

Mobile workspaces from IBM and Citrix



Enabling desktop virtualization and mobility

Highlights

- Delivers desktop and application virtualization for security-rich access to data
 - Simplifies overall client IT environment for improved management, compliance and flexibility
 - Leverages IBM's alliance with Citrix for global scale, services expertise and market-leading technology
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In the age of instant communication, the notion of returning again and again to a single, tethered computer to input or access data seems almost antiquated. More than that, it is time-consuming, unproductive and expensive for your enterprise. With the growth of “bring-your-own-device” initiatives and worker mobility on the rise, holding onto a business model that no longer meets the needs of the new workplace is counter-productive. Still, it can be a challenge to navigate the transition without serious business disruption.

IBM and Citrix can help you migrate to a more flexible, security-rich desktop environment that leverages cloud computing. IBM Mobile Virtualization Services, part of the IBM MobileFirst portfolio and powered by a breadth of Citrix technologies, enables mobile workstyles with desktop virtualization.

Our preconfigured design templates and reference architectures take advantage of Citrix XenApp and XenDesktop using FlexCast technology to more quickly deliver virtualization to meet the requirements of your end users. Hosted on- or off-premises, a virtual infrastructure helps centralize management, simplify and speed rollout of new applications, and reduce costly hands-on desktside support for end users.

Accessing your enterprise desktops and apps securely from any device

As new mobile devices find their way into your workplace, users are demanding that they have the same access to corporate information and applications as existing desktops and laptops. Desktop virtualization enables them to peacefully coexist, allowing work and true collaboration to happen practically anytime, anywhere and on any device—on the road, at a customer location, at home or even down the hall in a conference room.



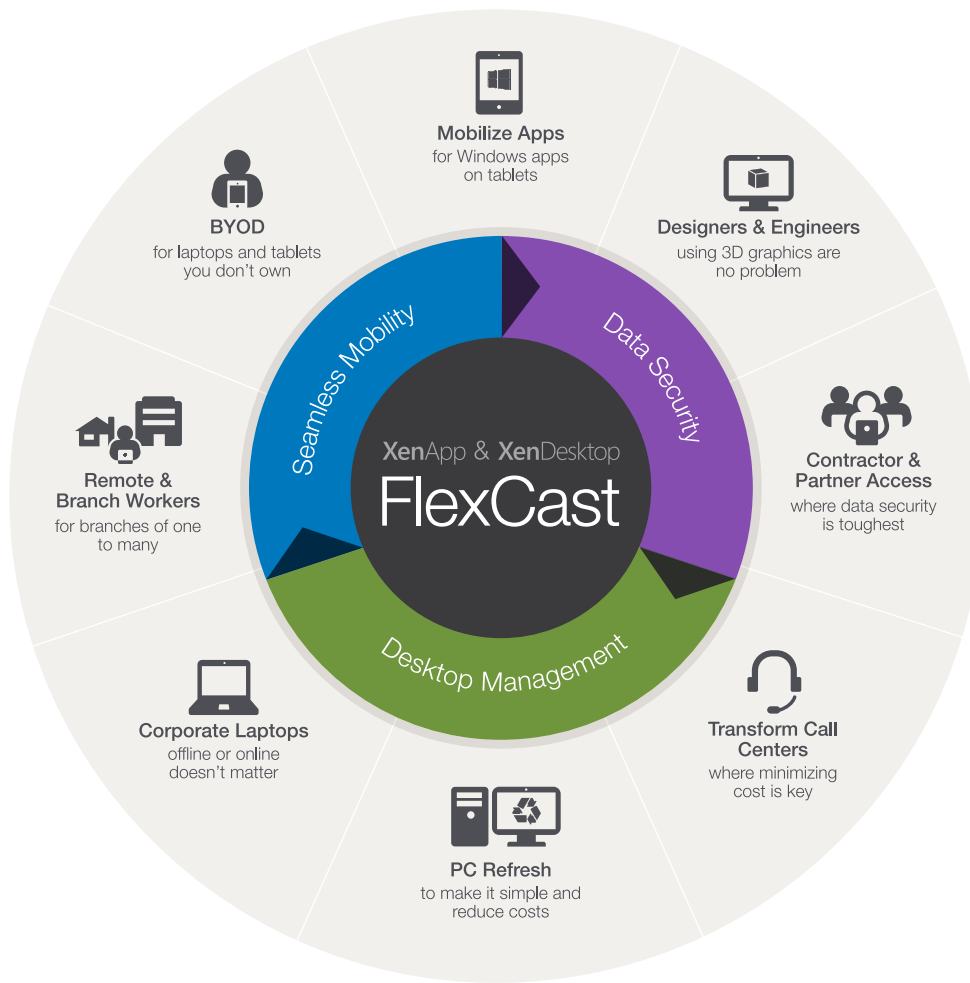


Figure 1: A wide range of business issues is driving IT toward desktop virtualization. One solution - Citrix XenDesktop with FlexCast delivery technology - helps IT teams empower their entire workforces, one project at a time.

Working with IBM and Citrix, you may repurpose existing PCs, add new thin clients or integrate mobile devices into the newly virtualized infrastructure, independent of the operating system or platform. The technology allows for personalization, enabling real-world flexibility while controlling costs. And you can easily control access based on policies, roles, locations or whatever your organization requires. Using Citrix XenDesktop with FlexCast delivery technology, operating systems and applications can be delivered dynamically to users virtually anywhere, on most any device. A rich user experience, especially for multimedia applications, is critical in virtualized desktops. Citrix HDX technology enables “high-definition,”

reliable, consistent images without latency issues, helping virtualization expand to CAD and 3D program users in engineering, design and research.

Citrix NetScaler, an advanced solution for delivering apps and cloud and enterprise services, is an ideal choice for front-ending a desktop virtualization infrastructure. NetScaler not only preserves the benefits promised by virtual desktops, it maximizes them. Available as a hardware appliance or software-based virtual appliance, it provides an extensive set of security capabilities that help protect virtual desktop infrastructure.

Managing your virtual environment

With desktop virtualization solutions from IBM and Citrix, IBM or your IT staff can manage single instances of each operating system, application and user profile—dynamically assembling and delivering them on demand. Updates, patches and rollouts can happen once from a single integrated, centralized management console. In addition to simplifying management, improving compliance and reducing virus exposure, a virtualized environment helps ease the demands of migrations.

And because these virtual desktops do not run on local devices, users no longer require powerful hardware, so costly refresh cycles can be extended—and users are enabled to bring their own devices. The Citrix solution enables self-service access to any application appropriate to your users' roles and permissions through an internal enterprise application storefront with single sign-on. In fact, virtualization goes a long way toward a more personalized worker environment, which helps keep more expensive desktide support to a minimum and users more productive.

In addition, security and compliance are enhanced in a virtualized desktop environment, primarily because data no longer resides on an unsecured endpoint or system. The solutions extend IT and security policies from the enterprise data center to the end user, helping to protect intellectual property. This helps reduce the risk of lost or compromised data, even if the device itself should go missing.

Tapping into alliance partner expertise for business agility

For more than 20 years, IBM and Citrix have shared a joint approach, technology roadmaps and a strong track record with mutual clients in almost every industry. These two leading companies offer the global scale, virtualization technology and services to deliver expertise that helps clients transform traditional desktop environments into flexible, mobile workspaces that pave the way for business to thrive in the cloud era.

Customers are seeing success

An Australian financial services company wanted to simplify its desktop environment with a flexible, stable, secure solution. Working with IBM and Citrix, the company introduced a hosted virtual desktop solution for about 5,000 desktops at 850 branches. Using Citrix technology to replace local servers with a centralized environment, the company has improved customer service allowing employees to use their own devices for work while improving mobility and security. The company has improved IT availability and protects sensitive data in a security-rich cloud environment that can scale up to 40,000 more users.

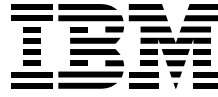
When a large healthcare payer created a desktop infrastructure in-house to replace several hundred special-purpose computers used for claims processing, it found performance of the virtualization pilot actually dropped by two-thirds. IBM provided a data-driven assessment that pinpointed the service issues. Working with Citrix, IBM provisioned virtual machines in the company's data center and was able to deliver improved performance in a managed environment.

For a large telecommunications company in Latin America, the combined efforts of the IBM-Citrix alliance helped address numerous issues. The company was faced with aging call center desktops, multiple remote locations, rising costs and a mission-critical Siebel application that was running far too slowly. IBM helped deploy 5,000 Citrix XenApp licenses on virtual desktops, reducing operational costs by 40 percent. The company's Siebel application now runs faster than through traditional methods, leading to more widespread use throughout the organization.

For more information

To learn more about the IBM-Citrix alliance and desktop virtualization, please contact your IBM marketing representative or visit: ibm.com/services

Citrix mobile workspace solutions are in use at more than 330,000 organizations and by more than 100 million users globally. Learn more at citrix.com



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