

## Citrix Receiver Universal Client for IT Service Delivery

### Citrix Receiver helps your IT Organisation leverage the full value of the Citrix Delivery Center:

- **Simplifying** IT for users by making it easy to work anywhere with the same, simple experience in the office, traveling or at home. Simply connect and work.
- **Optimising** IT administration to easily and quickly deliver new client software or updates without the complexity of packaging and distribution generally associated with ESD solutions, while reducing the cost of Desktop management.
- **Accelerating** the adoption of new business models, like BYOC and DaaS, by providing a centralised framework for client management that follows administrators to easily configure user capabilities while controlling access to resources with a simple, self-service client that provides a “high definition” user experience.

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Citrix® Receiver™ is a new lightweight software client that makes accessing virtual applications and desktops on any device as easy as turning on your TV. Much like a satellite or cable TV receiver in a broadcast media service, Citrix Receiver allows IT organisations to deliver desktops and applications as on-demand service to any device in any location with a rich “high definition” experience.

As long as employees have Citrix Receiver installed, IT no longer has to worry about whether they are delivering a PC in the office, a MAC at home, or an iPhone on the road. This approach radically simplifies desktop management for IT and gives end users far more flexibility and independence in how and where they work.

The one-time setup for Citrix Receiver is fast and familiar – much like installing a player for Adobe Flash™ or Apple QuickTime™. Users simply point their browser to a website provided to them by their IT department and follow the easy step-by-step instructions. Going from a fresh new PC or laptop to a fully provisioned user with all the applications and desktops ready to use, typically requires less than 15 minutes. Once installed, Receiver is always up-to-date as the latest versions of client software and plug-ins are automatically pushed to all users based upon the policies set-up by IT and preferences Chosen by the user.

### Citrix Receiver for Windows

Citrix Receiver for windows is the first universal client for IT service delivery. With Citrix Receiver installed on a device, IT can deliver applications and desktops as an on-demand service with no need to manage, own or care about the physical device or its location. This model enables IT to effectively operate as a service provider with complete control over security, performance, and most importantly, user experience.

Under the hood, Citrix Receiver is a lightweight software client with an extensible browser-like “plug-in” architecture that communicates with head-end infrastructure in the Citrix Delivery Centre product family including XenApp, XenDesktop, Delivering virtual applications and desktops, multi-media content, intranet web sites and documents is easy with Citrix Delivery Centre’s publishing features



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### Citrix Receiver for iPhone

Citrix Receiver delivers applications as a service to users on any device, anywhere. Now you can access any windows application or document right from the palm of your hand with the iPhone. By leveraging the easy-to-use interface that has revolutionised mobile computing today, Receiver enables you to open documents, update reports, approve expenses, and even join a webinar from anywhere – straight from your iPhone.

### Citrix Dazzle – Putting the “personal” back into computing

Citrix Dazzle – the first self-service “storefront” for enterprise applications – gives corporate employees 24x7 self-service access to the applications they need to work. Dazzle offers a rich, intuitive user experience that requires no training. If you’ve used DirecTV or Apple iTunes, you already know how to use Dazzle. Dazzle makes self-service IT a reality for the first time ever, giving users simple access to apps and IT services, and bringing the economics of the web to enterprise IT.

### Empowering Users with an Enterprise App Store

It’s easy to choose exactly what need, when you need it – apps, your desktop, or any IT delivered service. Simply browse or search for the app or IT service you need. Subscribe or unsubscribe with one click. Organising selected apps into user-defined “play lists” is easy and intuitive. Users decide the folders that appear in their Start menu (or, in the future OSX Dock). Simply click to create, then drag and drop any app or IT service.

### Self-Service Storefront for XenApp

For more than 200,000 enterprise customers already using Citrix Delivery Centre products like XenApp and XenDesktop, Dazzle effectively acts as a storefront to their existing delivery infrastructure. IT is in control, instantly and easily advertising the existing offline and online Windows applications and Web applications with XenApp’s “app publishing” interface. Adding, updating and removing apps and IT services takes minutes – not days, weeks or months.

### Zero-touch install and configuration

Dazzle is fully integrated with Citrix Receiver, so getting users started is easy. IT just loads the Receiver plug-in for Dazzle into Merchandising Server, schedules it for delivery, and its silently pushed to every PC or Mac that has Receiver installed. When users launch Dazzle, the store will be fully stocked with all the apps IT has to offer. Its that easy.

### One Click Live Help

Users get one click to talk to a service agent that can remotely assist them with any enterprise IT service question allowing IT to provide a “first call resolution” service at low cost that keeps users productive and satisfied. GoToAssist – the industry’s gold standard for remote support – can be fully integrated with third party trouble ticketing systems such as Remedy.

## Citrix Merchandising Server – Create, Deliver and Manage high quality user experience

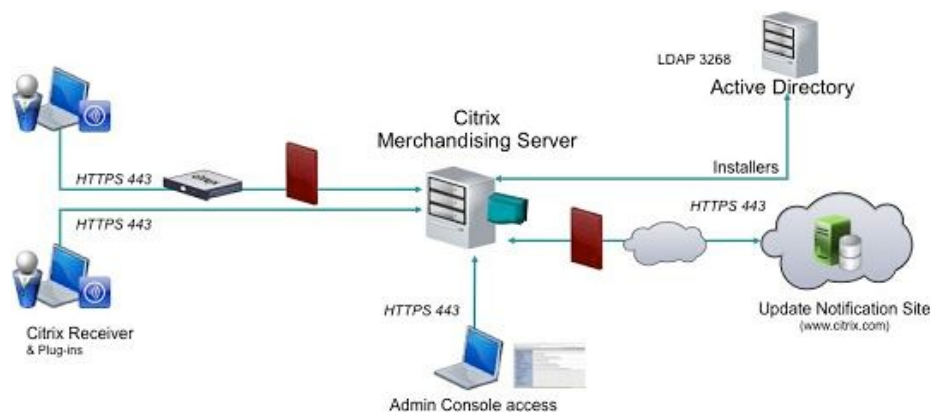
Citrix Receiver is distributed from Citrix Merchandising Server which is a new virtual appliance for creating, delivering and managing a high quality user experience on laptop's, desktops and smartphones. IT can easily "merchandise" their IT services in a convenient, simple way that seamlessly connects users to published applications, desktops and other services – in the same way retail merchandising managers create a compelling shopping experience for their customers.

### Manages Setup and Distribution

The merchandising Server provides easy management, setup and distribution of the Citrix Receiver, Plug-ins and updates. For users, Citrix Receiver's one-time setup is simple, fast and easy. Simply point any browser to the Setup site included with Merchandising Server. Two clicks and the setup process starts. From a fresh PC or Laptop to fully provisioned with the broad range of IT services – from applications to virtual desktops – anywhere in the world in less than 15 minutes (depending upon network connection)

### Centralises management

With centralised management, the Merchandising Server makes is very easy for IT to "turn on" Citrix Receiver across the entire organisation .Additional tools are included for simplifying migration from legacy implementations of Citrix ICA clients such as Citrix Program Neighborhood, PN Agent, and Web Interface to the latest Citrix Receiver, Plug-ins and updates.



### Enables Web-based user Support Services

No Service would be complete without being able to provide a fast, convenient way for users to get assistance and advice – like a customer service desk at your favorite retailer. Merchandising Server includes an innovative web infrastructure for easily connecting users to the "Expert City" where users can get assistance content and services on-demand

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