



IT, Simplified.



Simplicity is power.



Corporate vision

A world where anyone can work and play from anywhere.

NASDAQ

CTXS – Member of the NASDAQ 100 and S&P 500 Index.

Revenue

FY08 \$1.6 billion

Employees

4,000 + in 35 countries

Customers – 230,000 +

- 100% of Fortune 100
- 98% of Fortune 500
- 100% of Fortune Global 100
- 99% of Fortune Global 500

Customers in primary markets

- Government: Over 200 U.S. federal agencies
- Automotive: Top 20 global automotive manufacturers
- Electronics: Top 15 global electronics manufacturers
- Pharmaceuticals: Top 10 global pharmaceutical companies
- Financial services: Top 50 global commercial and savings banks
- Health care: Top 5 global health care organizations
- Telecommunications: Top 20 global telcos
- Utilities: Top 15 global utilities companies

Enterprise computing transformed.

Years ago, mainframe computing dominated the enterprise. Then came distributed computing, which brought computing power, applications and flexibility out to millions of desktops everywhere. That model worked well. For a while.

Today, traditional distributed computing is beginning to collapse under the weight of its own complexity. Over time, it has grown more and more unmanageable, overburdened with applications, devices, mobile technologies, even government regulations. This has resulted in intricate, complex infrastructures that limit cost efficiencies, agility and business growth—and create a frustrating user experience. Worse yet, IT is often unprepared to meet the dynamic challenges of today's business environment.

Citrix allows IT to evolve from distributed computing to a dramatically simpler, service-oriented model. Citrix brings simplicity back to the datacenter and puts control back in the hands of IT. Leveraging server, application and desktop virtualization, cloud computing, network optimization and on-demand collaboration, Citrix empowers IT with the flexibility it needs to respond to a dynamic, changing world.

The on-demand enterprise. Citrix Delivery Center.

Citrix Delivery Center™ is an application delivery system that transforms IT into an on-demand service by centralizing the management and delivery of applications and desktops, and integrating network optimization with application, desktop and server virtualization. Citrix Delivery Center lets users work efficiently and productively regardless of location.

Citrix Delivery Center simplifies operations by giving IT the power of one. One copy of each application. One copy of Windows®. One image of each workload. One password for each user, regardless of how or where they connect. One central instance of data.

With Citrix Delivery Center, you install new applications, patches and desktops once and leverage them infinitely. Managing one versus hundreds or thousands of each reduces IT operating costs by up to 50 percent.

Citrix Delivery Center creates a completely virtualized infrastructure through four core product families:

Desktop virtualization with Citrix® XenDesktop.™
Delivers personalized desktops, enhances security and reduces cost of ownership by 40 percent.

Server virtualization with Citrix® XenServer.™
Virtualizes servers and manages workloads dynamically.

Web application delivery with Citrix® NetScaler.®
Accelerates performance, reduces costs and improves Web application security.

Application virtualization with Citrix® XenApp.™
Delivers Windows-based applications from one secure location.

Key to Citrix Delivery Center is Citrix Receiver™, a powerful, small-footprint, auto-updating interface for easy, secure access to applications and desktops from any device. With Citrix Receiver, users receive new and updated client software with minimal effort from IT.

Centralizing and virtualizing desktops, servers and applications, and delivering them as an on-demand service lowers the cost of IT management and makes employees more productive because they can work anywhere at any time.



Cloud computing made easy. Citrix Cloud Center.

Citrix Cloud Center™ (C3) is an integrated portfolio of Citrix products for cloud service providers that offers a complete set of service delivery infrastructure building blocks for hosting, managing and delivering cloud-based computing services. C3 integrates cloud-proven virtualization and networking products to offer a powerful, dynamic, secure and highly available service-based platform suited to large-scale, on-demand delivery of both IT infrastructure and application services. With such powerful and far-reaching tools, cloud computing has the ability to unite users and workforces under a new, virtual model of revolutionary simplicity.

C3 is composed of four key components:

Platform – Powered by Citrix® XenServer™ Cloud Edition. Enabling cloud providers to host and manage any combination of Windows and Linux environments through the virtualization and provisioning capabilities of Citrix XenServer, optimized for service providers.

Delivery – Powered by Citrix NetScaler. An application delivery infrastructure that brings cloud-based resources to users over the Web, while optimizing application performance and security through dynamic scaling of server workloads.

Bridge – Powered by Citrix Repeater.™ A network-transparent WAN optimization solution that provides secure and seamless bridges between hosted cloud services and premise-based enterprise services by accelerating and optimizing application traffic between the cloud and the datacenter.

Orchestration – Powered by Citrix Workflow Studio.™ Allows the products in the C3 portfolio to be dynamically controlled and automated, and integrated with customer business and IT policy—creating a powerful, orchestrated and cohesive system.



Effortless collaboration from any location. Citrix Online.

Virtual collaboration has become the norm. The traditional office is more of a touchpad than a daily destination for many workers. Companies of all sizes are reaching into global markets to become multinational enterprises. The office is now everywhere and software as a service is an increasingly popular means for accessing applications of all types.

Citrix makes online collaboration easy and cost-effective for businesses of all sizes. Companies can extend their reach into new markets and regions, slash travel costs, increase productivity, simplify training and support, and improve customer service to innovate and drive success.

Citrix Online offers six products, all delivered as Software as a Service:

GoToMyPC.® Fast, easy and secure access to a user's computer files, programs, e-mail and network from any Web browser.

GoToAssist.® Remote customer and employee support via shared screen, mouse and keyboard control to increase first-contact resolution, reduce costs and improve customer service.

GoToMeeting.® Easy-to-use, secure and cost-effective online meetings that let you present, train or give demos to multiple participants in multiple locations from a Mac or PC.

GoToWebinar.® Easily planned and conducted unlimited Webinars with up to 1,000 attendees for one flat fee. Generate and qualify leads faster and extend your reach to target markets, from anywhere at any time.

GoView.™ An all-in-one screencasting service to help expand reach, save time and increase productivity. Share demos and presentations in three simple steps: record, edit and share. It even stores and streams digital desktop recordings.

HiDef Corporate.™ Competitively priced toll-based and toll-free audio conferencing with Web and administrative controls, and free recording.





Instant access to a network of resources.

Citrix Partners

The Citrix Partner Network includes alliance partners, value-added resellers, systems integrators and learning centers from around the world. Partners bring a wide range of expertise and services to critical, fast-growing markets.

Citrix Solution Advisor Program. Includes value-added resellers, system integrators and government advisors who help customers deliver, secure, optimize and monitor application delivery.

Citrix Global Alliance Partners. Includes the IT industry's leading hardware and software vendors and systems integrators.

Citrix Consulting

Citrix Consulting is a world-class provider of professional services specializing in the analysis, design and implementation of Citrix technologies. Citrix Consulting focuses on companies with complex, mission-critical or large-scale deployments of Citrix technologies, with unique Citrix product expertise.

Citrix Training

Citrix flexible training courses provide the knowledge to meet and exceed business goals by delivering hands-on skills and on-the-job insights. With authorized Citrix training, you can ensure optimal use of your Citrix products, keep your organization running smoothly and advance professionally with in-demand technical skills. You will also learn and be able to apply best practices.

Citrix Support

Tech support programs. Citrix Support can work with you to create a support program that fits your needs. Customize the level of support you receive and get the most out of our resources, expertise and leading-edge capabilities to maximize your Citrix investment and keep your technology investment running efficiently.

Knowledge Center. The Knowledge Center is the official online resource for technical information on Citrix products, hotfixes, patches, feature releases, tech notes, security bulletins and troubleshooting guides.

Customer Service. Customer service helps with non-technical support issues that customers may face on a daily basis.



A better way.
A simpler way.
The Citrix way.

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About Citrix

Citrix Systems, Inc. (NASDAQ:CTXS) is the leading provider of virtualization, networking and software as a service technologies for more than 230,000 organizations worldwide. Its Citrix Delivery Center, Citrix Cloud Center (C3) and Citrix Online Services product families radically simplify computing for millions of users, delivering applications as an on-demand service to any user, in any location on any device. Citrix customers include the world's largest Internet companies, 99 percent of Fortune Global 500 enterprises, and hundreds of thousands of small businesses and prosumers worldwide. Citrix partners with over 10,000 companies worldwide in more than 100 countries. Founded in 1989, annual revenue in 2008 was \$1.6 billion.

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