

AppSense User Virtualization & Citrix FlexCast™ Technologies | Joint Value Proposition

About AppSense

AppSense is the leading provider of user virtualization technology to enterprise organizations. User virtualization is the only infrastructure solution that manages all user-specific information independent of the corporate desktop, and applies this information into any desktop (local install, virtualized, published, streamed etc) on-demand. Virtualizing all aspects of the user enables IT to standardize the corporate desktop, automate desktop delivery, and migrate users to new desktops through Citrix XenDesktop, while ensuring the user experience is seamless, personal, predictable and easily manageable using AppSense.

What is User Virtualization?

And how does it extend the value of Citrix technology?

Through FlexCast™ technology, Citrix XenDesktop delivers corporate desktops and applications to all user types in the organization. AppSense extends this by providing a fully personalized and configured desktop experience for all user types - even in the most complex desktop environments. This means that all user related information can be applied to any desktop, regardless of which Citrix FlexCast™ technology is used to deliver the desktop, and also regardless of which operating system is being delivered. The addition of the AppSense virtualized user infrastructure to a Citrix XenDesktop implementation ensures full user adoption through independent management of the user environment. IT can quickly scale up their virtual desktop rollout with no impact to the user experience.

User Virtualization addresses not just profile settings, but also the initial configuration of a desktop, including applying user installed applications, and providing a true follow-me personality across all desktops, with full, proven enterprise scalability and end-to-end visibility.

AppSense and Citrix XenDesktop 4

By virtualizing the most important component in desktop and application delivery - the user - AppSense extends Citrix XenDesktop 4 by enabling organizations to adopt a mixture of Citrix FlexCast™ technologies, while ensuring all user specific information such as personalization settings, user access rights, user installed applications and data seamlessly follow the user, ensuring a consistent experience, regardless of how desktop and applications are delivered.

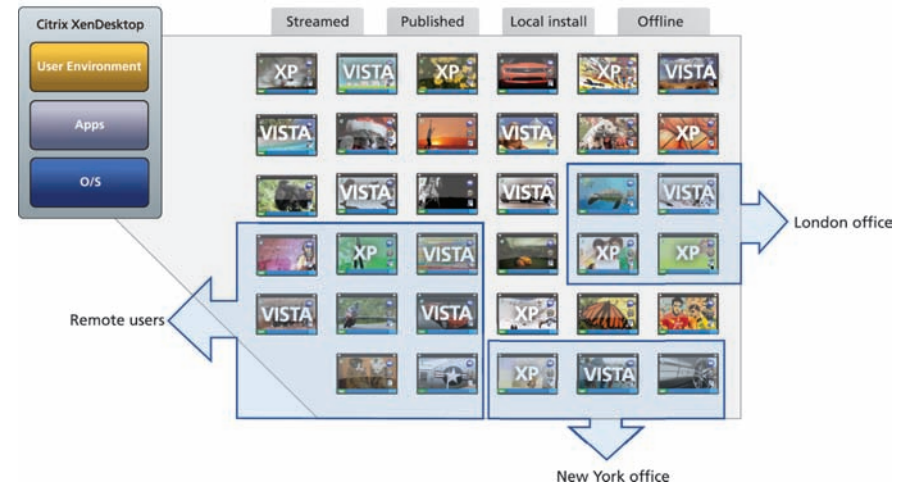
AppSense technology works with Citrix XenDesktop to enable low-cost, standard desktop images to be delivered to users as fully configured and personalized desktops. This ensures maximum user satisfaction and adoption from what could be just a single desktop image. AppSense is also used to accelerate the adoption of virtual desktops by ensuring a seamless experience for the user post-migration.



Key Points

Used in combination with Citrix XenDesktop 4, AppSense User Virtualization provides:

1. Personalization of complex environments - with multi O/S platform, cross 32/64bit and offline support
2. A 'follow-me' personality - providing the same look and feel, regardless of how the desktop is delivered, desktop platform or device used
3. Virtual desktop configuration - to set-up a desktop based on the user or device context
4. Intelligent self-healing - increasing robustness and optimizing the user experience
5. Visibility and maintenance of the user environment - enabling adherence to SLA's and reducing management and support costs



Who uses AppSense and Citrix technologies?

As the world-leading user virtualization solution provider to the enterprise, AppSense is used in thousands of Citrix environments around the world, with many environments supporting in excess of 100,000 users. With continuous year on year growth, AppSense sales amounted to over 20% of all desktop virtualization seats sold globally in 2009.

AppSense have a portfolio of leading organizations across many industry sectors and geographies including Bank of America, CitiGroup, CSC, HSBC, EDS, JPMorgan, Lockheed Martin, Dell and HP all rely on a combined solution of Citrix and AppSense to deliver personalized, configured desktops to users.

Further Information

AppSense Website: www.appsense.com

Citrix Website AppSense Pages: <http://www.citrix.com/English/partners/partner.asp?partnerID=1863729>

AppSense and Citrix Relationship

AppSense and Citrix have a strong ten year long relationship that has seen AppSense technology extend the value of the Citrix platform into some of the biggest desktop environments in the world, particularly in large-scale implementation of Citrix technology in heterogeneous desktop environments. AppSense is recommended by Citrix for personalization of virtual desktops in complex environments. With over 4,000 joint customers and 350 reseller partners globally, AppSense and Citrix have continually demonstrated joint value, while our joint development road-map ensures future-proof technologies that joint customers confidently invest in.

“Citrix has been working closely with AppSense for many years, and we are delighted to extend our relationship into the desktop virtualization market. With Citrix XenDesktop™ and a user virtualization solution from AppSense, all of our enterprise customers receive a familiar, personalized desktop from standardized components every time they logon.”

Sumit Dhawan, VP Product Marketing, Citrix Systems.