

PRESENTS:
CITRIX
UNIVERSAL
HYBRID MULTI -
CLOUD



CITRIX'S HYBRID- MULTI CLOUD SOLUTION OVERVIEW

- Designed to enable seamless integration and operation across on-premises, private cloud, and public cloud environments.
- Optimizing IT resources
- Enhance security
- Improve operational efficiency.

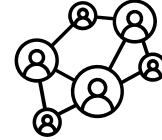
This presentation explores the core components that make up the framework, providing a comprehensive guide on how to leverage Citrix technologies in a hybrid-multi cloud setup.

2024 HYBRID - MULTI CLOUD ENTERPRISE CORE COMPONENTS



SECURE APP AND DESKTOP DELIVERY

- Supports Hybrid multi-cloud flexibility
- Provisioning and management at scale
- On-prem app and desktop virtualization
- DaaS cloud services
- Enables endpoint management and protection
- Windows, Linux, and Web App delivery
- Mobile device management
- Enables endpoint management and protection



NETSCALER NETWORKING

- Includes NetScaler for security and expansion
- Enables endpoint management and protection
- Application Security (WAF)
- Next-Gen Cloud-Native Networking
- Application Gateway
- Advanced Kubernetes capabilities



ZERO TRUST NETWORK ACCESS

- Zero trust capabilities for local, SaaS, and virtual apps
- Secured enterprise browser
- Anti-keylogging, anti-screen capture
- DLP and encryption on endpoints
- API visibility & security

OBSERVABILITY

Security and Performance Analytics | uberAgent | Director | NetScaler Console

Citrix Universal Hybrid-Multi Cloud gives you deployment flexibility

Access

Storefront



Workspace



net>scaler



Management

IT-Managed CVAD



Citrix Cloud Services



Citrix Endpoint Management



Workloads

Desktops



Azure Virtual Desktops

Apps



Hosting



Choose your device



CITRIX UNIVERSAL HYBRID – MULTI CLOUD: THE BENEFITS

CITRIX VIRTUAL APPS AND DESKTOPS

- Citrix Virtual Apps and Desktops is a critical component.
- Deliver virtual applications and desktops from any cloud—public, private, or on-premises.
- Highly efficient remote work
- Scalability - across multiple clouds, ideal for handling fluctuating workloads and accommodating business growth.

CITRIX ANALYTICS FOR SECURITY

- Machine learning to detect anomalies and automate responses to potential security incidents across the network,
- Detects and identifies threats in real-time, thereby
- Enhancing the overall security posture of the hybrid-multi cloud infrastructure.

CITRIX SECURE WORKSPACE ACCESS

- Citrix Secure Workspace Access includes Zero Trust and MFA – security for access to applications and data across multiple.
- Security adaptability - context-based authentication, adjusts security policies based on user behavior and environment.

UNIFIED MANAGEMENT INTERFACE

- Citrix provides a unified management interface which simplifies the management of applications and desktops across multiple cloud environments.

The new Citrix Universal Hybrid Multi-Cloud, have the capabilities to replace any VMware Horizon deployment in the environment, In addition, with the internet-facing web applications behind F5 or others, this offering can launch a consolidation effort and save on costs and complexity.

CITRIX & NETSCALER SUBSCRIPTION LINE UP AT A GLANCE – A NEW WAY OF DOING BUSINESS WITH CITRIX

	Citrix Universal Hybrid Multi- Cloud
IT-managed CR / LTSR App and Desktop Control Plane	✓
HDX, Policy Control, Adaptive Auth, and Storefront	✓
Hybrid Multi-Cloud Workload Support	✓
Citrix-Managed Cloud Control Plane	✓
Mobile Device Management	✓
NetScaler Application Delivery and Security	✓
NetScaler App and API Observability / NetScaler Console	✓

UNLOCKING THE POWER OF CITRIX: A QUICK GUIDE TO THE UNIVERSAL HYBRID – MULTI CLOUD LICENSING

UNDERSTANDING CITRIX UNIVERSAL HYBRID-MULTI CLOUD LICENSING

- **What is UHMC?** Universal Hybrid-Multi Cloud (UHMC) licensing is
 - Designed to simplify the use and management of Citrix products across various deployment scenarios.
 - Allows for the deployment of Citrix solutions (e.g. Citrix Virtual Apps and Desktops) in any combination of on-premises and cloud environments without needing different licenses for each scenario.
- **License Portability**
 - Flexibility, allows businesses to transfer their licenses between different environments as needed.
- **Simplified Management**
 - Unified licensing approach that reduces complexity and administrative overhead, making it easier to scale operations up or down based on business demands.

ADVANTAGES OF CITRIX'S UNIVERSAL HYBRID – MULTI CLOUD LICENSING

ADVANTAGES OF CITRIX UHMC LICENSING

- **Cost Efficiency:**
 - Enabling the use of a single license type across multiple environments, Citrix UHMC eliminates the need for purchasing additional licenses for each cloud or on-premises deployment.
- **Operational Flexibility:**
 - The portability of UHMC licenses offers the freedom to shift resources where they are needed.
 - Not dependant on specific hardware or cloud platforms.
- **Enhanced Scalability:**
 - Scale Citrix deployments across multiple clouds and on-premises environments without the complexity of managing multiple license types.
- **Faster Deployment:**
 - HMC licenses simplify the process of deploying Citrix solutions - IT teams can deploy faster and more efficiently without license compliance issues across different environments.

CONCLUSION

CITRIX'S UNIVERSAL HYBRID-MULTI CLOUD LICENSING OFFERS A PROMISING SOLUTION FOR BUSINESSES

- Enhance scalability, flexibility, and cost-effectiveness in a hybrid or multi-cloud setup.
- Allowing the deployment of Citrix solutions across various environments under a single license type,
- Simplify IT management,
- Avoid compliance pitfalls
- Respond agilely to business needs.
- Turning Citrix's solutions into a critical asset for achieving business success in today's rapidly changing digital landscape.