



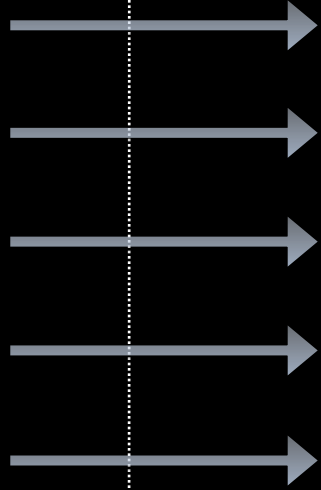
Technology Matters

Making the Most of Existing Technology

Bill Blum
Federal Civilian Sales Director
Citrix Public Sector
April 8, 2010

CITRIX[®]

- Desktop = device
- GFE PC
- Image & deploy
- Fixed access
- Allocated costs



- Desktop = service
- Consumer devices
- Self-service experience
- Dynamic access
- Usage-based costs

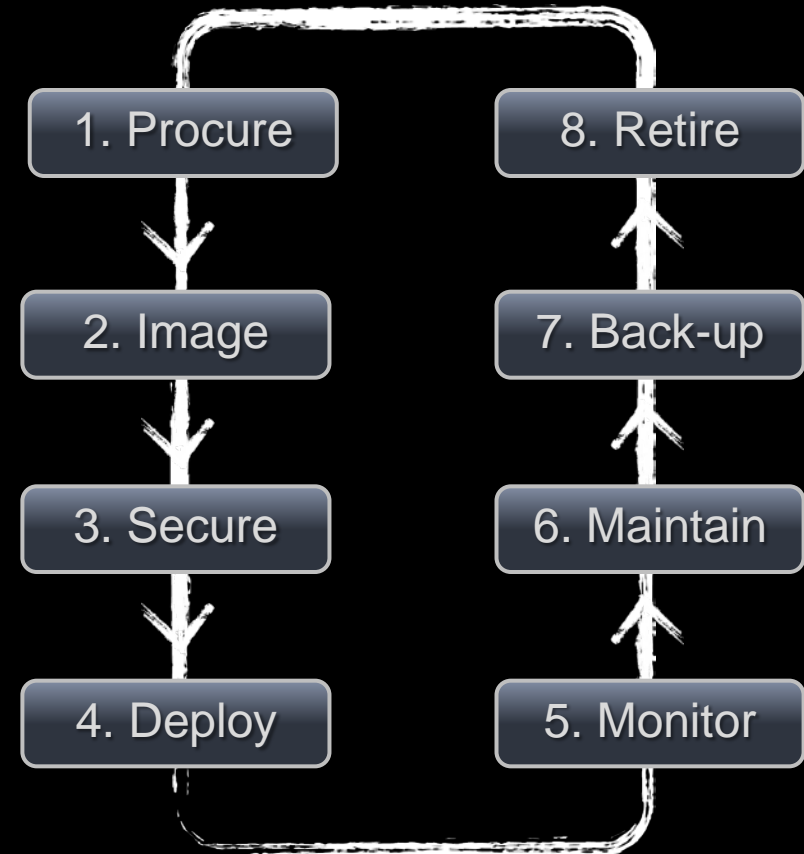


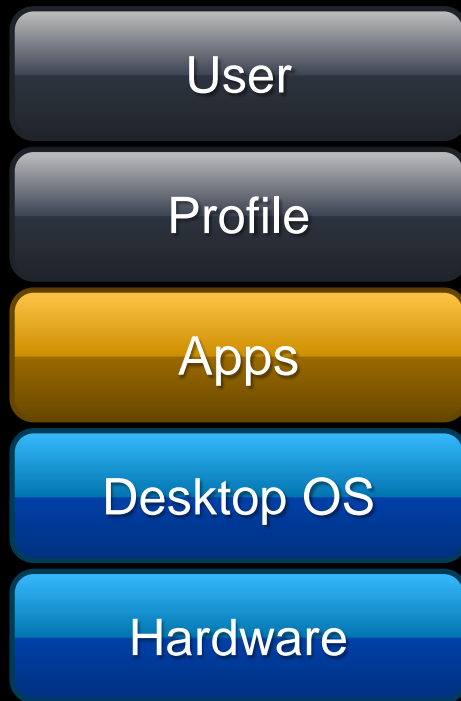
Tightly Coupled & Locally Installed



Deploy ←

Traditional Management Tools & Processes





Virtualized & Isolated End-point Components



Local or Hosted







Performance



Family



Power



Midsized



Fuel Economy

Different users have different requirements

Mobile workers



Guest workers



Office workers



Remote workers



Task workers



Mobile users



USER TYPES



Task workers

Local VM-based desktops

Local Streamed desktops

Hosted Blade PC desktops

Hosted VM-based desktops (VDI)

Hosted shared desktops

Runs locally
Online or offline

Boots from network
5000 users/server

Personalized
1 user/workstation

Personalized
150 users/server

Shared
500 users/server



On-Demand Apps

Client-side compute

Server-side compute

Mobile users

USER TYPES

Task workers

Local VM-based desktops

Local Streamed desktops

Physical Desktops
On-demand apps

Hosted Blade PC desktops

Hosted VM-based desktops (VDI)

Hosted shared desktops

Runs locally
Online or offline

Boots from network
5000 users/server

Easy setup.
Any PC or Laptop.

Personalized
1 user/workstation

Personalized
150 users/server

Shared
500 users/server

On-Demand Apps

Client-side compute

Server-side compute

Telework Benefits

- Same high performance user experience at the office or home or on the road.
- Secure access from anywhere, anytime, any device
- Reduced IT Management administrative time and expense
- Flexibility to meet different user type scenarios and demands

Simple.
Fast.
Easy.

- Provide immediate disaster recovery
- Open a new office
- Start new projects/contracts
- On-board a new employee
- Move a dept from building A to Z
- Add, delete & update apps
- Apply security patches
- Support multiple end user devices

CITRIX[®]