

Webinar: Citrix Summit 2021 Update, 16.2.2021



Herzlich Willkommen.



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Agenda

1. Citrix Events 2021
2. Citrix Geschäftszahlen 2020
3. Citrix Partner Awards 2020
4. Citrix Virtual Apps und Desktops (CVAD)
5. Zero Trust
6. Secure Internet Access
7. Citrix Secure Workspace
8. Citrix + Wrike

Citrix Events

1. Citrix Summit heisst neu Citrix Field KickOff
2. Citrix Synergy heisst neu Citrix Summit Series
 - [Citrix EMEA Work Summit](#)
3. Citrix Briefing Event am 3. März: Anmeldung per [E-Mail](#)

Citrix Geschäftsjahr 2020

Revenue Summary (in millions)

	4Q19	FY19	1Q20	2Q20	3Q20	4Q20	FY20
Subscription	\$194	\$651	\$268	\$243	\$263	\$341	\$1,115
SaaS	113	391	122	131	138	150	541
Other Subscription	80	260	146	113	125	191	574
Product & License	177	584	173	130	87	54	444
Support & Services	439	1,776	420	426	417	415	1,678
Total Revenue*	\$810	\$3,011	\$861	\$799	\$767	\$810	\$3,237

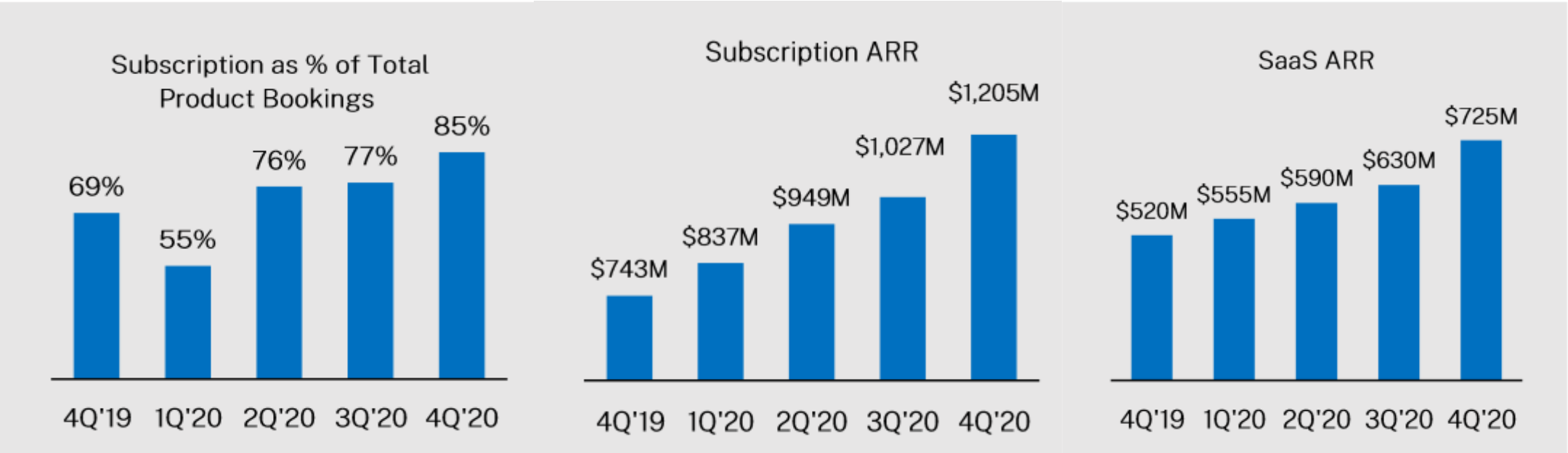
Y/Y Growth

	4Q19	FY19	1Q20	2Q20	3Q20	4Q20	FY20
Subscription	49%	43%	89%	56%	64%	76%	71%
SaaS	45%	43%	43%	43%	37%	32%	38%
Other Subscription	56%	43%	159%	75%	111%	138%	121%
Product & License	-16%	-21%	28%	-8%	-33%	-69%	-24%
Support & Services	-5%	0%	-5%	-6%	-6%	-6%	-6%
Total Revenue*	1%	1%	20%	7%	5%	0%	8%

% of Total Revenue

	4Q19	FY19	1Q20	2Q20	3Q20	4Q20	FY20
Subscription	24%	22%	31%	31%	34%	42%	34%
SaaS % of Subscription	59%	60%	46%	54%	52%	44%	49%
SaaS % of Total	14%	13%	14%	16%	18%	19%	17%
Product & License	22%	19%	20%	16%	11%	7%	14%
Support & Services	54%	59%	49%	53%	54%	51%	52%

Product Subscription and SaaS



Citrix Partner Awards



CVAD Release Feature Matrix

[Link](#)

Feature	Virtual Apps and Desktops service	2012 ↗ Current Release	1912 ↗ Long Term Service Release
Citrix Workspace app Citrix Workspace app is an all-in-one app where users can access their favorite Windows, Linux, mobile, SaaS, web apps, desktops and files seamlessly and instantly. Users get uninterrupted access to the apps they need while IT retains immaculate control over user accounts and password policies to strengthen corporate security. (Refer to the Citrix Workspace app ↗ feature matrix for additional details by platform).	○	○	○
Citrix Receiver A legacy client interface that automatically installs and configures client devices to access applications and resources meant specifically for authenticated users. Available for a wide array of OS platforms including Windows, Mac, Linux, iOS and Android. *Citrix Workspace includes the full capabilities of Citrix Receiver and more	○	○	○
Citrix Workspace experience Workspace experience U/I is a Citrix Cloud service that enumerates and delivers all your digital workspace resources to Citrix Workspace app. On-prem customers can utilize Citrix site aggregation available in Citrix Cloud services to aggregate their on-premises virtual app and desktop deployments and provide simple two-factor authentication via time-based one-time passwords for enhanced security. For more information on Citrix Workspace experience go here .	●		
Citrix StoreFront Enables IT to create enterprise app stores that aggregate resources from Citrix Virtual Apps and Desktops in one place. The store created provides users with self-service access to their Windows applications and desktops through a single portal from all their devices. Admins get a single place to manage the provisioning of corporate applications and desktops for users.	●	○	○

Level of IT involvement key
 = Not entitled in the release at all
 ○ = Requires IT to deploy and manage
 ● = Hybrid solution, requires part(s) to be deployed and managed by IT
 ● = A Citrix cloud service*

CVAD Roadmap

[Link](#)

Theme	On premises or cloud	Domain	Feature description	Status	Description
Choice	Cloud	All	Non-domain Joined VDA support for customer-managed workloads	In progress	Enables connections to non-domain joined hosts using Cloud Identity providers such as Azure Active Directory (AD), Okta, Google IdP
Choice	Cloud	All	Native Azure Active Directory joined VDAs	In progress	Enables connections to pure Azure Active Directory joined Windows 10 hosts and help simplify cloud deployments
Experience	Both	Workspace app	64 bit webcam redirection for Citrix Workspace app on Chrome/HTML5	In progress	Enables webcam redirection from published 64-bit applications when using Citrix Workspace app on Chrome/HTML5
Experience	Both	HDX	Teams optimization screen sharing - Citrix Workspace app for Mac	In progress	Improvement to our Teams optimizations, allowing Mac client users to screen share in MSFT Teams within a virtual session.
Experience	Both	HDX	Teams optimization proxy support	In progress	Support for Microsoft Teams redirection in environments where network proxy servers are configured on the endpoint.

CVAD On Prem – News

CVAD LTSR 1912 CU2

- Fix für über 100 Probleme seit CU1
- Optimierung von UCS: MS Teams, Zoom, WebEx, Jabber und Avaya
- Support für vSphere 7

Citrix Hypervisor 8.2 LTSR

FSLogix Office Container

- Outlook Cached Exchange Mode mit O365 Exchange Online / O2019 mit Exchange on-prem
- OneDrive for Business



Using Citrix Cloud and Microsoft Windows Virtual Desktop

Cloud Service



*Citrix provides VDI delivery services, **Admin** only needs to configure settings*



Admin installs, manages & configures **applications & desktops**

DaaS



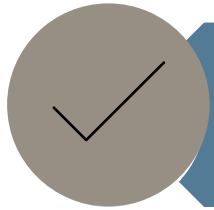
*Citrix provides VDI delivery services, **Admin** only needs to configure settings*



Citrix manages app and desktop infrastructure, provides **desktop image***

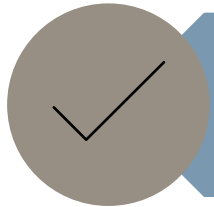
*Admin can also bring their own Desktop/Server image and/or cloud subscription

Desktops as a Service capabilities for All Citrix Virtual App & Desktop services



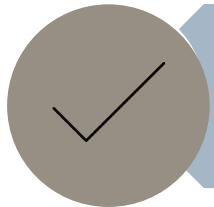
Citrix Virtual Apps & Desktops
Standard for Azure

- With Citrix Managed Capacity



Citrix Virtual Apps & Desktops
service

- *Coming Soon* Citrix Managed Capacity



Citrix Workspace Premium Plus

- *Coming Soon* Citrix Managed Capacity

Citrix DaaS



Citrix provided
virtualization cloud
service



Citrix provided
desktop image with
apps for fast, easy
provisioning

*The fastest, easiest way to
leverage your Windows Virtual
Desktop*

1. Why are you forcing me to move to the cloud?

Historically...

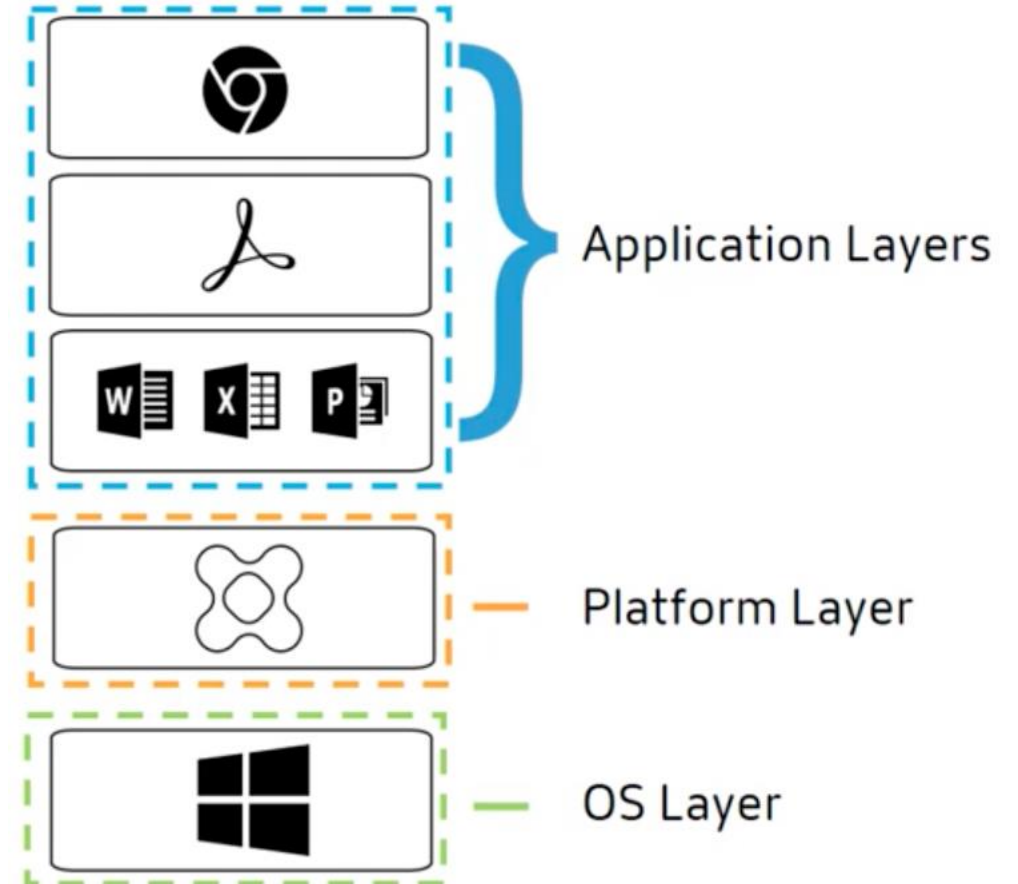
Citrix software updates followed the release schedule of other Enterprise technology vendors.

- Until 2019, these major releases were only once every 2 – 3 years.
- Today... they are upwards of 3 times per year.

Now...

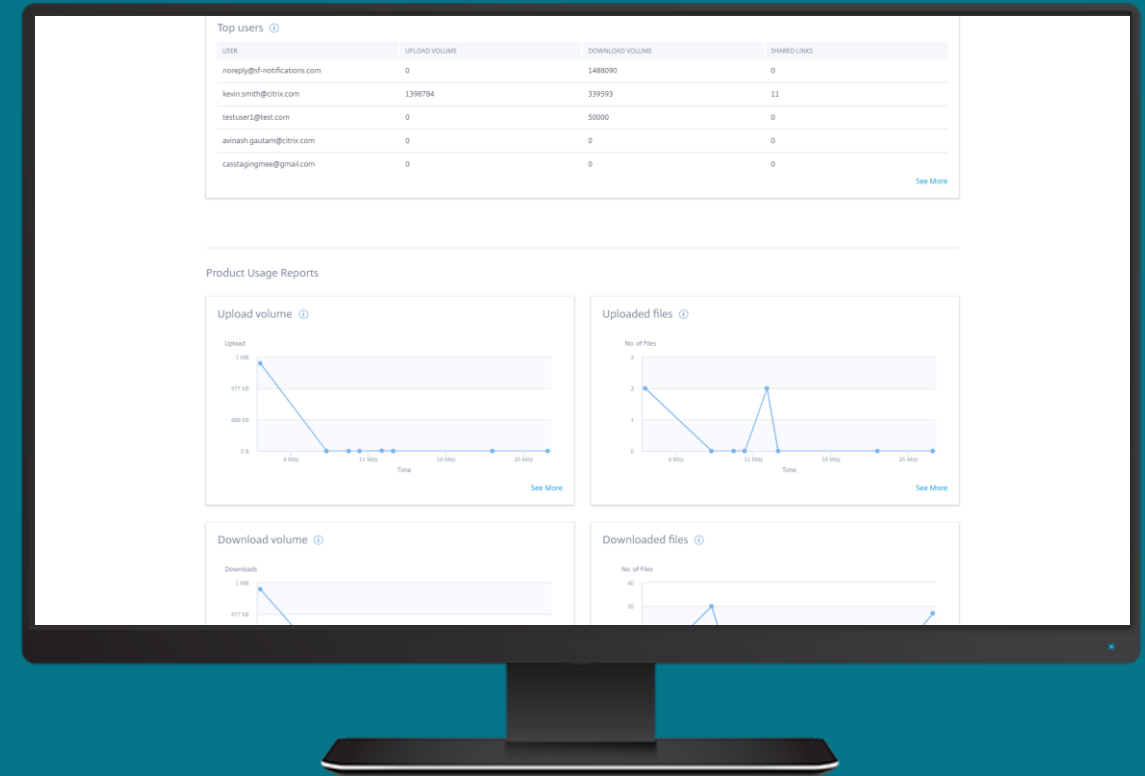
Citrix has shifted towards a SaaS based delivery model with Citrix Cloud.

- Citrix Cloud maintains pace with the industry and
- Enables our customers to leverage new features and benefits from existing solutions



2. Why isn't Citrix Analytics free?

- Citrix Analytics is a fully managed service
- Citrix hosts and maintains the Analytics platform
- Analytics provides valuable insights and results



3. Is Cloud worth the effort? What are the benefits over an on-prem environment?

Always up-to-date, Citrix upgrades no longer required

Receive instant access to new Citrix services

Gain benefits of all SaaS investments as soon as possible



Übersicht Lizenzierung

<https://www.citrix.com/about/legal/product-license-compliance.html>

Produkte

- Citrix Virtual Apps
- Citrix Virtual Desktops
- Citrix Virtual Apps and Desktops
- Citrix Cloud Services

Editionen

- Standard
- Advanced
- Premium

Lizenztypen

- Concurrent
- Named User/Device

Lizenzmodelle

- Perpetual
(seit 01.10.20 nicht mehr verfügbar)
- On-Premises Subscription (OPS)
- Cloud Services
Service inkl. Wartung + (optional) hybride Nutzungsrechte
- **Als CSA und CSP**



Zero Trust / Definition

- Sicherheits-Konzept bzw. –Strategie
- Grundsätzliches Misstrauen gegenüber Geräten und Benutzern
- Extern und intern, BYOD und Corporate-owned
- Authentifizierung bei jeder Gelegenheit (ggf. SSO)
- Grundsätzlich alles verschlüsselt
- Genau definierte Zugriffsrechte
- Laufende Analyse des Netzwerkverkehrs
- Laufende Analyse des Verhaltens von Geräten und Benutzern
- Laufende Erteilung/Entziehung von Zugriffsrechten



Zero Trust – wie umsetzen?

- Auslegeordnung
 - Infrastruktur, Netzwerk, Endgeräte, Datenhaltung, Arbeitsweise
- Threat Assessment
 - Was wäre, wenn...
- Strategie für Zugriffs-Methoden und -rechte erarbeiten
- Massnahmen einführen
 - Endpoint Security (Einhaltung von bestimmten Kriterien)
 - Remote Access Gateway (Zugriff von ausserhalb des Firmennetzwerks)
 - Security Analytics (Erkennen von Auffälligkeiten)
- Gründliche Planung
- Höherer Aufwand nötig



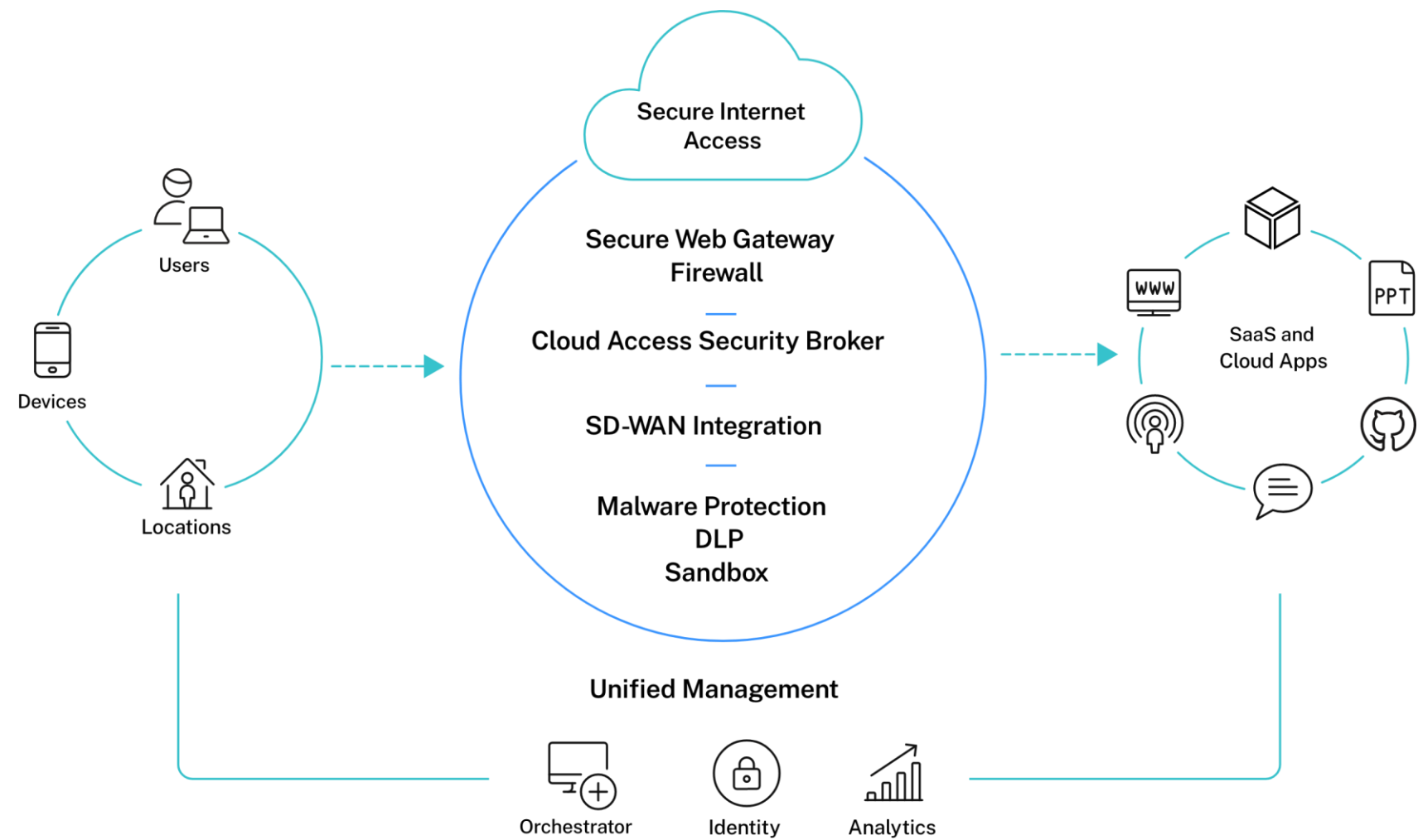


Citrix Secure Internet Access

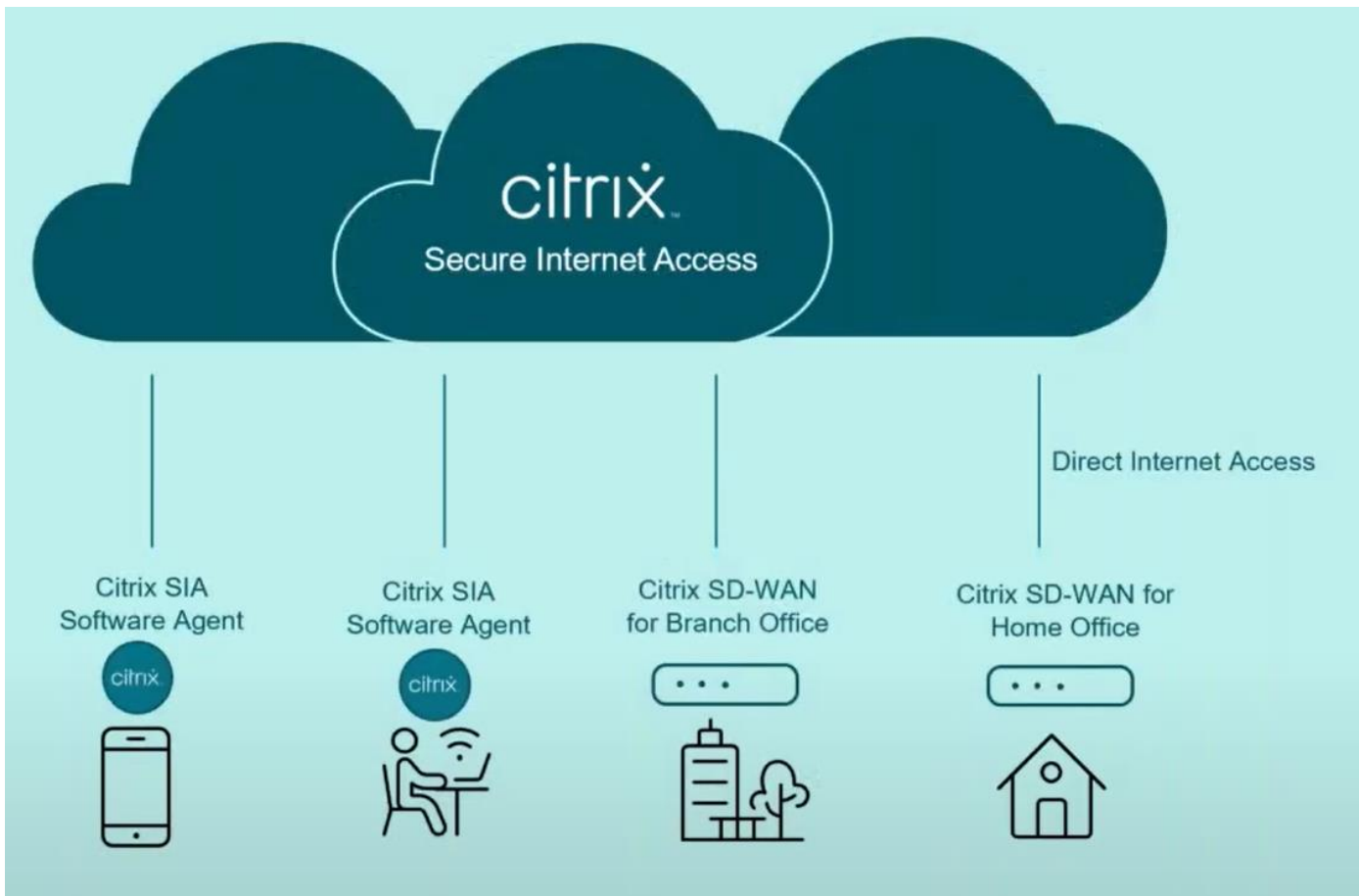
- «Cloud-basierter Web-Proxy-Service»
- Für jedes Gerät bzw. OS, intern/extern
- Webfilter / Full SSL Inspection
- 10+ Threat Engines
- Malware Protection, DLP, Sandbox
- 100+ PoPs weltweit
- Optimal mit SD-WAN
- Voll integriert mit Citrix Analytics



Citrix Secure Internet Access



Malware Protection	Web Filtering	DLP	CASB
• Top-ranked signature-less and signature-based malware engines • Threat feeds from 10+ sources • Ability to feed additional threat intelligence via API • Distributed Behavioral Sandboxing • Intrusion Prevention	• Web Categories • Combined techniques to detect evasive malware • Browser and OS • Allow and Block list • Content / MIME • File and Domain extensions	• Identify specific data within stream of content • Analyze files based on specific file types • Add customizable search patterns • Add Rules based on above engines	• Controls and visibility over cloud apps use • Microsoft Azure and Office365 Tenant Restrictions • Safe Search enforcement • Synchronization with Microsoft CAS



Traffic Redirection

Proxy PAC Files

- ✓ Agentless data redirection
- ✓ Dynamically generated PAC files
- ✓ SAML authentication
- ✓ Recommended for IoT devices

Cloud Connector

- ✓ Software agent running on end-user device
- ✓ Authentication by connectors, including user groups
- ✓ Installs certificates for MITM decryption

OS Supported:



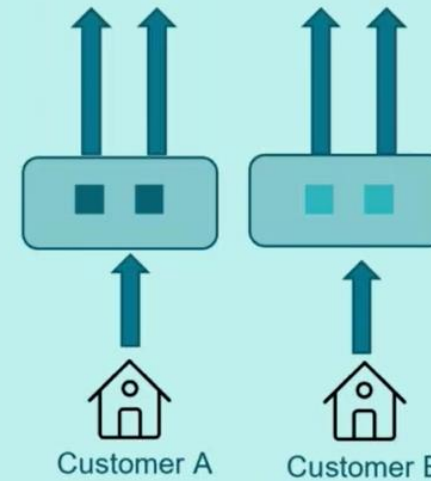
Other Vendors



Mixing of data from multiple enterprises in the same instance and between regions

- Enterprise 1 Traffic
- Enterprise 2 Traffic
- Enterprise 3 Traffic

Citrix Secure Internet Access



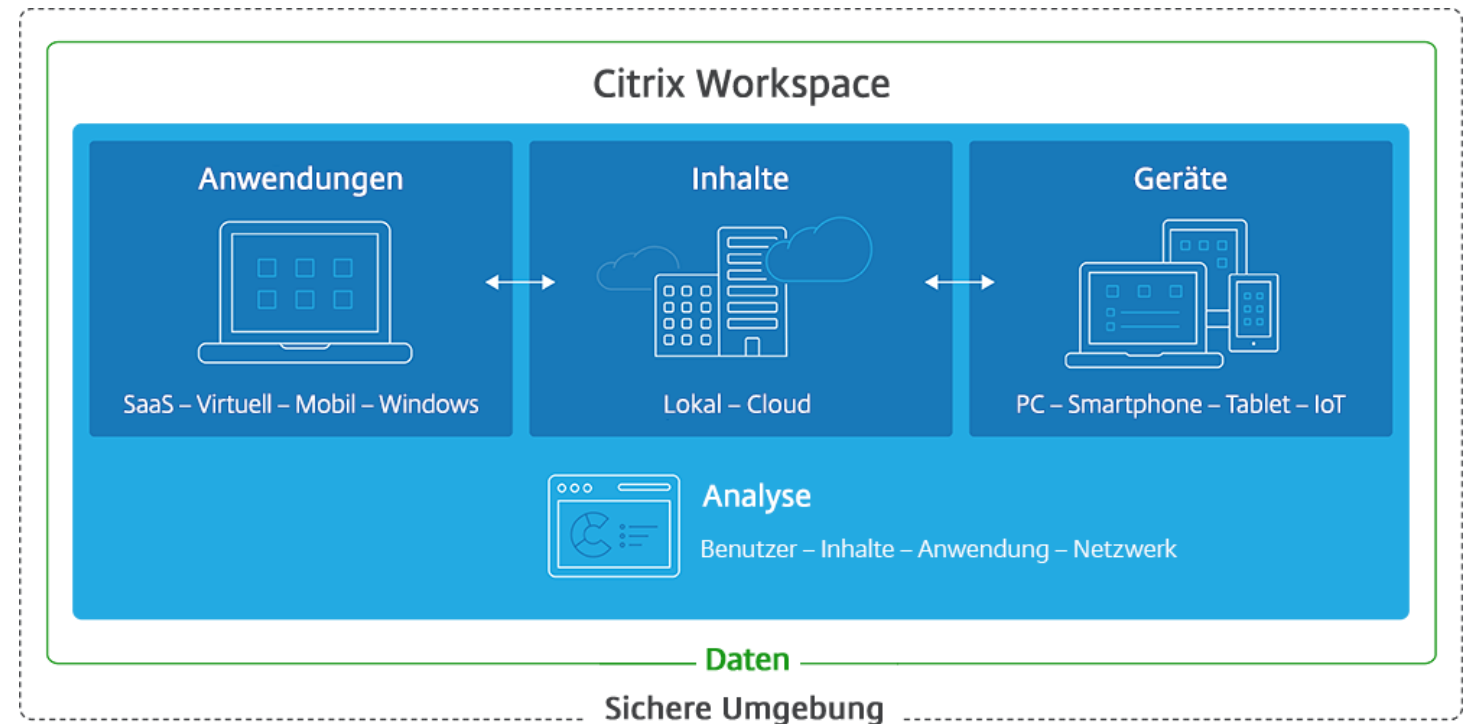
Separate gateways, and horizontal scale divides the BW



Segregation of data based on enterprise, location providing geo-zoning. Higher security for regulated industries.

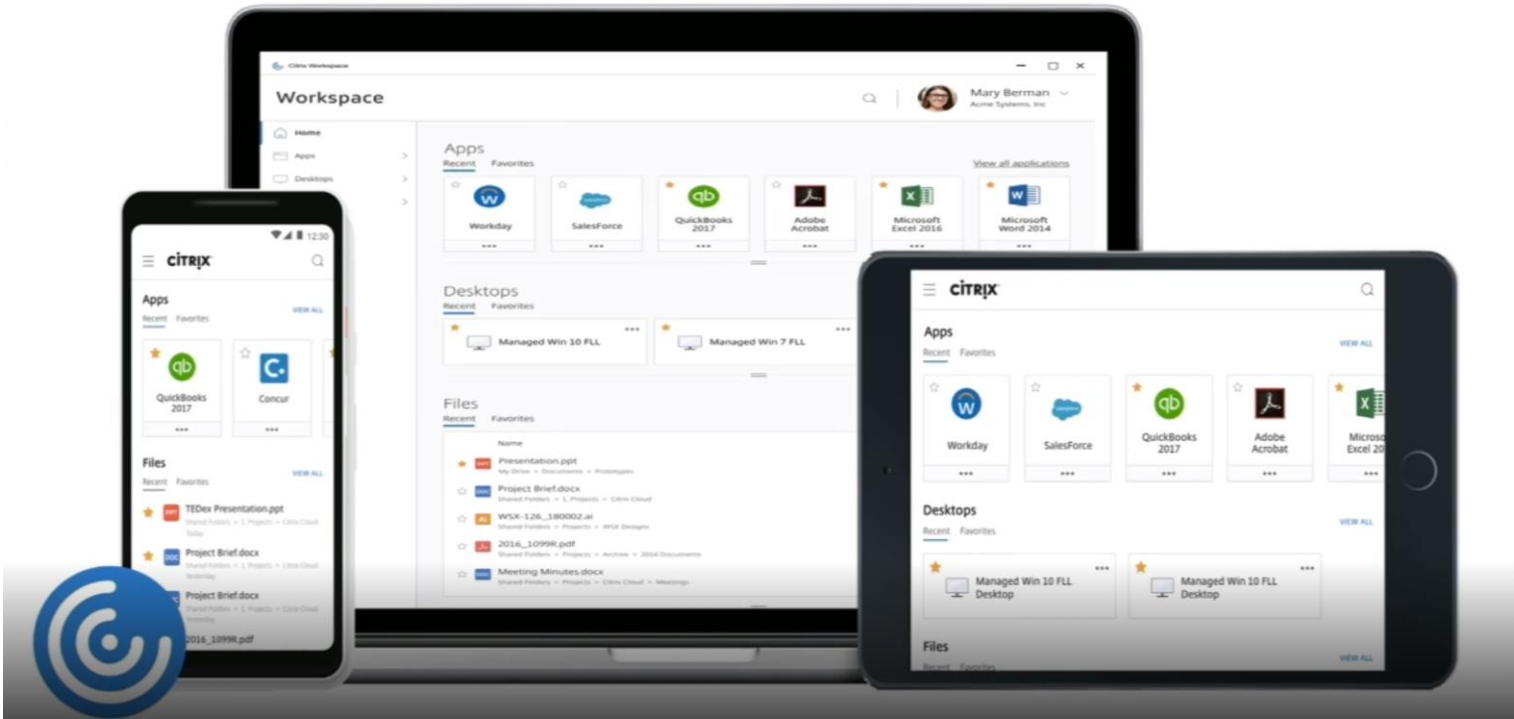
Citrix Secure Workspace

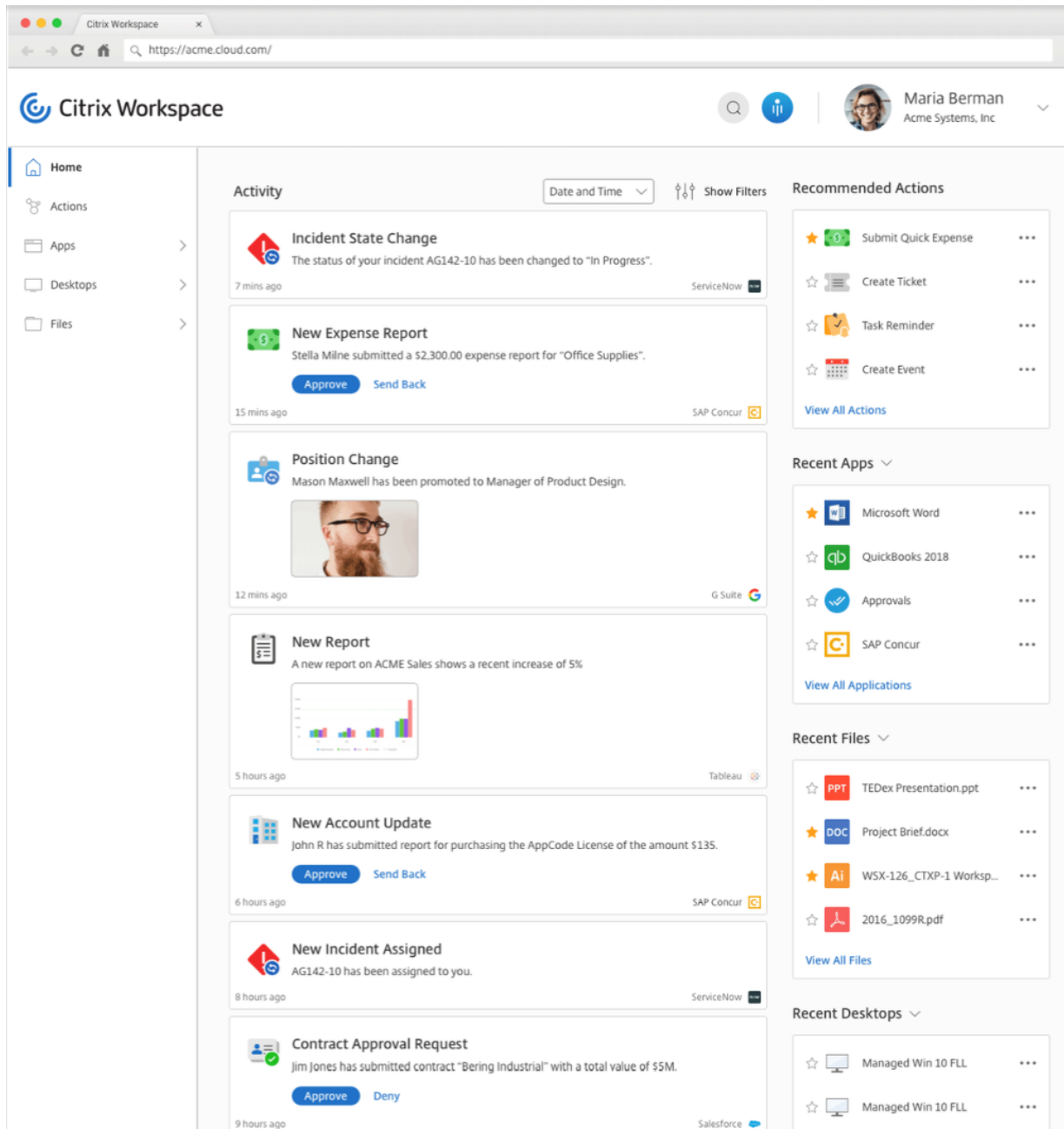
- «Work is not a place, it's an activity»
- Unabhängig von Ort, Netzwerk, Gerät
- Steigerung von
 - Benutzerkomfort
 - Mitarbeiter Engagement
 - Produktivität



Citrix Workspace Experience

- Virtual Apps/Desktops (klassisch) on-prem und/oder Cloud
- Sharefile / Content Collaboration
- Endpoint Management
- Embedded Browser
- Secure Browser service
- SaaS
- Office 365
- MicroApps





The screenshot displays the Citrix Workspace application interface. At the top, the browser address bar shows 'https://acme.cloud.com/'. The user profile 'Maria Berman' from 'Acme Systems, Inc.' is visible in the top right. The left sidebar contains navigation options: Home, Actions, Apps, Desktops, and Files. The main content area is divided into several sections:

- Activity:** A feed of recent events including:
 - Incident State Change:** 'The status of your incident AG142-10 has been changed to "In Progress".' (7 mins ago, ServiceNow icon)
 - New Expense Report:** 'Stella Milne submitted a \$2,300.00 expense report for "Office Supplies".' (15 mins ago, SAP Concur icon, with 'Approve' and 'Send Back' buttons)
 - Position Change:** 'Mason Maxwell has been promoted to Manager of Product Design.' (12 mins ago, G Suite icon, with a profile picture)
 - New Report:** 'A new report on ACME Sales shows a recent increase of 5%' (5 hours ago, Tableau icon, with a bar chart)
 - New Account Update:** 'John R has submitted report for purchasing the AppCode License of the amount \$135.' (6 hours ago, SAP Concur icon, with 'Approve' and 'Send Back' buttons)
 - New Incident Assigned:** 'AG142-10 has been assigned to you.' (8 hours ago, ServiceNow icon)
 - Contract Approval Request:** 'Jim Jones has submitted contract "Bering Industrial" with a total value of \$5M.' (9 hours ago, Salesforce icon, with 'Approve' and 'Deny' buttons)
- Recommended Actions:** A list of suggested tasks: 'Submit Quick Expense', 'Create Ticket', 'Task Reminder', and 'Create Event'.
- Recent Apps:** A list of recently used applications: 'Microsoft Word', 'QuickBooks 2018', 'Approvals', and 'SAP Concur'.
- Recent Files:** A list of recently accessed files: 'TEDex Presentation.ppt', 'Project Brief.docx', 'WSX-126_CTXP-1 Worksp...', and '2016_1099R.pdf'.
- Recent Desktops:** A list of recently used desktop environments: 'Managed Win 10 FLL'.

Bechtle Webinar «Intelligent Workspace»:
<http://register.gotowebinar.com/recording/686483791142951171?assets=true>

Weitere Bechtle Webinare:
<https://www.bechtle.com/ch/ueber-bechtle/events/bechtle-webinar-kanal>





- ~1000 MA
- ~18'000 Kunden
- ~140 Mio. Umsatz
- Referenzen: Walmart, Nickelodeon, Google, Dell, Airbnb
- Grösste Übernahme von Citrix bis dato
- SaaS für Collaboration / Project Management / Marketing
- Überschneidende Features mit MS Teams, Trello, Slack, ...



Besten Dank! Stellen Sie uns Ihre Fragen.



Weitere Infos:
bechtle.com/ch

Vorschau.



- 23.02.2021 Webinar: Azure Readiness - Application Proxies on Azure
- 25.02.2021 Webinar: Adobe Creative Cloud für Business-Anwender
- 02.03.2021 Webinar: IoT bei Bechtle
- 16.03.2021 Webinar: Kubernetes

Mehr Infos unter bechtle.com/ch/ueber-bechtle/events

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