

Welcome to the fourth issue of our popular newsletter on Remote Access. In this issue we will look at Citrix's vision for the future of its product set.

Citrix's Vision for End-To-End Virtualisation

Virtualisation, with its ability to deliver end-to-end business intelligence through better application performance, is already influencing the way in which many enterprises are doing business. The technology is improving how businesses connect their users to applications by shifting resources to where they can best meet performance demands.

IDC expects the virtualisation sector to grow by 113% over the next four years, with the size of the global virtualisation services market in monetary terms projected to grow from \$5.5 billion in 2007 to \$11.7 billion by 2011. Such anticipated growth highlights the importance of this technology's ability to use existing hardware to house the tools that can address business needs.

Citrix has translated its end-to-end application delivery vision into the Citrix Delivery Center™ earlier this year. The Citrix Delivery Center is the only comprehensive end-to-end application delivery infrastructure available on the market and is the first available technology to recognise that businesses are starting to use data centres as delivery centres, rather than traditional storage houses for applications and operating systems, to maximise efficiency and return on investment.

The Citrix Delivery Center comprises Citrix XenServer, Citrix XenApp, and Citrix XenDesktop to deliver the applications and Citrix NetScaler to accelerate the speed at which the applications travel from the data centre to the user.

It also now includes Workflow Studio to orchestrate the workflows across the entire end-to-end application delivery infrastructure system for maximum agility and flexibility.

If you are interested in finding out more, we invite you to our free morning seminar on **Wednesday 25th June** at DNS Arrow's offices in London EC2. For more information on the event please visit: <http://www.transam.co.uk/event250608.html>.

What is Citrix XenApp?

Citrix XenApp is the new name for Citrix Presentation Server. This name was chosen to reflect better the product's core focus on application

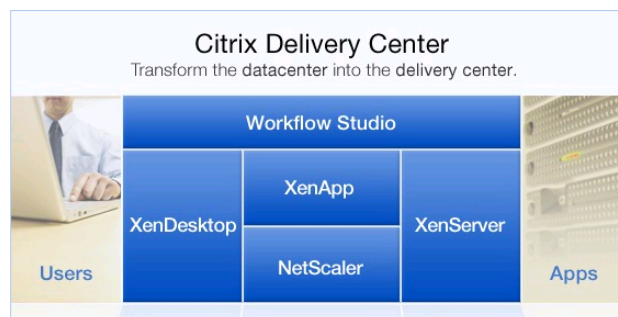
virtualisation and to highlight the importance of providing customers with is the most complete end-to-end virtualisation system in the industry. It incorporates **Citrix XenApp** for application virtualisation, **Citrix XenServer** for server virtualisation and **Citrix XenDesktop** for desktop virtualisation.

Citrix Delivery Center™

The Industry's First End-to-End Application Delivery Infrastructure System

Industry analysts advise that traditional application deployment is too complex, too static, and costs too much just to maintain, let alone try to keep up with changes in the business.

A Dynamic Application Delivery System Citrix offers a new and different approach – Citrix Delivery Center – the first solution on the market that delivers applications and desktops to any user, anytime, anywhere from a secure central location. Citrix Delivery Center's market leading application delivery technologies enable IT to dramatically improve agility, while enabling the best performance and highest security at the lowest cost.



Workflow Studio

- ❖ Graphically compose workflows without scripting
- ❖ Easily automate IT processes across technology components
- ❖ Dynamically orchestrate systems to deliver on-demand

XenApp

- ❖ The industry's most complete Windows application delivery system
- ❖ Proven application virtualisation for servers and clients
- ❖ Reduce Windows application operating costs by up to 40%

XenServer

- ❖ High performance server workload delivery

- ❖ Flexible provisioning for virtual and physical servers
- ❖ Live migration for optimal resource management

XenDesktop

- ❖ Complete desktop virtualisation solution
- ❖ Fast, reliable performance for users anywhere
- ❖ Reduce desktop operating costs by up to 40%

NetScaler

- ❖ Accelerate web application performance
- ❖ Ensure web application availability
- ❖ Improve web application security

Upgrade to XenApp Platinum and Save up to 32%

Thanks to Subscription Advantage, XenApp (the new name for Citrix Presentation Server™) customers have discovered added value by upgrading to Platinum Edition. It's easy, smart, and you can do the same.

Simply use your Subscription Advantage renewal budget today to move-up to XenApp Platinum, save up to 32% on upgrade costs and benefit from:

- ❖ Client-side application virtualisation
- ❖ Application performance monitoring with EdgeSight
- ❖ Secure remote access with industry-leading SSL VPN and SmartAccess
- ❖ Strengthened application security with Single Sign-On
- ❖ Increased regulatory compliance and improved risk management with SmartAuditor
- ❖ Integrated comms into applications with EasyCall.

Benefits of Going Green with Citrix

According to Gartner, **85%** of executives believe that environmental concerns are an important consideration during the IT planning process. The challenge rests with balancing environmental initiatives with the ever-present need for cost-savings across the IT organisation.

Server virtualisation and workload provisioning have significant green benefits in terms of lower power consumption in the data centre. Server virtualisation allows you to make the most of each server's physical processing power by running many virtual servers on a single physical server. Fewer physical servers can mean a **16–17%** saving on power consumption per server.

Citrix Training Courses

We are experiencing significant demand for Citrix courses. Popular courses include:

- ❖ Citrix XenApp (Presentation Server 4.5) Admin – CTX-1259AI (5 days): Reading (23/6 & 1/9); London (7/7);
- ❖ Citrix Access Gateway 4.5 Advanced Edition – CTX-1308AI (2 days): Reading (28/5);
- ❖ Citrix Provisioning Server 4.5 Admin – CTX-1900AI (2 days): Reading (5/6);
- ❖ Citrix XenServer Enterprise Ed 4.0 – CTX-2401: Reading (2 days): Reading (9/6).

£50 Citrix Training Vouchers

We are offering £50 Training Vouchers to our customers. Please contact Shrikar Shah or Syed Malik on 020 7427 2550 to claim a voucher.

Citrix Editions

Edition Comparison			
	Advanced	Enterprise	Platinum
Server-side Application Virtualization	✓	✓	✓
Application-based Load Management	✓	✓	✓
SpeedScreen Progressive Display	✓	✓	✓
Client-side Application Virtualization		✓	✓
Application Performance Optimization		✓	✓
Application Compatibility Optimization		✓	✓
System Monitoring and Analysis		✓	✓
Application Performance Monitoring			✓
Universal SSL VPN with SmartAccess			✓
Single Sign-On			✓
Application Password Policy Control			✓
SmartAuditor session recording			✓
EasyCall click-to-call technology			✓

Citrix & Microsoft Licensing compatibility

Remember that Citrix and Microsoft license their products very differently. Citrix XenApp is licensed per concurrent user; Microsoft licenses per actual user or device. We find that many customers are incorrectly licensed when it come to Terminal Services CALS and Microsoft applications such as Office, Visio, etc. If you'd like to check that you're licensed correctly, please contact us.

Citrix Technical Tips by Robert Trzyna

How to Issue an Alert to Users on Logins

The following registry tweak displays a legal notice popup dialog box to all users before they log in: HKEY_LOCAL_MACHINE\Software\Microsoft\WindowsNT\CurrentVersion\Winlogon LegalNoticeCaption="Warning:" LegalNoticeText="Access to this computer is restricted to those authorized by YourCompany."

Speeding Up Application Load Times

To speed up application load time, the following registry tweak has the ability to preload commonly used files. This requires additional memory and, therefore, it might not be a good tip for memory starved systems. HKEY_LOCAL_MACHINE\System\CurrentControlSet\Control\Session\Manager\Memory\Management\PrefetchParameters
Data name: EnablePrefetcher Value Data: 3=application and boot prefetching

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Please email roger.okelly@transam.co.uk if you would like to receive future issues.

For advice or help with your Citrix or Terminal Services, call Transam on 020 7549 3123.

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