

Furthering our investment in the Citrix platform with the strategic acquisition of Unicon



As we embark on the new year, I find myself more excited than ever to be part of Citrix, leading the way in providing today's workforce with secure, hybrid work solutions. Just about a year ago we announced the Citrix platform, our end-to-end solution offering everything enterprises need to successfully enable their employees – virtual apps and desktops, zero trust access, high-performance secure application delivery, and end-to-end observability. We also committed to continuously investing in the platform to meet the ever-evolving needs of our customers. Heading into 2025, this commitment rings true.

Welcoming Unicon into the Citrix portfolio

With the exciting acquisitions of deviceTRUST and Strong Network into our Citrix portfolio, customers will now experience a strengthened zero trust security posture and end user experience as part of their entitlements.

We are also thrilled to announce the strategic acquisition of another critical component: **Unicon GmbH**, a leading provider of the secure endpoint operating system (OS), **eLux**, along with the enterprise management platform, **Scout™**, and long-time Citrix Ready™ partner.

Founded in Germany over 30 years ago, Unicon's eLux OS is deployed to more than 2.5 million endpoint devices across 65+ countries. This includes large-scale customers, such as some of the largest financial institutions in the world, with fleets of 300,000+ endpoint devices.

The Unicon platform integrated into the already robust Citrix platform enables a complete, end-to-end End User Compute (EUC) solution with an endpoint operating system that is secure, lightweight, and cost-effective. By adding an endpoint OS to the platform, customers can repurpose devices to access VDIs on-premises or in the Cloud or SaaS-based services in a more cost-effective way. In addition, enterprise customers can leverage eLux to extend the life of their current assets as they look to the upcoming Windows 10 end of support.

Key benefits include:

- **Enhanced user experience:** pairing Unicon’s hybrid client solutions with Citrix’s virtual desktop and application delivery solutions enhances user experiences in hybrid work scenarios, providing seamless, secure access across diverse environments.
- **New use cases:** by integrating additional platform technologies such as Citrix Enterprise Browser and Strong Network into eLux, customers can provide access to next generation Progressive Web Apps (PWAs) and browser-based applications with a native end-user experience and no additional software. They can even expand to new personas, such as developers.
- **Robust endpoint management:** part of the Unicon portfolio, Scout along with Scout™ Cloud Gateway provide a robust endpoint management solution for devices running eLux. With these management products together, companies can quickly and securely manage endpoints devices in remote environments. This means seamless integration with the entire Citrix platform, providing customers with seamless and secure access to Virtual Desktops (VDI), Desktop-as-a-Service (DaaS), and web applications across on-premises, hybrid, and cloud environments.
- **Consolidation with increased value:** including an endpoint OS within the Citrix platform greatly expands the value for customers, enabling the repurposing of devices to access VDIs on-premises or in the Cloud, or SaaS-based services. Ideal for workforces in healthcare, finance and other task workers, this integration enables customers to consume Windows 365 or AWS Workspaces Core supported by the best, most secure experience in the industry and without the need to purchase an additional endpoint OS license. We plan to include Unicon in our core offerings, the Citrix Platform License and the Universal Hybrid Multi-Cloud License.

Hybrid work without compromise

It remains evident in speaking with our customers that the top challenges for IT leaders are maintaining high levels of security, scalability, and user experience while keeping costs down. Our acquisition of Unicon makes this possible.

As we continue investing in technologies which further support the evolving needs of today’s workforces, strategic acquisitions like Unicon as well as deviceTRUST and Strong Network accelerate Citrix’s commitment to helping companies create efficient, secure, and adaptable virtual workspaces regardless of form factor or environment.