

What is XenDesktop 4?

Citrix XenDesktop 4 is a ground breaking new product that makes virtual desktops a mainstream reality for corporate users. XenDesktop 4 has new FlexCast™ technology to support every major desktop virtualization platform in a single integrated solution. This breakthrough reduces TCO, improves ROI, simplifies management and will extend the benefits of virtualization to every employee in the enterprise. Citrix XenDesktop 4 further simplifies desktop computing by integrating all of the existing functionality from the Citrix XenApp product line. The inclusion of XenApp™ into XenDesktop 4 will enable customers to deliver applications seamlessly into any desktop strategy. XenDesktop 4 will also include HDX™ technology to provide a high definition user experience.

What is FlexCast™?

FlexCast is the centerpiece of XenDesktop 4. It is a powerful new capability that gives customers the flexibility to deliver any type of virtual desktop, to any user, on any device - and to change this mix at any time. XenDesktop 4 with FlexCast allows customers to use combinations of virtual desktop technologies, all orchestrated from one, centrally-managed solution.

What does this mean to the market?

People today need to work in entirely new ways, powered by the connectivity of the internet, an explosion of new devices, and the limitless promise of the web. And they need to do it without being confined to ordinary desktops that are locked to an office, a device, or a network. Desktop virtualization has the power to make all this possible. By delivering desktops as an on-demand service to any device, XenDesktop 4 dramatically simplifies the world of desktop computing and opens the gates to enterprise adoption of desktop virtualization.

What is the value of the combined AppSense and XenDesktop 4 solution?

AppSense is a Citrix partner of over 10 years with some 4000 joint customers around the world. AppSense technology works with XenDesktop to enable low-cost, standard desktop images to be delivered to employees as fully personalized desktops. This ensures maximum user adoption from just a few corporate base images, reducing cost, complexity and risk. AppSense works in conjunction with XenDesktop 4 FlexCast™ technology to ensure all user types, from task worker to power user, experience the highest quality working experience. AppSense also reduces the complexity of XenDesktop migration, ensures mass user adoption and enables IT to select the right delivery method for each user type.

As stated in the XenDesktop Press Release from Citrix, *"AppSense shares the desktop virtualization strategy with Citrix of reducing the complexity of desktop and application deployments by giving IT centralized management and flexibility in selecting the right virtualization technology for all their user types, while also ensuring a high-definition experience. AppSense Environment Manager is already fully integrated with XenDesktop 4 and is the only enterprise solution recommended by Citrix to ensure users always receive a consistent, predictable and personalized working experience at the lowest possible cost."*

Has the value proposition of AppSense on VDI changed as a result of this?

No. The unique value that AppSense User Environment Management brings to VDI and XenDesktop in particular has not changed. Visit our XenDesktop web site at www.appsense.com/xendesktop for a reminder of the joint AppSense and XenDesktop solution.

Will XD4 replace XenApp?

Citrix have indicated there are no plans to "end-of-life" XenApp. This will still be available in its own right.

Is AppSense compatible with XenDesktop 4?

Yes, AppSense technology is fully compatible with XenDesktop 4 and all FlexCast™ delivery methods.

How does this news affect AppSense customers?

If you are currently using AppSense in a XenApp or XenDesktop environment there is no immediate impact. All subscriptions and support contracts remain in place. If you are a current customer looking to upgrade to XD4, your sales representative will discuss alternative licensing options with you. These options are currently tailored to the customer and so are not publicly available at this time.

Is AppSense changing their licensing and pricing?

There is no immediate change to AppSense pricing. Our pricing is reviewed on a regularly basis and the adoption of XD4 will be taken into account on the next review.

Can I still purchase AppSense on XenApp?

Yes, AppSense will continue to sell into existing XenApp environments with no impact to license model or price at this time.

Can I still purchase AppSense on previous versions of XenDesktop?

Yes, AppSense will continue to sell into existing XenDesktop environments on the existing per-user license model.

More info?

Follow AppSense on the web for the latest news and information at:

- > www.appsense.com/xendesktop4
- > www.citrix.com/xendesktop4
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