

AppSense user virtualization and Citrix



Alliance overview

Deliver a personalized experience to any device, any time without sacrificing IT policies and governance



“Citrix recommends the use of AppSense for advanced 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.”

Citrix Ready Case Study: AppSense – Leading User Virtualization Solution is Citrix Ready

“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 Product Marketing, Citrix Systems

About AppSense

We are the leading provider of user virtualization technology to enterprise organizations. User virtualization is a way of managing user-specific information independent of the desktop, and applying this information into any desktop (local install, virtualized, published, streamed etc) on-demand. This enables IT to standardize the desktop build, automate desktop and application delivery, and migrate users to new desktops – all while ensuring the user experience is seamless, personal, predictable and easily manageable.

Shared vision

AppSense and Citrix share a user-centric view of enterprise computing. As the leading user virtualization solution recommended by Citrix, the AppSense User Virtualization Platform enables rapid, seamless, low-cost migration to a Citrix environment and provides a personalized physical-to-virtual user experience while reducing IT operation and infrastructure costs.

Citrix FlexCast technology enables IT departments to deliver “IT as a Service” to all users, from any location and accessing device. AppSense user virtualization extends these capabilities by configuring the desktops and applications based on the user, location, time, date and device context and ensuring a personalized experience across the entire Citrix FlexCast platform.

AppSense helps with the rapid planning, integration and deployment of virtualized desktop solutions with less risk, lower cost and increased user satisfaction - making it easier to transform desktop computing environments. As Citrix FlexCast delivers a pristine desktop and application environment for the user, AppSense ensures that the desktop is dynamically tailored and personalized to their requirements, moving the end-user settings from their physical PC to their virtual desktop and back again without the user ever having to think about the technology. It's truly technology working for the user.

The partnership

AppSense is a founding member of the Citrix Ready program, and in 2010 Citrix awarded AppSense the Citrix Ready Solution Provider of the Year, which recognizes the company that best excels in delivery solutions complementary to Citrix technology and drives the adoption of Citrix solutions.

Joint development

Working together, Citrix and AppSense has been able to align product development. A firm and prosperous relationship exists between AppSense, Citrix and our thousands of joint customers and partners. This relationship ensures AppSense customers are provided not only with leading edge user virtualization solutions, but also future-proof technologies for a confident long term investment.

The benefits

According to Citrix, when used as part of the Citrix Desktop Transformation Model, AppSense user virtualization provides:

- **Simplified user migration**
User can easily migrate to new Citrix FlexCast desktops (streamed, published, hosted, client side) from existing physical Windows XP desktops.
- **Multi-platform support**
Enables a combination of existing physical and Citrix FlexCast desktops to be used across the organization.
- **Multi operating system support**
Enable seamless roaming between Windows XP, Windows Vista, Windows 7 and Citrix XenApp running on Windows Server 2008 R2 Remote Desktop Services.
- **Multi app delivery support**
Deliver applications through a combination of locally installed, streamed, published or Microsoft App-V.
- **Granular user control**
Dynamically configure the desktop and fine tune the user experience, access rights, application entitlement and peripheral mappings.