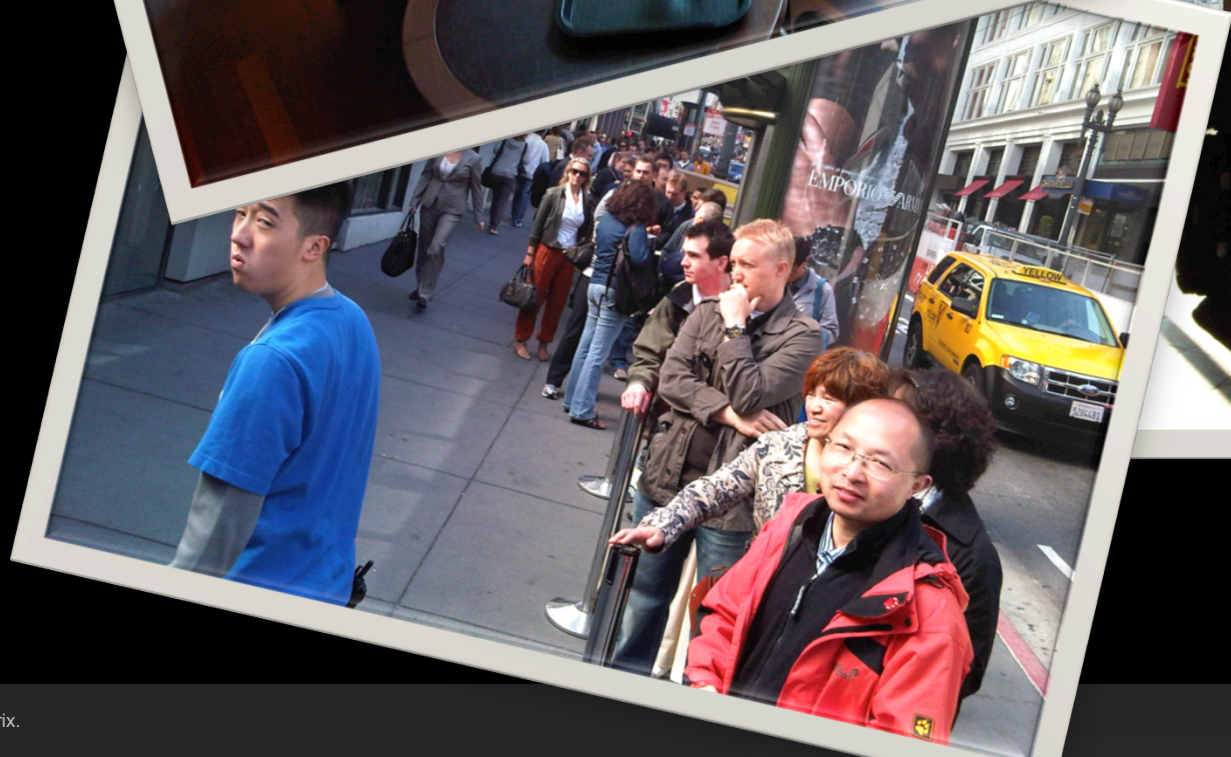


**CITRIX®**

Mobility 2014

Citrix Virtualization Day 2012

**VDI  $\neq$  Desktop Virtualization**



# Operations

... meet goals and commitments. Factors include the quality of the organizational structure, such as skills, experiences, programs, systems and other vehicles that enable to operate effectively and efficiently.

“It is fundamentally the confusion between effectiveness and efficiency that stands between doing the right things and doing things right. There is surely nothing quite so useless as doing with great efficiency what should not be done at all.”

Peter Ferdinand Drucker: Managing for Business Effectiveness Mai-Juni 1963, P. 53-60

# Citrix by Numbers

# More in every Area

- Head Count
- Geographic Footprint
- Revenue & Revenue Diversification
- Addressable Market
- Revenue Diversification
- Solution Sales
- Customer Engagement
- ....

Except the Number of DC





We believe putting people at the centre of IT was  
and is fundamental to our success and yours





Windows app security and delivery  
High performance virtual desktops  
Mobile app & device security  
Mobile productivity apps – mail, web  
Secure on-premises data sync & share  
Unified app store  
Secure mobile gateway access



**CITRIX**  
**Workspace Suite**

The industry's most complete  
Mobile Workspace solution

XenDesktop

XenApp

XenMobile

ShareFile

NetScaler

Citrix  
is bridging  
customers into  
the future





# Trade-up Promotion

Citrix customers can save up to 70%

Receive the entire XenDesktop Platinum and  
XenMobile Enterprise product portfolios

[www.citrix.com/workspacetradeup](http://www.citrix.com/workspacetradeup)

Expires December 31, 2014

# Citrix Workspace Suite promotions



**Deliver mobile workspaces  
to **Chromebooks****

**25% discount on Citrix  
Workspace Suite licenses**



**Blackberry  
Replacement**

**25% discount on Citrix  
Workspace Suite licenses**



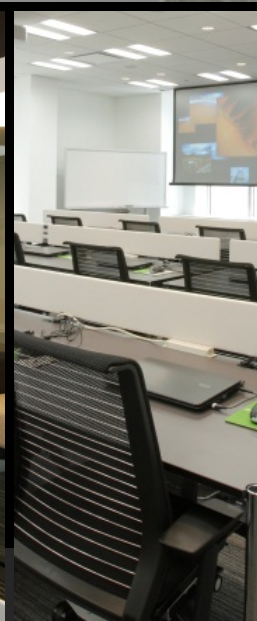
**NetScaler Platinum  
promotion**

**5% off on any additional  
NetScaler Platinum products**



# Workplace Reinvention

Design for a flexible,  
mobile workplace



# Transforming the Traditional Workplace

Employee disengagement costs the U.S more than \$300 billion annually in lost productivity\*



- Line of sight supervision
- Anchored workstyle
- Space uniformity
- Centralized teams
- Hierarchical space allocation

Source: Gallop study, 2012



# Characteristics of Citrix “workAnywhere” initiative

Technology foundation provides continuity across work settings



Provides flexibility to choose from a variety of work settings



De-links the physical space consumption from employee headcount



Enables employee mobility to work from anywhere regardless of physical location

# Outcomes

Ratio of office to open plan increased 50%  
Seat density is 25% better than benchmark  
Post implementation surveys consistently rank employee satisfaction above 90%  
Estimate cost savings (avoidance) of ~\$10M/yr. in real estate expenses





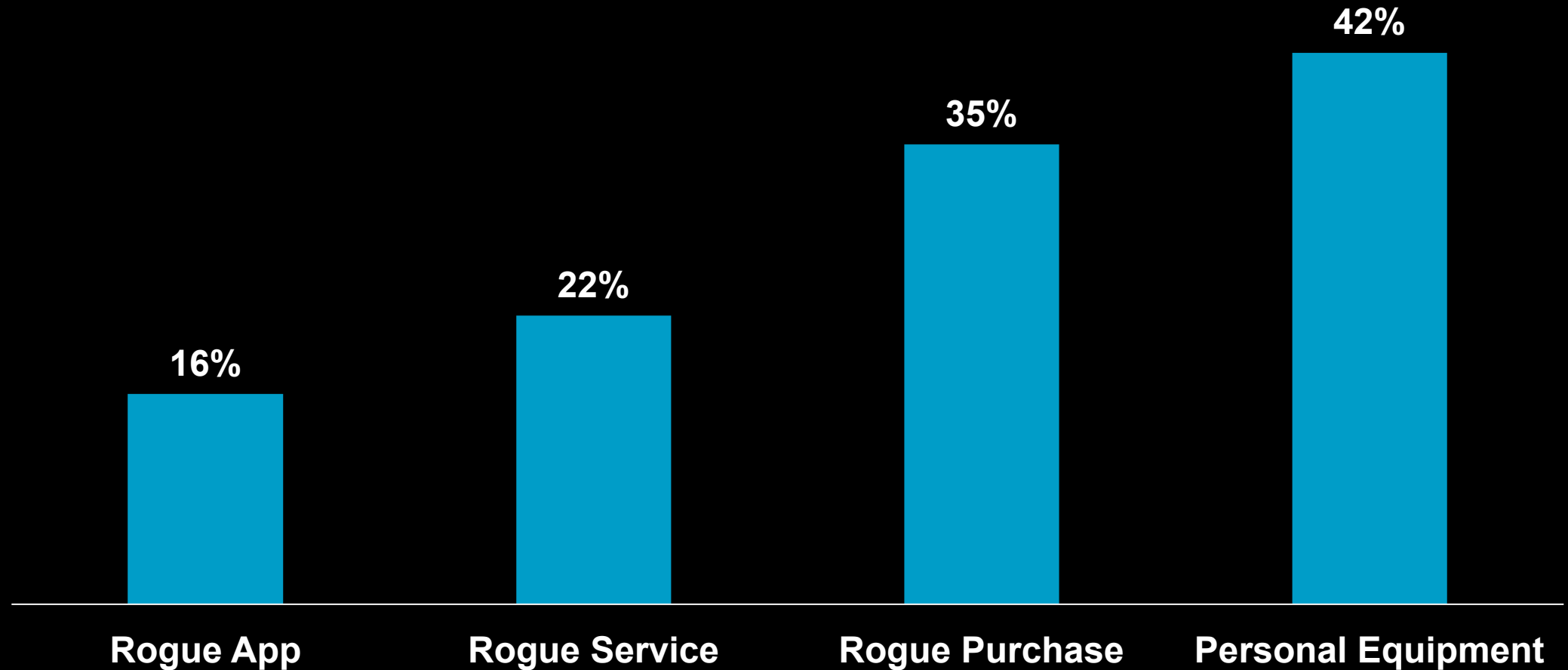
# Workforce Engagement



# BYOD

# Employees just want to be productive

“Which of the following activities, if any, have you done in the past year in your job?”



# BYO Program

Initially implemented BYO program in 2007 for laptops

- Employee satisfaction & engagement
- Asset management & cost savings
- Enabler of workplace transformation
- All applications & virtual desktops are delivered from our datacenters

4,000+ employees have now joined the “official” program

We now have significantly more unmanaged devices than managed devices

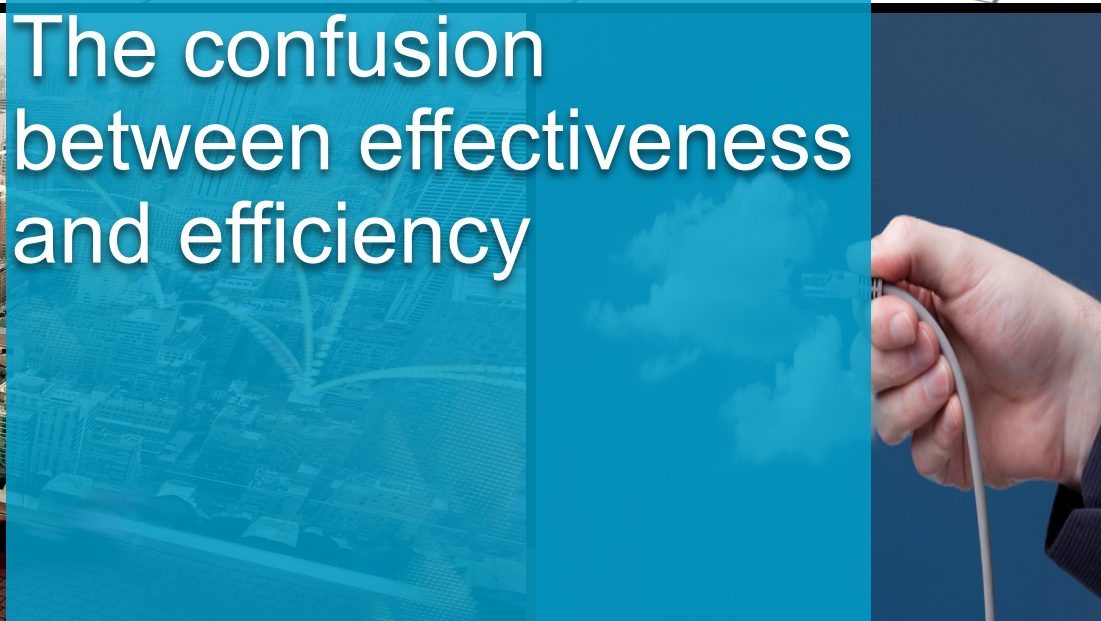
- We manage the service to the device opposed to managing the device

In addition to laptops, all tablets & smartphones are now BYO as well

# BYO - Self Service IT

Simplify the workflow to accelerate adoption





# Workflow Transformation

The confusion between effectiveness and efficiency

# Most important apps to an organization



**90%**

Mobile email



**52%**

Line of  
business tools



**48%**

Enterprise file  
sync and share



**39%**

Collaboration  
tools



**36%**

Secure  
Browsing



**35%**

SharePoint  
access



**21%**

Web  
Conferencing

Source: Citrix Mobility Survey, Q4 2013



# XenMobile: Essential productivity apps



## WorxMail

Mail, calendar, contacts

Enterprise class

Better than native



## WorxWeb

Secure browser

Internal web access

URL BL/WL



## ShareFile

Secure EFSS

Mobile content editing

SharePoint & network files



## WorxNotes

Secure notes

Team notebooks

Email and calendar integration



## WorxEdit

Offline content edit

Review, comment and collaborate on documents



## WorxDesktop

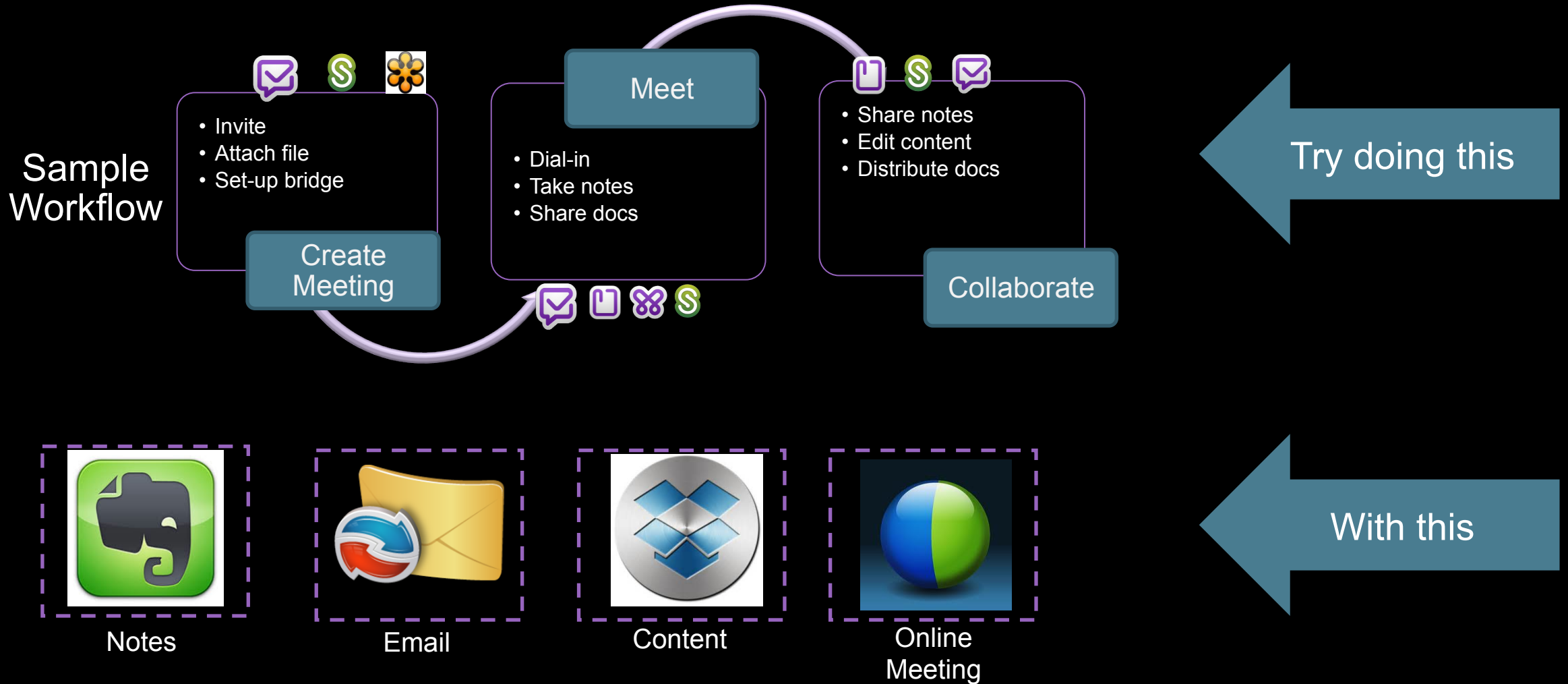
Secure VDI like access to physical desktop

Access work files and apps

Powered by a relentless focus on user experience

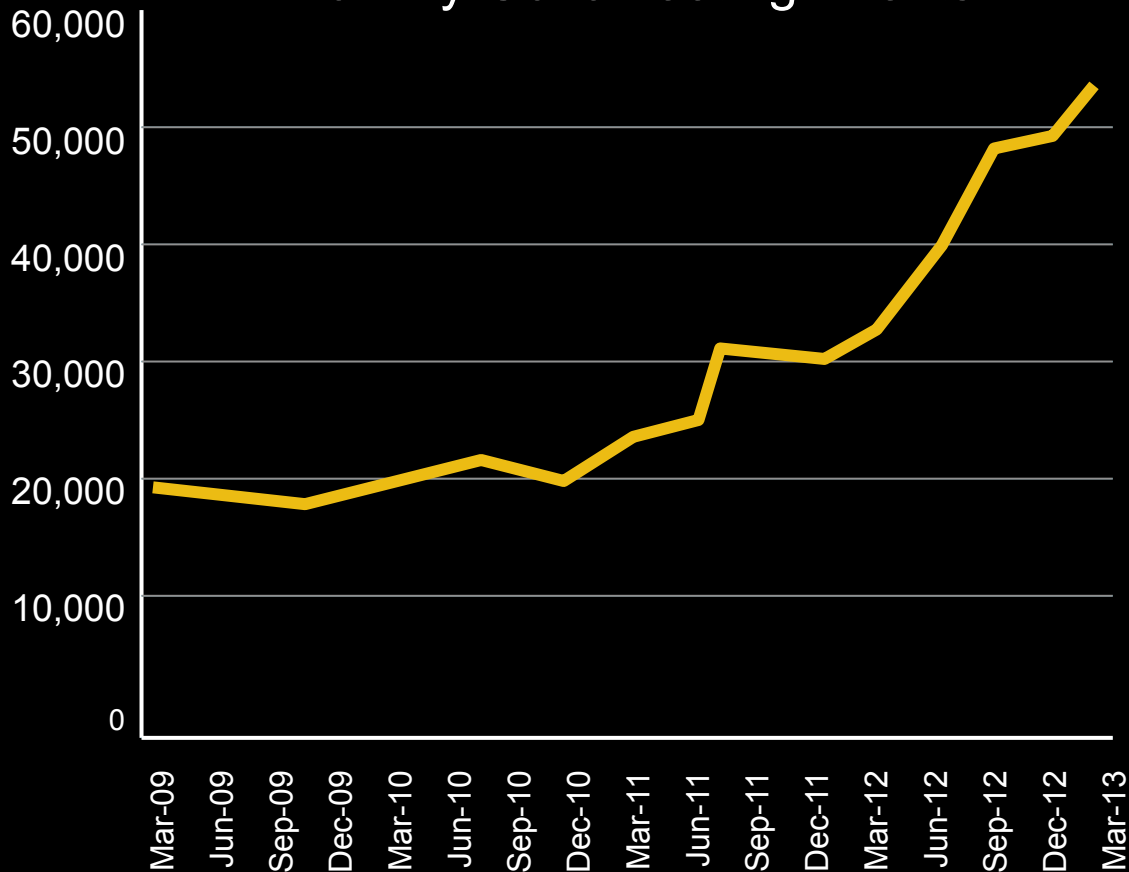
# Workflow Driven Mobile Productivity

Checking boxes is not the answer



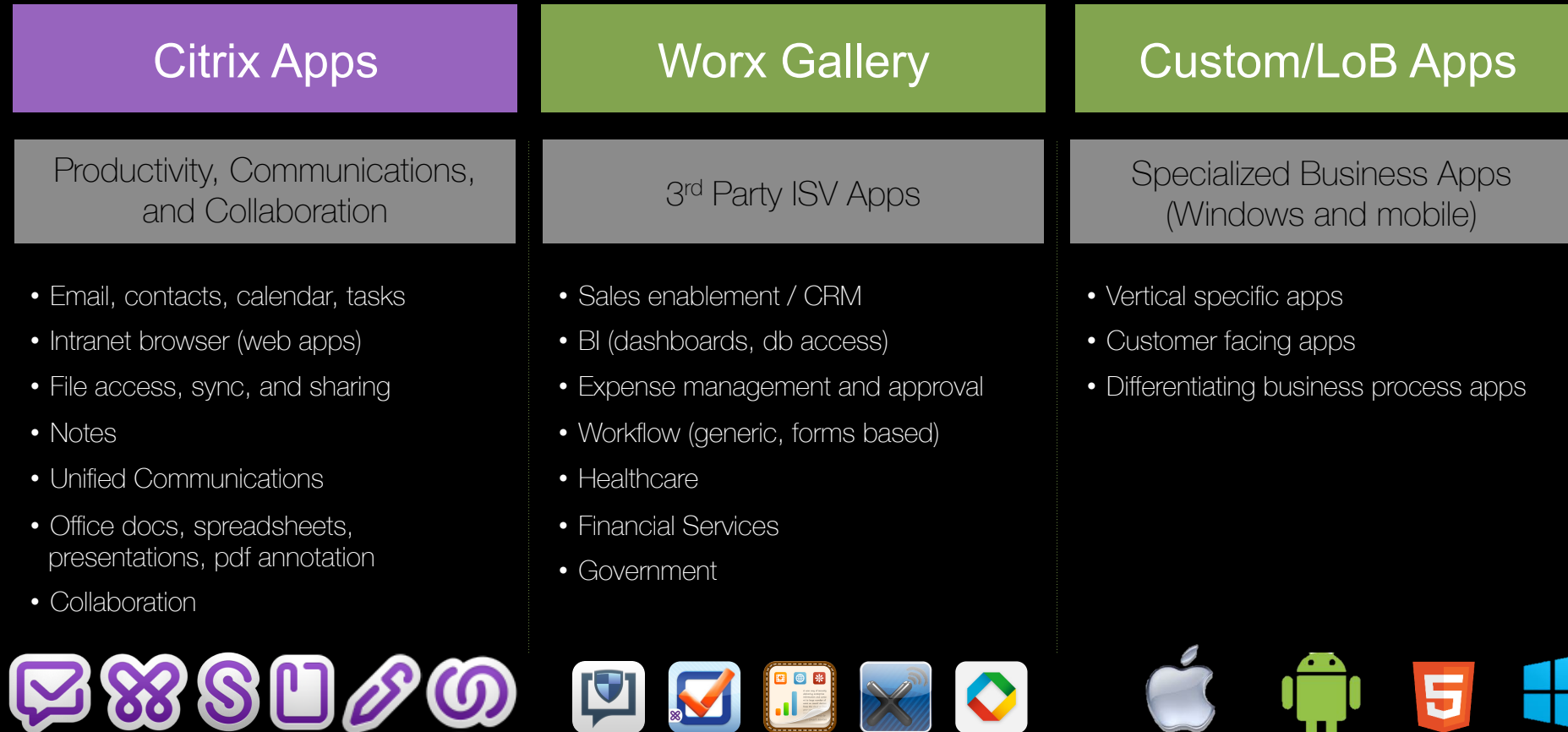
# Engaging our mobile workforce is key to success

Monthly GoToMeeting Events



- Reduced travel costs
- Increased team collaboration
- Raised employee engagement and productivity

# Enterprise Mobile App Strategy



# Take Aways

- ✓ Think beyond devices and apps
- ✓ Adapt to the way people want to work
- ✓ Mobilize and Transform your Business

**CITRIX**

WORK BETTER. LIVE BETTER.