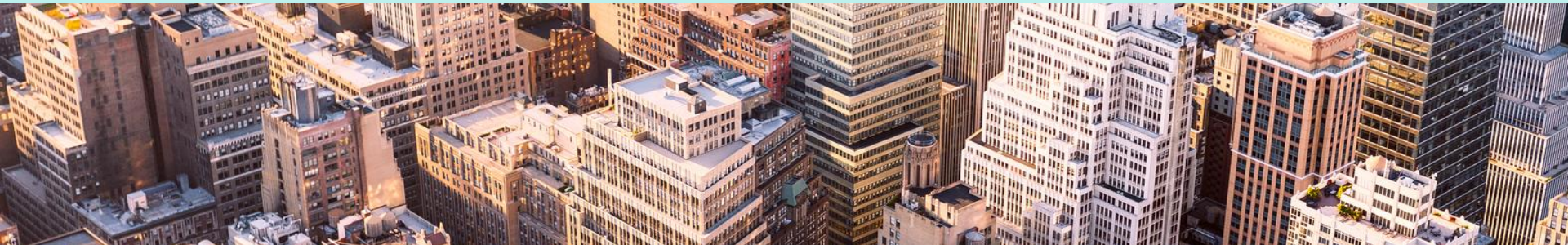


Citrix: what's new & what's next

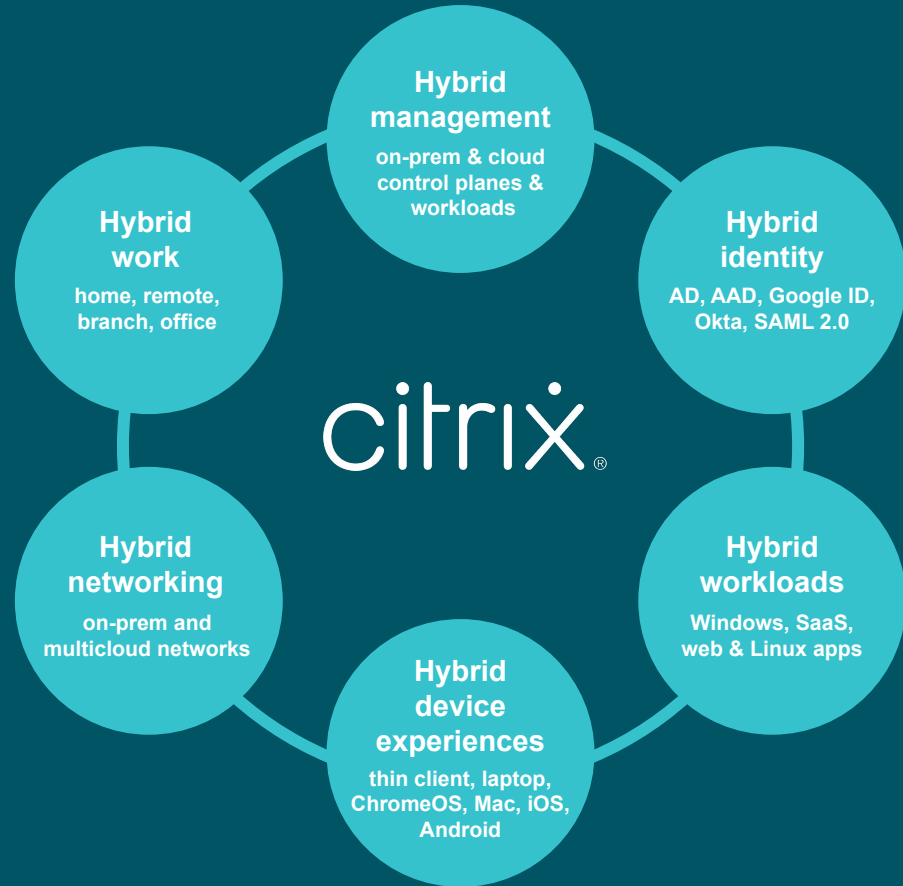
Nathanael Davison
Senior Product Manager

EUC Forum Winter 2023

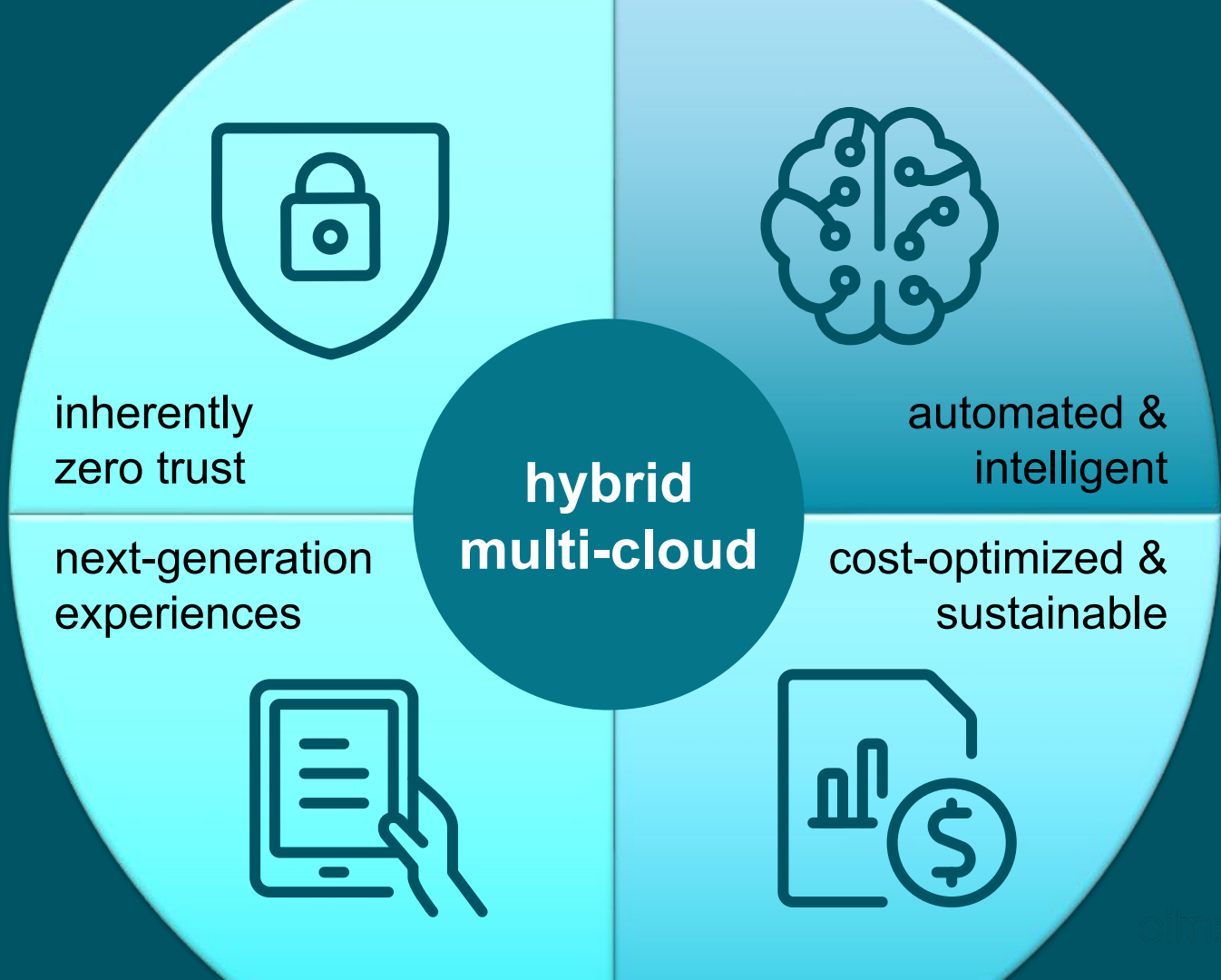
citrix



Hybrid is everywhere for End User Computing



citrix[®]
**2024 and
beyond**

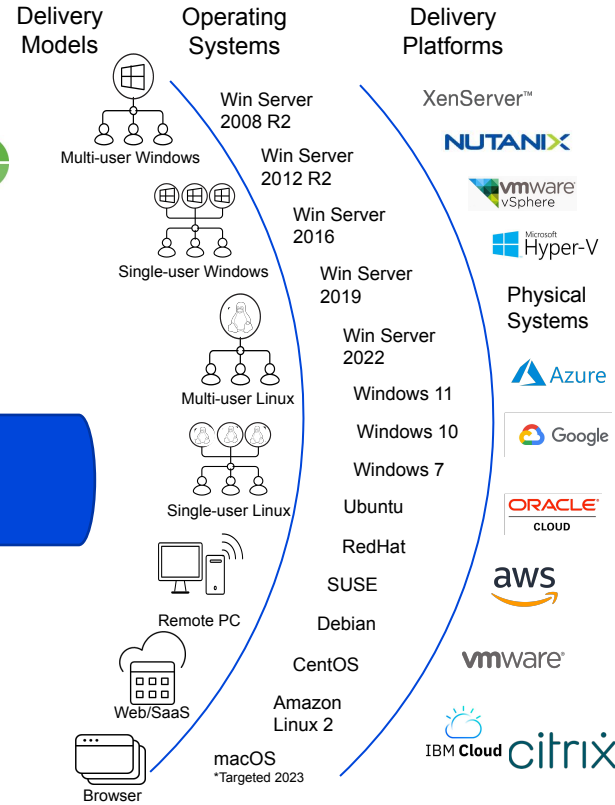
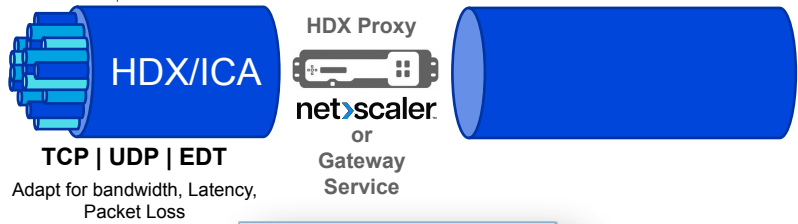
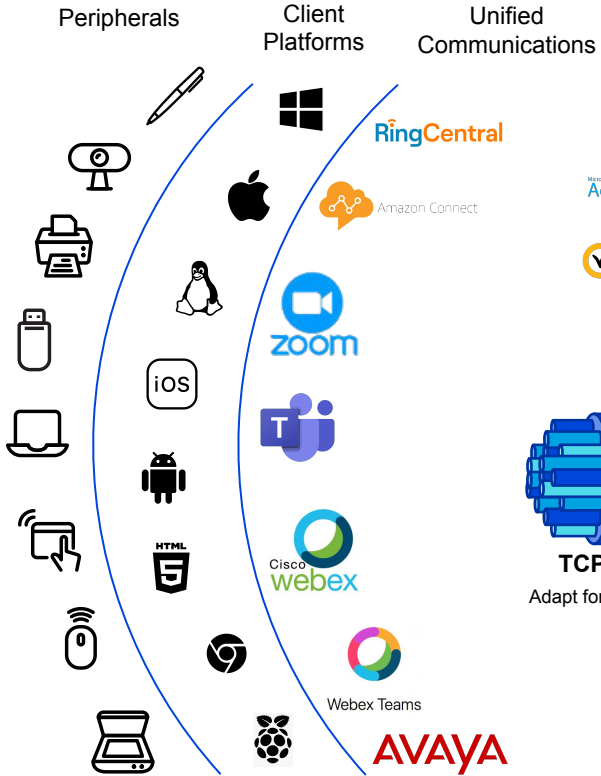


User & Endpoint

Network & Access

Apps & Desktops

**700 Citrix Ready ISV partners
& 5200 products certified**



Selected 2023 New Features

New Storefront UI

Available: Preview in 2311

Web Studio for On-Premises

Available: 2303

WEM: Web Studio for IT managed Environments

Available: 2303

Autoscale for IT Managed CVAD

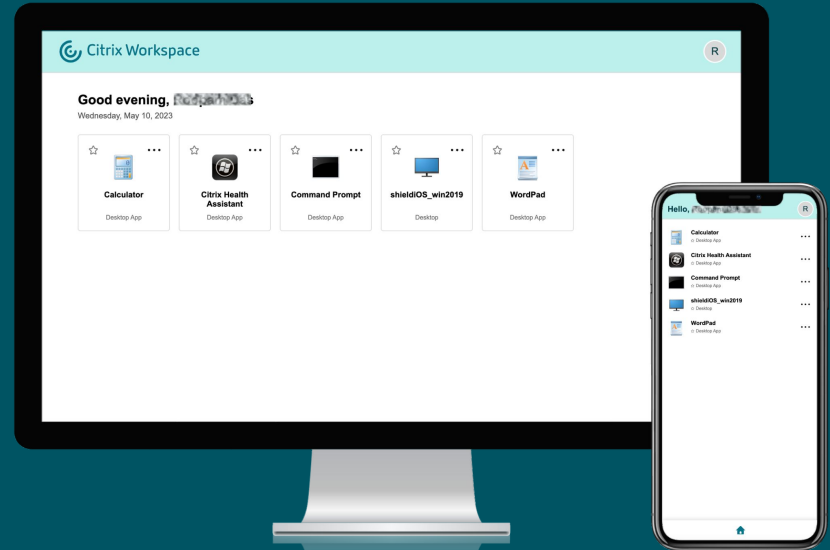
Available: 2305

HDX Developments:

- HDX Powered by the AV1 Codec
- HDX Simulcast (Teams Optimisation)
- EDT Lossy on Gateway Service

Azure AD Single Sign-On

Available: Private Preview



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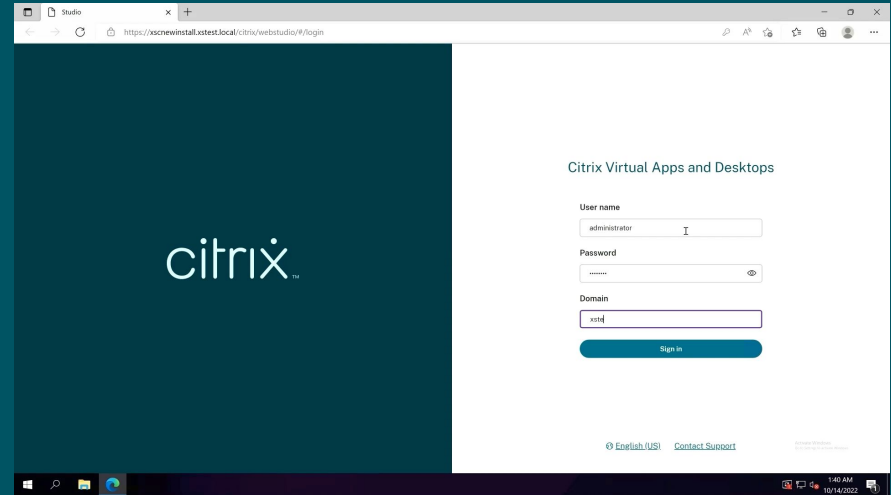
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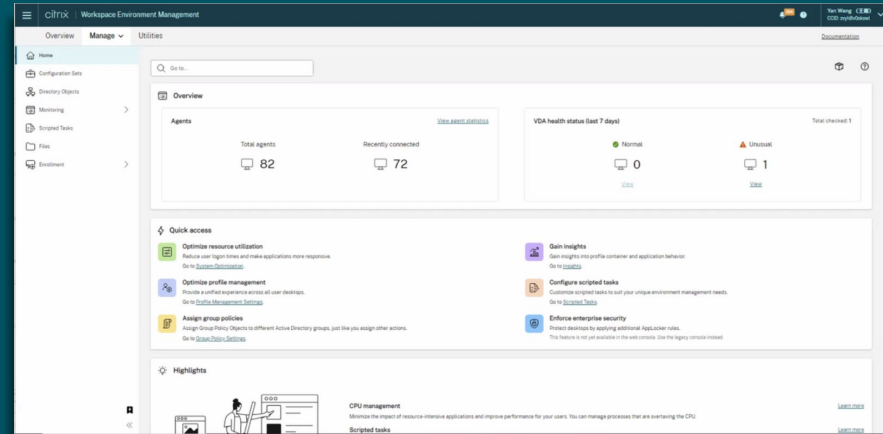
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Available: Private Preview

Available for on-prem CVAD customers with Citrix Universal Subscription

- Power management
- Dynamic Provisioning
- Autoscale Insights

Selected 2023 New Features

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The “Old” Citrix

Diversify portfolio of products

Provide end-user apps

Sell a variety of individual products and add-ons

Monetize education, services and support

The “New” Citrix

Focus on core: secure app and desktop delivery

Provide end-user apps

Sell a variety of individual products and add-ons

Monetize education, services and support

PVS Switching to MCS Service for provisioning



Available: DaaS Public TP, GA 2311

Blog: [PVS Catalogs Made Easy with Citrix DaaS Provisioning](#)

- Use MCS provisioning capability to create VM for PVS
- PVS will have access to all the features MCS has added to on-prem hypervisors and public clouds
 - Hybrid Azure AD, Azure AD, Intune
 - On-Demand provisioning
 - Ability to update machine profile after creation
 - Many more features that PVS does not support today
- Added parameters to New-ProvScheme cmdlet used to create new PVS VMs
- Admin now can manage PVS provisioning from Studio with unified UI and workflow
- Improved supportability for PVS using same API as MCS

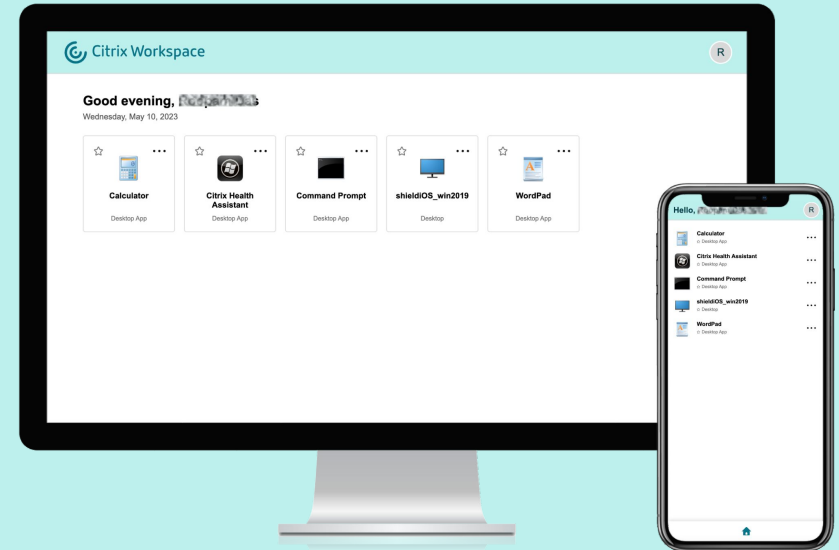


Support for Azure Only
Public Tech Preview available
GA 2311 and next LTSR

New StoreFront UI coming soon!

Available: 2311 TP

- StoreFront has been in maintenance mode for the past few years and has not been receiving new updates
 - Currently the Workspace and StoreFront UIs don't look similar
- We are introducing the Workspace UI view to StoreFront as well.
 - **The legacy UI and customizations will continue to be supported.**
 - Admins will be able to control which UI they use.
- StoreFront got a new release with 2308
 - Advanced Health Check turned on
 - Deprecating adding XenApp 6.5 farms



Web Studio for On-Premises is here!

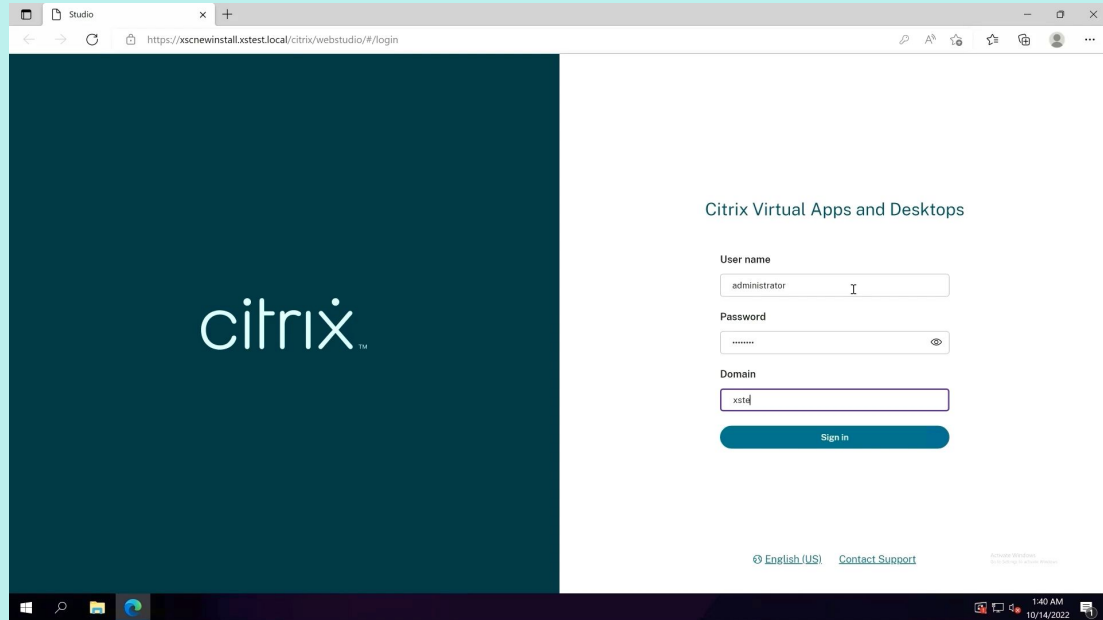
Available: 2303 forward

Blog: [Citrix Web Studio for On-Prem is Here! - Citrix Blogs](#)



We are bringing the streamlined management experience of Web Studio to on-premises deployments

- Simplify management and offer consistency with the power of a web-based Studio seamlessly integrated to securely manage your resources
- With Citrix Virtual Apps and Desktops REST APIs, automate the management and provisioning across your cloud and on-premises resources
- Improvements coming:
 - **Manage multiple CVAD sites in one Web Studio (GA 2311)**
 - Improve provisioning and simply policy management



WEM: Web Studio for IT Managed environments

Available: 2308 TP

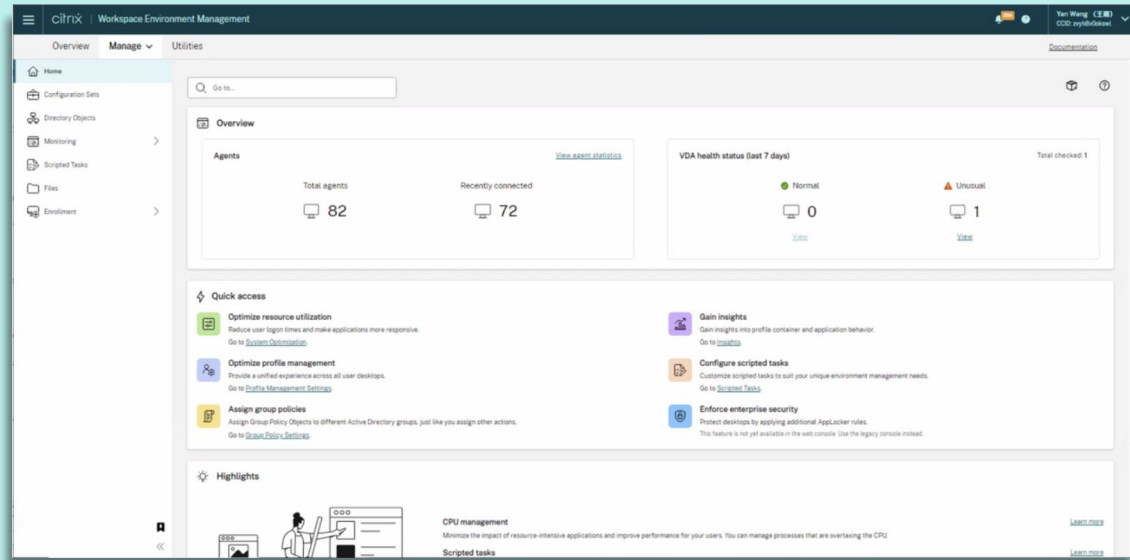
Blog: [WEM Web Console: Redefining Experience For Administrators - Citrix Blogs](#)



We are undergoing the journey to migrate WEM features to a streamlined, web-based console

- Optimize resource utilization
- Assign group policies
- Configure scripted tasks
- And more!

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Autoscale for IT Managed CVAD



Available: 2305 forward, 2311

Blog: [Bringing the power of Citrix Autoscale to on-premises](#)

Available for on-prem CVAD customers with Citrix Universal subscription

“Balance compute costs and user experience”

Power management

- Load and schedule based scaling
- Cost and capacity visualizations
- Autoscale persistent machines - Shutdown if not in use.
- Autoscale persistent machines - end user hibernation

Dynamic provisioning

- Create and delete machines based on admin controls
- Autoscale persistent machines - reclamation service
- Vertical Load Balancing - Fill up machines before powering on new ones at delivery group level

Autoscale insights

- Why – Refine Autoscale settings based on your past usage to achieve better balance of cost savings and end user experience

HDX Highlights

HDX Powered by the AV1 Codec

Better quality at the same bandwidth or the same quality at a significantly reduced bandwidth, making your VDI environment more resource-efficient.

Support for Intel and NVIDIA GPUs

HDX Simulcast (Teams Optimization)

Prevent the lowest-performing endpoint from dictating the video resolution for all meeting attendees

Meeting Server sends out the video stream appropriate for each endpoint

EDT Lossy on Gateway Service

EDT Lossy is a protocol that enables seamless audio delivery by tolerating latency and packet loss without the need to resend content.

Real-time experience for users, ensuring that audio and video remain synchronized.

Azure AD Single Sign-On

Available: Public Tech Preview

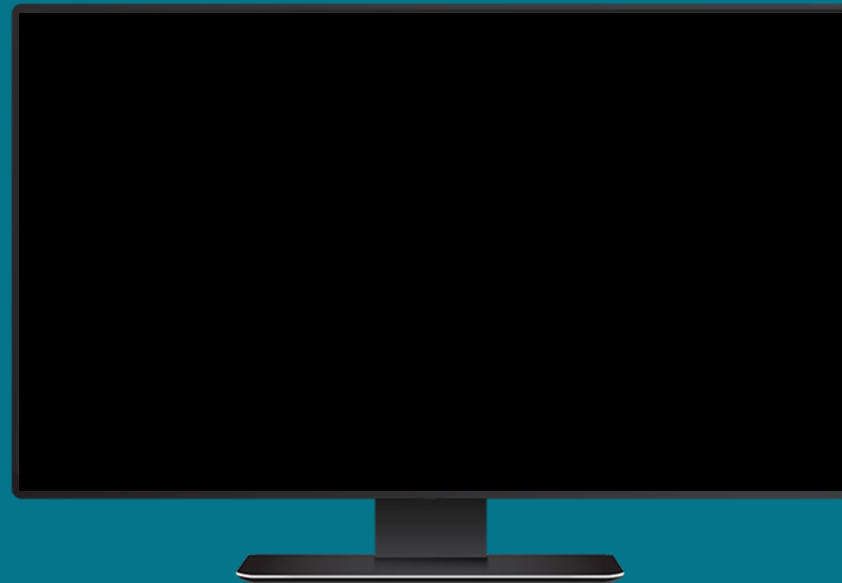


SSO into virtual desktops using your Azure AD credentials!

Target use cases:

- Azure AD joined and Hybrid AAD joined session hosts
- Single-session and multi-session session hosts
- Persistent and non-persistent session hosts

Great for native Workspace app access and browser-based access (with native and HTML5 client)



Choose the right platform

Windows 365

- Designed for **tactical** use cases
- Dedicated persistent desktop
- Flat-rate pricing
- Hybrid and Azure AD join
- Windows 10 and Windows 11

Citrix HDX Plus for Windows 365

Azure Virtual Desktop

- Designed for **strategic** use cases
- Dedicated, pooled and multi-session
- Consumption based pricing
- Domain, Hybrid and Azure AD join
- Windows 7, 10, 11, Windows Server 2012 R2 – 2019 and Linux

Citrix DaaS

Entitlement of Citrix DaaS – Advanced+, Premium, Premium+ & Standard for Azure

Citrix HDX Plus for Windows 365



HDX Experience

Citrix HDX technology delivers the best high-definition experience across any network and application.

- Telephony and Unified communications
- Multimedia performance
- Adaptive throughput
- Best experience on low-bandwidth / high latency connections

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Identity & Trust

Citrix seamlessly integrates with your third-party identity solutions to provide industry leading authentication and authorization support.

- Single Sign-On
- Multi-factor
- SAML 2.0 providers validated through Citrix Ready program



Flexibility & Choice

Citrix supports the industry's broadest array of devices and peripherals to guarantee an exceptional experience on any endpoint.

- Advanced Multi-monitor configurations
- Webcams, VOIP Headsets, audio devices
- Specialty peripherals with USB redirection



Security & Compliance

Citrix adds a layer of security to applications and data through granular policy controls, protecting corporate data from exfiltration.

- Client drive and printer access controls
- Restrict USB devices
- Unidirectional clipboard
- Session recording
- Adaptive access policies