Citrix Showcases its Personal, Private and Public Cloud Strategy at Synergy Barcelona

BARCELONA, Spain--(BUSINESS WIRE)-- Today, at Citrix Synergy™, the conference where cloud computing, networking and virtualization meet, Citrix showcased its personal, private and public cloud strategy, unveiling new technologies and partnerships that span multiple products and market segments. The announcements this week focused on enabling customers to:

- **Empower** end users with increasingly mobile workstyles at the personal cloud
- **Transform** traditional datacenters into more elastic and economical private clouds
- **Connect** to the growing array of public cloud services in the simplest way possible
- **Build** new cloud services the way the world's most successful clouds are built

As the industry shifts from the PC Era to the Cloud Era, the role of IT is rapidly outgrowing its ability to own and manage all its own apps, infrastructure and devices. Consumerization is driving IT to deliver a mix of applications to a variety of user-owned devices. At the same time, corporate IT is under growing pressure to take advantage of a vast array of innovative and cost-efficient services from external cloud and hosting providers. Until now, those goals have been difficult to achieve without compromising security, manageability and user experience. At Synergy Barcelona, attendees will be learning practical, hands-on strategies for embracing the cloud from Citrix, its technology partners, and thousands of their peers.

As part of this strategy, Citrix unveiled seven key announcements at Synergy Barcelona:

- **Citrix Unveils "Follow-Me-Data" Fabric to Enable the Personal Cloud**
- **Citrix CloudGateway Delivers End User Computing for the Cloud Era**
- **Citrix Unveils HDX Ready System-on-Chip Initiative**
- **Citrix Drives Down the Cost of Virtual Desktops**
- **Citrix Launches New SMB Business for Desktop Virtualization**
- **Citrix NetScaler CloudConnectors Extend Network Fabric to "Last Mile" Cloud Services**
- **New Citrix CloudPortal Turns Clouds into Profitable Businesses**

**Quote**

**Wes Wasson, Senior Vice President & Chief Marketing Officer, Citrix**

“We are witnessing the single most profound transformation the technology industry has seen in decades. The move from the PC Era to the Cloud Era is changing everything we know about computing, and it's playing out in a world of greater volatility, uncertainty and change than ever before. Our goal at Citrix is to help customers thrive in this new era by inspiring, empowering and connecting them in ways they never thought possible before. We are excited to be taking another major step toward that goal this week at Citrix Synergy here in Barcelona.”

**Related Links**

- Expert blogs: [Follow the Buzz from Synergy Barcelona](#)
- Video: [Watch Synergy keynotes live](#)
- Announcements: [Citrix Synergy Barcelona news page](#)

**Follow Us Online**

- Twitter: [@Citrix](#)
- Citrix on [Facebook](#)
About Citrix

Citrix Systems, Inc. (NASDAQ:CTXS) is a leading provider of virtual computing solutions that help people work and play from anywhere on any device. More than 250,000 enterprises rely on Citrix to create better ways for people, IT and business to work through virtual meetings, desktops and datacenters. Citrix virtualization, networking and cloud solutions deliver over 100 million corporate desktops and touch approximately 75 percent of Internet users each day. Citrix partners with over 10,000 companies in 100 countries. Annual revenue in 2010 was $1.87 billion. Learn more at www.citrix.com.

For Investors

This release contains forward-looking statements which are made pursuant to the safe harbor provisions of Section 27A of the Securities Act of 1933 and of Section 21E of the Securities Exchange Act of 1934. The forward-looking statements in this release do not constitute guarantees of future performance. Those statements involve a number of factors that could cause actual results to differ materially, including risks associated with the impact of the global economy and uncertainty in the IT spending environment, revenue growth and recognition of revenue, products and services, their development and distribution, product demand and pipeline, economic and competitive factors, the Company's key strategic relationships, acquisition and related integration risks as well as other risks detailed in the Company's filings with the Securities and Exchange Commission. Citrix assumes no obligation to update any forward-looking information contained in this press release or with respect to the announcements described herein.

The development, release and timing of any features or functionality described for our products remains at our sole discretion and is subject to change without notice or consultation. The information provided is for informational purposes only and is not a commitment, promise or legal obligation to deliver any material, code or functionality and should not be relied upon in making purchasing decisions or incorporated into any contract.

Citrix®, XenDesktop®, HDX™, Citrix Receiver™, XenApp™ and XenServer® are trademarks of Citrix Systems, Inc. and/or one or more of its subsidiaries, and may be registered in the U.S. Patent and Trademark Office and in other countries.

Citrix Systems, Inc.
Laura Heisman, 1 408-790-8542
laura.heisman@citrix.com
Follow CitrixPR on Twitter

Source: Citrix Systems, Inc.

News Provided by Acquire Media