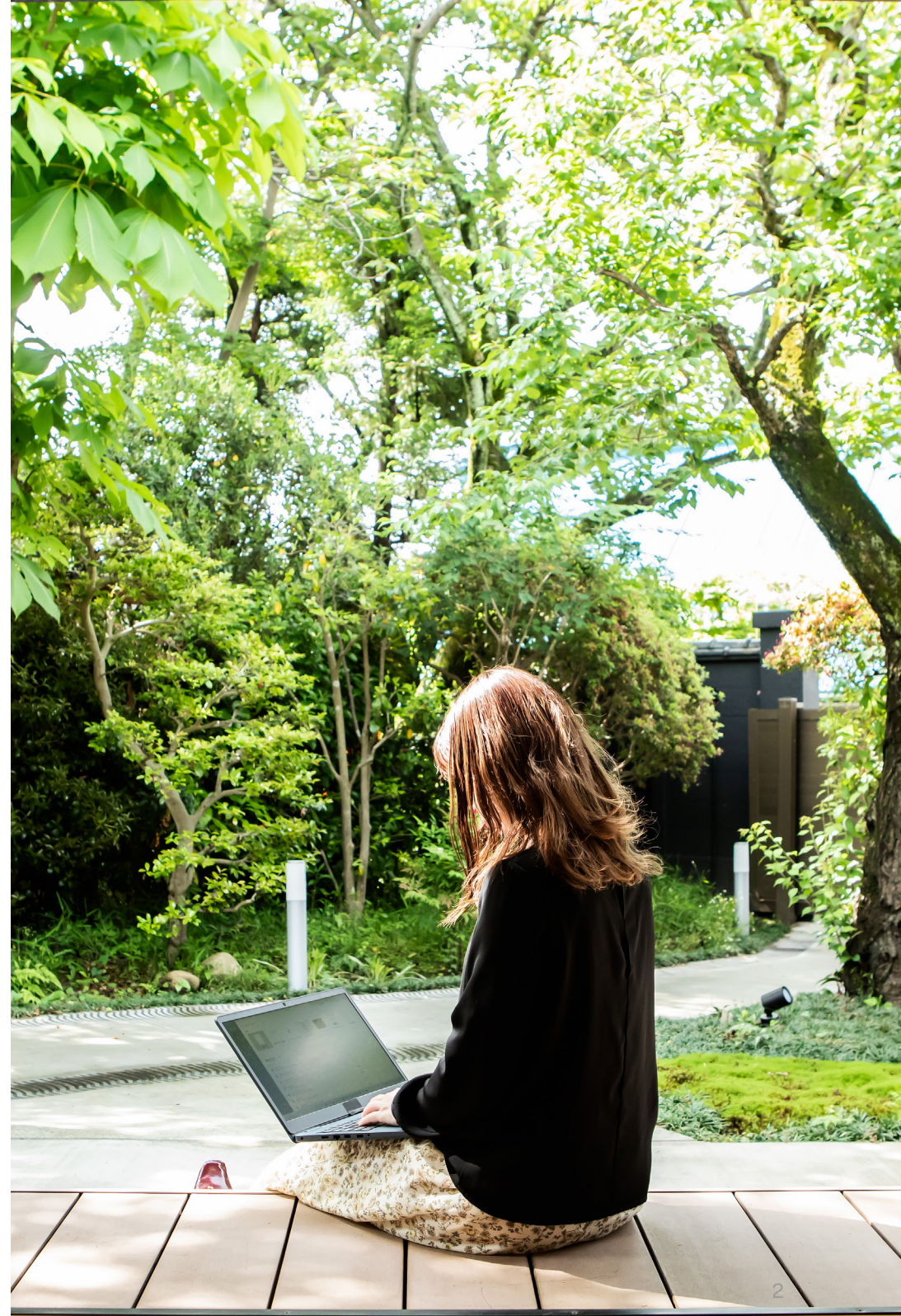
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For decades, you and countless other businesses have counted on Citrix to enable hybrid work through secure access to any application or desktop. Over the years, Citrix has stood by our philosophy of workload and device flexibility, operational efficiency, employee experience, security, and compliance. The Citrix platform has everything you need to deliver applications and desktops anywhere, on any device, no matter what your business need is.

We know that you depend on us to be the premier enterprise-grade application delivery infrastructure solution. Having flexibility in your environment while also remaining secure is a top priority and the Citrix platform delivers enterprise-grade capabilities. This means you get a simpler IT solution with maximum value.



We continue to design our roadmap around what you need. That means getting rid of timelines to move fully to the cloud because, for many, hybrid is the destination.

Our customer-focused evolution continues with the Citrix platform. We're creating the ultimate flexibility to manage and deploy on-premises, in the cloud, or a hybrid of both. We want you to have the flexibility to deploy where you want, how you want, which is why we designed the Citrix platform. Our solution includes comprehensive infrastructure including virtualization, networking, zero trust network access (ZTNA) solutions, and end-to-end observability.

The Citrix platform delivers everything you need to enable secure, high-performance access to enterprise applications

In 2023:

46%

of organizations deploy applications using public cloud

42%

of organizations deploy applications in a hybrid environment

Source: Enterprise Strategy Group Complete Survey Results, End-user Computing Trends, February 2022.

Source: Enterprise Strategy Group Complete Survey Results, Managing the Endpoint Vulnerability Gap, April 2023.

Source: Enterprise Strategy Group Research Report, 2023 Technology Spending Intentions Survey, November 2022.

This way, you have access to all the tools you need, no matter where you are in your digital transformation journey.

76%

percent of organizations support hybrid work

70%

of users interact with 4 or more devices

53%

of organizations say their IT environment is more complex than it was 2 years ago

And as your organization grows, the Citrix platform supports new use cases and additional capacity with ease.

Source: Enterprise Strategy Group Complete Survey Results, End-user Computing Trends, February 2022.

Source: Enterprise Strategy Group Complete Survey Results, Managing the Endpoint Vulnerability Gap, April 2023.

Source: Enterprise Strategy Group Research Report, 2023 Technology Spending Intentions Survey, November 2022.

Some organizations must be in the cloud, in order to burst thousands of users at once, enable contract workers, provide disaster recovery, or use AI technology. When this is the case, optimizing the cloud is critical. Citrix can help you optimize your compute while still providing the best user experience and performance, for a fraction of the public cloud spend.

With features like Autoscale and infrastructure right sizing, you have more control than ever over your cloud spend.

41%

of IT departments have reduced IT operational expenses by using VDI and DaaS

28%

of IT departments have simplified desktop provisioning and decommissioning with VDI and DaaS

Source: Enterprise Strategy Group Complete Survey Results, End-user Computing Trends, February 2022.

Source: Enterprise Strategy Group Complete Survey Results, Managing the Endpoint Vulnerability Gap, April 2023.

Source: Enterprise Strategy Group Research Report, 2023 Technology Spending Intentions Survey, November 2022.

However, if you are partially in the cloud, partially on-premises, and fully hybrid, your solution will be unique to you. Enabling you to deploy and manage application and desktop workloads anywhere, on-premises, in the cloud, or both, on any kind of device—indefinitely—as you see fit is a must.

And you need someone who can support your unique solution with secure, powerful technology.

Enter the Citrix platform.





Citrix heard from many of our customers that the core reason why you chose us was for the flexibility and choice that our solutions offer. So we took your feedback and designed the Citrix platform with that in mind.

We know that Citrix is only one of the many vendors that you rely on to build your technology ecosystem. That's why we have continued to invest in custom options and integrations with ecosystem partners, for an even more customized solution.

Not only have we expanded our integrations with ecosystem partners, we've expanded our Citrix portfolio so you can take advantage of even more Citrix with your subscription. This includes the acquisition of uberAgent, a lightweight monitoring solution, and all the NetScaler you need for both your Citrix and non-Citrix applications.

And of course, you get access to Citrix DaaS and Citrix Virtual Apps and Desktops, plus the ability to grow and scale your solution at your pace.



Hybrid brings together the advantages of both cloud and on-premises virtualization solutions. Citrix offers you unparalleled flexibility in managing and deploying your on-premises and cloud desktops side-by-side, key for highly regulated industries that have to keep data on premises.

The best part is, Citrix solutions are fully customizable. You can migrate your IT-managed Citrix Virtual Apps and Desktop deployments to the public cloud. You can utilize StoreFront and Citrix Workspace to connect users to resources simultaneously. You can gradually expand to the cloud while still delivering applications from a data center. Or any combination of the above, with the freedom to do what makes the most sense for your business.

Citrix is all about the freedom to leverage any one of our solutions in any combination. This flexibility is unmatched anywhere else in the industry.



Deployment flexibility doesn't come at the cost of a poor user experience either.

We've designed the Workspace app to be entirely customizable, so you can manage the entire application lifecycle. Admins can generate custom builds, update customizations, push updates to newer versions, and manage application distributions.

For users, we've released a wide range of improvements for Microsoft Teams, Zoom, and other unified communications apps. An enhanced, modernized user interface brings an even better experience, regardless of device. And you can't forget about launching Citrix resources from a browser. With the Citrix Workspace app browser extension, we've streamlined the virtual desktop experience by automatically detecting the user's installed Workspace app and launching the virtual desktop.

The Citrix Enterprise Browser combines user experience improvements with security.

With the Citrix Enterprise Browser, you can provide users with a built-in browser to launch web and SaaS applications securely, without needing a VPN.

The Citrix Enterprise Browser has the same look and feel of a modern browser, with bookmarks, extensions, saved passwords, and more, making it easy for users to navigate. The difference is admin control. Admins centrally manage the browser and can push bookmarks, manage passwords, block or allow extensions, save or erase browsing history, and enable or disable developer tools. Finally, a browser that functions like a consumer browser, with the security of Citrix.

Cybersecurity threats keep evolving, and so have we. Citrix Secure Private Access is a ZTNA solution that delivers, secures, and manages any application on any device, whether managed or unmanaged. With ZTNA, access is continuously validated based on user identity and context, significantly reducing the attack surface.

With NetScaler, you can use a NetScaler Gateway to easily roll out ZTNA for a seamless migration with no impact to your workforce. You can quickly extend ZTNA to web and SaaS applications too, now with the simplified Citrix platform.



In addition to all the Citrix security features that you know and love, like anti-screen capture and anti-keylogging, we added an anti-DLL injection within App Protection that blocks unauthorized dynamic-link libraries (DLL) and untrusted modules from getting access to the session. Plus we've added more features for auditing in Citrix Session Recording and better visibility through uberAgent to uncover data risks.

The result? Continuous application protection on any device, in any location.





As the world has changed, so have we. We're ready to solve the most complex issues that your business faces, no matter if it's on-premises, in the cloud, or a hybrid of both.

Plus, we've made our solutions even easier to access. The Citrix platform lets you use any combination of our technologies to create fully custom solutions. Contact your Citrix representative to learn about the Citrix platform and how you can leverage it today.

