

Citrix Strategy

Executive Summary

Citrix is focused on delivering solutions to make the world's data and applications secure and easy to access. Anytime. Anywhere. And on any device or network.

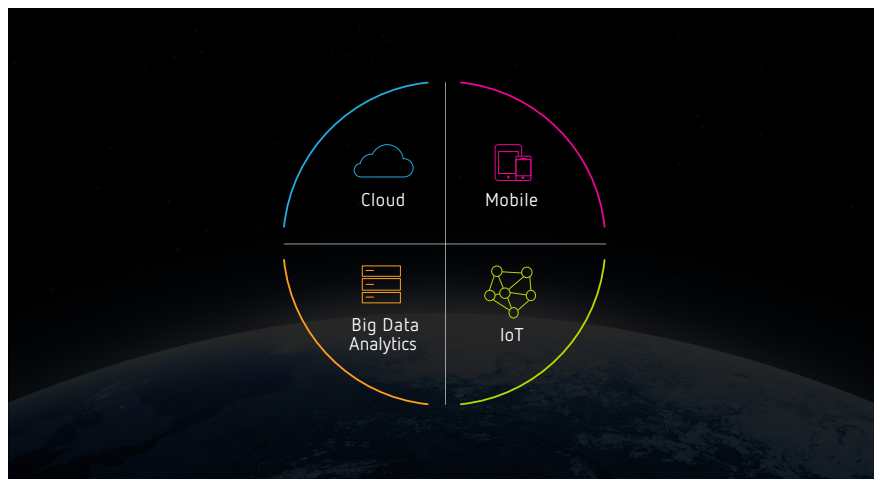
Our mission is to power a world where people, organizations and things are securely connected and accessible, so our customers can make the extraordinary possible. We will do this by building the world's best integrated technology services for secure delivery of apps and data—anytime, anywhere, as a service in the [Citrix Cloud](#).

The Digital Imperative

The world is experiencing what some call the Fourth Industrial Revolution. A new era where physical and digital worlds are converging. Where everything is connected. The pace of change is exponential. And the possibilities for improving how we work and live are limitless.

Digital transformation is occurring in every industry. Innovative organizations are now able to harness the power of digital insights and technology-powered processes to disrupt and dominate long-standing industries and change how we shop, access information and engage in business processes. We are witnessing how upstarts and established firms in nearly every industry—from transportation to hospitality to financial services—are using digital technologies to challenge centuries-old beliefs, operating models and even regulations.

All of this change and all of this opportunity is being fueled by unprecedented adoption and convergence of mobile, cloud, big data analytics and the Internet of Things (IoT).



Crisis of Complexity and Cyber Security

At the same time, organizations are struggling with technological complexity, heterogeneity and information overload. Businesses have spent years building unique operating models, investing in countless systems, platforms, and devices and then deeply customizing it all.

All this legacy, highly customized architecture is anchoring organizations to the past. And that's making it difficult to adopt new innovations, devices and platforms needed to move business forward. It's also creating new challenges for IT departments that must manage and secure it all.

An increasing number of workloads are becoming mobile. A dizzying number of new devices and endpoints are being put into use. Growing volumes of business data and apps are being accessed across a host of networks within and outside IT's control.

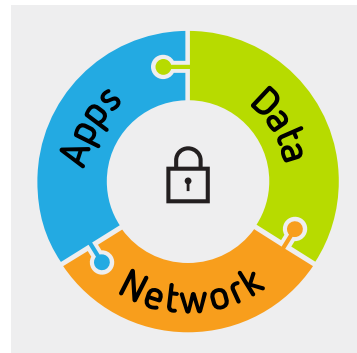
In addition, concerns about security are top of mind for every organization today. And the pressures of the multitude of devices, endpoints and networks are straining the limits of existing infrastructures and calling into question traditional device- or network-centric security approaches, which can't keep pace with the new devices, application platforms and networks being introduced. And less than half of organizations say they are prepared to keep up with the new security threats of today, let alone meet the demands and the pace of change of tomorrow.

Citrix: The Answer

At Citrix, we believe there is a better way to power the digital enterprise. A better way to ensure your organization and your infrastructure can confidently scale for the future. A better way to ensure reliable access to your apps and data anywhere, on any device, across any platform and in any cloud. And—most importantly—a better way to secure it all.

Our mission is to power a world where people, organizations and things are securely connected and accessible, so that you can make the extraordinary possible. We are committed to reimagining how the world works and to empowering people to work and live better. We will accomplish this by building the world's best integrated technology services for secure delivery of apps and data anytime, anywhere.

We've spent the past few years consolidating infrastructure, integrating our solutions, and enhancing product performance and scalability. And we are now well-positioned to secure and deliver apps, data and networks—all from a single and integrated platform. In short, the investments and innovations we've made in workspace services, networking and secure file sharing are better together.



The following sections explore the core strategies that will enable Citrix to realize our vision:

- Become the leader in Workspace as a Service (WaaS) by delivering the industry's most comprehensive and integrated platform for secure app, data and network delivery as a cloud-based service.
- Reinforce our leadership and growth in application delivery, virtualization and mobility.
- Gain a clear leadership position for secure network delivery solutions to enterprises, mid-market and strategic service providers.
- Become the preferred and most-used solution for Enterprise File Synchronization and Sharing (EFSS) for business users across all segments.

Leading WaaS with the Citrix Cloud

Securing the world's data requires a new and holistic approach that can securely deliver and manage all apps, data, devices and networks from a single integrated platform. This unified approach will give workers reliable access and seamless experience across all their devices while maintaining the flexibility to adopt new innovations without disrupting legacy systems. In short, IT can help reimagine the way the world works.

We believe the concept of "work" is undergoing a major shift from a physical workplace to an aggregated workspace, where experience, flexibility, identity and security are central. The workplace of the future is not any one physical or virtual construct. Work is increasingly digital and virtual. To be productive, workers must have access and seamless user experience across all devices and platforms.

We believe the workspace of the future will be a cloud-delivered conduit to individual productivity, and its success will be measured by its ability to seamlessly weave a secure, integrated, highly configurable, unified experience across devices, feeds, applications, identities and services regardless of who or what generated the data.

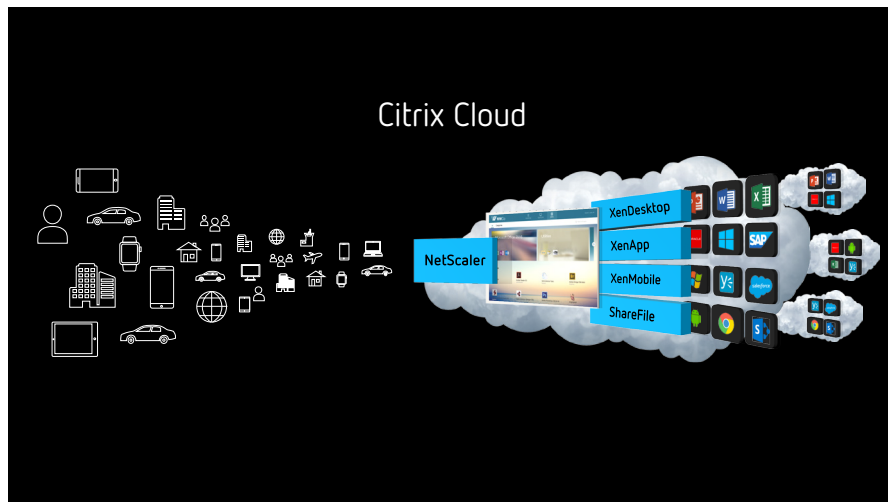
Citrix will meet the needs of the future of work by delivering the industry's most comprehensive and integrated platform for secure app, data and network delivery—all as a cloud-based service. Through the [Citrix Cloud](#), we will become the leading provider of WaaS, delivering a single point of entry that governs authentication across all application and data sources and to any digital asset that is required for the end user to be productive.

Delivering WaaS through the Citrix Cloud will give end users a consistent, consumerized experience across all their apps and data in a single portal, regardless of device used or where the apps and data reside.

The Citrix Cloud will also dramatically simplify infrastructure management by empowering IT to:

- Easily and rapidly configure and deliver workspaces to uniquely meet the needs of given functions, roles or vertical segments.
- Flexibly integrate apps and data across any cloud, platform or device.
- Set and monitor access, security and data sovereignty rules across their entire infrastructure.
- Monitor and manage all corporate apps, data and networks through a unified control console.

With Citrix Cloud, organizations will have peace of mind, knowing that all of it is secure, reliable and delivered at the lowest TCO. This flexibility gives enterprises the power to manage their infrastructure their way, and gives SMBs access to a secure delivery infrastructure that can scale with their business needs. And we will continue to support the true hybrid- and multi-cloud choice our customers demand. Citrix offers customers choice, delivering all this capability on-premises or as a cloud-based service via the Citrix Cloud.



Driving Value with Virtualization and Mobility

Having helped pioneer the virtualization and mobility management segments, Citrix will continue to focus intensely on this broader market, which we now define as Workspace Services, that includes virtual desktop infrastructure (VDI), remote desktop session host (RDSH), application virtualization, client virtualization, virtual client computing (VCC), mobile device management (MDM), mobile application management (MAM), enterprise mobility management (EMM) and related technologies. It is also often called the End-User Computing (EUC) market, combining desktop and mobile technologies.

We are driving rapid innovation in our app delivery products, as well as enhancing their value as an integrated delivery system for all apps—iOS, Android, web, SaaS and Windows. Our solutions are differentiated through depth of functionality, a superior user experience across the portfolio, as well as flexibility and choice for IT. We also leverage extensive strategic relationships with our partners, including Microsoft, IBM, Hewlett Packard Enterprise, Cisco, Fujitsu and others with large tech ecosystems, for the benefit of our customers. Key initiatives in this area include:

- **Leverage enterprise ecosystems**—Our Microsoft focus includes Windows 10 support for rapid customer migrations, Day 1 support for Windows Server 2016, VDI and App cloud offers on Azure, and a compelling value-add proposition for [XenMobile](#) with EMS and Intune. The Citrix Secure Browser Service supports the hyper-growth of browser-based apps in tandem with our partnerships with other key technology providers. Expanded partnerships with cloud and ISV providers will help these vendors to deliver more complete solutions.
- **Innovate app delivery**—We've continued our app delivery innovation with unique support for Skype for Business, new AppDisk with AppDNA and user experience improvements for Chromebooks and Linux devices. The introduction of System Center Operations Manager packs has added significant value to our Platinum editions of [XenDesktop and XenApp](#). Our first fully hosted cloud service, Secure Browser Service, helps customers of all sizes improve data security and browser compatibility when accessing web and SaaS apps. XenMobile releases have focused on enhancing mobile app security and productivity with the new WorxForms app.
- **Accelerate the shift to the cloud**—We will make our entire Workspace Services portfolio available as native, cloud services as part of Citrix Cloud, and develop integration and interface enhancements to enable customers to access all Citrix Cloud services as a unified and consumerized experience. Our cloud architecture will facilitate continued innovation to meet new customer demands.
- **Provide an integrated portfolio**—Our Workspace Services are differentiated by integration across the portfolio to deliver a superior and unified workspace experience. This includes app access integrations, admin integrations for simpler deployment and policy integrations to enable improved security.
- **Invest in our partner ecosystem**—We will continue to invest in integrations with partners and third parties to reduce TCO, improve user experience and speed deployment of app delivery solutions. This includes infrastructure integrations with partners like Intel, Cisco, Hewlett Packard Enterprise and Nutanix; innovative device technologies like Raspberry Pi and Workspace Hub; and integrations that leverage IoT for better customer and user experiences.

Delivering Innovation in Networking

Within the delivery network segment, [Citrix NetScaler](#) offers a strong product portfolio that is consistently ranked as one of the market leaders by key analyst firms and uniquely positioned as purely software-defined. Now, as the market for secure network delivery and optimization solutions undergoes disruption, Citrix will extend our leadership position among enterprises and strategic service providers by driving accelerated innovation of our existing products and transitioning more of our capabilities to the Citrix Cloud.

The delivery networks segment is comprised of two primary segments: application delivery controller (ADC), which is a network device and/or software that manages client connections to web and enterprise applications, and wide area network (WAN) optimization, which is designed to optimize traditional data traffic patterns across private WANs. The latter segment is rapidly being replaced by software-defined WAN (SD-WAN): a newer approach to networking that is better suited to Internet traffic and that reduces costs and improves flexibility by aggregating several different connections and having them function like one virtual network.

To help customers benefit from the transformation of delivery networks, we will pursue innovation within each of four areas:

- **ADC**—We will use enhanced performance and expanded capabilities to meet the evolving ADC needs of both our enterprise and our SSP clients. With our Management and Analytics System, [Citrix NetScaler MAS](#), we will dramatically simplify network management into a single control plane and provide unique analytics and alerts to further optimize network performance. To lead the transition to bimodal IT, we will bridge traditional DC/Networking (Mode1) to advanced DevOps approaches via our One-to-Any model, NetScaler MAS and ADC as a Service in Citrix Cloud.
- **Gateway**—We will offer leading secure remote access to business applications deployed in datacenters or the cloud to provide a consolidated infrastructure and reduce the TCO of the datacenter infrastructure. We will leverage [Citrix NetScaler Unified Gateway](#) to provide remote access from any device type to Citrix XenApp and XenDesktop environments, SSL VPN-based remote access to enterprise applications like RDP, web and cloud applications, and integration with XenMobile for MDM and MAM solutions.
- **SD-WAN**—We will provide market-leading innovation to ensure that [Citrix SD-WAN](#) solutions exceed the capabilities of even specialty providers, including differentiated authentication and security capabilities as well as cloud-based service offerings that provide access to the cloud and SaaS.
- **Security as a Service (SECaaS)**—We will lead the move to the cloud for security services by introducing new software-defined perimeter (SDP) capabilities building out a comprehensive SDP solution for on-premises deployments in datacenters and branch locations, and connect to cloud-based SDP offerings. Both SDP and app delivery will be offered as a service as part of Citrix Cloud.

Defining Secure Business File Sharing

Citrix is well on its way to becoming the preferred and most-used vendor for EFSS, enabling business users to securely synchronize and share data (documents, files, photos, videos, etc.) across multiple devices.

The unique product vision for [Citrix ShareFile](#) is to help business users exchange and collaborate on documents easily, securely and professionally. ShareFile was built from the ground up for enterprise-class security. It was first to market with StorageZones, which allow customers to securely share data and files from any source or location: on-premises, in the cloud or in other file-sharing services. It comes equipped with a collection of predefined connectors, making it easy for customers to connect to other data storage services like SharePoint, OneDrive or Dropbox while maintaining the security services of ShareFile. These data security features are particularly attractive to regulated industries and in Europe where there is a strong need to store data on-premises or in-country.

IDC and others expect these capabilities to increase as companies need to manage "massively distributed hybrid clouds, connecting private, public and local clouds together to deliver a seamless FSS experience regardless of geographic location." Additional ShareFile data security features, such as information rights management (IRM), electronic signatures, advanced document workflows, encrypted email, integration with top DLP systems and co-editing within Microsoft Online continue to extend our lead in secure file sharing. Support for virtualized environments and native integration with the rest of the Citrix portfolio provides enhanced benefits for current Citrix customers. We will continue to extend our lead in secure data sharing and collaboration by delivering new capabilities for information rights management; additional connectors to a broader set of Enterprise Content Management (ECM) offerings; role-based permissions and group-level settings; and advanced and specialized native workflow capabilities.

Conclusion

This is a pivotal time for business, and technology will be a key enabler of success. Citrix is turning disruptive change into an operational and competitive advantage for our customers, building upon our proven 25-year track record of securely delivering the world's most important apps. Our goal is to empower organizations with the tools and confidence to say yes to whatever comes next.