**access** ON DEMAND

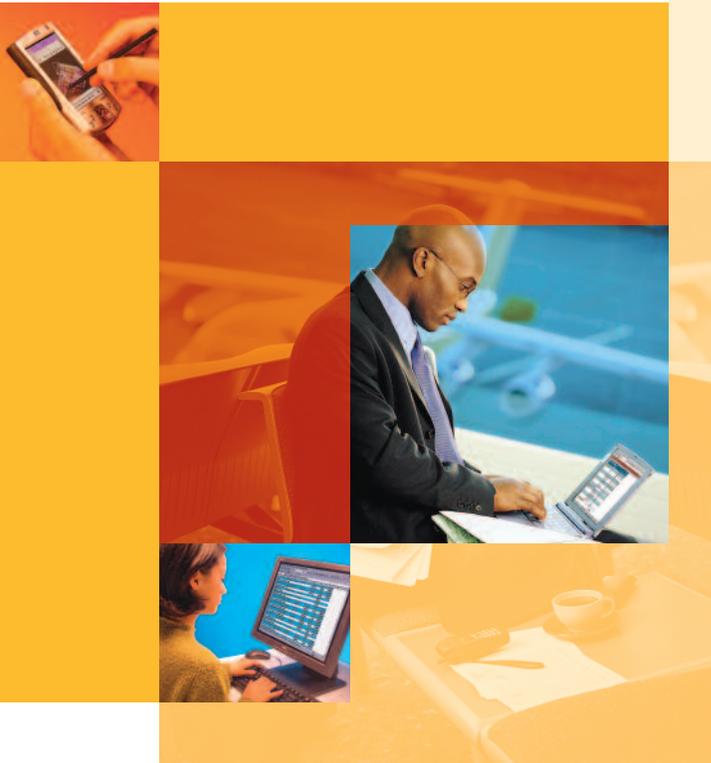# Citrix Presentation Server

*THE DE FACTO STANDARD FOR DELIVERING WINDOWS APPLICATIONS AT THE LOWEST COST — ANYWHERE*

**Citrix Presentation Server™ provides an end-to-end application delivery system for all of the Windows®-based applications in your organization.**

**LOWEST-COST WINDOWS APPLICATION DELIVERY.** Deliver applications quickly without leaving the data center by using the state-of-the-art application streaming and application virtualization technologies of Presentation Server. Eliminate the need to install or manage applications on individual user devices, making application testing, provisioning, management and support easier and less costly. Let the underlying intelligence automatically select the best delivery method for the user, the application and the location.

**STRONGEST PROTECTION FOR SENSITIVE INFORMATION.** Control, protect and retain intellectual property centrally to dramatically reduce the chance for data loss and theft. Presentation Server helps you prevent data from leaving the data center without your explicit permission, supporting regulatory compliance and security objectives. Built-in endpoint scans and policy controls take into account each user's role, device characteristics and network conditions to determine which applications and data they are authorized to access. These dynamic attributes also define where users may store and print sensitive information. Such strong security measures decrease the potential for inadvertent exposure, and enhance your ability to back up and restore information from one place for greater fault tolerance and disaster recovery. Integrated single sign-on and a secure SSL VPN gateway for remote access enable a "one password, one path" approach to application and data access.

**OUTSTANDING APPLICATION PERFORMANCE OVER ANY NETWORK.** Improve application responsiveness and increase user productivity with patented application virtualization techniques perfected over 15 years. Many applications frustrate users as they wait for data to be pushed across the network. Over high-latency or bandwidth-constrained WANs, these problems are even worse. Presentation Server greatly reduces network bandwidth requirements and mitigates latency issues, because with virtualized applications, only mouse movements, keystrokes and screen updates traverse the network. Even data-laden and graphics-heavy applications perform better, keeping users active and productive.

**CİTRIX®**

**Fastest application delivery to all users — anywhere.** Accelerate the time-to-value of your applications so you can quickly respond to changing business needs. Manage the delivery of all your Windows®-based applications from one central location — no need to go from desktop to desktop, travel from office to office, or wait for laptops to return to headquarters. With Presentation Server, you deliver applications and updates instantly — anywhere, any time — to offshore employees, outsourcers, new branch offices, new mergers and acquisitions, or mobile workforces.

**Continuous availability and high reliability, coupled with fast application performance**. Provide high availability for an "always-on" user experience with application load management, automated server recovery, and failover. Rapidly troubleshoot issues by using detailed and actionable reports that monitor the end-user experience and identify root causes anywhere in the system — the application, server, the network or the desktop. Presentation Server gives you end-to-end visibility into application usage and performance, which is key to satisfying and verifying application service level agreements (SLAs) and increasing user satisfaction and productivity.

**One user interface, one logon, one great experience.** Users need only one familiar way to access applications, regardless of where they are or what device they are using. With Citrix SmoothRoaming™, you can ensure that applications and data move with your users as they change locations, networks or devices, so they can pick up exactly where they left off without interruption.

| REDUCE COST OF APPLICATION DELIVERY | Platinum Edition | Enterprise Edition | Advanced Edition |
|---|:---:|:---:|:---:|
| **Application Virtualization** — Consolidate applications and data centrally, yet allow users the freedom to operate from any location, on any device, over any network — only screen displays, keyboard entry and mouse movements traverse the network. | ● | ● | ● |
| **Application Streaming** — Install applications once centrally, and then let Presentation Server stream them to users' desktops on demand in an isolated environment without worrying about application and system conflicts. Perfect for mobile users and others who must also work offline. | ● | ● | |
| **Application Hub** — Centrally store isolated applications that you want to deliver to users through either virtualization or streaming. Rapidly provision applications and updates to Presentation Server farms without disrupting users or causing application or system conflicts. This feature greatly simplifies delivery and maintenance of applications across any size Presentation Server farm. | ● | ● | |
| **Isolation 2.0** — Expand application compatibility and accelerate performance of applications with the next generation of isolation technology. Isolation 2.0 is leveraged in Application Isolation Environments, Application Streaming and the Application Hub. | ● | ● | |
| **Non-Administrator Client Installation** — Eliminate the need to give users "Administrator" privileges in order to install the Presentation Server client, making it easier for users to access virtualized applications from any device, such as kiosks and business centers. Also cuts down on support calls. | ● | ● | ● |
| **Health Assistant** — Strengthen system resiliency with Health Assistant capabilities that perform continuous server health checks and automatically initiate recovery procedures, reducing the need for administrator intervention. | ● | ● | ● |
| **Configuration Logging** — Track changes made to the Presentation Server farm, by whom, and at what time to simplify and accelerate troubleshooting. Invaluable for auditing and ensuring accountability when multiple administrators are maintaining Presentation Server. | ● | ● | ● |
| **Active Directory Federation Services (ADFS) support** — Make it easier to extend application access to trusted partners. No longer is ADFS limited to Web applications — now you can provide federated access to any Windows application delivered by Presentation Server. | ● | ● | ● |
| **Virtual IP Address Support** — Achieve broader application compatibility by assigning a unique IP address for every session on a server. | ● | ● | ● |
| **CPU Utilization Management** — Give each user a fair share of CPU resources, eliminating spikes and increasing user density per server. | ● | ● | |
| **Virtual Memory Optimization** — Improve efficiency of virtual memory usage, which provides more room for additional users and applications on a single server. | ● | ● | |
| **64-bit Platform Support** — Maximize return on IT investments. Imagine getting 500 users per server — dramatically reducing your hardware acquisition costs, electricity and cooling costs, and management and maintenance. | ● | ● | ● |
| **Web Interface** — Deliver any Windows application over the Web quickly and easily without having to rebuild existing programs or deploy less-capable versions. | ● | ● | ● |

| STRENGTHEN INFORMATION SECURITY | Platinum Edition | Enterprise Edition | Advanced Edition |
| --- | :---: | :---: | :---: |
| **Secure-by-Design Architecture** — Strong information security measures are incorporated throughout all aspects of the Presentation Server architecture to give the business the maximum possible control over data and applications. | ● | ● | ● |
| **SmartAccess** — Powered by the Citrix Access Gateway™ product line of SSL VPN appliances, the new secure gateway solution provides granular access control policies and integrated endpoint analysis. | ● | | |
| **Single Sign-On** — Users need only a single logon/ password combination to securely launch multiple password-protected applications delivered by Presentation Server. Powered by Citrix Password Manager™, this feature provides automated application logons, password policy control and self-service password reset to encourage and enforce security disciplines without burdening system administrators or users. | ● | | |
| **Two-factor Authentication Support** — Take further steps to authenticate users with support for RSA SecurID® and SafeWord® SecureComputing tokens. | ● | ● | ● |
| **Trusted Server Configuration** — Prevent users from accessing unauthorized servers. Similar to the Internet Explorer® "trusted Web sites" feature, Trusted Server Configuration helps lock down environments and increases administrator control. | ● | ● | ● |
| **Advanced Encryption Standard (AES) Support** — Provide high performance, standards-based encryption security using AES, required by many government agencies and other organizations with strict security requirements. | ● | ● | ● |

| BEST APPLICTION PERFORMANCE & USER EXPERIENCE | Platinum Edition | Enterprise Edition | Advanced Edition |
| --- | :---: | :---: | :---: |
| **Application Performance Monitoring** — Powered by Citrix EdgeSight™ software, the new monitoring capabilities in Presentation Server enable IT to quickly pinpoint and troubleshoot server, network and application programming issues that impact the user experience. | ● | | |
| **SpeedScreen™ Technologies** — Dramatically improve the performance and responsiveness of virtualized applications, particularly graphics-intensive multimedia software, even over high-latency, low-bandwidth connections. | ● | ● | ● |
| **Citrix SmoothRoaming™** — Facilitate workforce mobility by allowing users to move between devices, locations and networks while preserving the state of their applications and workspace. Session reliability features ensure that the environment remains active even through intermittent network connectivity. | ● | ● | ● |
| **Automatic Load Management** — Distribute user workloads to the least-busy server with the Presentation Server intelligent load-balancing functionality. | ● | ● | |
| **Universal Print Driver** — Accelerate print speed and ease of use while letting virtualized application users take advantage of advanced printer features such as paper tray selection, stapling and sorting. | ● | ● | ● |
| **Local Device Support** — Enrich users' experiences by allowing them to leverage locally attached devices, such as scanners, dictation equipment and USB-connected PDA devices with virtualized applications. | ● | ● | ● |

PRESENTATION SERVER IS AVAILABLE IN THREE DIFFERENT EDITIONS

**Platinum Edition** — Provides an end-to-end application delivery system for all Windows applications. It includes all the features of the Enterprise Edition, including Application Streaming, and adds the following capabilities that enhance security and mobility and enable performance management:
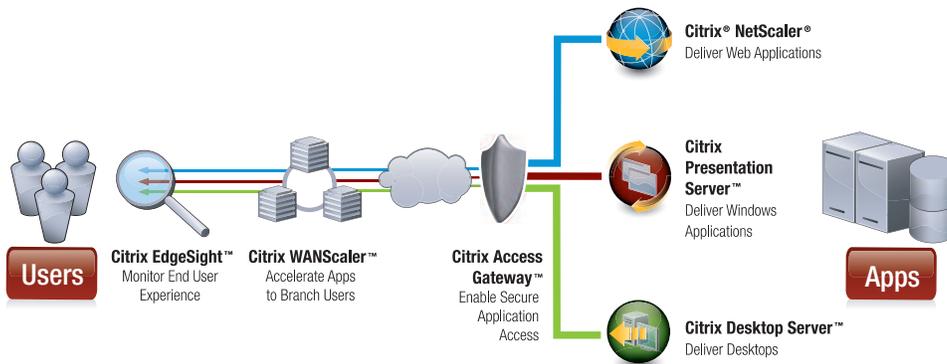
- Application Performance Monitoring, powered by Citrix EdgeSight™

- SmartAccess, powered by Citrix Access Gateway™

- Single Sign-on, powered by Citrix Password Manager™

**Enterprise Edition** — Includes all of the features of the Advanced Edition and adds Application Streaming to enable the system to deliver all Windows applications to desktops, as well as rapidly provision applications and updates to Presentation Server farms.

**Advanced Edition** — Provides the fundamental technology for virtualizing Windows applications in mission-critical environments. This edition provides seamless desktop integration of virtual applications, simple Web-based application access, load balancing, and other capabilities necessary to consolidate your IT environment.

## Six Keys to Successful Application Delivery
Deliver Any App to Any User with the Best Performance, Security, Cost and Agility



**Citrix® NetScaler®**
Deliver Web Applications

**Citrix Presentation Server™**
Deliver Windows Applications

**Citrix Desktop Server™**
Deliver Desktops

**Users**

**Citrix EdgeSight™**
Monitor End User Experience

**Citrix WANScaler™**
Accelerate Apps to Branch Users

**Citrix Access Gateway™**
Enable Secure Application Access

**Apps**

**Citrix® NetScaler®** for delivering Web-based applications — Optimize all web applications with an integrated networking solution that accelerates performance, improves security, and substantially reduces load on servers.

**Citrix Presentation Server™** for delivering Windows-based Applications — Save millions in management costs and eliminate data security risks by installing all Windows applications in the datacenter and virtualizing or streaming them to end users over the network.

**Citrix Desktop Server™** for delivering desktops — Reduce the cost, management and security risk of desktop computing by delivering Windows desktops virtually from the datacenter in a way that actually improves the end user experience.

**Citrix Access Gateway™** for enabling secure application access — Provide a secure single point of access to all applications that automatically customizes access policies based on user scenarios.

**Citrix WANScaler™** for accelerating applications to branch users — Instantly improve the performance of applications delivered over the wide area network while reducing bandwidth by up to 75%.

**Citrix EdgeSight™** for monitoring end user expierience — Ensure applications are meeting business metrics at all times by monitoring performance from the user's perspective.

## CITRIX®

Best Access Experience. Anytime. Anywhere.

**About Citrix:** Citrix Systems, Inc. (Nasdaq:CTXS) is the global leader and the most trusted name in application delivery infrastructure. More than 180,000 organizations worldwide rely on Citrix to deliver any application to users anywhere with the best performance, highest security and lowest cost. Citrix customers include 100% of the Fortune 100 companies and 98% of the Fortune Global 500, as well as hundreds of thousands of small businesses and prosumers. Citrix has approximately 6,200 channel and alliance partners in more than 100 countries. Annual revenue in 2006 was $1.1 billion. Learn more at www.citrix.com.

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## Learn How Presentation Server Can Help

Why not make the move to Citrix? Help your department, your users and your organization with Citrix Presentation Server, the de facto standard for delivering Windows-based applications at the lowest cost — anywhere.

Visit us at www.citrix.com/presentationserver and find out more.

## Citrix Worldwide

**www.citrix.com**