



Virtualization, automation and advanced management for the datacenter

Enterprise-class, cloud-proven and free—Citrix XenServer enables IT organizations to get the most from their computing resources with the lowest total cost of ownership. Citrix Essentials adds the advanced management capabilities needed to accelerate operational efficiencies and IT agility—unlocking the full potential and value of datacenter virtualization.



The traditional model of one application to one server, coupled with the need to support a growing portfolio of application workloads, has led to underutilized server assets and sky-rocketing operational costs that are consuming an inordinate proportion of IT budgets. At the same time, the high entry prices of most virtualization technologies that offer to reduce these costs can be prohibitive for many organizations. IT organizations must break this cycle, focusing less budget and fewer resources on *keeping the lights on* and more time and energy on projects that differentiate their company in the market. With Citrix® XenServer™ and Citrix Essentials™, companies have the economics and features that enable them to progress to next generation IT delivery centers while simultaneously increasing the efficiency of existing resources and optimizing business agility and continuity.

“We expect that total costs for server infrastructure will be reduced by more than 35 percent because of XenServer. In the future, we will need some 70 percent fewer physical servers. In addition, we will save on administration and energy costs.”

Michael Markl, global service owner,
SAP IT Infrastructure Communication
Services, SAP AG

Citrix Essentials

Citrix Essentials brings advanced management capabilities to Citrix XenServer and Microsoft® Hyper-V™ to create, integrate, manage and automate virtual datacenters at half the cost of other solutions. Organizations can easily extend the benefits of server virtualization platforms by adding Citrix Essentials automation capabilities to gain a rich set of features including automated high availability, workload balancing, lifecycle automation, dynamic provisioning and native integration with leading storage platforms.

Optimize server infrastructure

XenServer enables any organization, no matter the size or budget, to immediately benefit from server virtualization. Consolidating workloads from multiple instances of under-utilized hardware enables organizations to quickly realize savings in power, cooling and management, optimize the use of existing hardware, and deliver improved manageability and reliability.

Accelerate the delivery of server workloads

Citrix Essentials provides the tools necessary to update, test and deploy critical business production systems and internal lab-based environments in a repeatable systematic nature that optimizes change management processes and reduces operational risk. Dynamic provisioning makes server deployment as easy as a reboot and dramatically reduces image management and storage tasks.

Simplify management of the virtual infrastructure

Citrix Essentials adds powerful tools for managing virtual servers and virtual storage infrastructure, enabling organizations to create highly scalable, manageable and agile virtual infrastructures. Its simple, scalable, role-based management architecture allows IT administrators to group physical servers and storage resources into pools wherein they can easily provision, search, monitor, migrate and protect virtual machines across the enterprise. Its open

architecture enables a virtual storage infrastructure that takes advantage of native storage services such as snapshots, thin provisioning and remote mirroring for flexible, yet simple storage management.

Key features

- **Seamless storage integration**

StorageLink™ technology, included in Citrix Essentials, lets customers directly leverage the native power of their existing storage investments, providing the ability to fast clone and provision virtual machines and enabling a single backup solution that spans physical and virtual resources. StorageLink is certified to work seamlessly with almost every third-party storage infrastructure, array and backup system.

- **Dynamic workload management**

At the core of the value proposition for server virtualization is the concept of optimizing the use of hardware, space and power while maintaining the best user experience. Citrix Essentials provides granular visibility into real-time performance, and intelligently places and rebalances virtual workloads across XenServer resource pools to ensure optimal utilization and performance. Leveraging XenMotion™, this new capability combines workload resource consumption characteristics with the current performance demands on the physical hardware and administrator-defined policies to ensure that customers get the most out of their virtual infrastructure, while avoiding bottlenecks and maintaining the best user experience.

- **Automated lab management**

Citrix Lab management reduces the complexity, time and cost of managing non-production environments typically used in development, support and training organizations. Lab management automates the setup and tear-down of complex application workload configurations, provides self-service template libraries for rapid provisioning, and enables cross-team collaboration on common virtual environments. With Lab management organizations can accelerate the process of moving workloads through development and testing, and into the live production environment, while reducing virtual machine sprawl and minimizing setup or configuration errors and delays.

- **Stage management**

Citrix Essentials streamlines the process of building, testing, sharing and delivering applications on-demand into production environments for XenServer and Hyper-V customers. Administrators can create customizable workflows that define multi-machine configurations and move them through pre-production staging and integration testing processes, improving quality and minimizing the time to deploy critical updates or new business services.

“Does XenServer 5 pass the ‘first impression’ test? Yes. It offers speed, flexibility, scalability, ease of use, and a price that will make your accountant grin.”

Ken Hess, Linux Magazine

- **Dynamic provisioning services**

Provisioning services accelerate the roll-out of server workloads across the virtual environment, dramatically improving IT agility and simplifying ongoing IT administration by dynamically provisioning countless workloads from a single server image. By consolidating server images, IT professionals can reduce the number of actively managed servers by up to 90 percent and, therefore, the time, effort and energy spent in patching, maintaining and updating business critical servers.

- **High availability**

Citrix Essentials provides fully automated system failover for virtual machine environments. Should a host fail, Citrix Essentials restarts virtual machines on available servers in the resource pool, using intelligent placement based on current resource utilization. Citrix Essentials high availability provides administrators with multiple protection levels, ensuring that the most critical workloads are restarted first, followed by lower priority workloads as capacity allows.

- **Workflow orchestration**

Built on top of Windows® PowerShell™ and Windows Workflow Foundation, Citrix Workflow Studio™ provides an easy-to-use graphical interface for workflow composition that virtually eliminates scripting. Workflow Studio orchestration acts as the glue across the IT infrastructure, allowing administrators to easily tie technology components together via workflows.



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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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