

VDI your users will love | White Paper

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The conversation about VDI has moved from “whether” to “when” and “how.” In today’s fast-moving markets, a centralized approach to desktop and app delivery has become essential to help businesses become more mobile, flexible, agile and productive. To be effective, though, your VDI implementation has to meet the needs of both your organization and your workforce. It’s not enough to virtualize your desktops if your organization remains unable to empower people with full productivity in any scenario. Your initiative has to be designed for the way we work now, anywhere, any time, on any device—not just on a PC or thin client in an office setting, but also on a tablet in a cafe or on a factory floor, or on a laptop in a home office, or even on a smartphone in the back of a taxi.

Consider bring-your-own device (BYOD), one of the most common drivers for desktop virtualization. VDI is certainly [a popular strategy for allowing and managing BYOD¹](#), but not every VDI implementation truly frees people to work on the device of their choice. The ability to access a Windows desktop on any device sounds good in theory, but if the resulting experience is compromised—for example, if Windows apps prove too difficult to use with a touch-screen instead of a mouse—then people don’t really have the freedom to use their favorite devices. The resulting frustration and lack of acceptance can easily derail the project. Similarly, if IT is unable to support full productivity on mobile devices, whether corporate-issued or personally owned, the initiative has fallen short of its potential and its business value will be limited.

Citrix, the industry leader in application and desktop virtualization, has developed a secure-by-design VDI solution tailored to the needs of the modern mobile enterprise. Citrix XenDesktop lets you empower people to access virtualized desktops and Windows apps in the datacenter from anywhere, over any network connection, with a high-performance, optimized experience on any type of mobile device they choose.

Deliver VDI anywhere people work, on any device they use

The value of your VDI implementation will depend to a large extent on the capabilities of the solution you choose. One solution may allow you to replicate the capabilities of your distributed legacy endpoint environment but no more; another will provide a foundation for a new generation of initiatives such as enterprise mobility and BYOD. When evaluating VDI solutions, keep the following key considerations in mind—especially if you expect people to access their desktops from more than just a corporate-issued endpoint at a fixed location in your office.

¹ <http://www.citrix.com/news/citrix-in-the-news/sep-2013/vdi-and-byod-help-teachers-and-students-succeed.html>

Mobility calls for stronger security. Mobility helps people become more productive—but it can also introduce security risks, especially in an environment where data and apps reside on the mobile device itself. The virtualized architecture of XenDesktop is secure by design, providing a simple way for people to access the apps and data their work relies on from anywhere, over any network, without compromising security. Data, desktops and apps never leave the datacenter; only screenshots, keystrokes and mouseclicks traverse the network, leaving no trace of sensitive information behind on the device itself. As a result, a lost or stolen device is merely a nuisance—not a dire threat to the company’s intellectual property, customer information or business data. XenDesktop complements the inherent security of VDI with additional security features including Citrix HDX SmartAccess, which enables granular, policy-based control over specific transactions, such as disabling the ability to take screenshots of sensitive data or print from a mobile device.

People expect—and require—a smooth user experience. VDI can only empower people with mobile productivity if they are able to access a smooth, flawless experience wherever and however they work. Citrix HDX technologies make it possible for you deliver an excellent mobile user experience on any device, over any network, ensuring users have full productivity on their Windows apps and desktops. More than a single feature, HDX consists of a complete set of advanced features that dynamically assess the mobile device, network connection and user activity, then intelligently leverage the device’s processing, graphics and communications capabilities to deliver a high-definition user experience at all times.

The form factor of mobile devices—especially touch-screen tablets and smartphones—poses a key challenge for Windows apps originally designed for traditional PC screens and two-button mouse inputs. HDX mobile, integrated into XenDesktop, optimizes the Windows app and desktop experience on mobile devices. This unique Citrix capability intelligently reformats the interface of Windows desktops and touch-enables application controls, including the drop-down box, with enlarged controls and automatic keyboard pop-ups when touching a text field. As a result, people can make full, convenient use of their Windows apps and desktops on touch-screen mobile devices—without the need for any source code changes.

The interface matters. The user experience goes beyond the performance of the app or desktop itself—it also includes the way people access their desktops. A cumbersome, confusing or inconsistent access method will deter usage and undermine productivity. People should have a single, uniform process and a simple, streamlined interface to access their apps and desktops using any device, whether a mobile device, a home computer or a corporate-issued laptop. Citrix Receiver, an integral part of the Citrix solution, is a universal client that people can download and install easily on any personal or corporate device, including Windows PCs, Macs, smartphones and tablets, to access all their business apps and data. No matter what device they use, they follow the same intuitive experience, allowing them to get to work quickly and easily.

Successful VDI must be designed to scale. The more effective your VDI implementation is, the more people will want to use it. Once people see how easy it is to access their apps and desktops on mobile devices, your rate of adoption will accelerate and you'll need to scale your solution—fast. XenDesktop lets you replicate desktops and apps quickly to additional servers in your datacenter. Citrix NetScaler, an industry-leading application delivery controller (ADC), dynamically distributes the user load across the additional application instances, making it simple to add capacity. You can use this method both to increase the number of people who can access the environment, and to increase the number of applications available to VDI users.

Mobility doesn't have to be costly or complex. For IT, much of the value of VDI lies in the efficiency and control of centralized security, maintenance and administration. The same applies when you use VDI to mobilize Windows apps and desktops, an approach that dramatically simplifies application architecture, configuration and maintenance compared with enterprise mobility strategies that aren't based on virtualization. Apps can be updated and patched centrally, streamlining management and simplifying troubleshooting. The inherent security of virtualization lets you retain business content and apps within a hardened datacenter and minimize exposure to the corporate network and resources. By simplifying your enterprise mobility strategy, the right VDI solution will free precious IT resources for more strategic and innovative projects that drive competitive advantage.

Enhance XenDesktop VDI with Citrix XenApp and NetScaler

As your enterprise mobility strategy continues to evolve, XenDesktop provides the flexibility to adapt to emerging user, business and IT requirements. The more types of mobile devices people use to access their apps, the more difficult it can become to ensure application and consistency. Citrix XenApp, an integrated part of XenDesktop, offers an alternative to pushing updates and patches to local instances. With XenApp, your apps and desktops can be centralized in the datacenter, where you can update them once and deliver them instantly, on-demand, to thousands of users with complete consistency.

The pervasive coverage of today's high-performance mobile networks makes it easier than ever to let people access datacenter-based apps and desktops from anywhere. To ensure high availability for these resources, you can pair NetScaler with XenApp to create an enterprise-class solution that actively monitors environment performance, proactively redirects users in the event of a failure, and enhances the end-to-end mobile user experience.

A complete solution for anywhere, any-device VDI

With XenDesktop, you can achieve your goals for VDI while ensuring full enterprise mobility. People get the freedom to use their favorite devices, with a great experience in any scenario—even Windows apps on small-format tablets or smartphones—while the business gains flexibility, agility and mobility, and IT maintains security while minimizing cost and complexity.

The full Citrix solution includes:

- **XenDesktop**, a proven solution to deliver Windows as a service that's always on, highly secure and seamlessly mobile. Integrated FlexCast technology gives you the flexibility to mobilize Windows, refresh desktops cost-effectively, enable BYO laptops and tablets, and other key use cases.
- **XenApp**, a flexible, on-demand desktop and application delivery platform that can dynamically select the best method to deliver desktop and application access depending on the user, device, and network proximity.
- **Citrix Receiver**, the only client users ever need to access their corporate apps and desktops on any device. Citrix Receiver runs on virtually any device operating platform, including Windows, Mac, Linux, iOS and Android.
- **NetScaler Gateway**, a secure desktop, application and data access solution that gives you granular, policy-based control while empowering users with remote access from anywhere. This results in better application security, data protection and compliance management.
- **Citrix StoreFront Services**. StoreFront Services gives users convenient self-service access to all the applications and desktops they need through an enterprise app store while you remain in control.

Conclusion

Not all VDI solutions are alike. To deliver the best results for your business, you need to make sure the solution you choose can enable full productivity not just in the office on traditional endpoints, but anywhere people work, on any device they use. With Citrix XenDesktop, you can provide access to virtualized apps and desktops from anywhere, on any device, with a great experience in any scenario.

For more information about Citrix VDI solutions, please visit www.citrix.com.

Additional resources

- [XenDesktop](#)
- [Citrix XenApp](#)
- [Citrix NetScaler Gateway](#)
- [Citrix ShareFile](#)
- [Citrix HDX Technology](#)



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About Citrix

Citrix (NASDAQ:CTXS) is the cloud computing company that enables mobile workstyles—empowering people to work and collaborate from anywhere, accessing apps and data on any of the latest devices, as easily as they would in their own office—simply and securely. Citrix cloud computing solutions help IT and service providers build both private and public clouds—leveraging virtualization and networking technologies to deliver high-performance, elastic and cost-effective services for mobile workstyles. With market-leading solutions for mobility, desktop virtualization, cloud networking, cloud platforms, collaboration and data sharing, Citrix helps organizations of all sizes achieve the kind of speed and agility necessary to succeed in an increasingly mobile and dynamic world. Citrix products are in use at more than 260,000 organizations and by over 100 million users globally. Annual revenue in 2012 was \$2.59 billion. Learn more at www.citrix.com.

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