

## Trade-up to XenDesktop Program

**A unique opportunity for customers to add desktop virtualization to their proven XenApp implementation and save over 70%.**

### Program overview

The Trade-up to XenDesktop Program makes it fast and easy for customers to add desktop virtualization to Citrix® XenApp™ and expand their desktop virtualization footprint – all at a fraction of the cost. The program offers customers choice and flexibility, with huge cost-saving incentives for making a strategic investment in Citrix and Citrix XenDesktop®. It includes three permanent upgrade and expansion options:

#### Three ways to save:

- **Trade-up**

- Double your licenses
- Save over **70%**

- **Trade-up PLUS**

- Double your licenses
- Save over **70%** on Trade-up
- Save **10%\*** on new licenses for MORE users

- **Trade-up MAX:**

- Double your licenses
- Save over **70%** on Trade-up
- Save **35%\*** on new licenses for ALL users

\* at time of Trade-up

- **Trade-up:** Customers trade-up a subset of their XenApp licenses to receive one XenDesktop license for each XenApp license, or trade-up all of their XenApp licenses to receive two XenDesktop licenses for each XenApp license. Customers **save over 70%** on XenDesktop.
- **Trade-up PLUS:** Customers trade-up all of their XenApp licenses and expand to reach MORE users with XenDesktop. Customers **save 10%** on new XenDesktop licenses.
- **Trade-up MAX:** Customers trade-up all of their XenApp licenses and expand to reach ALL of their remaining users with XenDesktop. Customers **save 35%** on new XenDesktop licenses.

### Tremendous value in one offer

- Double your licenses
- Save over 70% by trading-up to XenDesktop
- Expand to reach additional users for up to 35% off
- Get one year of Subscription Advantage membership

### Keep XenApp, add VDI and much more

- Continue to use XenApp functionality as you always have
- Get [VDI](#), [XenClient](#) and the most complete virtual desktop technology with [Citrix FlexCast™](#)
- Get [HDX WAN Optimization](#) to accelerate the delivery of XenDesktop virtual desktops or virtual applications to remote, branch and datacenter sites
- Get access to the most up-to-date Citrix technology

### Leverage existing investments

- Use XenApp skills and best practices to simplify desktop virtualization adoption
- Leverage existing hypervisor, storage and Microsoft infrastructures

### Citrix XenDesktop

#### *The virtual desktop revolution is here...for everyone*

**Citrix XenDesktop** transforms Windows® desktops into an on-demand service available to any user, any device, anywhere.

#### Any device, anywhere with Citrix Receiver

Today's digital workforce demands the flexibility to work from anywhere, with complete security, at any time using any device. Leveraging **Citrix Receiver™** as a lightweight universal client, XenDesktop users can access their desktop and corporate applications from any tablet, smartphone, PC, Mac or thin client. This enables new levels of virtual work styles, business continuity and user mobility—with increased security and control.

#### High-definition user experience

XenDesktop delivers a high-definition user experience on any device, over any network, while using up to 90 percent less bandwidth compared to competing solutions. With **Citrix HDX™**, the desktop experience rivals a local PC, even when using multimedia, real-time collaboration, USB peripherals and 3D graphics. Integrated WAN optimization capabilities boost network efficiency and performance even over challenging, high latency networks.

#### Beyond VDI with FlexCast

Different types of workers across the enterprise have varying performance and personalization requirements. Some require offline mobility of laptops, others need simplicity and standardization, while still others need a high-performance, fully personalized desktop. XenDesktop meets all these requirements in a single solution with its unique **FlexCast** delivery technology. With FlexCast, IT can deliver every type of virtual desktop, hosted or local, optimized to meet the performance, security and mobility requirements of each individual user.

#### Any Windows, Web or SaaS application

With XenDesktop, you can provide your workforce any type of application they need, including Windows, web and SaaS applications. For Windows applications, XenDesktop includes **Citrix XenApp**, the on-demand application delivery solution that enables any Windows application to be virtualized, centralized and managed in the datacenter and instantly delivered as a service to users anywhere on any device. For web and SaaS applications, Citrix Receiver seamlessly integrates them into a single interface, so users only need to log on once to have secure access to all their applications.

#### Open, scalable, proven

With numerous awards, industry-validated scalability and over 10,000 **Citrix Ready®** products, XenDesktop provides a powerful desktop computing infrastructure that's simple to manage. Build, test and update desktop images in seconds, and enable the help desk to easily and quickly troubleshoot desktops from anywhere with advanced monitoring and diagnostic tools. The open architecture works with your existing hypervisor, storage, Microsoft and system management infrastructures, with complete integration and automation via the comprehensive SDK.



[www.citrix.com](http://www.citrix.com)

About Citrix  
Citrix Systems, Inc. (NASDAQ:CTXS) is a leading provider of virtual computing solutions that help companies deliver IT as an on-demand service. Founded in 1989, Citrix combines virtualization, networking, and cloud computing technologies into a full portfolio of products that enable virtual work-styles for users and virtual datacenters for IT. More than 230,000 organizations worldwide rely on Citrix to help them build simpler and more cost-effective IT environments. Citrix partners with over 10,000 companies in more than 100 countries. Annual revenue in 2009 was \$1.61 billion.

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#### Learn more:

Visit [www.citrix.com/tradeup](http://www.citrix.com/tradeup)

- Program details
- Added capabilities
- FAQs

Check out the [Trade-up Calculator](#)

- Calculate your trade-up budget
- See your savings