What's new and what's next

Rishabh R

Product Management - Citrix (Cloud Software Group)

EUC Forum June 2024

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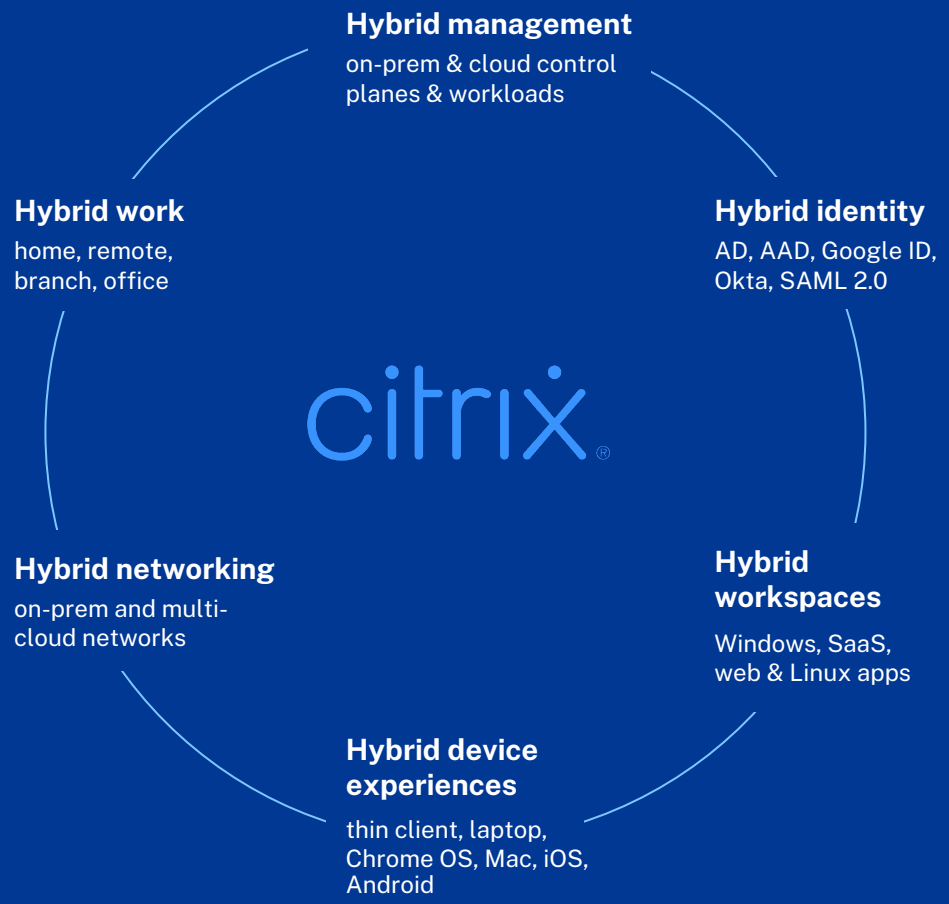
Hybrid is Everywhere for End User Computing



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Product priorities: **2024 and beyond**

Inherently zero trust

Automated & intelligent

Hybrid Multi-cloud

Next-generation experiences

Cost-optimized & sustainable

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User & Endpoint

Peripherals

Client Platforms

Unified Communications

RingCentral

Amazon Connect

zoom

Cisco webex

Webex Teams

AVAYA

Network & Access

700 Citrix Ready ISV partners & 5200 products certified

Active Directory

Azure Active Directory

okta

DUO

Symantec

SAML

OAUTH

Adaptive Authentication

HDX/ICA

HDX Proxy

netscaler

or Gateway Service

HDX/ICA

TCP | UDP | EDT

Adapt for bandwidth, Latency, Packet Loss

Apps & Desktops

Delivery Models

Multi-user Windows

Single-user Windows

Multi-user Linux

Single-user Linux

Remote PC

Operating Systems

Win Server 2008 R2

Win Server 2012 R2

Win Server 2016

Win Server 2019

Win Server 2022

Windows 11

Windows 10

Windows 7

Ubuntu

RedHat

SUSE

Debian

CentOS

Amazon Linux 2

macOS

Delivery Platforms

XenServer™

NUTANIX

vmware vSphere

Microsoft Hyper-V

Physical Systems

Azure

Google

ORACLE CLOUD

aws

vmware

IBM Cloud

amazon WorkSpaces

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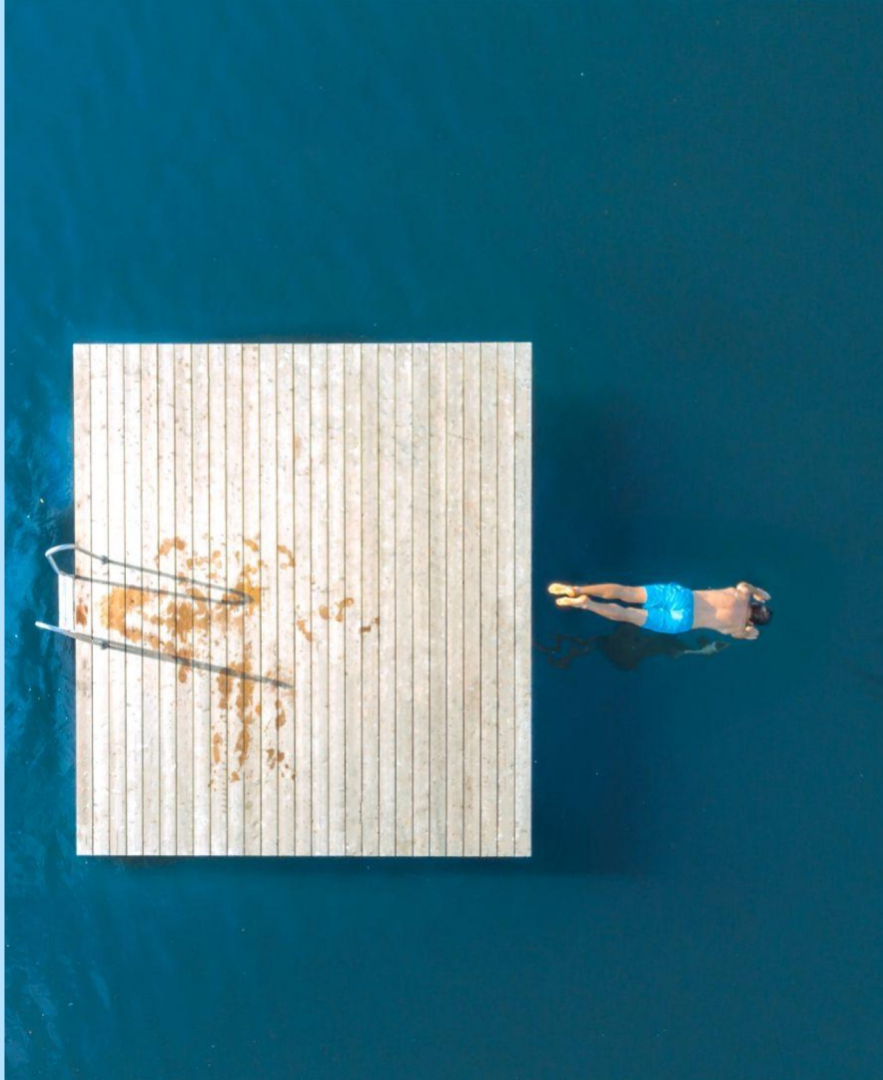
Announcements



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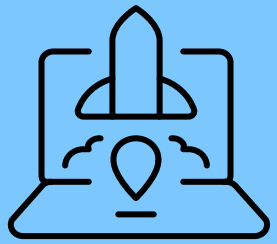
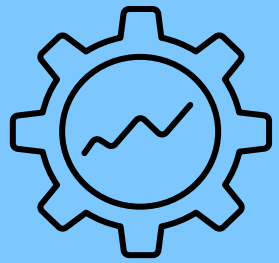
XenServer™ is back!



XenServer is included in all 3 Citrix subscriptions!



Take advantage of the most optimized hypervisor for Citrix workloads

Customers who haven't renewed can access XenServer via the promo

Launch Blog: [Announcing the inclusion of XenServer 8 in all new Citrix subscriptions!]

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citrix | Microsoft

This strategic partnership marks a significant milestone in the collaboration between Citrix and Microsoft, emphasizing their mutual commitment to driving cloud adoption, innovation in AI, and providing comprehensive support and solutions to customers worldwide

Cloud Software Group and Microsoft sign eight-year strategic partnership to bring joint cloud solutions and generative AI to more than 100 million people

cloud™ SOFTWARE GROUP | Microsoft

FORT LAUDERDALE, Fla. and REDMOND, Wash. – April 4, 2024 – Today, Cloud Software Group, Inc., and Microsoft Corp. announced they are deepening their collaboration through an eight-year strategic partnership agreement. The collaboration will strengthen the go-to-market collaboration for the Citrix® virtual application and desktop platform and support the development of new cloud and AI solutions with an integrated product roadmap. Additionally, Cloud Software Group will make a $1.65 billion commitment to the Microsoft cloud and its generative AI capabilities.

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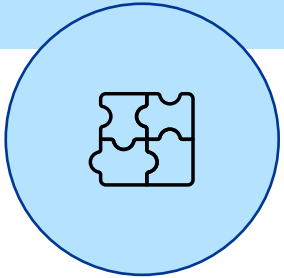
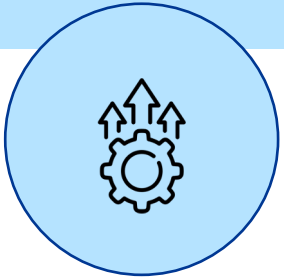
Citrix Enterprise Browser: Latest Developments

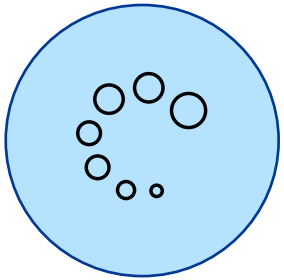


Support for custom extensions

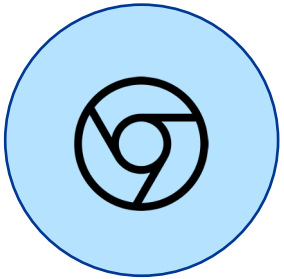


Upgrade CEB independent of CWA

Simplified SSO for on-prem with UI support (GACS)



Reconnect experience enhancements



User agent to match Chromium

Support for auth within CEB

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Secure Private Access On-Prem

Citrix ZTNA on-premises solution leveraging existing infrastructure
(StoreFront and NetScaler on-premises)

Integrated SPA Installer with CVAD 2311

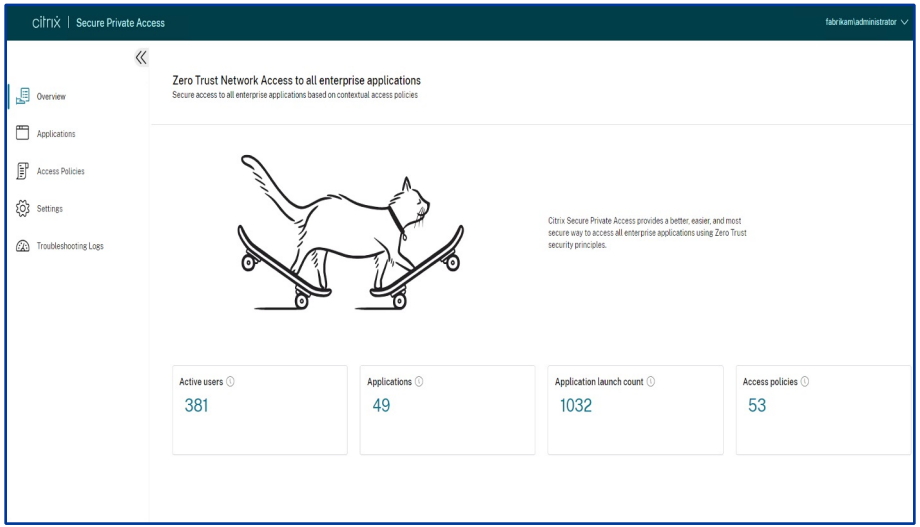
- SPA installed by default as part of DDC installation
- Standalone SPA installer (LTSR friendly)

Configuration and Admin UI

- Initial configuration wizard
- Web-based management *(SPA service experience)*
- Dynamic policy and authorization (NetScaler) evaluation
- Contextual access
- Simplified configuration in StoreFront 2311
- NetScaler script auto generation
- Admin roles
- Web Studio integration

Monitoring

- SPA Dashboard
- Troubleshooting



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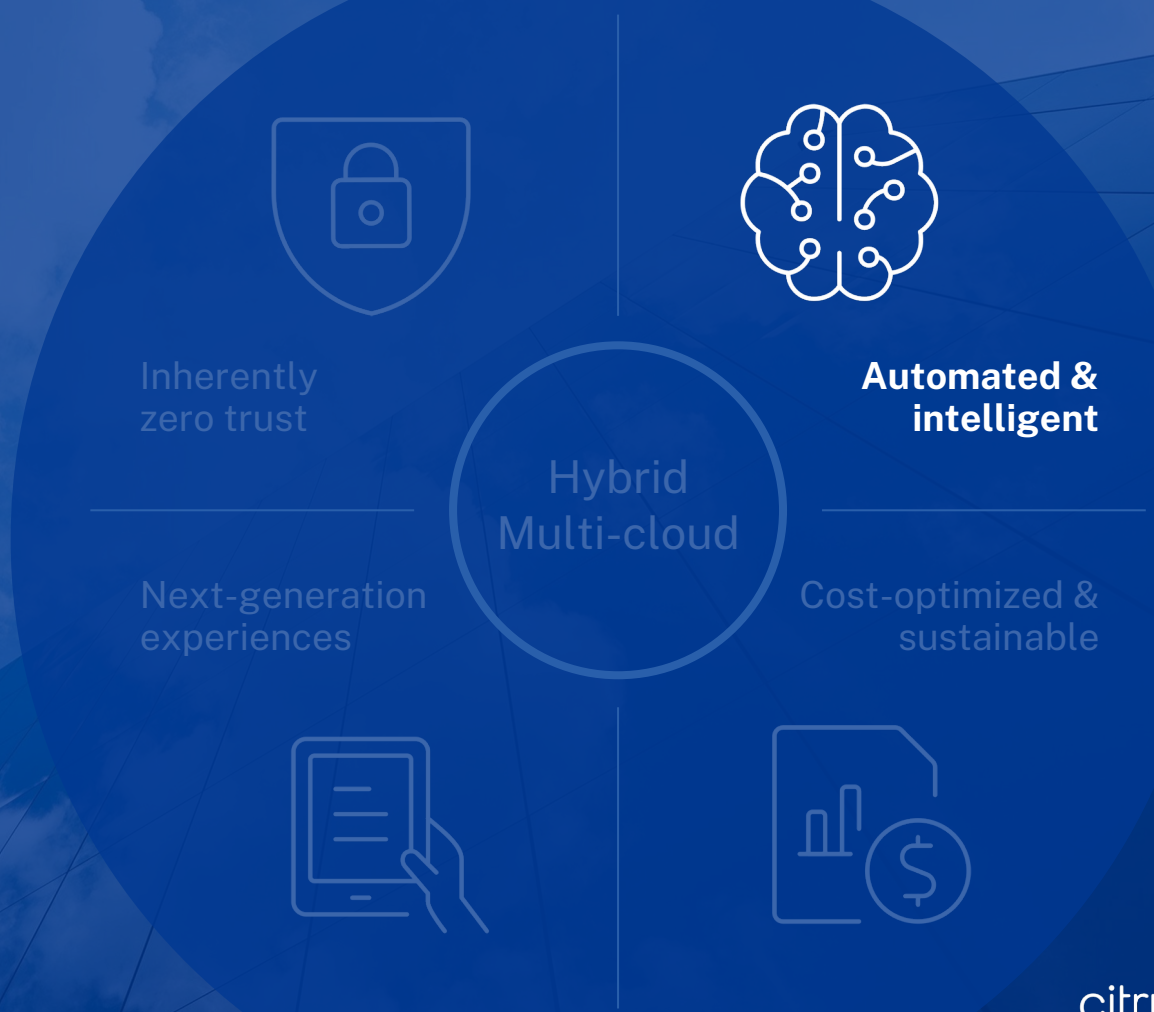
Product priorities: **2024 and beyond**



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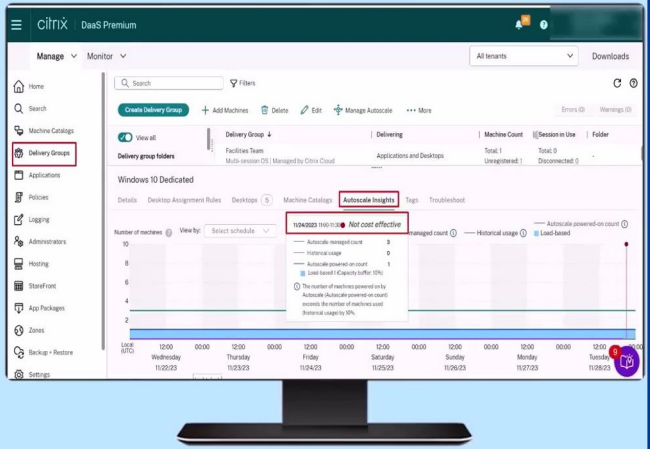
Autoscale Insights

Public Tech Preview

- Administrators want to make ***data driven decisions*** to ensure their Autoscale settings align with actual capacity usage
- Autoscale Insights compares "actual historical usage of their capacity" with "Autoscale settings" and infer three aspects - **cost effectiveness, poor end user experience or a good balance between them.**
- This feature is visible at a delivery group level and compares "historical usage" with "Autoscale settings" at 30 min intervals.

- Historical Comparison of Capacity



Resources:
Product Docs: Analyze the effectiveness of Autoscale settings | Citrix DaaS
Blog: Save costs with new innovations in Autoscale

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sustainable**

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Azure Hibernation with Autoscale

- Using the hibernation feature offers organizations a clear advantage
  - End user can pick up exactly where they left off
  - Improved logon performance
  - No additional cost
  - Improved sustainability
- ***Paradigm shift for persistent machine management***
- Phase 2 coming soon . . .
  - Improved admin controls, support for more use cases, improved end user notifications

Public Tech Preview

Part 1:

What are the Benefits?

Resources:
Reducing IT Costs and Carbon Footprint with Citrix DaaS and Microsoft Azure
Product Docs

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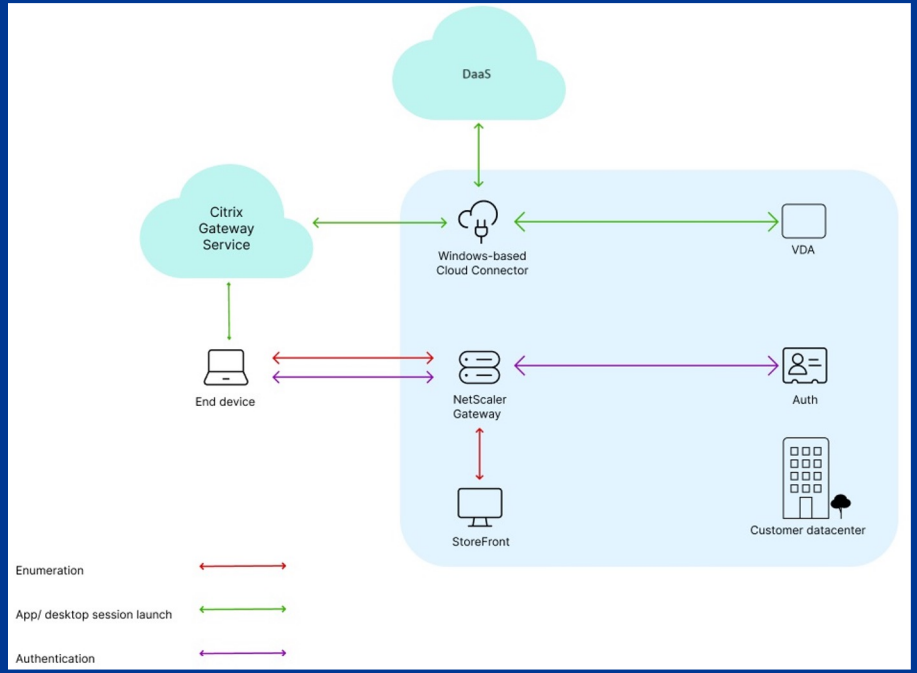
Gateway Service for On-prem StoreFront

Public Tech Preview !

- Enable on-premises StoreFront with DaaS to take advantage of Gateway Service architecture for session launch.
  - Enable faster time to deploy and added resiliency
  - Offload the maintenance of security patching and upgrades.
- It will also allow these customers the ability to maintain their StoreFront customizations, with the scale of Citrix Cloud infrastructure.



Get more info:

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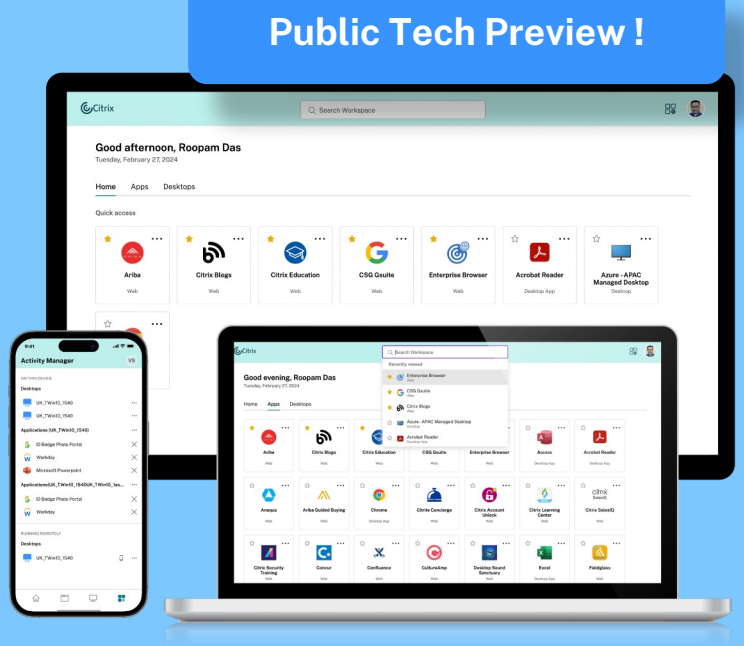
New On-Prem StoreFront UI!

We are introducing the new and improved Citrix Cloud UI view to StoreFront.

- First time user assistance
- Simplified Navigation
  - Homepage with quick access
  - Apps page with app type and categories
  - Desktop Page
- Search Enhancement
  - Fuzzy Search
  - Category Search, Description search
- Activity Manager
  - Session control from all devices
  - Desktop session power management

- Basic theme and customizations are supported.
  - JS/CSS customizations are not supported
  - Some classic customization features like showing server name are work in progress

Public Tech Preview !



Scan for more information

Blogs:

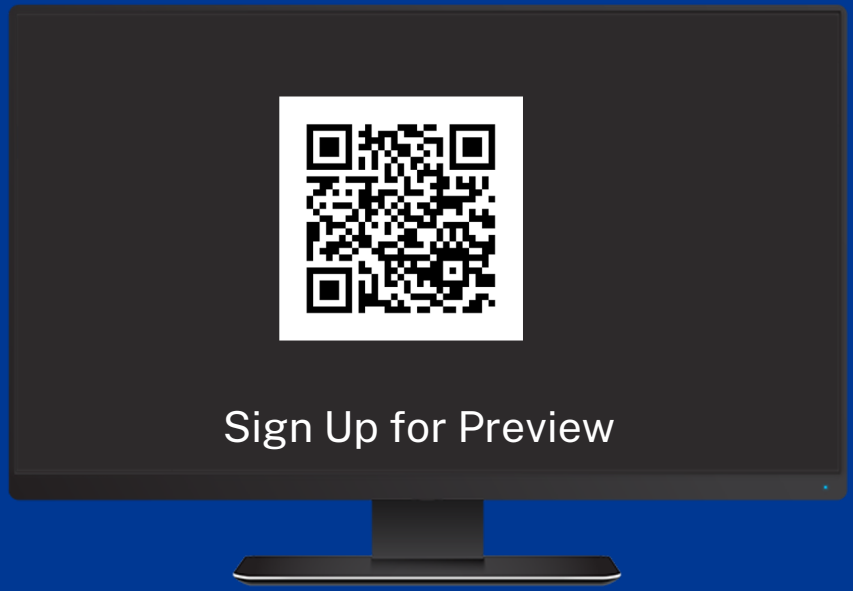
- What's new with StoreFront 2311!
- Level up your Citrix Workspace environments with a new UI!

Entra ID (Azure AD) Single Sign-On

- Bringing even more authentication options with SSO into virtual desktop using Entra ID (AAD) credentials
- Requires integration of Microsoft's new authentication mechanism
- Target use cases:
  - Entra joined and Hybrid Entra joined session hosts
  - Single-session and multi-session hosts, persistent and non-persistent hosts
- Target access scenarios:
  - Native Citrix app access
  - Browser-based access (with native client and HTML5 client)

Blog: Citrix 2024 roadmap: Delivering exceptional user experiences anywhere

Private Tech Preview !



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HDX Graphics with AV1

Generally Available in 2311+!

- Better quality at the same bandwidth or the same quality at a significantly reduced bandwidth, making your VDI environment more resource-efficient.
- Ensure your virtual solutions are ready for higher resolution displays like 8K
- New AV1 hardware encode support for NVIDIA and Intel GPU, and AV1 hardware decode NVIDIA and Intel GPU on Windows CWA Client
- Automatic selection of codec for CWA client and VDA removes configuration complexity

Blog: Maximizing User Experience with Advanced Video Codec Support in Citrix HDX
Product Documentation: Graphics and display | Citrix app for Windows

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DaaS Multi-Site Aggregation

- Multi-site aggregation will enable end users to access resources from multiple DaaS tenants through one Workspace URL
- Enable administrators to access manage multiple tenants through a single Monitor or Studio interface
- ***Bringing enhancements to the admin and end user experience though unified cloud management and access.***

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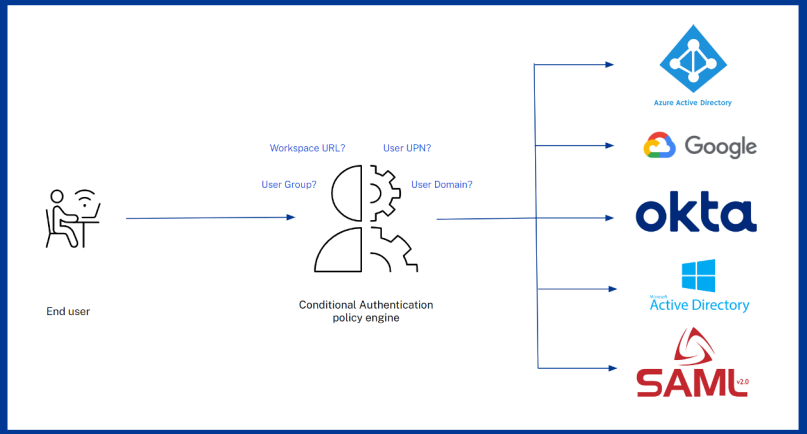
Conditional Authentication

Public Tech Preview !

- Customers will be able to select authentication method based on conditions like:
  - Workspace URL
  - User Domain
  - User Group
- This will consolidate access through a Workspace URL and Citrix Cloud tenant without using Adaptive Auth
- ***With our new cloud native Conditional Authentication, it has never been easier to configure multiple authentication options for your users.***



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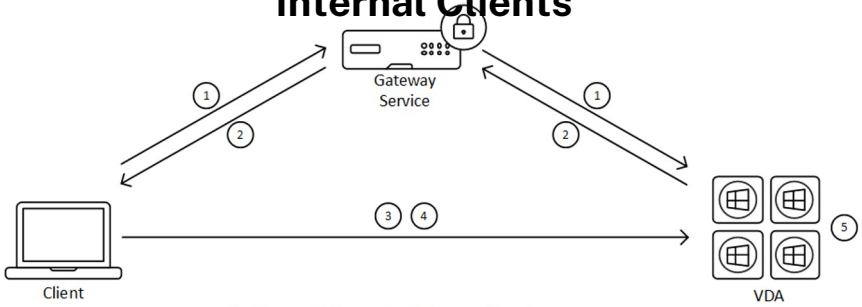
HDX Direct

Public Tech Preview !

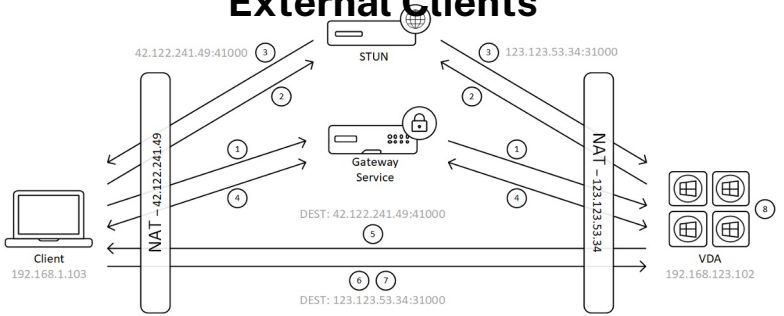
When direct communication is available, allows clients to **establish a secure, direct connection** to the session host.

Internal Clients



1. Connect through Gateway Service
2. Send VDA IPs and FQDN
3. Probe VDA IPs
4. Establish direct connection to VDA
5. Transfer session to direct connection

External Clients



1. Connect through Gateway Service
2. Send STUN request for public IP
3. Receive STUN response with public IP
4. Exchange public IPs
5. VDA sends UDP packets to client (simulates request)
6. Client responds with secure connection request
7. Direct secure connection is established
8. Transfer session to direct connection

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...and much more!

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Global App config Service User Groups

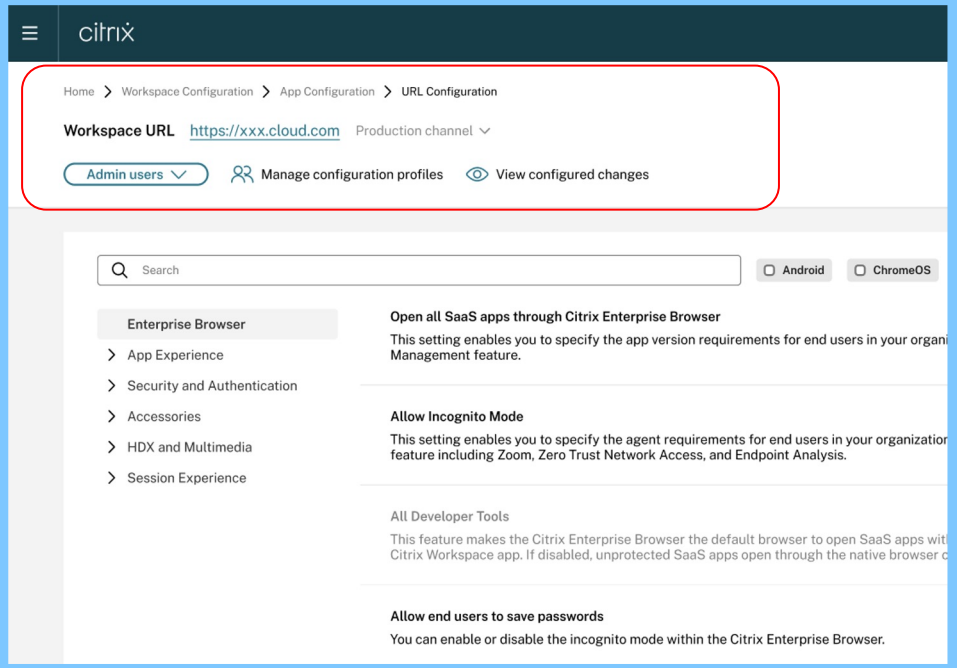
Public Tech Preview !

Configure Citrix experiences across user groups
Managed/BYO and across OS

- Cloud stores
- On-prem w/cloud connector
- Linux support

Hybrid launch support

Multi-store support



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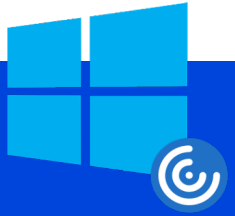
Citrix App - Desktop



CWA for Windows

- Revamped floating toolbar
- In-session Connection strength indicator
- SOCKS5 Proxy support

CWA for Mac

- Secure HDX (Tech Preview)
- HDX Direct (Tech Preview)
- Single-click Citrix app reset
- Creation/management of composite USB redirection rules through DDC policies (Tech Preview)
- Prompt users to log-off instead of disconnect from virtual computer

CWA for Linux

- Secure HDX (Tech Preview)
- HDX Direct (Tech Preview)
- Creation/management of composite USB redirection rules through DDC policies (Tech Preview)
- Prompt users to log-off instead of disconnect from virtual computer
- Connection strength in toolbar as a end user self-help tool

Citrix App - Mobile

CWA for Android

- Support for Derived PIV Credential Solution by Entrust

CWA for iOS

- Day 0 support for Mac VDA
- BIS certification for Citrix app on iOS
- Stage Manager and extended monitor optimization
- Support with multi-session Windows
- Support Cam v4 with Webcam, Mic, PnP
- Enable auto-reconnect

CWA for Chrome OS / HTML5

- Parallel checking for EDT and TCP
- Support for EDT MTU Auto-Discovery
- Desktop Viewer Toolbar - Connection Strength icon
- Session timeout increase (HTML5)
- SSO support with Azure AD

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