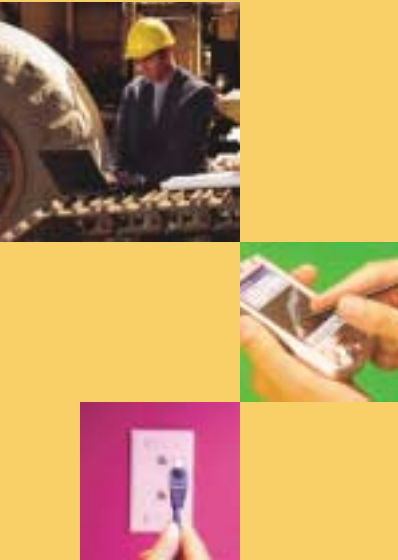




Citrix MetaFrame Access Suite Solutions for
Accessing the On-Demand Enterprise

Challenges

- MEET OR SURPASS THE COMPETITION
- BRING PRODUCTS AND SERVICES TO MARKET MORE QUICKLY
- INCREASE CUSTOMER SATISFACTION
- CONTROL COSTS AND COMPLEXITY
- INCREASE PRODUCTIVITY AND REVENUES
- PROVIDE STRONGER SECURITY



YOUR ORGANIZATION RUNS ON INFORMATION.

A critical success factor in today's market is the ability to give employees, partners and other users on-demand access to enterprise applications and information from any location, device or network connection. Whether working from a remote or home office, a customer site or shop floor, or an airport or hotel room, employees and partners need easy, secure and instant access to the same applications, information and tools that are available at headquarters. This means providing access to more types of resources by more users in more varied work scenarios than ever before.

But there are significant challenges standing in the way. The complexity of information systems—created by successive layers of new technology, as well as the sheer diversity of available devices, platforms, networks, standards and infrastructures—is a huge issue. So is the need to safeguard sensitive data outside the corporate LAN. In addition, many organizations must assimilate facilities and people added through growth or acquisition. And inevitably, there is pressure to reduce costs, justify expenditures and do more with existing resources.

CITRIX METAFRAME ACCESS SUITE SOLUTIONS ENABLE ORGANIZATIONS TO BUILD AN ON-DEMAND ENTERPRISE.

Citrix® MetaFrame® Access Suite solutions provide secure, easy and instant access to managed applications and information while simplifying their deployment and administration in today's complex computing environments. These solutions address specific information access challenges faced by organizations of all sizes:

- Mobilizing your workforce with enterprise information that goes anywhere
- Giving remote offices access to full enterprise resources
- Deploying and updating applications in minutes instead of months
- Keeping information and applications secure and available, no matter what

Citrix solutions enable employees and partners to find, organize and collaborate on applications and information—yielding higher productivity, better customer service and improved decision-making. Equally important, Citrix solutions increase overall access security and immediately deliver measurable returns and benefits.

Citrix Solutions for Application Deployment

NATIONAL SEMICONDUCTOR CORPORATION

The employees of National Semiconductor Corporation, which designs, develops, manufactures, and markets semiconductor products, required rapid access to a broad range of proprietary and packaged business applications. But many remote users did not have PCs with enough memory to run these applications locally, and the company was spending nearly \$1 million a year on desktop upgrades and replacements.

National Semiconductor selected an application deployment solution from Citrix to deliver 60 business-critical applications, including SAP and Microsoft® Office, to 6,400 employees in 13 geographically dispersed offices. Since the applications process transactions on a centrally managed



server farm instead of the desktop, there is no need to upgrade individual machines with additional memory.

Thousands of employees now use thin-client terminals to log on to the Citrix system and access applications from any location. As a result, the company has reduced its previous desktop infrastructure expenditures by more than 50 percent annually, while greatly streamlining desktop administration.

Today's fast-paced, global economy demands speed and flexibility in deploying new applications, updating business processes and giving employees the tools they need. With the Citrix MetaFrame Access Suite, you can bring new applications or updates online in minutes instead of months, making them accessible to users anywhere—even worldwide—without the costs and delays associated with visiting every desktop. Citrix access infrastructure software provides rapid, secure deployment of full-featured applications from a central location to users on any device or connection.

REDUCING TIME AND COSTS; INCREASING EFFICIENCY, PRODUCTIVITY AND SECURITY.

The Citrix MetaFrame Access Suite accelerates and simplifies every aspect of application distribution, management, security and support, significantly reducing or eliminating the time and costs associated with other approaches. Applications are installed and run on centrally managed servers; individual desktops do not need to be touched. As a result, software installations and updates that used to take months to deploy across the organization can now be completed in minutes. Integration of new applications and users following mergers and acquisitions can be handled just as quickly. And this entire process is performed without disrupting employees, so user productivity is maintained while IT productivity is increased.

The Citrix MetaFrame Access Suite is inherently secure. To start, applications and data are stored on servers, not on desktops, and only minimal data (keystrokes, mouse clicks and screen updates) crosses the network. Built-in SSL encryption protects all information—including native Web-based applications and Web-based content—transmitted between servers and users across the Internet and other networks.

The economic benefits from the Citrix infrastructure are just as significant. IT operating expenses are greatly reduced by streamlining and centralizing administration, support, version control and training. Return on investment is increased by extending the life of existing hardware, software and networks, and eliminating frequent client desktop upgrades. Even applications like Web browsers (e.g., Internet Explorer) can be standardized, secured and managed across the enterprise. And fast, simple, consistent access to applications enables employees to be more productive.

Solutions Benefits

Citrix Solutions for Application Deployment support custom, off-the-shelf and Web-based applications and deliver a single consistent service model for all, lowering total cost of ownership of the IT infrastructure. Following are benefits of deploying legacy, client/server and Web-based applications with the Citrix Metaframe Access Suite:

Legacy Applications

- Centrally deploy and configure terminal emulation programs for accessing host-based applications

Client/server Applications

- Quickly deploy custom applications to any user, at any location, on any device
- Instantly Web-enable Windows® and UNIX® applications without recoding and publish them to users via any standard Web browser
- Eliminate support and management of client components on highly distributed desktops
- Eliminate upgrading of desktops to support the rollout of new applications
- Provide secure access to applications over any network
- Improve performance of full-featured versions of applications

Web-based Applications

- Increase performance by 200 to 250 percent compared to running on a locally installed browser
- Centralize deployment and management of the Web browser application, including components and plug-ins
- Enhance security by centralizing management of browser security configuration

"It was important for us to give our employees in the field mobile wireless access to the Siebel eBusiness 2000 system and mainframe applications. With the Citrix solution, brokers can now provide accurate information to their customers on the spot, rather than having to wait until returning to the office to process the paperwork."

Torben Petersen, IT Manager Tryg-Baltica International Insurance Company

"Citrix software has ensured that, no matter what happens, SEB employees will be able to carry out banking procedures and offer customers a consistently high level of service. We have quickly and inexpensively installed over 100 devices, which can access the server-based applications. SEB has also made substantial cost-savings, because Citrix-enabled applications can be accessed by any device with a browser."

John Sellars, Technical Support Manager, Skandinaviska Enskilda Banken

"We are able to manage the delivery of information to our stores in a more efficient, timely and consistent manner, thus enabling better-informed business decisions."

Pete Hill, Project Manager, Virgin Megastores

"The Citrix Solution allowed us to Web-enable and distribute our applications faster than we ever thought possible—versus the countless man-years and development dollars it would have taken to rewrite them to operate in a standard browser. The time and cost savings have been immeasurable."

Shawn Ledbury, Assistant Vice President, Technology Group, Merrill Lynch

Citrix Solutions for Remote Office Connectivity

As organizations expand their geographic reach across the country or across the world, they face the challenge of giving remote offices, plants and other facilities access to the same applications and information that are available at headquarters. There is growing momentum to allow workers to work from home. Business partners may reside down the street, across town, or across the globe. Each of these locations may operate with different computing infrastructures, including a variety of network connections, client hardware, software applications and bandwidth resources.

IMPROVE PRODUCTIVITY. REDUCE COSTS. ENHANCE CUSTOMER SERVICE.

Integrating diverse platforms and technologies into a cohesive enterprise network can cause delays organizations don't need. The Citrix MetaFrame Access Suite makes it easy to give remote offices and workers high-performance, secure access to full-featured applications and information on any device or network connection, while cost-effectively maintaining and supporting these applications. Deployments that once took weeks or months can now be completed in minutes on servers consolidated in a data center instead of on remote servers and desktops across multiple locations, eliminating the need to travel to remote sites. Citrix solutions also offer an easy and convenient way to provide remote support and training. Users in any location enjoy the full performance and functionality of enterprise applications, even over low-bandwidth connections.

Citrix Solutions for Remote Office Connectivity deliver measurable benefits. By enabling on-demand access to corporate and customer information, Citrix helps employees be more productive, provide better service and build customer satisfaction and loyalty. Organizations become more agile by accelerating the integration of new offices and reducing time-to-market for new services.

Solutions Benefits

- Configure, manage and enable application access from one central location, reducing the cost of provisioning remote offices individually
- Improve time-to-value for business expansion with accelerated delivery of ERP, CRM and office productivity applications, whether host-based, client/server or native Web-based
- Save the cost and time required to dispatch IT staff to service remote locations
- Securely deploy applications over the Internet, saving telecommunication and network costs
- Enhance customer service by providing remote contact centers with access to centralized customer care systems
- Ease the implementation of Business Process Outsourcing (BPO) by enabling seamless, secure access to enterprise resources while maintaining control of your data

BUPA

As the UK's leading medical insurance company, BUPA needs effective customer service in fielding treatment claims and dealing with enquiries. However, BUPA faced the challenge of delivering its CFS (Customer Facing System) application to its new claims processing center in India, while keeping customer records up-to-date in the UK. The company wanted to equip its traveling executives to work effectively while visiting remote locations. Finally, BUPA wanted to standardize the infrastructure of the entire company to create a centralized system that was easy to manage and support.

With Citrix MetaFrame Presentation Server, BUPA has a standardized, centrally managed infrastructure on which to build its global expansion. "We've been told by our



partners in India that they feel like the CFS application is running locally, despite the fact that it is actually situated on a server farm in the UK," said Ian Shaw, Head of IT Services. This capability will also help BUPA International, the company's overseas health division, to deliver SWAN, another customer service and claims processing application, to employees in other countries such as Malta or Egypt.

"What's more, senior BUPA executives can expect to access their applications even when making business trips abroad," commented Shaw. And by centralizing IT support, BUPA expects to recognize considerable cost savings. "We can now solve 75 percent of our users' IT queries without ever visiting their desktop," he explained. "It is also going to be easier to grow internationally, since there is no need for local support."

It's no secret that today's organizations are on the move. Conducting business away from the office, whether at home, at a customer site or in a hotel room, is becoming more and more commonplace. Many organizations encourage and support employee mobility because it delivers important business benefits, including higher productivity, closer relationships with customers and partners, timely and accurate information, hiring flexibility and reduced overhead costs.

However, to achieve optimal productivity and responsiveness to customers, mobile workers need easy, secure, on-demand access to applications and information—the same resources available in the office. The Citrix MetaFrame Access Suite provides secure access to full-featured applications and information on demand, from any location, device or network connection, enabling mobile employees to work productively.

YOUR EMPLOYEES CAN BE ANYWHERE WHEN THEY NEED ACCESS TO INFORMATION.

Home, hotel, in the field, warehouse floor—wherever work takes them, mobile workers using Citrix access infrastructure solutions enjoy a single, secure point of access to the same software and information as their colleagues at headquarters. And they don't need local technical support; instead, IT staff members provide troubleshooting and training remotely from the server. Administrators can also centrally roll out applications and updates, and bring new users online, instead of being required to track down and update each mobile desktop. Executives appreciate the security of a system in which applications and data reside safely on a centrally managed server. Additionally, all information transmitted between server and user, whether via wired or wireless connection, is securely encrypted.

Solutions Benefits

- Provide your mobile workforce with secure, real-time remote access to business-critical applications and data
- Increase productivity by giving telecommuters and road warriors a familiar desktop-to-go, accessible from anywhere
- Empower your workforce with high-performance wireless access on a platform that works today
- Instantly wireless-enable any host-based, client/server or desktop application without special coding or Web versions required
- Reduce costly bandwidth and telecommunications charges and eliminate traditional compromises for secure remote access

HERTZ

Hertz, the world's largest vehicle rental organization, has a large network of offices in Denmark and Norway to service local businessmen and residents as well as holidaymakers. Hertz in Denmark and its sister company in Norway share IT resources and wanted to provide their mobile workforce with the ability to move between branch offices while still being able to get all the applications they needed. Hertz wanted a solution that could be easily administered and maintained. Finally, the company aimed to deploy a centralized booking system to reduce the time required to respond to customer inquiries.

Hertz implemented Citrix MetaFrame Presentation Server and Microsoft Windows 2000 Servers in Norway, and Citrix



MetaFrame Presentation Server in Denmark. Now, the staff can access line-of-business applications, such as the company's vehicle rental system, by logging on to central MetaFrame Presentation Servers via the Web.

"By enabling access to applications from any Web browser, MetaFrame Presentation Server enables our employees to spend less time in the office and has increased the mobility of our workforce," said Søren Brøndum, IT Manager at Hertz in Denmark.

"Users have one single point of access to all their applications. And this infrastructure is far easier for the IT team to administer, as all IT management takes place centrally at the server farms. We have also seen an increase in uptime since we implemented our Citrix solution, which has meant that we are able to improve the level of service that we offer our customers."

Eliminating or minimizing the risk of system downtime is a fundamental requirement of today's increasingly fast-paced and competitive market. Effective planning for rapid resumption of operations is critical, and increasing globalization requires more extensive system availability to meet the needs of users in different time zones. Any organization can experience significant loss of revenue or customers, or even total failure, from an unexpected business interruption. And although the most dramatic examples are natural or man-made catastrophes, organizations are more typically challenged by other planned and unplanned interruptions, such as scheduled system maintenance, relocation to a new facility, or simple disruptions like a local power outage.

ON-DEMAND ACCESS VIA THE INTERNET CAN KEEP BUSINESSES RUNNING.

Regardless of the cause, a business interruption can make it difficult or impossible for some or all users to access their desktops. Company offices may go down or be unreachable by workers. For this reason, organizations that rely on access to corporate information from a particular location can be at a severe disadvantage when a problem occurs—facing not only productivity losses but also the cost of re-establishing desktops elsewhere. Companies that implement business continuity plans giving workers secure Internet-based access to applications and information from home or temporary offices are in a better position to resume business functions more quickly, with lower costs.

The Citrix MetaFrame Access Suite provides the critical “access” component to a complete business continuity solution, in preparation for planned or unplanned outages. The baseline requirement for business continuity has become rapid connectivity to systems, customers, and business partners—with recovery in as little as 24 hours. Citrix enables this level of continuity by providing secure, Web-based access to essential business resources and allowing users to work from anywhere using any device, over any network connection.

Solutions Benefits

- Resume operations without waiting to restore network functionality: Displaced workers can access their key applications and information securely over the Internet from any standard browser.
- Provide a scalable solution: Because workers do not have to be physically present at a particular location to access company applications, space and equipment shortages in a temporary office do not pose a problem. A Citrix system can easily be scaled up to accommodate any number of users.
- Increase IT productivity: Relieve staff of the burden and expense of installing and reconfiguring each individual PC after a loss. With Citrix, all applications and information are installed and managed from servers in a central location.
- Complement your mirroring, RAID and backup solutions: Citrix's built-in server load balancing and automatic reconnect maintain server availability, even when a single server fails, is over-utilized, or loses the connection.

LEHMAN BROTHERS

Lehman Brothers, a global investment bank, suffered damage to its New York City headquarters during the terrorist attack on the World Trade Center. Nearly 6,000 employees were dispersed to more than 20 different locations. Lehman's IT department faced the critically important task of providing these employees remote access to applications so they could resume work as quickly as possible. Hari Gopalkrishnan, vice president of e-commerce technology, said, “Our key concerns were application rollout speed and security over the Internet, since we would be deploying highly sensitive financial information to any arbitrary kiosk.”

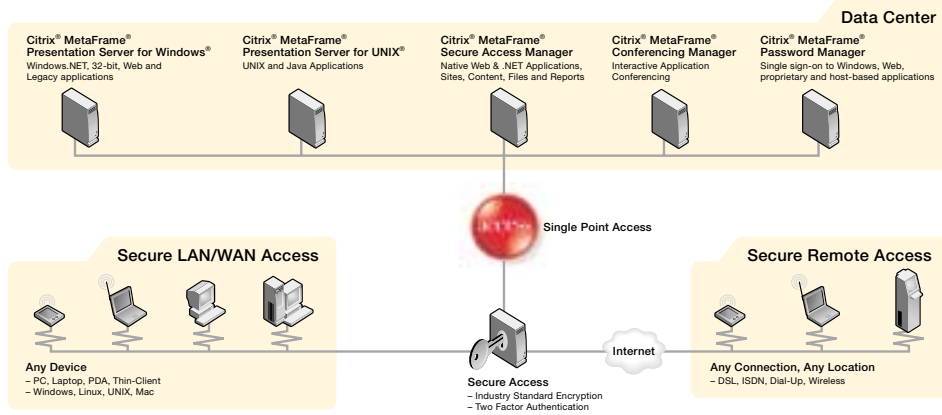
Prior to the attack, Lehman Brothers was piloting Citrix MetaFrame Presentation Server to deploy several applications to remote users



over the Web. For Internet security, Lehman developed proprietary software called Tocket that provides 128-bit encryption of applications. Gopalkrishnan recognized that Citrix software and Tocket offered simple, secure application deployment to the displaced workers. “In two days, we had 1,200 users on the system. In just six weeks, 4,500 were connected and 81 applications had been rolled out,” he said.

By leveraging Citrix software and Tocket, Lehman not only continued operating, but also increased market share among its businesses. User satisfaction was high, with employees rating performance, functionality and availability of the Citrix solution as “excellent to very good.” Said Gopalkrishnan, “MetaFrame grew from a remote access solution for a few employees to a key component of Lehman's enterprise infrastructure.”

Citrix MetaFrame Access Suite



Citrix Access Infrastructure

Citrix access infrastructure software helps organizations provide easy, secure, and instant access to enterprise information and applications, while controlling IT costs and complexity. The Citrix® MetaFrame® Access Suite solves critical information access challenges, including connecting remote offices, providing mobile access to information, accelerating enterprise-wide application deployment, and enabling continued operations during an interruption. Citrix customers are leveraging the MetaFrame Access Suite to address regulatory compliance issues by centralizing applications and data and providing secure, authorized access on demand. Citrix software delivers measurable ROI and benefits including cost savings, higher productivity, improved decision-making and greater business agility.

Citrix MetaFrame Access Suite

The Citrix MetaFrame Access Suite offers organizations the easiest and most cost-effective way to provide a single, secure point of access to enterprise applications and information on-demand. The Suite ensures a consistent user experience anywhere, on any device or connection, while allowing IT staffs to centrally deliver, manage, monitor and control enterprise resources. Products in the Suite are fully integrated, making it easy to add and extend the value of your MetaFrame implementation:

Citrix MetaFrame Presentation Server for Windows®: The foundation of the Citrix MetaFrame Access Suite, Citrix MetaFrame Presentation Server for Windows is the world's most widely deployed presentation server for centrally managing heterogeneous applications and delivering their functionality as a service to workers, wherever they may be.

Citrix MetaFrame Presentation Server for UNIX®: Provides users with secure access to UNIX and Java applications, supporting Sun Solaris™, HP-UX® and IBM AIX® platforms.

Citrix MetaFrame Secure Access Manager: Provides secure, single-point access over the Web to a wide range of internal and external information resources, including applications, data sources, documents, Web content and services. With a powerful set of easy-to-use, wizard-driven configuration tools, IT administrators can enable browser-based access to the entire enterprise.

Citrix MetaFrame Password Manager: Provides universal password security and single sign-on access to Windows, Web, proprietary and host-based applications running within the MetaFrame environment. Users authenticate once with a single password, and MetaFrame Password Manager does the rest, automatically logging into any password-protected information systems, enforcing password policies, monitoring all password-related events, and even automating end-user tasks.

Citrix MetaFrame Conferencing Manager: Adds intuitive application conferencing to MetaFrame Presentation Server that eliminates the geographical distance between team members, increases the productivity of meetings, and allows easy collaboration.



About Citrix: Citrix Systems, Inc. (Nasdaq:CTXS) is the global leader in access infrastructure solutions and the most trusted name in enterprise access. Citrix software enables people in businesses, government agencies, and educational institutions to securely, easily and instantly access the on-demand enterprise, from anywhere, anytime, using any device, over any connection. Nearly 50 million people in more than 120,000 organizations rely on the Citrix MetaFrame Access Suite to do their jobs. Citrix customers include 100% of the *Fortune* 100 companies, 99% of the *Fortune* 500, and 92% of the *Fortune* Global 500. Based in Fort Lauderdale, Florida, Citrix has offices in 26 countries, and more than 7,000 channel and alliance partners in more than 100 countries. For more information visit www.citrix.com.

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