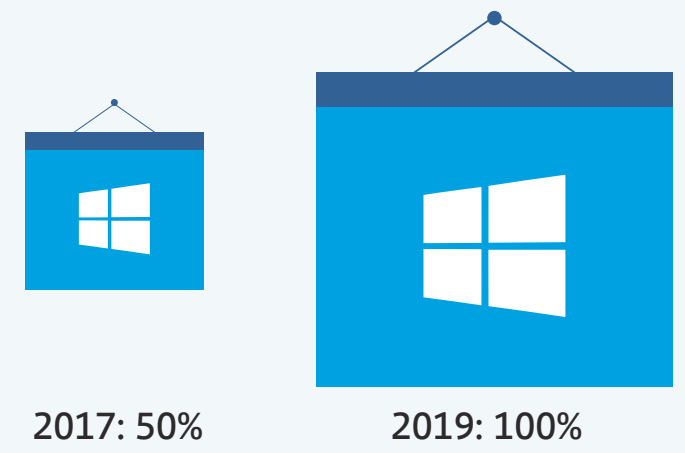




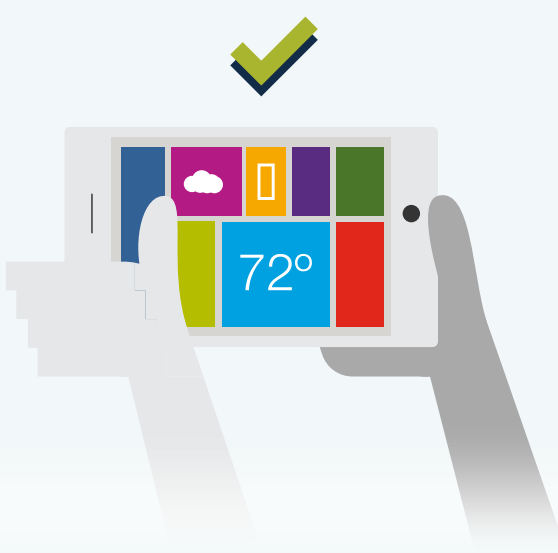
Windows 10 The Unavoidable Upgrade

With faster adoption rates than any other upgrade, Windows® 10 is breaking records—and it's poised to accelerate. **In fact, Gartner predicts that 50% of businesses will be on their way to Windows 10 by early 2017—and 100% by 2019.** Businesses of all sizes need an IT strategy that maintains employee productivity and business continuity without the worry of app compatibility issues or OS instability across differing end points. The time to upgrade to Windows 10 is now.



Make the Migration. Now.

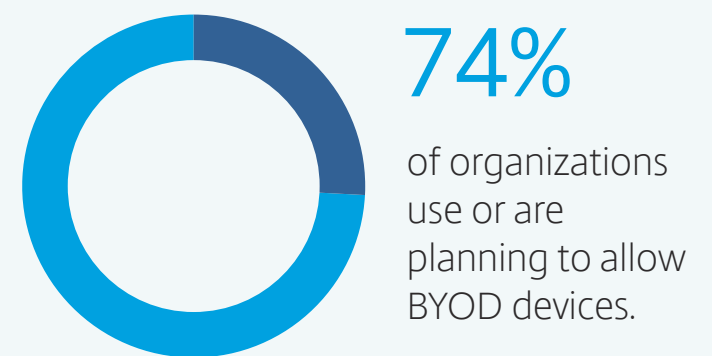
With adoption faster than ever before, here's why IT needs to address the migration to Windows 10—today.



Maintain employee productivity.

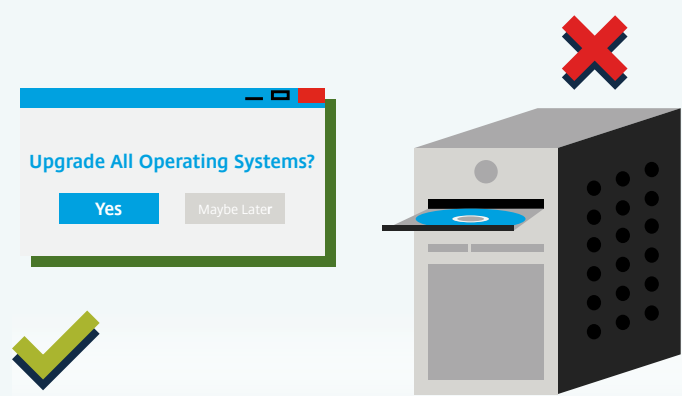
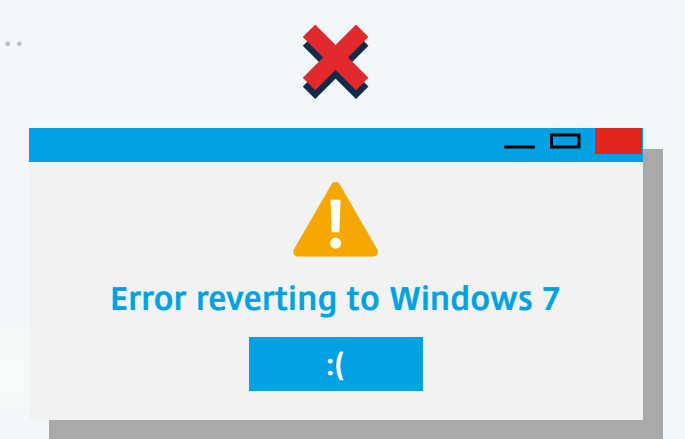
More employees are using personal devices for work. That means lost productivity if they can't access business apps on new Windows 10 devices.

BYOD Bandwagon



Avoid downgrading headaches.

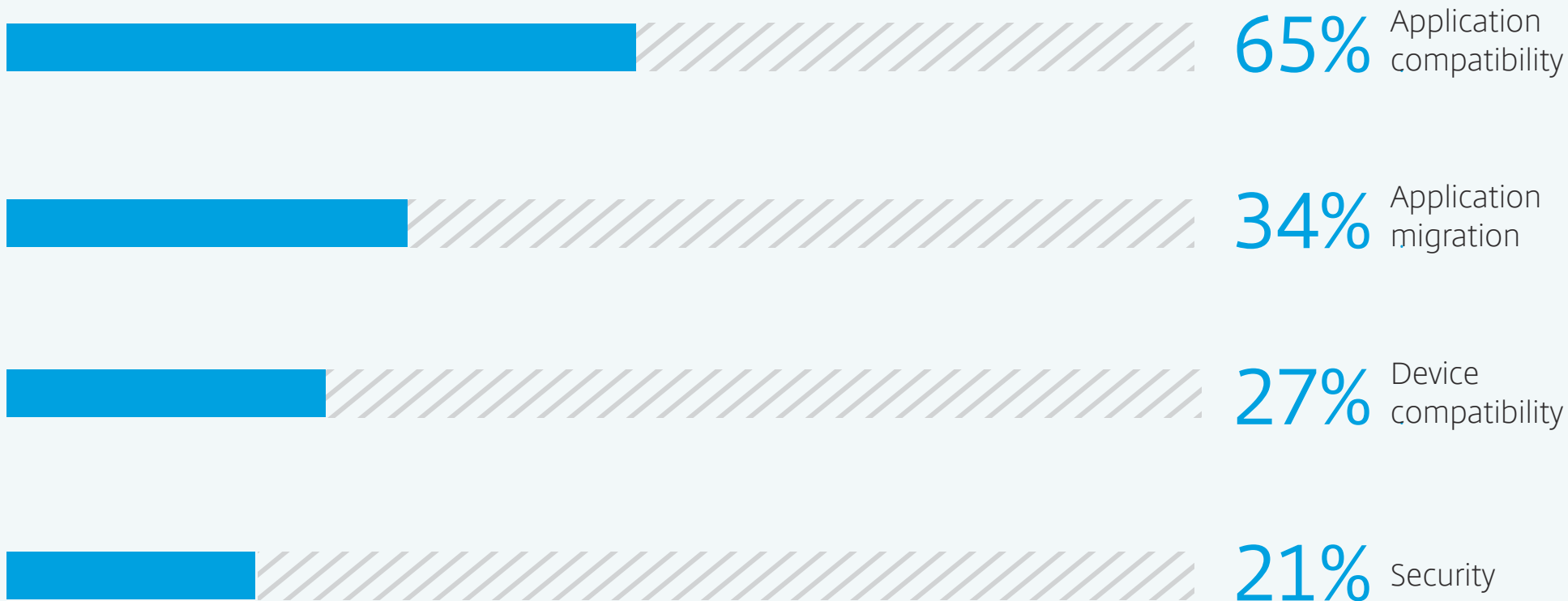
With all new machines running Windows 10, IT will face challenges when attempting to revert the OS to an earlier version.



Don't relive the past.

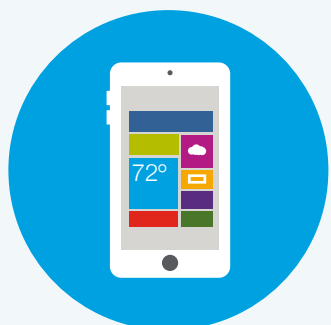
Remember that move from Windows XP? Modernize your approach to operating system migrations.

Top Concerns About Moving to Windows 10



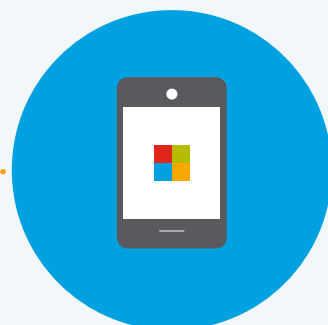
Ease the Migration Process With Citrix

IT can ease migration worries by radically simplifying the OS migration process with app and desktop virtualization.



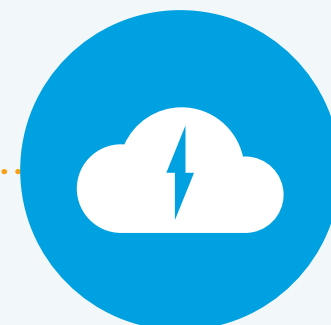
Solve App Compatibility

Offer older versions of Windows apps to Windows 10 devices.



Ease App Migration

Provide apps optimized for Windows 10 to older devices.



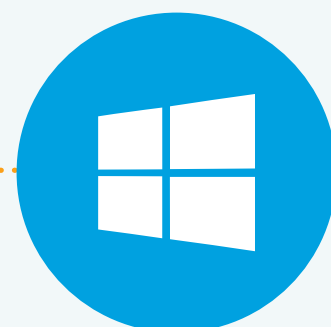
Ensure Device Compatibility

Rapidly deploy virtual desktops to remain current on a corporate desktop image.



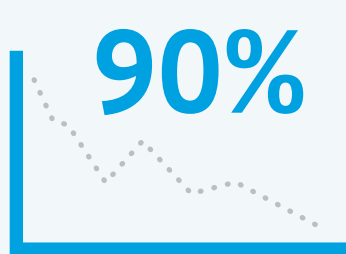
Maintain Security

Deliver immediate, secure access to business apps on all upgraded devices.



Increase Adoption

Give users a taste of Windows 10 before adoption.



Reduce the cost and complexity of application upgrades, migration and updates when using Citrix XenDesktop® with AppDNA™.

Organizations looking strategically toward the future know that technology is critical to maintaining employee productivity and business continuity—and Windows 10 is an essential part of that strategy. Start making the move toward Windows 10 today.

Learn more at now.citrix.com/windows10

Sources:
"Gartner Says Migration to Windows 10 Will Be the Fastest Yet," 2015, Gartner
"Wearables, BYOD and IoT," 2015, Tech Pro Research
"Workspace Delivery Solutions Survey," 2015, Citrix & TechValidate