

Citrix Provisioning Server for Desktops 4.5:

Customer Overview

Agenda

Introducing Citrix Provisioning Server for Desktops 4.5

Desktop Challenges

Desktop-Streaming Technology: How It Works

Customer Successes

Getting Started

Summary

Provisioning Server for Desktops 4.5



Provisioning Server™ for Desktops uses streaming technology to deliver a single, standard desktop image – operating system and software stack – on-demand to physical desktops from a network service.

The standard desktop image is configured, delivered and managed centrally, reducing total costs, increasing security and flexibility, and enabling an uncompromised user experience.



Desktop Streaming

Virtualize

Create a virtual image of a desktop's OS and applications

Store

Store the virtual image on a network storage device

Stream

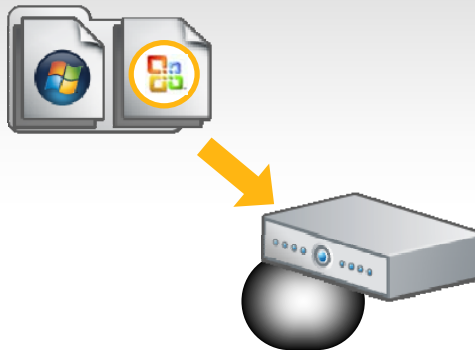
Stream the image on-demand from the datacenter to diskless desktops

Virtualize



Virtualize desktop image

Store



Store the virtual image on network storage

Stream



Stream the virtual image to desktops

Current Target Customer Profile

Provisioning Server for Desktops is an excellent fit in workgroup environments with:

- A standardized hardware and software stack
- Operating systems and applications running locally
 - Heavy application integration occurs at desktop
 - Extensive multi-media use is required
 - Use of local peripherals is significant



Education



Government



Point of Sale/Care

Agenda

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Desktop Challenges

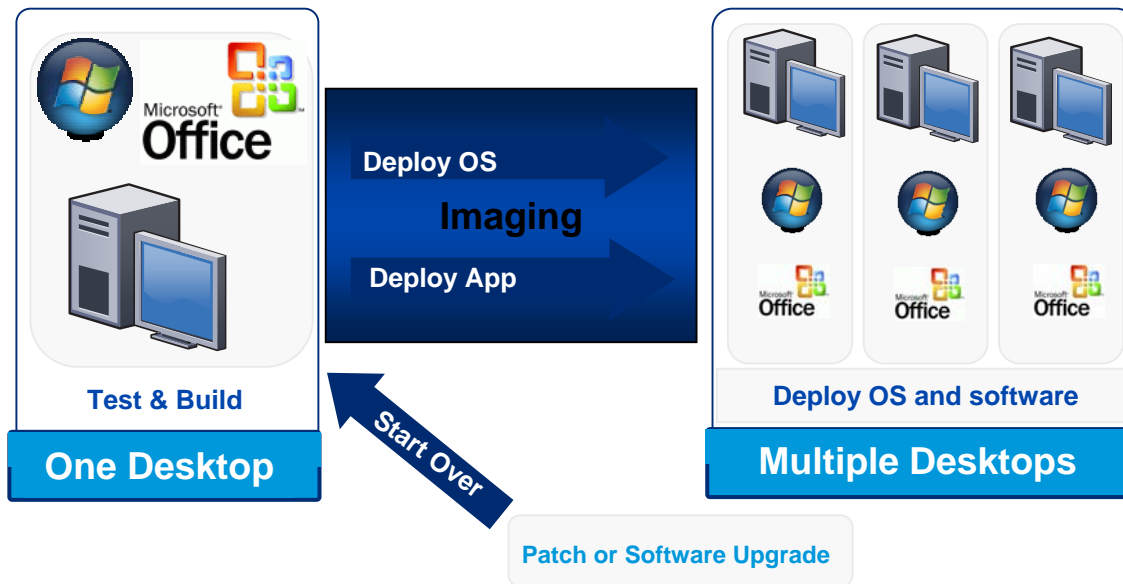
Desktop-Streaming Technology: How It Works

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Traditional Desktop Provisioning Challenges



- Configuration, delivery, maintenance and management of individual physical PCs is expensive and drains productivity
- Physical desktops are difficult to secure – data stored on desktops is at risk of theft or leakage
- Patching, updating and upgrading desktops is risky and time consuming
- Once provisioned, desktops are single-purpose

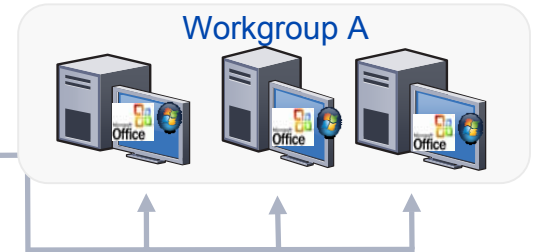
Provisioning Server for Desktops Changes the Model

- Dynamic “delivery” replaces “static” deployment
 - Desktop OS and application images are **streamed** to diskless desktops on-demand, not physically deployed
 - No software of any kind is pre-installed or permanently loaded on desktops – deskside support visits are eliminated
 - Streaming the OS/application image (vDisk) increases security – no permanent storage at the desktop eliminates data theft
 - Streaming the OS/application image increases manageability – patch or upgrade the vDisk and stream a single standard image to many workstations,
 - Any desktop can be reconfigured on-demand

Provisioning Server Changes the Model



Stream single image to many desktops



- **Desktop Streaming lowers costs**
 - Reduces TCO by simplifying and streamlining configuration, delivery, maintenance & management.
 - Desktop IT operations are centralized - no software is pre-installed or permanently installed
 - Patches, updates and upgrades are simplified. Each desktop that has the same OS/application image can be provisioned from a single, standard image
- **Desktop Streaming increases security**
 - Desktops run without a hard-disk drive. No persistent data storage at the desktop. Data is stored – and secured – centrally
- **Desktop Streaming increases flexibility, reduces risk**
 - Instant provisioning enables capacity on-demand. Repurposes any physical desktop to perform any function at any time. There is no persistent data storage at the desktop. Data is stored centrally
 - Risk-free software rollout – Single-click roll back to previous working image on reboot
 - Any desktop can be reconfigured in seconds and then reconfigured again

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Desktop Challenges

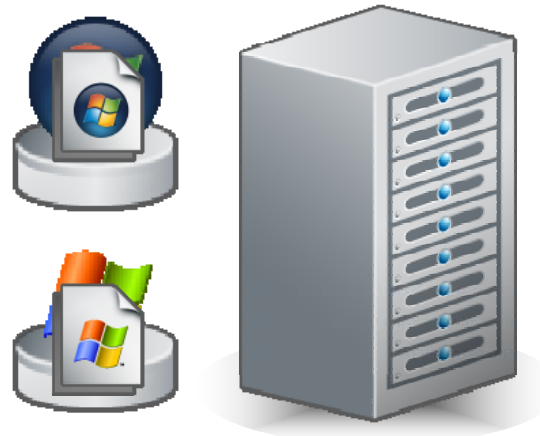
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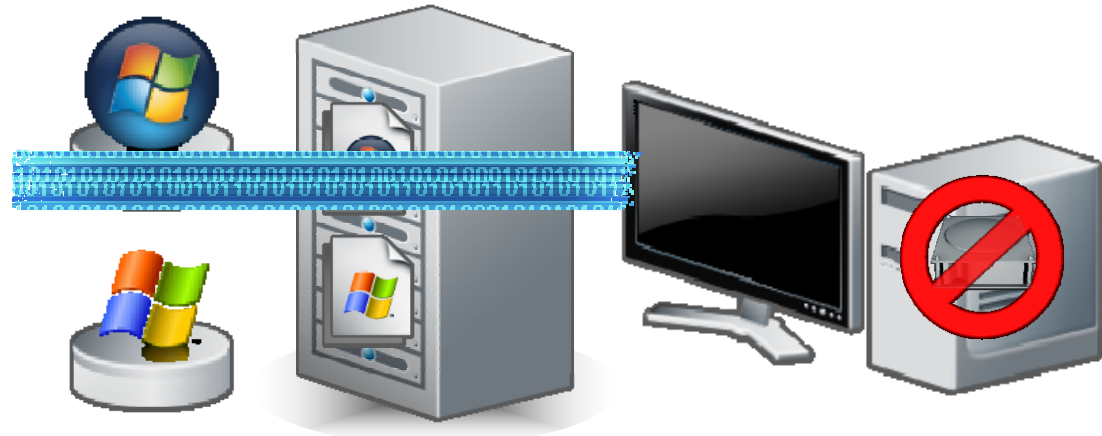
Summary

Provisioning Server For Desktops



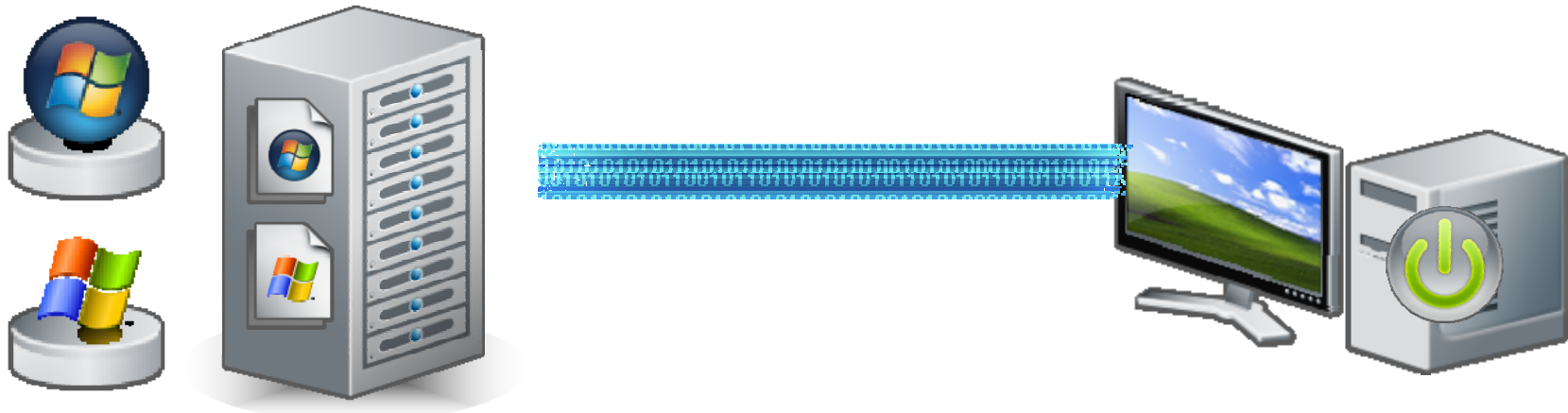
Using Citrix Provisioning Server for Desktops OS-streaming functionality, two Virtual Disks are created – one configured with the Windows XP operating system and software and one with Windows Vista and software. The vDisks are stored as files on the network.

Provisioning Server For Desktops



LAN-connected "diskless" workstation.
No software pre-loaded and the system
is configured to boot from the network.

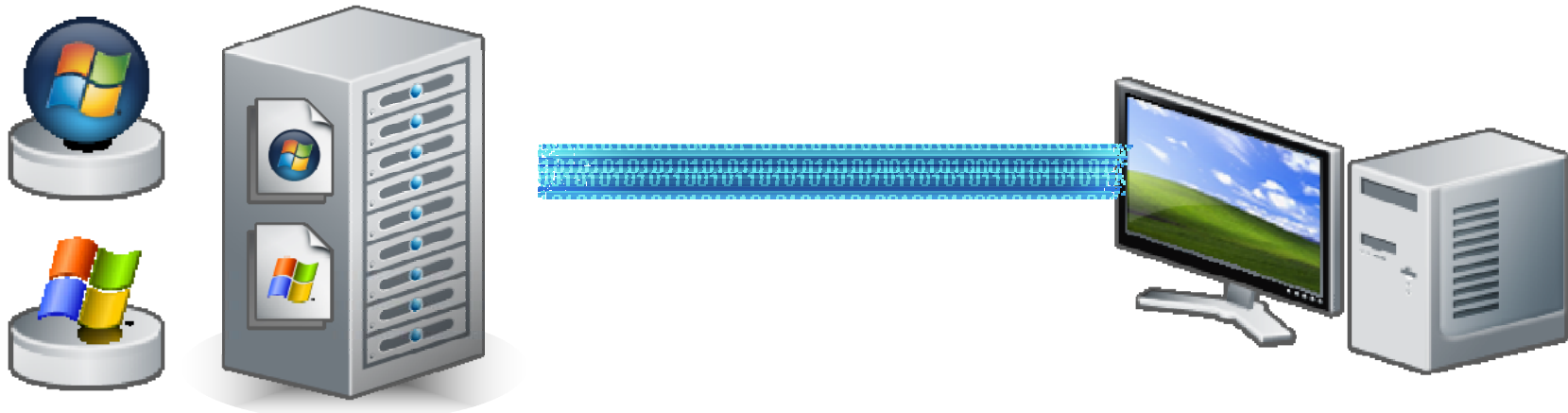
Provisioning Server For Desktops



The XP operating system and software vDisk is streamed to the desktop using Citrix Provisioning Server for Desktops OS-streaming functionality.

Workstation is powered on.

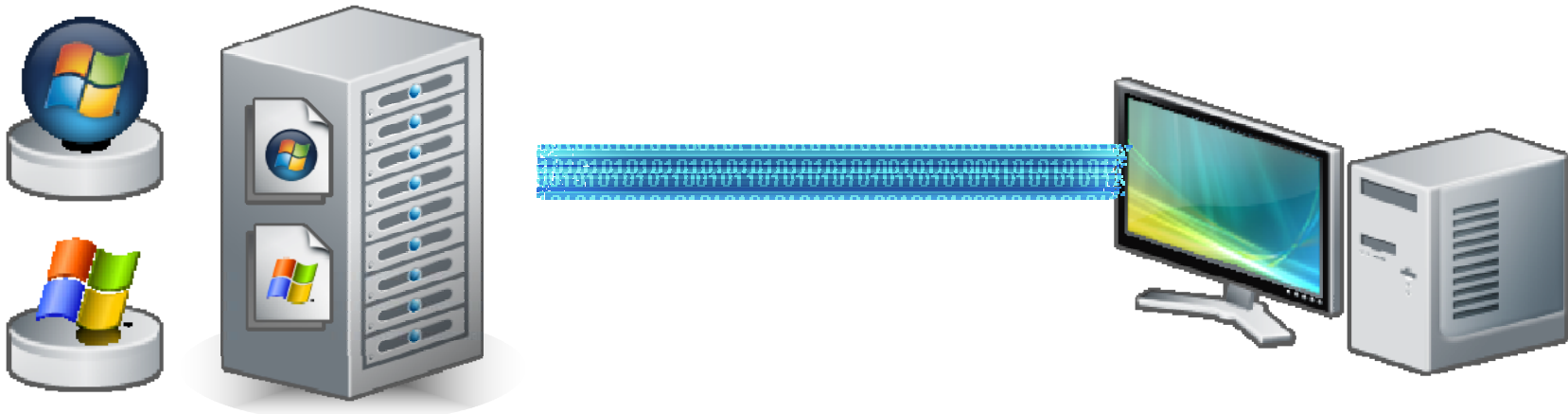
Provisioning Server For Desktops



Workstation image delivery and management are centralized; data security is assured because there is no persistent storage at the desktop.

PC's processing power is harnessed for an uncompromised user experience

Provisioning Server For Desktops



Workstation image delivery and management are centralized; data security is assured because there is no persistent storage at the desktop.

Provisioning the workstation with the Vista vDisk is quickly accomplished by rebooting.

Customer Success

Time Warner Cable

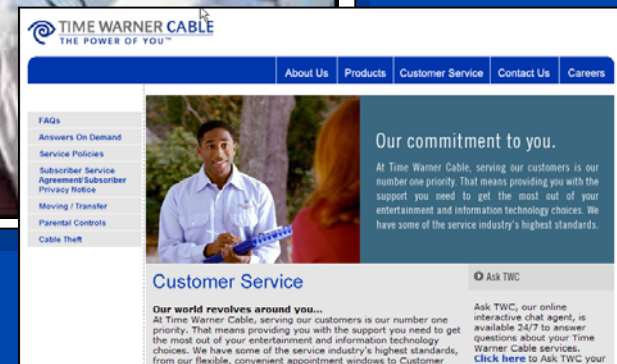
Greensboro, NC

Eliminated IT desk-side visits by 90% in their call center; improved call-handling flexibility; provided a 24/7 fail-safe environment.

And...

Helped an industry leader deliver superior customer service.

By deploying the Provisioning Server for Desktops for their 350 Call Center PCs, Time Warner Cable realized more than 100 people hours of time savings — allowing them to deliver superior customer service.



Customer Success

United States Department of Energy

Provided a secure desktop solution that delivers high physical, data and network security; desktop standard- image adoption while not sacrificing the end-user experience.

And

Centralized desktop management and maintenance, eliminating desk-side visits by IT techs.

United States DOE currently has deployed 400 diskless devices using Provisioning Server for Desktops in their Y12 facility.



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Why should you take action now?

- Ubiquitous networks and service-oriented computing architectures are changing provisioning approaches
 - In homogenous workgroup settings, think “dynamic” delivery of the desktop; not “static” physical deployment
 - Get it right the first time with Provisioning Server for Desktops on-demand streaming technology
- Companies have been spending too much for too long
 - Streamline and simplify desktop configuration, delivery and management
 - Increase desktop security: no persistent storage at the desktop
 - Start making a difference and saving today

Value Drivers

- Lowers Total Cost of Ownership
- Increases Security
- Simplifies and Streamlines Desktop Management
- Delivers a Rich, Full-PC User Experience
- Increases Desktop Reliability and Reduces Software Rollout Risk
- Delivers Breakthrough Disaster Recovery and Business Continuity Capabilities

CITRIX®