

XenDesktop 4 Partner FAQ

Frequently Asked Questions

This document is for all Citrix partners as the primary source of general information about the XenDesktop 4 launch.

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What's New

What is Citrix announcing?

On October 6, 2009, Citrix® will revolutionize desktop computing with the announcement of XenDesktop™ 4, a desktop virtualization solution that delivers a complete Windows desktop experience as an on-demand service to any user, anywhere.

VDI has generated a lot of excitement and interest as a new way to deliver desktops. However, customers are realizing that VDI only meets the needs of a subset of their users. To get the benefits of desktop virtualization for all their users, customers need a solution that addresses a broad range of enterprise desktop requirements, provides advanced application management tools, and delivers an excellent user experience.

XenDesktop 4 addresses these enterprise requirements for mainstream adoption of desktop virtualization and overcomes the shortcomings of existing products in the market. With XenDesktop 4, IT has a solution that can deliver desktops configured to suit every enterprise user, from basic task workers to high-end power users.

XenDesktop 4 also includes the full capabilities of XenApp™, enabling customers to simplify management using proven application virtualization technologies in use by over 230,000 customers and 100M users.

XenDesktop 4 is the first-ever solution to include all the desktop and application delivery technologies needed to bring complete desktop virtualization to every user.

What's new in XenDesktop 4?

There are five strategic features that make XenDesktop 4 a complete desktop virtualization solution:

1. Any device, anytime, anywhere
2. HDX™ user experience
3. Citrix FlexCast™ delivery technology
4. On-demand apps by XenApp™
5. Open architecture

Any device, anytime, anywhere

Today's digital workforce demands the flexibility to work from anywhere at any time using any device they'd like. Leveraging Citrix Receiver™ as a universal client, XenDesktop users can access their desktop and corporate applications from any PC, Mac, thin client or smartphone. This enables complete workplace flexibility, business continuity and user mobility. Users can also add or remove any application through the world's first self-service enterprise app store, Citrix Dazzle™.

HDX user experience

XenDesktop 4 delivers an HDX user experience on any device, over any network, with better reliability and higher availability than a traditional PC. With Citrix HDX technology, users get an experience that rivals a local PC, even when using multimedia, real-time collaboration, USB peripherals, and 3D graphics. XenDesktop 4 offers the best Flash multimedia performance while using 90% less bandwidth compared to alternative solutions. New webcam and VoIP support, improved audio, 3D graphics support and branch office WAN optimization ensure that users can get a high-definition user experience regardless of their location.

Citrix FlexCast delivery technology

Different types of workers across the enterprise need different types of desktops. Some require simplicity and standardization, while others require high performance and personalization. XenDesktop can meet all these requirements in a single solution with our unique Citrix FlexCast delivery technology. With FlexCast, IT can deliver every type of virtual desktop - each specifically tailored to meet the performance, security and flexibility requirements of each individual user.

On-demand apps by XenApp

To reduce desktop management costs, XenDesktop offers the full range of Citrix application virtualization technologies with on-demand apps by XenApp. With application virtualization, IT can control data access, manage fewer desktop images, eliminate system conflicts, and reduce application regression testing. Adding, updating and removing apps is simple because users can leverage a self-service app store, enabling them to access applications instantly from anywhere.

Open architecture

XenDesktop works with your existing hypervisor, storage and Microsoft infrastructures, enabling you to leverage your current investments – while providing the flexibility to add or change to alternatives in the future. Whether you use XenServer, Microsoft Hyper-V or VMware ESX or vSphere, XenDesktop supports them all and simplifies management of networked storage using StorageLink™ technology. XenDesktop will also closely integrate with Microsoft App-V and System Center for application management.

When will XenDesktop 4 be available?

Orders for XenDesktop 4 may be placed beginning October 28, 2009 and will be fulfilled when the product is generally available on November 16, 2009. Evaluation copies of XenDesktop 4 will be available on October 20, 2009. Important to also note, that as of November 16, 2009 XenDesktop 3 will end-of-sale.

Why are we releasing XenDesktop 4 now?

There are several reasons why Q4 2009 is the right time to release XenDesktop 4 – accelerating desktop virtualization demand from our customers, continued strong forecasts by industry analysts and the launch of Microsoft Windows 7. These three factors alone have strengthened our commitment to the desktop virtualization opportunity and accelerated our plans.

Is desktop virtualization the same as VDI?

No. It's important to understand that VDI, or "virtual desktop infrastructure", is only one form of desktop virtualization. VDI refers to the process of running an end user desktop inside a virtual machine that lives on a server in the datacenter. It's a powerful form of desktop virtualization because it enables fully personalized desktops for each end user with all the security and simplicity of centralized management. However, most companies have a broad mixture of users, including task workers, power users, guest workers, contractors and mobile employees. While VDI works great for some of these use cases, it's entirely unsuitable for others.

With XenDesktop 4, customers can choose from any of the popular server-side virtual desktop models, including VDI and blade PCs, as well as server-based computing models that can host up to 500 shared virtual desktops on a single physical server. XenDesktop 4 also supports client-side virtual desktop models that execute at the end point, freeing up server resources, extending the life of existing PCs and allowing laptop users to disconnect from the network and work offline. Citrix FlexCast™ delivery technology enables IT to deliver the best desktop for every user, every time. FlexCast enables XenDesktop to leverage the full range of desktop virtualization technologies to address all enterprise users. With XenDesktop, customers no longer have to compromise on one narrow form of desktop virtualization.

What desktop delivery models does FlexCast delivery technology support?

FlexCast delivery technology in XenDesktop 4 enables IT to deliver the right desktop for every user. Each FlexCast delivery model can be tailored to meet the various business requirements across the enterprise, including task workers, office workers and mobile workers:

- **Hosted shared desktops** provide a locked down, streamlined and standardized environment with a core set of applications, ideally suited for task workers where personalization is not required – or appropriate.
- **Hosted VM-based desktops (VDI)** offer a personalized Windows desktop experience, typically needed by office workers that can be securely delivered over any network to any device.
- **Hosted Blade PC desktops** enable technical workers and power users to run professional graphics applications such as CAD/CAM, GIS, etc., which typically require more processing resources.
- **Local streamed desktops** leverage the local processing power of rich clients, while providing centralized single-image management of the desktop. These types of desktops are often used in computer labs and training facilities, and when users require local processing for certain applications or peripherals.
- **Virtual apps to installed desktops** offer many of the ROI and management benefits of a fully virtualized desktop with minimal setup costs, making it an ideal starting point for customers new to desktop virtualization. Because virtual apps can work offline this model is also a popular choice for mobile users.

- **Local VM desktops (Offline)** extend the benefits of centralized, single-instance management to mobile workers that need to use their laptops offline. Changes to the OS, apps and user data are automatically synchronized with the datacenter when users are connected to the network.

What are the benefits to XenApp customers for adopting XenDesktop 4?

Many current XenApp customers are looking to extend the benefits they get from centrally managing applications to the entire Windows desktop. Only XenDesktop 4 offers the complete set of desktop virtualization tools needed to achieve this objective.

As an example, an existing XenApp customer in the financial services industry recently purchased over 100,000 licenses each of XenApp and XenDesktop, with the ability to use either solution in any combination, so that they could expand their Citrix implementation. There are many more customers demanding this type of flexibility and XenDesktop 4 delivers it.

For XenApp customers, XenDesktop 4 enables them to do everything they do today with XenApp and moves them up to the best desktop virtualization solution available today with the following additional major benefits:

- **Single solution, ultimate flexibility** – Get the ultimate flexibility to deliver both applications and desktops as on-demand services to any user.
- **Leverage current staff knowledge** – Leverage XenApp application virtualization skill sets and best practices to accelerate the adoption of enterprise-wide desktop virtualization.
- **Best desktop for every user** – Deliver high-definition desktops to any user with hosted virtual desktops, blade workstation desktops, streamed desktops, local virtual desktops, and existing hosted server-based desktops.

Will XenApp continue to be available for purchase as a standalone product?

XenApp is the best way to deliver Windows applications, supporting 100,000,000 users with the most complete application virtualization solution. XenApp will continue to be available for purchase by customers as a standalone product with the existing concurrent user pricing and licensing.

In fact, the recent release of Citrix XenApp 5 Feature Pack 2, *the fastest, most powerful XenApp yet*, is a testimony to the on-going commitment to enhance the XenApp product line. This release introduced numerous innovations such as VM hosted apps, power & capacity management, and HDX MediaStream for Flash. There are absolutely no plans to stop investing in or selling XenApp. XenApp continues to be available in all editions – Fundamentals, Advanced, Enterprise, and Platinum.

What should I do with my XenApp pipeline in Q4?

Some XenApp opportunities will remain XenApp opportunities, while others will convert to XenDesktop. As a general rule:

- XenApp will likely be the best solution for high concurrency use cases:

- Customers with basic remote access needs
- Customers that only need hosted shared desktops for task workers
- Any other use cases that have greater than 2:1 concurrency
- Customers not interested in the additional benefits of XenDesktop 4
- XenDesktop 4 will likely be the best solution for:
 - Any existing customer interested in desktop virtualization
 - New customers who are interested in the full flexibility of desktop and application delivery provided by XenDesktop 4
 - Customer use cases with 2:1 concurrency or lower (approaching 1:1)
For this reason, you must be prepared to explain the advantages of XenDesktop 4, the Trade-up Program and the new user-based licensing. You should also take the opportunity to explore growing the deal size to include all their desktop users.

What should I recommend with new prospects?

Lead with XenDesktop 4 – our lead product is now XenDesktop for desktops and applications. Unless concurrency requirements are greater than 2 to 1, position XenDesktop 4 to the customer and provide a quote. If concurrency is greater than 2 to 1, and application use cases are the focus of the discussion (not desktops) consider positioning XenApp.

Positioning and Offers for Existing Customers

Do existing XenDesktop customers get XenDesktop 4 as a benefit of Subscription Advantage?

Yes. XenDesktop customers with current Subscription Advantage as of October 6, 2009 are entitled to a no charge version upgrade of their existing XenDesktop edition concurrent desktop licenses to user licenses of the corresponding XenDesktop 4 edition on a one-for-one basis as a benefit of Subscription Advantage. XenDesktop Advanced customers are entitled to a no charge version upgrade to XenDesktop 4 Enterprise edition.

[See the Partner Notification Document \(PND\) for more information.](#)

Are there any entitlements for Provisioning Server for Desktops customers?

Coincident with the general availability of XenDesktop 4 (November 16, 2009), Provisioning Server for Desktops will End-of-Sale. Provisioning Server for Desktops customers with current Subscription Advantage as of October 6, 2009 are entitled to a no charge one-for-one version upgrade of their existing Provisioning Server for Desktops licenses to XenDesktop 4 Enterprise edition user licenses as a benefit of Subscription Advantage.

[See the Partner Notification Document \(PND\) for more information.](#)

What programs are available for existing XenApp customers?

Citrix is offering the Trade-up to XenDesktop 4 Program for existing XenApp customers which allows them to “trade-up” their existing XenApp concurrent user licenses to XenDesktop 4 user licenses and take advantage of the additional features in XenDesktop 4. In exchange for trading-up *their entire active installed base of XenApp Enterprise edition and Platinum edition licenses* in a single transaction, customers receive two XenDesktop 4 user licenses (including one year Subscription Advantage) for every one concurrent user license of XenApp they trade-up (2-for-1).

This program is offered as a promotion available through June 30, 2010. Please contact your preferred Citrix Authorized Distributor for details.

How should I position the Trade-up to XenDesktop 4 Program to my XenApp customers with active Subscription Advantage (SA)?

Trading-up to XenDesktop 4 adds comprehensive desktop virtualization to their proven XenApp implementation. Until June 30th, 2010, customers that commit to trading-up all their existing concurrent user licenses get two XenDesktop user licenses for every XenApp concurrent user license, and save up to 80% off of product SRP. Customers can repurpose their existing XenApp SA renewal budget to trade-up to XenDesktop 4. By trading-up, they receive all of the functionality of XenApp and XenDesktop in one solution. Explore opportunities to expand customers’ use of Citrix to deliver and manage desktops using the features available from XenDesktop 4 to grow the deal size to the maximum number of desktop users.

The pricing is designed to reward customers for their previous investments in XenApp with an up to 80% discount off of XenDesktop 4 product SRP and makes adopting XenDesktop 4 a natural evolution of their growing virtualized environments.

Is there an offer for XenApp customers with active Subscription Advantage that only want to trade-up a subset of their eligible XenApp licenses?

Yes. Customers that want to trade-up a select number of XenApp licenses can take advantage of the Trade-up to XenDesktop 4 Program by converting existing XenApp Enterprise edition or XenApp Platinum edition concurrent user licenses to XenDesktop 4 user licenses (including one year Subscription Advantage) on a 1-for-1 basis.

This program is offered as a promotion available through June 30, 2010. Please contact your preferred Citrix Authorized Distributor for details.

The pricing is designed to reward customers for their previous investments in Citrix products with up to a 70% discount off of product SRP and makes adopting XenDesktop 4 a natural evolution of their growing virtualized environments.

Is there an offer for XenApp customers with expired Subscription Advantage?

Yes. Customers that want to trade-up a select number of XenApp licenses with expired SA can also take advantage of the Trade-up to XenDesktop 4 Program. Customers may convert existing XenApp Enterprise edition or XenApp Platinum edition concurrent user

licenses with expired SA to XenDesktop 4 user licenses (including one year Subscription Advantage) on a 1-for-1 basis.

This program is offered as a promotion available through June 30, 2010.

Please contact your preferred Citrix Authorized Distributor for details.

The pricing is designed to encourage customers to leverage past investments in Citrix products to accelerate their adoption of desktop virtualization, with up to a 50% discount off of product SRP.

Are there any offers for customers with XenApp Advanced edition?

No. However, customers can upgrade to XenApp Enterprise or XenApp Platinum and then take advantage of the Trade-up to XenDesktop 4 Program.

Is Subscription Advantage included when a customer trades-up to XenDesktop 4?

Yes, customers get a full year of Subscription Advantage when they trade-up to XenDesktop 4. In other words, all XenApp customers that trade-up to XenDesktop 4 will continue to get the most up-to-date desktop virtualization solution, including the most up-to-date XenApp technology for another 12 months.

What versions of XenApp qualify for the Trade-Up to XenDesktop 4 Program?

Ideally, we would like to trade-up all older versions of XenApp, but in some cases that is extremely difficult to transact mainly due to the lack of “editions” in older product versions. The standard offer of the program will accept product versions back to MetaFrame XP.

Where can I get more information on the Trade-up to XenDesktop 4 Program?

Additional information about the Trade-up to XenDesktop 4 Program can be found at www.citrix.com/tradeup. This site includes the following resources:

- **Program Overview/Brochure:** Provides a short description of how the program works.

Check out the Trade-up to XenDesktop 4 Calculator at www.citrix.com/tucalculator to see how much you will save by adding desktop virtualization to your XenApp implementation.

Marketing & Awareness

What do industry analysts think about this desktop strategy?

Key analysts at Gartner, Forrester and other analysts have been pre-briefed and reacted very favorably to this strategy and direction. In private meetings, several analysts have commented, “If you can combine the capabilities of XenApp and XenDesktop in a single package and make it easier for customers to acquire, that’ll be huge.” We agree, this **is** huge. At our annual Industry Analyst event in mid-September, Citrix provided a brief introduction to approximately 70 industry analysts on the details of XenDesktop 4 and we universally received similar positive feedback.

How is Citrix promoting this announcement to customers, prospects, and partners?

Citrix is investing heavily to generate awareness and demand while also demonstrating thought leadership in desktop virtualization. We are increasing the marketing spend on desktop virtualization by 5X compared to our spending in the first half of 2009. We have already begun to turn-up the volume on our Desktop Virtualization marketing starting with the “Simplicity is Power” advertising campaign to bring attention to our message of redefining “desktop virtualization” to something much larger than just VDI. Print and web ads have been placed in leading periodicals (e.g. Harvard Business Review) and websites (e.g. Yahoo Finance). In October, we will amplify the announcement of XenDesktop 4 with:

- Media pre-briefings October 1 – 5
- Press Release on October 6
- Partner Virtual Event on October 13
- Customer Virtual Event on October 20

In-addition we will be leveraging previously scheduled in-person events in all GEOs, beginning October 6 to promote XenDesktop 4. Starting in October, we are also increasing our Key Play spending on Desktop Virtualization, with updated Key Plays to engage new prospects and also a major focus on promoting XenDesktop 4 to XenApp customers. And finally, Citrix.com will be a focal point of the launch with a XenDesktop 4 landing page, updates to product pages, community pages and extensive use of blog posts by Citrix Subject Matter Experts (SMEs) to broaden the depth and personalization of the XenDesktop 4 message.

How are Key Plays changing to support the XenDesktop 4 launch?

Citrix will be adjusting existing Key Plays to align with our expanded desktop virtualization strategy to target new prospects and existing customers. For more information on the latest updates, please visit the XenDesktop Success Kit or Marketing Central.

What are the details on the virtual events?

On October 13, Citrix will present XenDesktop 4 to our business partners via a global virtual partner conference. At this exclusive event, partners will get a preview of Citrix Desktop sales strategy for 2010 and an introduction to how to lead an effective desktop conversation with new and existing customers. Partners will leave with an understanding of how XenDesktop 4 simplifies and accelerates the buying process and can translate into significant product and services opportunities. Following their participation, partners will receive training credits as well as a seminar-in-a-box toolkit with turnkey sessions, scripted materials, and collateral to initiate their own demand generation campaigns.

Registration is available for partners now at: www.citrix.com/citrixlive

On October 20, Citrix will produce one of the largest virtual events in history, “Secrets, Lies and VDI”, where Citrix will introduce XenDesktop 4, spotlight our latest technologies as well as feature joint solutions from key strategic partners including Microsoft, Dell, IBM, HP and Intel. Citrix Ready partners in storage, security and thin clients will also be exhibiting their product offerings making this a robust industry conference.

Attendees of both events can view keynotes, partake in interactive sessions, chat with industry and product experts, and download a variety of resources to get educated on Citrix desktop virtualization. Participation is free and attendees can access the conference through the end of the year.

Registration is available for customers now at: www.citrix.com/citrixlive

Materials that you can use to invite your customers including banners and email invitations are available on My Citrix at: [Secrets, Lies and VDI](#).

Licensing

How will XenDesktop 4 be licensed?

Citrix XenDesktop product licensing is changing with this release of XenDesktop 4 from the existing concurrent desktop license model to a simpler user license model that aligns with mainstream enterprise-wide desktop usage.

The XenDesktop 4 user license model is based on the total number of users who access the software, regardless of whether they use the software at the same time or different times. The XenDesktop 4 user license is a simpler model because it only requires a customer to determine the total number of users who will access the software, rather than how many users may need to access the software simultaneously.

Will XenDesktop 4 be offered in a concurrent desktop license model?

No. With the availability of XenDesktop 4 on November 16, 2009, Citrix will discontinue all sales of XenDesktop under a concurrent desktop license model. XenApp will continue to be available with concurrent licensing and pricing.

Why has Citrix changed XenDesktop licensing with the release of XenDesktop 4?

XenDesktop 4 licensing is changing to align with an enterprise wide desktop usage model. Users need their desktops available 24x7 to work, so a shared licensing model does not effectively meet the needs of a desktop virtualization solution for all of an enterprise's users. That is why the XenDesktop licensing model is moving to user based licensing, where a dedicated license is required for each user.

The introduction of a user license model with XenDesktop 4 offers Citrix customers a simple, predictable way to identify both their current and future needs – basically, just count the number of users to be supported and that is the number of licenses that are needed.

How does Citrix define a licensed user of XenDesktop 4?

The actual language from the XenDesktop 4 EULA defines a licensed user as “an individual authorized by a customer to use any device(s) to access instances of the product through the assignment of a single unique user ID, regardless of whether or not the individual is using the product at any given time.”

In simple terms each user requires a XenDesktop 4 license. If multiple users are sharing the same user ID, they each require a XenDesktop 4 user license. If multiple users use the system at different times, as is the case with the concurrent desktop model, they will also each require a XenDesktop 4 license.

If a user connects to their desktop(s) and/or apps with multiple devices (e.g. desktop PC, laptop, netbook, smartphone and/or thin client) they need just one XenDesktop 4 license. That is the value and simplicity of user licensing – one license per user.

Another important distinction to call out is that XenDesktop 4 licensing is “user” licensing, not “named user” licensing. The XenDesktop 4 user license model DOES NOT require customers to manage a specific “white list” of authorized users who have access to the system. The simple act of adding and removing people from Active Directory is what creates the assignment or removal of the license for a particular user. Bottom line is that the actual name of the user is less important than whether or not they have an active entry in Active Directory.

What happens if a licensed user of XenDesktop 4 exits my organization?

If an existing licensed user leaves a customer's organization, the customer is provided with the right to permanently reassign the departing user's license to another user in their organization. Citrix does not need to be notified of the reassignment of a user license. In

every scenario, a user license is required for every unique user ID entitled to access a XenDesktop 4 environment.

What happens if a licensed user of XenDesktop 4 is absent for a protracted period of time?

Should an existing licensed user experience a protracted period of absence, the customer is provided with the right to reassign the absent licensed user's license to another temporary user for the period of absence only. In every scenario, a user license is required for every unique user ID entitled to access a XenDesktop 4 environment.

Where can I get more information on XenDesktop 4 user licensing?

Please refer to the XenDesktop Licensing FAQ in the [XenDesktop Success Kit](#).

Pricing & Packaging

How will XenDesktop 4 be packaged?

XenDesktop 4 will be sold in Standard, Enterprise, and Platinum Editions:

- **Citrix XenDesktop™ 4, Standard Edition** – for small scale VDI desktop implementations with Citrix HDX technology
- **Citrix XenDesktop™ 4, Enterprise Edition** – enterprise-class desktop virtualization with on-demand apps and FlexCast™ technology, in addition to the features of Standard edition
- **Citrix XenDesktop™ 4, Platinum Edition** – comprehensive desktop virtualization with advanced management and security, in addition to the features of Enterprise edition

In addition, we will continue to offer **Citrix XenDesktop™ 4, Express Edition** – a simple, free download for IT pros to get started with virtual desktops.

How will XenDesktop 4 be priced?

XenDesktop 4 will be offered in Standard, Enterprise, and Platinum Editions with per user perpetual product license pricing and annual pricing. Please contact your preferred Citrix Authorized Distributor for details.

Will Citrix also offer a monthly license of XenDesktop 4 for service providers?

Yes, service providers who are enrolled in the Citrix Service Provider program will be able to purchase monthly per user licenses of XenDesktop 4 Platinum Edition for \$9.63 per user per month. This pricing model is designed to meet the specific requirements of hosting companies.

How is XenApp functionality packaged in XenDesktop 4 editions?

XenDesktop 4 Enterprise edition includes XenApp Enterprise edition functions.
XenDesktop 4 Platinum edition includes XenApp Platinum edition functions.
XenDesktop 4 Standard edition does not include any XenApp functionality.

How is Access Gateway secure remote access functionality packaged in XenDesktop 4 editions?

XenDesktop Standard and Enterprise editions include a client license that supports tunneling of remote XenDesktop ICA traffic using an Access Gateway Standard edition appliance.

XenDesktop Platinum edition includes a universal Access Gateway license that enables the Advanced Access Control capabilities in conjunction with any Access Gateway edition appliance.

Please note that an appliance purchase is required to take advantage of the Access Gateway licenses provided with XenDesktop.

How is provisioning services functionality packaged in XenDesktop 4 editions?

XenDesktop Enterprise edition provisioning services can be used to manage hosted virtual desktops and for virtual (not physical) server workloads that are part of Citrix-provided XenDesktop 4 infrastructure, including all XenApp server workloads, but no other server workloads.

XenDesktop Platinum edition provisioning services can be used to manage hosted desktops and for virtual AND physical server workloads that are part of Citrix-provided XenDesktop 4 infrastructure, including all XenApp server workloads.

Can you deliver applications to physical end-points using the XenApp functionality that now comes with XenDesktop 4?

Yes. By combining full XenApp functionality in XenDesktop 4, customers have the broadest set of choices for delivering desktops to all their users, as well as delivering applications to virtual AND physical endpoints. This allows current XenApp customers to continue with their current XenApp implementations, as well as add a full desktop virtualization capability where needed – all with the same product – XenDesktop 4. Users can take full advantage of all XenDesktop 4 desktop and application delivery functions; for example, a single user can connect from their desktop, laptop, netbook, and smartphone accessing hosted apps and/or streamed apps and consume a single user license. Note that all this functionality is licensed on a per user basis so as XenDesktop 4 functions are extended to new users, additional licenses will be required. See the XenDesktop 4 Licensing FAQ in the XenDesktop Success Kit for more information.

Partnering with Microsoft

How does XenDesktop 4 impact our relationship with Microsoft?

Microsoft shares our view that desktop virtualization is broader than VDI and includes multiple technologies to service the needs of different user types. XenDesktop 4 aligns with the Windows optimized desktop vision. Microsoft supports our strategy and will continue to endorse XenDesktop as the premier desktop virtualization solution for enterprise environments. In addition, Microsoft and Citrix are working together to enable enterprise customers to manage all of their Windows desktops and applications from a common platform to deliver a consistent user experience to any device, anywhere. The combined solution will unify management of physical and virtual desktops and applications via one management platform, Microsoft System Center, while delivering a consistent experience for Citrix users on any device from any location via one universal client, Citrix Receiver.

How does XenDesktop 4 change our GTM motion with Microsoft?

It improves it in several ways. XenDesktop 4 strengthens our partnership and product alignment by providing the most comprehensive set of solutions to support customer optimization of their desktop infrastructure. Together, Microsoft and Citrix deliver a joint solution that provides our customers:

1. The best user experience: The Microsoft-Citrix desktop virtualization solution with Citrix's HDX technology is the most proven and widely used in the marketplace, providing users with the richest virtual desktop experience possible. Significant commitment and investment from two market leaders in areas such as video/multimedia, bidirectional audio and USB support, guarantee that joint Microsoft-Citrix solutions will continue to set the standard for desktop virtualization.
2. Integrated management: Microsoft System Center allows IT Pros to manage both physical and virtual infrastructure from a single console, including session-based desktops. It can also integrate with non-Microsoft infrastructure, such as VMware, thereby enabling single console management across multiple vendors. This is a tremendous advantage for IT departments looking to effectively manage increasingly complex physical and virtual IT environments using familiar Windows-based technology and existing skill sets.
3. The best value: The Microsoft-Citrix solution stack is the most comprehensive and cost effective solution on the market, delivering Enterprise-class features, scalability and functionality at a cost less than similar offerings by VMware.

How will XenDesktop 4 align with the Microsoft VDI Suites?

The Microsoft VDI Suite is composed of Microsoft Desktop Optimization Pack (MDOP) which includes App-V, RDS (Terminal Services), Hyper-V Server and System Center Virtual Machine Manager. XenDesktop 4 editions align with the VDI Suite functionality, licensing and annual pricing, helping to drive a combined Microsoft/Citrix platform adoption and revenue.

XenDesktop Standard edition aligns with Microsoft VDI Standard Suite, providing a solution for small scale desktop virtualization implementations. XenDesktop Enterprise and Platinum align with Microsoft VDI Premium Suite providing a complete enterprise-class desktop virtualization solution. XenDesktop Enterprise and Platinum drive sales of RDS and App-V, further strengthening Citrix value as a strategic partner in driving enterprise desktop virtualization and VMware compete opportunities.

Competition

How does XenDesktop 4 improve the customer value Citrix provides as compared to VMware View?

The release of XenDesktop 4 dramatically strengthens our competitive positioning against VMware View. XenDesktop 4 is the only solution that offers the following features critical for successful desktop virtualization:

- **FlexCast delivery technology** - enables a variety of hosted and streamed desktop delivery models that can be tailored to meet the business needs of every user. XenDesktop 4 extends existing functionality to shared hosted desktops (XenApp “published desktops”)
- **On-demand apps by XenApp** - XenDesktop 4 extends application management functionality for hosted and streamed apps regardless of if they are used with traditional PCs, smartphones or virtual desktops. VMware’s capabilities with ThinApp pale by comparison.
- **HDX user experience** - No other desktop virtualization solution can offer the breadth and depth of our HDX technologies. From multimedia, real-time collaboration and USB peripherals, to network optimizations and high-end 3D graphics applications, XenDesktop delivers a user experience that is unmatched.

Please refer to the [XenDesktop Success Kit](#) for the latest competitive battlecards.

How does Citrix desktop virtualization strategy compare to VMware’s?

VMware continues to focus on a narrow VDI vision, using VDI as another tactic to expand their server virtualization footprint in the datacenter. This strategy is fundamentally flawed, because VDI is just one of many possible ways to deliver a complete Windows desktop experience. Customers are rapidly discovering that VDI, built on a proprietary platform, does not address all of their enterprise desktop requirements. VMware has reacted by cobbling together numerous point products to address end user experience, application management and user profiles.

By contrast, XenDesktop 4 offers a desktop virtualization solution that delivers a complete Windows desktop experience as an on-demand service to any user, anywhere. It provides all the desktop, application and profile management technologies needed to tailor Windows desktops to the needs of every user, including task workers, power users and mobile workers. XenDesktop includes the world-class application delivery capabilities

of XenApp, proven in over 230,000 customer implementations. It is built on an open architecture that can leverage XenServer, Hyper-V or ESX, as well as RDS (aka Terminal Services), and leverages existing storage infrastructure with StorageLink. XenDesktop builds on 20 years of expertise in user experience with HDX technologies that set the industry standard.

In short, only XenDesktop 4 delivers the best desktop for every user, the best way to manage applications and the best user experience.

Will PCoIP be an “ICA Killer”?

The current hardware version of PCoIP does not perform as well as HDX. The hardware version requires dedicated hardware on both the client and the host. It is primarily used to host high end graphical applications on individual PCs and blades. The software version of PCoIP will ritualize the client and host processors allowing the protocol to be used in a virtual desktop environment. This will use more resources on the host server and decrease its scalability.

How does XenDesktop 4 change our position with other competitive offers?

The desktop virtualization market, specifically around VDI, is a fast-growing sector with many startups and vendors positioning themselves as leaders in this space. It's important to understand that many of these vendors are point products, primarily only delivering one piece of a desktop virtualization solution, or have unproven and non-scalable solutions.

Partner Programs

Are there any changes to Citrix' Partner Programs as a result of the XenDesktop 4 launch?

Yes. Citrix Solution Advisors (CSA's) at any level, Regional Systems Integrators (SI's) and Independent Software Vendors (ISV's) can sell XenDesktop 4 prior to completing certification requirements.

The previously launched Authorized initiative differentiates the partners who are certified to sell a product from those who are not; each partner has a status for each product. There are 2 statuses; Authorized and Certified.

It is important to note that the certification requirements to become Certified to sell XenDesktop 4 are changing. Partners including CSA's, SI's and ISV's will now be required to have a CCA for XenApp in addition to the current CCA for XenDesktop and CCSP for Desktop Virtualization requirements.

There is no impact to the Citrix Service Provider Program.

Are there any changes to the certification requirements for XenApp?

Yes. CSAs, SIs & ISVs, in good standing, are also now eligible to sell XenApp prior to completing certification requirements

Why is the XenApp CCA certification an additional requirement for XenDesktop?

The full inclusion of XenApp in XenDesktop is the most significant new capability of the XenDesktop 4 release, making it one solution that can do it all: deliver individual applications or complete Windows desktops. Partners with expertise and training in both the XenDesktop & XenApp products are the most successful with sales and implementations.

How will Partners who are certified to sell XenDesktop be differentiated from those who are authorized to sell XenDesktop?

Partners who are **certified to sell**, can resell XenDesktop 4 **and** qualify for the full program benefits including; Citrix Advisor Rewards, Technical Support, leads from Citrix (depending on program level), and visibility on the Partner Locator on Citrix.com.

Partners who are **authorized to sell**, can resell XenDesktop 4, however, they are **not** eligible to receive all the program benefits including; Citrix Advisor Awards, Technical Support, leads from Citrix, or visibility on the [Partner Locator on Citrix.com](#).

Important Note: to check your status on XenDesktop, please go to the Partner Certification Manager, which can be found under the toolbox menu on My Citrix.

How will this announcement impact the Citrix Advisor Rewards program?

Citrix Advisor Rewards remains an industry-leading program, and will continue to reward the partner who influences sales regardless of who fulfills the order. Citrix Advisor Rewards will be paid only to partners who are certified on the products they are claiming the reward. Partners can still forecast Advisor Rewards even if they are not certified yet.

Is there an impact to Technical Support benefits?

No. This announcement has no impact to partners existing technical support agreements. Partners must be certified to sell in order to receive technical support. Non-Certified partners will be allocated two incidents, which can be used while they are authorized. In order to use a Partner Technical Support Agreement the Partner will need to become certified. Please refer to your local program guide for further details on technical support.

What are the certification requirements to be certified to sell XenDesktop?

Achieve (1) XenDesktop CCA, (1) XenApp CCA & (1) CCSP from the table below:

XenDesktop	CCA for Citrix XenDesktop 3 CCA for Citrix XenDesktop Enterprise Edition 2
XenApp	CCA for Citrix XenApp 5 for Windows Server 2008 CCA for Citrix XenApp 5 for Windows Server 2003 CCA for Citrix XenApp (Presentation Server 4)*
CCSP	CCSP 2009 for Desktop Virtualization CCSP 2008 for Desktop Delivery**

* The CCA for Citrix XenApp (Presentation Server 4) certification is discontinued, however still counts towards partner program requirements.

** The CCSP 2008 certification is discontinued, however still counts towards partner program requirements through December 31, 2010.

Will there be updated training and certifications available for XenDesktop 4?

XenDesktop 4 features will be added to the existing XenDesktop 3 training courses.

Updated XenDesktop 4 features will be added to the technical self-paced online course, CXD-200P-2W: Implementing Citrix XenDesktop 3 and will be available in mid-November.

Updated XenDesktop 4 features will be added to the instructor-led technical course, CMB-200-2I Implementing the Citrix Desktop Delivery Infrastructure, and will be available in late November.

There are no plans to release a XenDesktop 4 CCA exam at this time.

How do I achieve my CCSP 2009 for Desktop Virtualization?

To achieve the CCSP 2009 for Desktop Virtualization, candidates must take the following courses and pass the assessments given at the conclusion of the courses:

Required Courses	CSP-001-2W CCSP 2009 Selling the Citrix Delivery Center CXD-001-2W CCSP 2009 Selling Citrix XenDesktop
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The CCSP 2009 is offered at **no cost** to partners. To access CCSP courses, please visit www.citrix.com/ccsp.

If you have any questions regarding the CCSP 2009, please contact training@citrix.com.

What technical training is currently available for Citrix XenDesktop & XenApp?

See below in order to achieve the latest and most current CCA for XenDesktop & XenApp.

<p>CCA for Citrix XenDesktop 3</p>	<p>To obtain this certification, you must pass the following exam:</p> <p>A14 Implementing Citrix XenDesktop 3</p> <p>To register for this exam please contact www.pearsonvue.com</p> <p>Recommended Training:</p> <p>CXD-200P-1W Implementing Citrix XenDesktop 3</p> <p>This course is a self-paced on-line course offered at a discounted price to partners via My Citrix under the Partner Education section.</p> <p>OR</p> <p>CMB-200-2I Implementing the Citrix Desktop Delivery Infrastructure</p> <p>This course is an instructor-led training course offered at your local Citrix Authorized Learning Center (CALC). To find your closest CALC location, please visit www.citrixtraining.com.</p>
<p>CCA for Citrix XenApp 5 for Windows Server 2008</p>	<p>To obtain this certification, you must pass the following exam:</p> <p>A05 Implementing Citrix XenApp 5.0 for Windows Server 2008</p> <p>To register for this exam please contact www.pearsonvue.com</p> <p>Recommended Training:</p> <p>CXA-202-1I: Implementing Citrix XenApp 5.0 for Windows Server 2008</p> <p>This course may be available at a discounted price to partners. Please check with your local distributor for details.</p>

Details on how to obtain the CCA for Citrix XenApp 5 for Windows Server 2003 can be found at www.citrixtraining.com.

Are there any technical training promotions available for partners?

Yes. As it relates to XenDesktop, the following training and certification package is available exclusively to the Citrix partner network. Through this package, partners can earn a CCA for Citrix XenDesktop 3 for only \$325 USD. This package includes access to a self-paced, online training course, 30-day access to an on-demand lab environment and a voucher for the related certification exam.

XenDesktop partner package inclusions:

XenDesktop partner training package	CXD-200P-1W Implementing Citrix XenDesktop 3 CPV-200P-1W Implementing Citrix Provisioning Server 5.0 Exam voucher: A14 Implementing Citrix XenDesktop 3 (the requirement for the CCA for Citrix XenDesktop 3)
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This package is offered at an exceptional reduced price of **USD\$325**, representing a savings of over \$3,800 USD from suggested retail price, exclusively to partners only.

For details on more training packages available or for information on how to register for the above, please visit the Partner Education section of My Citrix.

As a reminder to all Summit’09 attendees, you should now have access to a bundle of the latest virtualization product training courses. Now is the time to take advantage of this your ‘Virtualization Starter Pack’ if you haven’t done so already. Vouchers with access to the courses expire on December 31, 2009.