Flexibility and Security in Any Environment: Powered by Citrix

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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 and IT efficiency, employee experience, and security and compliance. Delivering the best Desktop as a Service (DaaS) and Virtual Desktop Infrastructure (VDI) experience, no matter what your business need is.

We know that you depend on us to be the premier enterprise-class virtualization solution, and having flexibility in your environment while also remaining secure is a top priority, so we're creating a customer-focused roadmap built to support the future of hybrid work.

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

Our customer-focused evolution continues as we announce our new customer-driven roadmap. We're creating the ultimate flexibility to manage and deploy on-premises, in the cloud, or a hybrid of both. Be it in your existing Citrix Virtual Apps and Desktops deployments, Citrix DaaS, or both at the same time.

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, we can support you wherever 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

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 leverage a solution that optimizes your computational power while still providing the best user experience and performance, for a fraction of the price.

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 your ability 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 Citrix.

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 built our customer-focused roadmap around the idea that hybrid is here to stay. That starts with creating seamless ecosystem integrations.

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 made it part of our new Citrix philosophy to invest in custom options and integrations with ecosystem partners, for an even more customized solution.

And for those of you who are fully on-premises, why shouldn't you be able to take advantage of the same technology developed for the cloud?
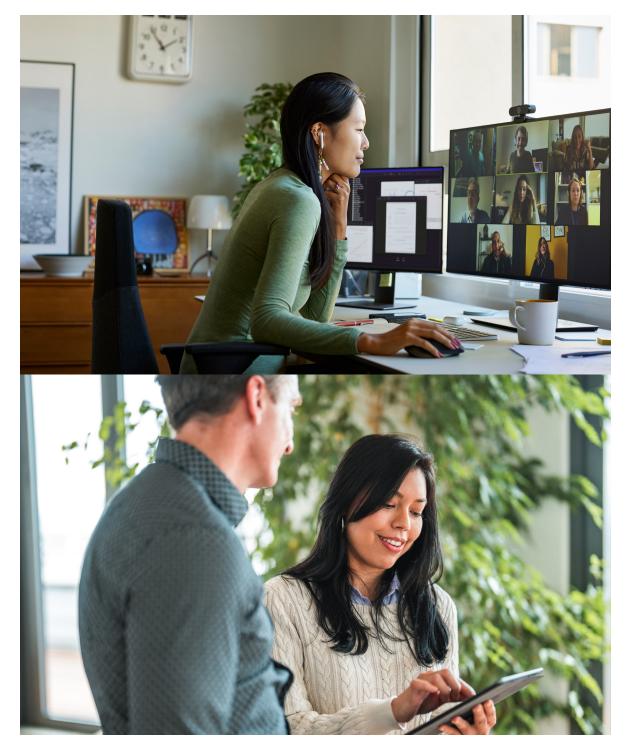
We're bringing the cloud experience to on-premises deployments. We now have versions of Web Studio, Secure Private Access, and Autoscale for on-premises, to provide you with the same powerful tools for your deployments, no matter where they are.

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 by bringing together the advantages of both, without the need to secure hybrid rights or an obligation to move fully to the cloud.

The best part is, Citrix solutions are fully customizable. You can lift and shift 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 from all sites simultaneously. You can gradually expand to the cloud while still delivering legacy 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 cloud-based 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 browser extension, we've streamlined the virtual desktop experience by automatically detecting the user's installed Workspace app and launching the virtual desktop.

Combining user experience improvements with security is the Citrix Enterprise Browser.

This is a component of our Citrix Secure Private Access that provides users with a built-in virtual browser to launch web and SaaS applications securely, without needing a VPN.
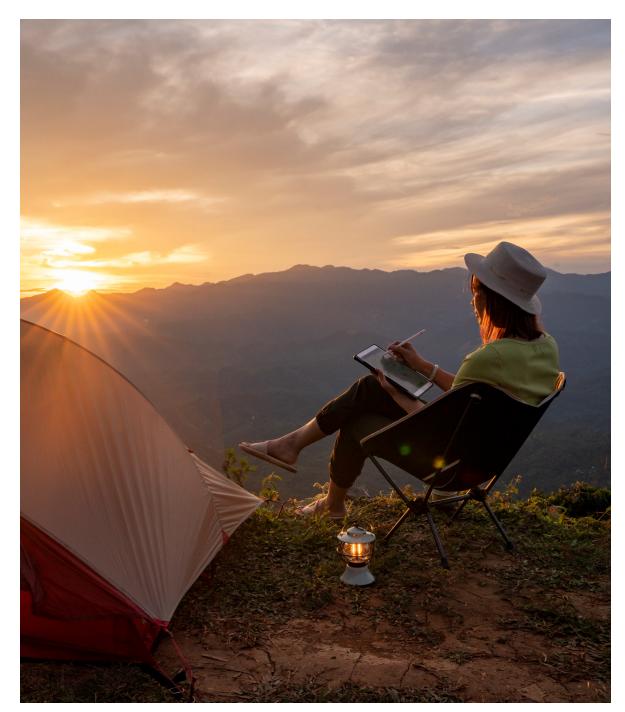
The Citrix Enterprise Browser has the same look and feel of a modern browser, with bookmarks, extensions, saved passwords, and more, making it easy for users to navigate. The difference is admin control. Admins centrally manage the browser and can push bookmarks, manage passwords, block or allow extensions, 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.
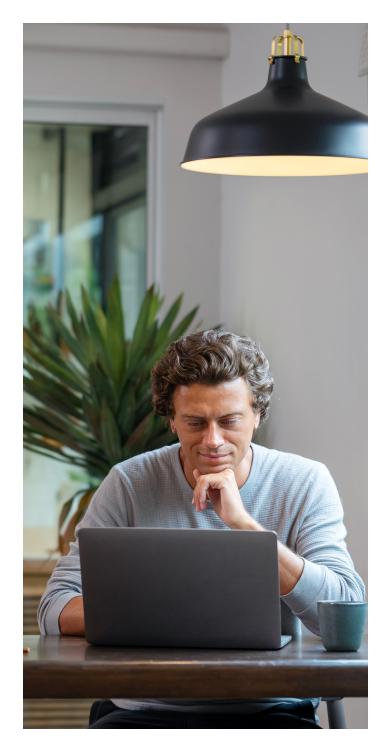
Cybersecurity threats keep evolving, and so have we. We continue to validate a variety of Chrome OS devices, which have never had a reported ransomware attack. And we didn't stop there. We are going one step further by testing old devices with Citrix and Chrome OS Flex for better security and to extend the life of older devices.

In addition to all the Citrix security features that you know and love, like anit-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 more features for auditing in Citrix session recording and better visibility through Citrix Analytics for Security 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 Universal Subscription lets you use any combination of our technologies to create fully custom solutions. Contact your Citrix representative to learn about the Universal Subscription and how you can leverage it today.

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