Why Citrix?

- Desktop & App Virtualization
- Cloud Networking
- Enterprise File Sync & Share
- Enterprise Mobility Management

- 3.4B+ USD Revenue
- 8,000+ Employees
- 330,000+ Customers
- 10,000+ Partners in 100 Countries

– Citrix has built a **trustworthy reputation** in the marketplace.

– Customers from every industry, including the most highly regulated sectors, rely on us to provide a **secure delivery of apps and data** across any location, device or network.

– **Citrix enables companies to work smarter interconnecting resources and bringing speed and flexibility.**

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What are our Italian customers doing?

Companies in Italy are on the path of Digital Transformation.

- 63% of manufacturing companies have started Digital Transformation project (as of Q1 2017)

Industry 4.0 and Smart Manufacturing are more than

- Automation through M2M connections and IoT applications
- Smart Manufacturing is also about integrating the human workforces
  - Engineering
  - Manufacturing
  - Supply chain
  - R&D
  - Contractors and vendors
  - ....

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Digital Transformation's pillars

Collaboration

Interconnection

Security

- Extend the perimeter to include mobile devices
- Securely embrace BYOD initiatives but safeguard Private vs Corporate data

- Use 3D applications across WAN
- Provide reliable connectivity so that supply chain, procurement, manufacturing use a single communication network
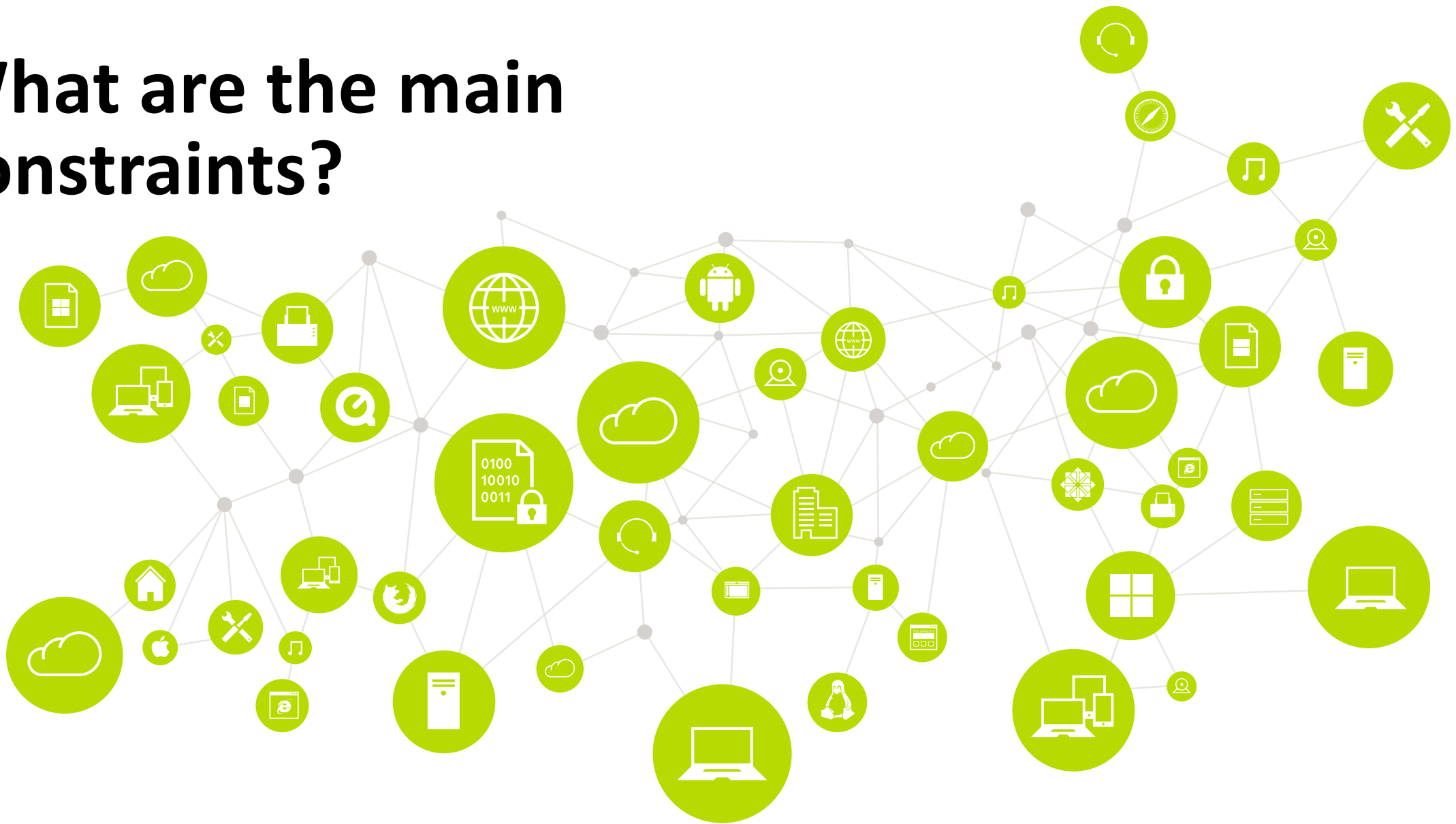- Embrace SDN and Cloud Initiatives
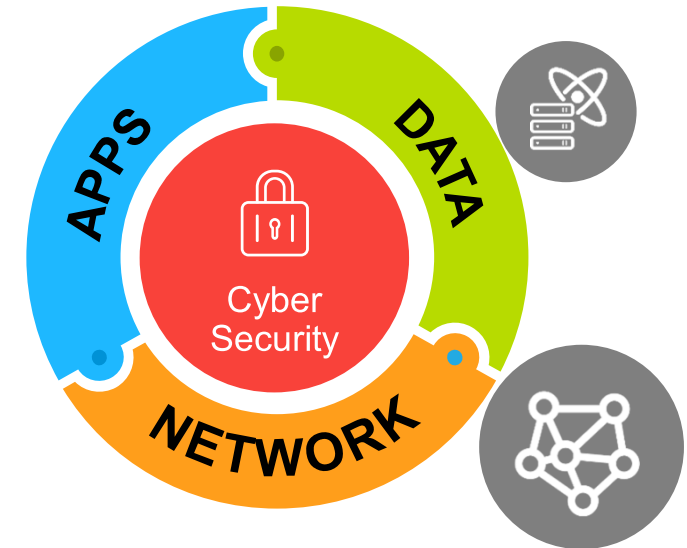
- Enhance visibility and behavioural analysis
- Automate responses by leveraging AI and Machine Learning
- IoT Security
- GDPR

APPS · DATA · NETWORK · Cyber Security

Visibility on Security, Performance, Apps, Network, Clients…

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What are the main constraints?

User Expectations | Device Proliferation | App Diversity

Legacy Systems | Disruptions | Security

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# What are customers doing? They are transforming

Citrix's recipe: a "Secure Architecture Model"

It's a model to make applications available and interconnected through a Cloud-like and Software-defined infrastructure

- It's a framework to build Digital Workspaces available on any device, through any network, seamlessly and with optimal User Experience. Integrating not only humans, but also machines.

- It provides:
  - Collaboration/Mobility
  - Cloud Networking
  - Security

- It's vendor independent

Citrix Secure Architecture Model
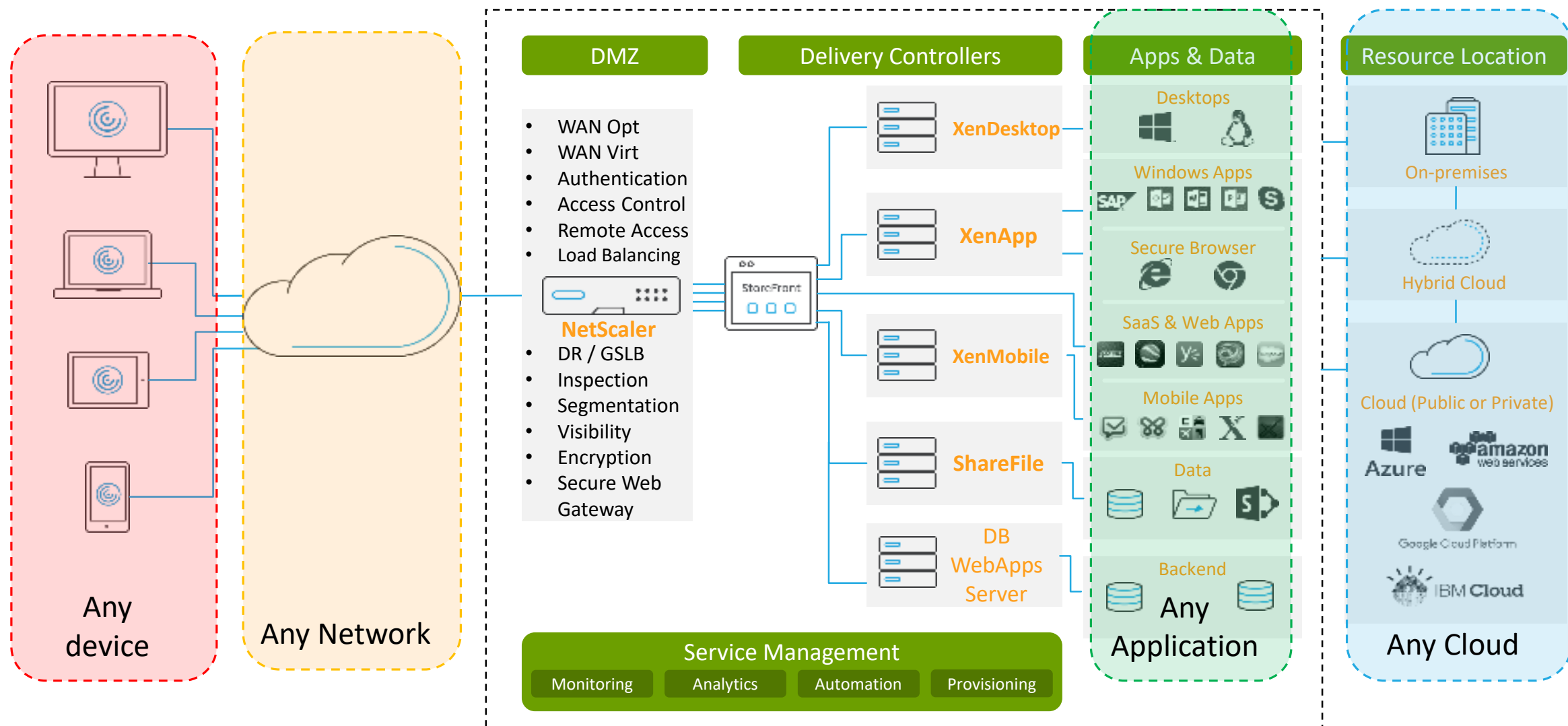
Building Blocks

- Application/Desktop virtualization

- Application Delivery Controller

- SD-WAN (Software Defined WAN)

- Analytics Services

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Application Virtualization = session virtualization

Centralized execution of any application made available to the users (regardless to their location, network or device) through a secure presentation protocol.

A universal client (or a web browser) is used to access the digital workspace (processing power and data stay within the datacenter)

An App Store is used to provision, download and/or launch the desired app.

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Application Delivery Controller

It's the Front End for the virtualized applications. It's where the policies (authentication, security, optimizations, etc.) are implemented. The ADC publishes an enterprise "App Store" from where the user can download or select the required App.

It is also used to balance sessions towards the backend servers ensuring availability of the services.

Since the ADC is the network element used to access the applications, it will provide security features (content filtering, anti-DDoS, Web Application Firewall, IPS controls, etc.).

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SD-WAN: build your virtual WAN
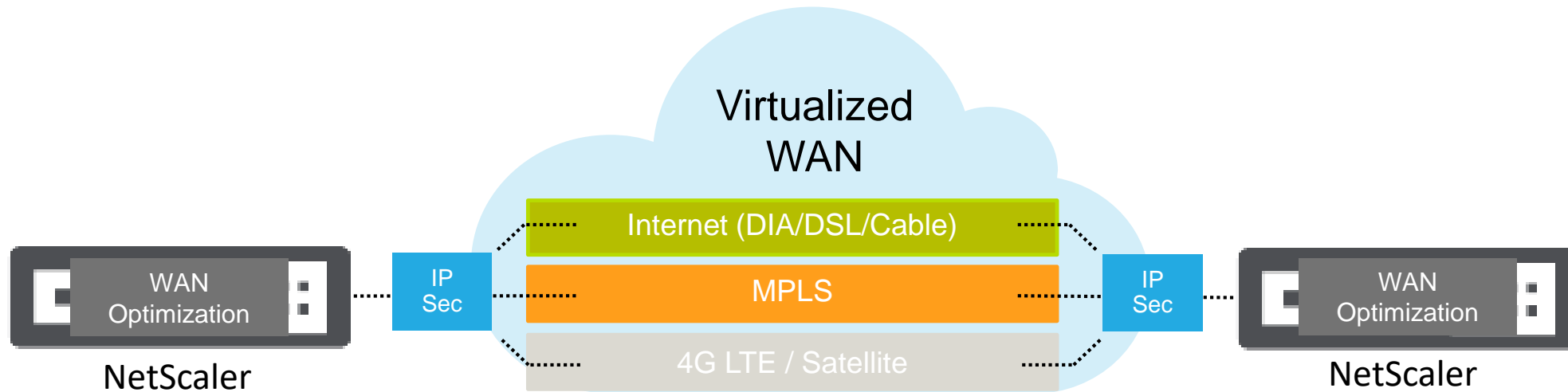
Combines the feature-functionality of Virtual WAN and WAN Optimization:

- Creates a secure a network overlay
- Per-packet path selection to ensure high reliability and bandwidth efficiency
- WAN optimization and protocol acceleration to ensure the user experience
- Centralized management for simplified operations and troubleshooting
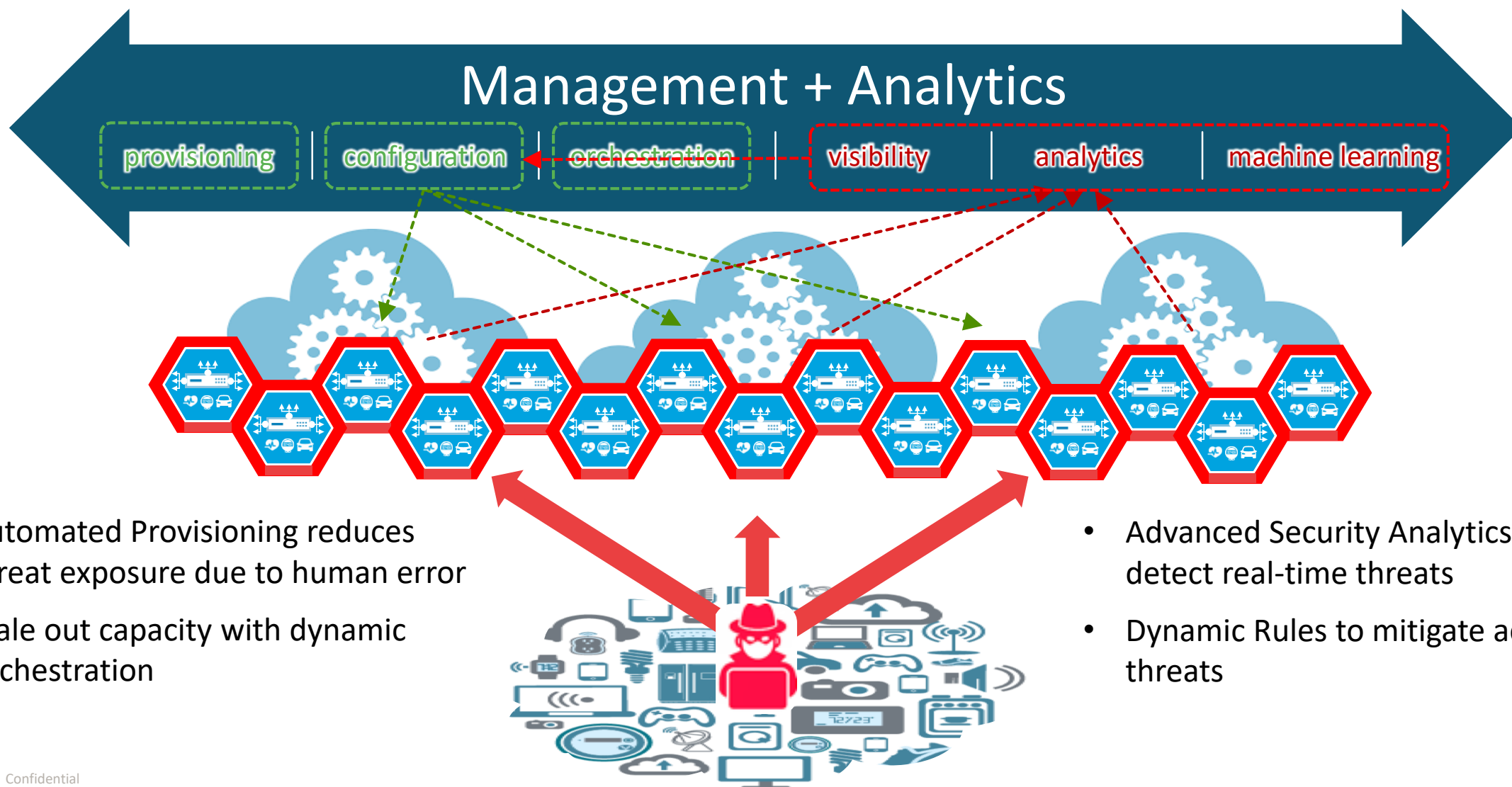
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SD-WAN: WAN Opt

Connect, Optimize, Secure

- Datacenter to datacenter

- Datacenter to branch

- Datacenter to public cloud

- TCP Flow Control

- Deduplication

- Application-specific compression

200ms

150ms

50ms

20ms

● Data Center/Cloud
● Branch

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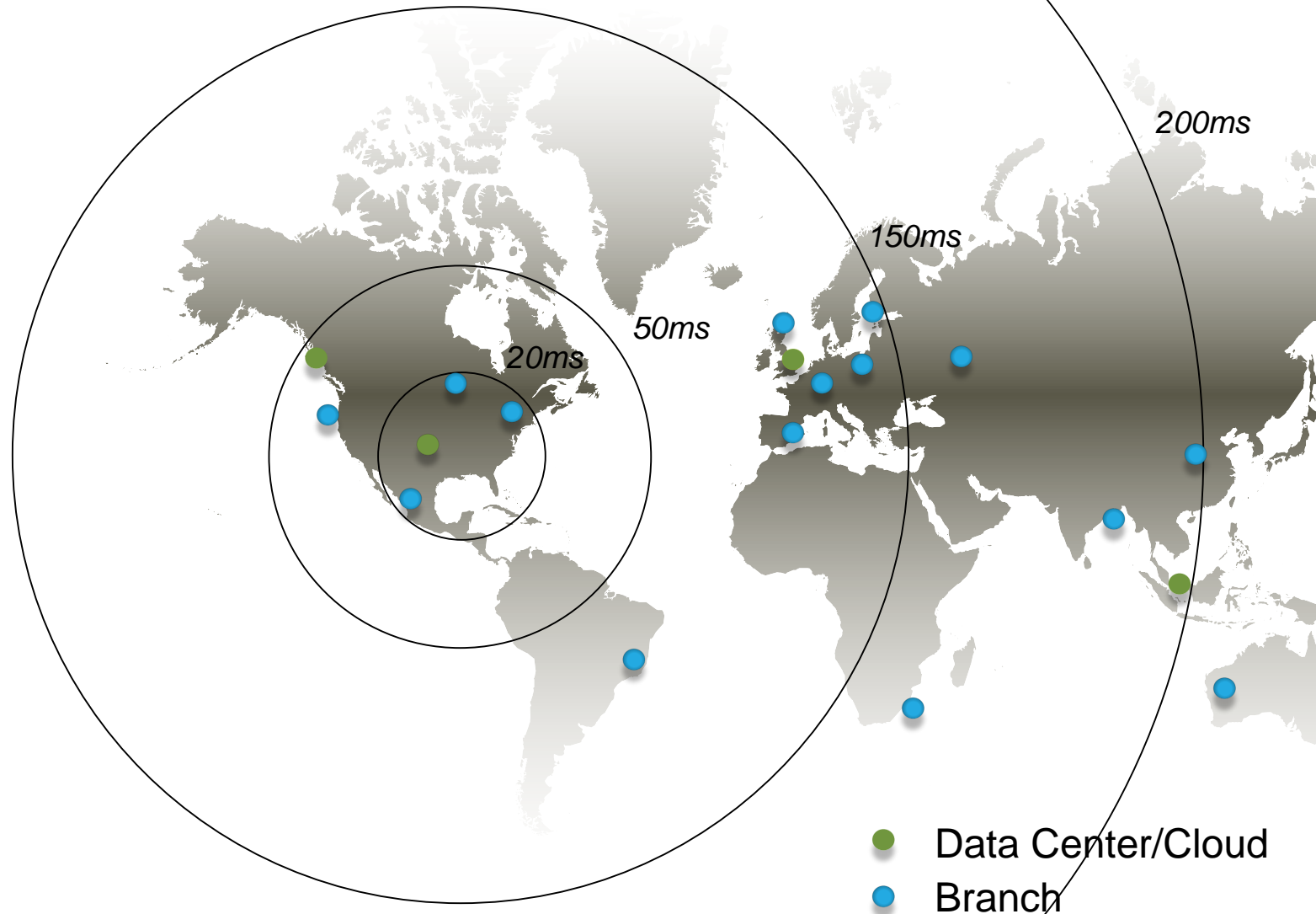
Analytics Services to gain Information Superiority

Advanced Threat Mitigation through Management & Analytics

Management + Analytics

provisioning | configuration | orchestration | visibility | analytics | machine learning

- Automated Provisioning reduces threat exposure due to human error
- Scale out capacity with dynamic Orchestration

- Advanced Security Analytics to detect real-time threats
- Dynamic Rules to mitigate active threats

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Citrix's answer: Secure delivery of apps & data

Any Device, Any Location,
Any Network, Any Cloud

People, Devices & Things

Digital Workspace

Apps & Data

XenApp	XenDesktop	XenMobile	ShareFile
App Virtualization	VDI	Mobility Management	File Sync & Share

Software Defined Networking

NetScaler
ADC, SD-WAN, Gateway

NetScaler
Management and Analytics System

Multi-Cloud Management and Services

On-premises

Cloud (Public or Private)

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