



Solution of
the Year

AppSense®

Case Study | Citrix Ready and AppSense



AppSense - leading User Virtualization Solution is Citrix Ready

About AppSense

AppSense, the leading provider of user virtualization solutions for enterprises, makes virtual desktop deployment possible by ensuring a seamless user experience across all delivery platforms. AppSense accelerates multi-platform desktop deployments by eliminating costly user management tools, enabling single-image application delivery, and ensuring users have the same experience from any desktop.

AppSense technology works with Citrix® XenDesktop™ to enable low-cost, standard desktop images to be delivered to employees as fully personalized desktops.

AppSense works in conjunction with FlexCast™ technology to ensure all user types, from task worker to power user, experience the highest quality working experience.

AppSense technology is used around the world by many companies such as JPMorgan Chase, Lowe's, United Airlines, Wachovia, Wal-Mart, ESPN and CB Richard Ellis. AppSense is chosen by IBM, HP, CSC, Fujitsu and Dell as part of their desktop offerings.

Becoming part of the Citrix Ready Program

The members of AppSense had good relationships with Citrix Systems Inc. which offered immediate opportunities for commercial and technical conversations. These were useful and productive, but the results were largely localized, for internal consumption and it took considerable time to manage the relationship. As one of the founding members, AppSense whole-heartedly supported the Citrix Ready initiative and soon experienced the benefits. With a central point of contact, disparate activities could easily leverage one another to much greater effect. AppSense now finds it easier to approach programs from a national or even global perspective and success locally can quickly be drawn upon and replicated elsewhere. Access to technical resources and knowledge is far easier which has accelerated roadmap discussions and support of joint customers. Citrix awarded AppSense the Citrix Ready Solution of the Year award 2010 which recognizes the company that best excels in delivering solutions complementary to Citrix technology, and drives the adoption of Citrix solutions.

“ Over the last 10 years, AppSense has experienced a very close relationship with Citrix on both a commercial and a technical integration level and since joining Citrix Ready this relationship has gone from strength to strength – today, AppSense and Citrix work closely together to deliver Desktop and User Virtualization solutions to the enterprise. ”

- Gareth Kitson, Senior Product Marketing Manager, AppSense



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For further information:

- On XenDesktop™ featured partner pages on citrix.com go to <http://www.citrix.com/ready/partners/appsense>
- On XenDesktop4™ on AppSense.com go to <http://www.appsense.com/solutions/xendesktop>

For XenDesktop™ deployments AppSense provides:

- Multiple application virtualization solutions on multiple OS platforms
- Personalization capabilities in multiple geographical sites and concurrent desktop sessions
- On-the-fly policy changes during a user-connected session
- Additional remediation through self healing of settings, files, services and processes

Benefits of the Citrix Ready verified AppSense Management Suite

The entire AppSense Management Suite is Citrix Ready verified. AppSense Environment Manager provides user virtualization to ensure the correct personalization settings and policy actions can be applied to any desktop delivered by any FlexCast™ delivery mechanism, while Performance Manager and Application Manager provide advanced server management solutions to improve system performance, capacity, stability and security.

Citrix recommends the use of AppSense for advanced user personalization and desktop configuration requirements in enterprise environments. AppSense enables standard, componentized non-persistent virtual desktops to be personalized across a range of desktop and application delivery technologies and platforms.

For complex environments where combinations of virtualization technologies are used, such as virtual desktops, provisioned operating systems, published and streamed applications, even locally installed applications, different operating systems, combinations of 32bit and 64bit platforms, AppSense provides a 'follow me' personality for the user. This consistency of the user environment enables standard desktop components to be delivered using XenDesktop™ at the lowest possible cost, while providing a seamless experience to the user.

How AppSense and Citrix® XenDesktop™ can benefit customers

AppSense can provide additional value for customers with Multiple client profile versions, non-Citrix application delivery mechanisms, additional profile delivery capabilities, import and export settings into and out of XenDesktop™ to local and offline devices.

For XenDesktop™ deployments AppSense provides additional personalization capabilities for complex environments, accelerates complex implementations and provides additional remediation and user visibility tools.

Citrix - AppSense Relationship

As a Global Solution Partner and a member of the Citrix Ready Program, AppSense has been able to align its own product development in line with Citrix. A firm and prosperous relationship exists between Citrix, AppSense and their joint customers and partners. This relationship ensures AppSense customers are provided not only with leading edge user virtualization solutions, but also future-proof technologies that they can confidently invest in for the long term. The Citrix Ready program has raised awareness of how both companies can best work together and has helped generate many joint activities. This includes an AppSense for XenDesktop™ PoC kit which enables Citrix and Citrix resellers to quickly and easily demonstrate the joint value. A successful initiative for Citrix, AppSense and customers alike. More information on this is available at xendesktop@appsense.com.



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Citrix Supporting Quotes

“AppSense exemplifies how partnering with Citrix enables both of our companies to deliver desktop management solutions that benefit customers worldwide and increase market leverage. AppSense has a long standing relationship with Citrix, and together we enable our joint customers to obtain the highest quality user experience available today. We congratulate AppSense on being awarded Citrix Ready Solution of the Year and look forward to a continued successful partnership with Citrix”

Al Monserrat, Senior Vice President, Sales and Services, Citrix Systems.

“The Citrix and AppSense partnership has enabled customers to obtain the highest quality user and desktop experience today. AppSense is a strong supporter of the Citrix Ready program and has fully leveraged the program to their benefit,”

John Fanelli, Vice President of Solutions and Community Marketing, Citrix Systems.

“Citrix has been working closely with AppSense for many years, and we are delighted to extend our relationship into the desktop virtualization market. With Citrix XenDesktop and a user virtualization solution from AppSense, all of our enterprise customers receive a familiar, personalized desktop from standardized components every time”

Sumit Dhawan, VP Product Marketing, Citrix Systems.

“We are always pleased to see strong development within our partner base, reflecting the compelling value that our virtual computing solutions provide to our joint customers. AppSense’s user virtualisation solutions have proven to be an excellent complement to our Citrix Desktop and Application Virtualisation solutions. We look forward to continuing our strong collaboration”

James McNab, Senior Director of Marketing and Sales Development, EMEA at Citrix Systems



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About Citrix Ready

Citrix Ready identifies recommended solutions that are trusted to enhance the Citrix Delivery Center infrastructure. All products featured in Citrix Ready have completed verification testing, thereby providing confidence in joint solution compatibility. Leveraging its industry leading alliances and partner eco-system, Citrix Ready showcases select trusted solutions designed to meet a variety of business needs. Through the online catalog and Citrix Ready branding program, you can easily find and build a trusted infrastructure. Citrix Ready not only demonstrates current mutual product compatibility, but through continued industry relationships also ensures future interoperability. Learn more at www.citrixready.com/ready.