



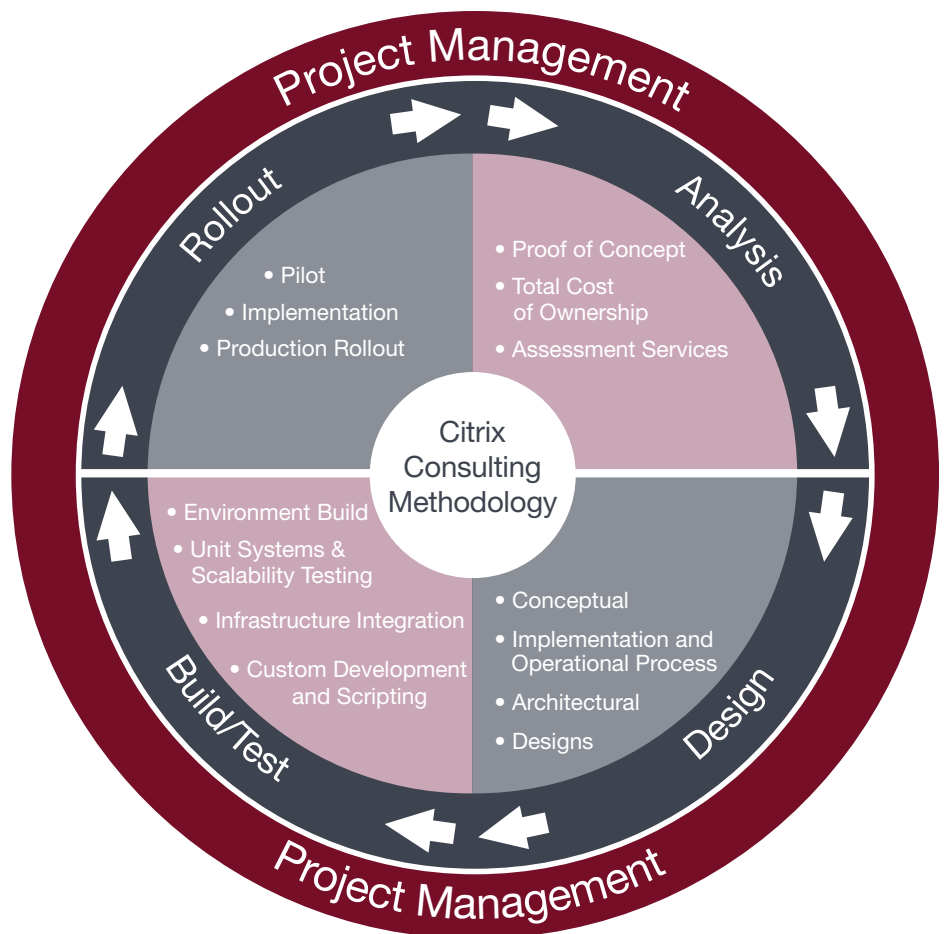
## Citrix Consulting

Guide to Consulting Methodology  
and Services 2010

# Citrix Consulting Methodology

Through the use of proven methodologies, tools and best practices, Citrix Consulting helps ensure the successful implementation of Citrix technologies®.

While adhering to our Citrix methodology, Citrix Consulting tailors its solutions and project approach to fit the needs of our clients. By leveraging our real-world experience, Citrix Consulting plays an integral role in each of the project phases—**Analysis, Design, Build/Test and Rollout**—as illustrated in the chart below.



## Features by edition

Phase	Description
Analysis	During the Analysis phase, Citrix Consulting reviews your current environment and gathers detailed requirements for the project. This information allows us to provide high-level recommendations and set direction for your proposed Citrix deployment, upgrade or expansion. Common services conducted during the Analysis phase include the Application Virtualization Assessment, Proof of Concept, TCO (total cost of ownership) and ROI analysis.
Design	The Design phase defines the Citrix Delivery Center™ architecture and operational processes required to maintain the production environment and attain pre-defined project requirements. In addition, it is a roadmap and implementation strategy that can be used by Citrix Consulting, Citrix Solutions Advisors or your IT teams to deploy the proposed solution successfully. The Design phase consists of several technical and procedural designs that make up the Design. They include the Conceptual Design, Architecture Design, Implementation Design and Operation Process Design.
Build / Test	During the Build/Test phase, Citrix Consulting creates, configures and customizes the Citrix Delivery Center as described in the Design Phase. Following the environment build, all solutions are thoroughly unit and regression tested. Once initial tests are completed, an entire system test is performed.
Rollout	The Rollout phase is the final step in the methodology. A pilot is typically performed to ensure that all requirements are addressed in the deployment. In addition, the pilot helps determine scalability thresholds for the production environment. Key success criteria are identified for the pilot and are tested by a subset of users. Once the pilot is complete, Citrix Consulting assists with rolling out the solution to production. Rollout includes technical assistance, deployment work plans, end user and IT staff training, initial production support and ownership transition to the customer or Citrix Solutions Advisor.

## Primary service offerings

Citrix Consulting focuses on engagements with enterprise customers that have complex, mission-critical or large-scale deployments of Citrix technologies. These engagements are typically the most challenging in scope and complexity and require consultants who are uniquely qualified with Citrix product expertise. We tailor our service offerings to meet these demands. Our primary offerings are summarized below.

Offerings	Description
90 Day XenDesktop Implementation	The Citrix Consulting 90 day XenDesktop implementation methodology* is one option for customers to get assistance with XenDesktop implementations. Customers wishing to leverage this methodology must meet certain requirements and can expect implementation for the first one thousand users in as little as 90 days.
Application Virtualization Assessment (AVA)	The AVA is a comprehensive analysis of business and technical requirements for your Application Virtualization Environment. Through interactive meetings and hands-on review, Citrix consultants gather requirements, identify risk areas and make high-level recommendations for your implementation of XenApp Platinum and its components.
Application Networking Assessment (ANA)	The ANA is a comprehensive analysis of business and technical requirements for your Application Networking Environment. Through interactive meetings and hands-on review, Citrix consultants gather requirements, identify risk areas and make high-level recommendations for your implementation of Citrix® NetScaler® Platinum, Citrix® Branch® Repeater® and their components.
Desktop Virtualization Assessment (DVA)	During the Desktop Virtualization Assessment, Citrix Consulting will work with you to determine a comprehensive desktop virtualization strategy. Through interactive meetings, the applications, user groups and physical endpoints that lend themselves best to virtualization are determined and documented. The assessment covers both technical aspects as well as organizational processes, making the DVA one of the most important steps towards a successful desktop virtualization project.
Proof of Concept (POC)	The goal of the POC is to quickly validate preliminary assumptions regarding the use of Citrix technologies within your environment. The POC provides introductory insights that may be used to properly scope the project. The data collected is invaluable to the Design and Build/Test phases of the project.

\* This offering leverages a modified version of the Citrix methodology



## Primary service offerings (continued)

Offerings	Description
Application Integration	Citrix Consulting helps integrate and deploy complex application sets to your users. These application sets include custom applications or enterprise-class products such as SAP®, Siebel®, PeopleSoft® and Oracle E-Business Suite®.
Application Virtualization Design (AVD)	The Application Virtualization Design covers the major aspects of the Citrix® XenApp™ Platinum product line. During an AVD, Citrix Consulting determines and documents a best practice design of your XenApp Platinum architecture to meet your technical, business and user requirements. The AVD is an important milestone prior to building and testing the solution.
Desktop Virtualization Design (DVD)	The Desktop Virtualization Design covers the major aspects of the Citrix® XenDesktop™ Platinum product line. During a Desktop Virtualization Design, Citrix Consulting determines and documents a best practice design of your XenDesktop Platinum architecture to meet your technical, business and user requirements. The DVD is an important milestone prior to building and testing the solution.
Citrix On-Site Services*	Citrix On-Site is a long-term (one-year minimum) service offering that provides customers with on-site systems administrators that are fully trained and supported by Citrix. The Citrix On-Site resource provides technical expertise, on-site operations support, access to Citrix technical support, thought leadership and a direct line of communication into Citrix. Regular quality assurance reviews from Citrix Consulting are also included.
Server Virtualization Assessment (SVA)	The Server Virtualization Assessment is a comprehensive technical analysis of your server environment. Through the use of the Citrix Consulting methodology and specialized tools, Citrix Consulting will provide a comprehensive server inventory, workload analysis, server utilization assessment, and possible consolidation scenarios, allowing you to accurately plan for server virtualization initiatives in your organization.
Server Virtualization Design (SVD)	The Server Virtualization Design covers the major aspects of the Citrix Essentials™ for XenServer™ product line. During a Server Virtualization Design, Citrix Consulting determines and documents a best practice design of your Essentials for XenServer architecture to meet your technical, business and user requirements. The SVD is an important milestone prior to building and testing the solution.

\* Available in North America & Pacific

## Custom solutions by product

Citrix Consulting also assists clients derive the maximum benefits from their application virtualization by designing custom solutions that solve specific challenges. The charts below highlight offerings that may be tailored to meet specific projects and organizational needs.

Product	Offering	Description
XenApp	Automation	With knowledgeable developers, Citrix Consulting extends the functionality of our products or customizes them to meet your application virtualization requirements. These customizations may be cosmetic or functional. We also develop automation tools to provide a high level of consistency and full flexibility within the environment.
	Virtual Channel Development	ICA virtual channels form the basis of communication between a client device and a XenApp server. Citrix Consulting develops custom virtual channels to support unique requirements of client-to-server communication.
	Portal Integration of Web Interface	Citrix Consultants have developed several modules that allow Web Interface to integrate seamlessly with industry-leading portals. Some of these include SAP® Enterprise Portal, PeopleSoft® Enterprise Portal, BEA WebLogic™ and IBM® WebSphere®. Citrix Consulting customizes these modules and extends their functionality to meet your requirements.
NetScaler	Advanced Configuration	Citrix Consulting analyzes your key applications and infrastructure, and provides advanced configurations for maximum application acceleration and scalability, such as caching of reports and dynamic content, SSL acceleration, advanced compression and Global Server Load Balancing (GSLB).
	Installation	Citrix Consulting provides installation assistance for the NetScaler solution and fits it into your existing networking and security environment. Installation includes Access Control Lists (ACLs), network, route and initial feature set configuration based on your objectives and requirements.
	Migration Implementations	Citrix Consulting will migrate your legacy load balancing solution to the NetScaler platform via custom scripting and detailed cut-over plans.
	Platinum Deployment	Citrix Consulting will provide full lifecycle deployment services for the NetScaler Application Switch and all possible features, including Application Firewall™, EdgeSight® for NetScaler, Global Server Load Balancing, Command Center, etc. Citrix Consulting will use its proven methodology to deliver a well documented, stable, tested environment.
Branch Repeater	Basic/Enterprise Deployment	Citrix Consulting will use its proven methodology and detailed understanding of WAN optimization techniques to deliver Branch Repeater appliances in an enterprise configuration.
Citrix® Access Gateway™	Custom end-point Analysis	Citrix Consulting develops custom end-point scans to maximize the Smart Access “senses and responds” capability of your deployment.
	UI Customization	Citrix Consulting helps with UI customizations of the environment to match corporate standards.
Citrix Delivery Center	Annual Health Audit	Citrix Consulting audits your environment on an annual basis to ensure implementation best practices have been maintained. As new products are released or features change, these audits help customers identify potential improvements to the implementation.
	Custom Training	Citrix Consulting develops and delivers custom training tailored to your users and IT staff. This custom training augments Citrix Education™ courses by focusing specifically on your implementation and application virtualization strategy.
	Root-Cause Analysis	With our in-depth product knowledge and structured analysis process, Citrix Consultants review your entire infrastructure to minimize issues and identify trends. This structured approach ensures we solve root problems rather than simply defuse symptoms.



## Value proposition by industry

Verticals	Solution
Healthcare and pharmaceuticals	Citrix Consulting helps develop an application virtualization solution that complies with regional regulatory requirements.
	Citrix Consulting builds solutions that deliver uninterrupted access to applications and information. These solutions help solve patient confidentiality requirements, enable medical staff to roam from room-to-room quickly and securely with instant access to applications and provide consistent connectivity over wired and wireless networks.
	Citrix Consulting helps rapidly deploy mission-critical applications such as Cerner®, EPIC®, McKesson®, Siemens® and clinical-messaging applications.
Manufacturing	Citrix Consulting rapidly deploys critical Enterprise Resource Management (ERM) and Human Resource applications to help streamline enterprise operations.
	Citrix Consultants develop custom solutions that allow real-time, point-of-activity access to manufacturing data, thus enabling true value-chain collaboration for your organization.
	With mission-critical applications on UNIX® and Windows® platforms, application integration can be challenging. Citrix Consulting implements cross-platform solutions that enable access to all your applications from a single location and device.
Financial	Citrix Consulting helps develop an application virtualization solution that complies with government and industry regulations.
	To meet auditing and data security requirements, Citrix Consulting can create personalized content and customized reports that track metrics in your application virtualization Infrastructure.
	Citrix Consulting helps deploy business-critical applications quickly and securely to remote branches, disaster recovery locations and financial partners.
Telecommunications	Citrix Consulting helps deploy an application virtualization solution to your call centers. These solutions will allow your organization to quickly outsource call center support, add or remove users and manage application access efficiently.
Government	Citrix Consulting helps deploy infrastructures that adhere to Federal, state or local government security requirements and regulations.
	Citrix Consulting creates application virtualization solutions that incorporate complex authentication options, such as biometric devices or dual authentication. In addition, Citrix Consulting can create solutions that enforce new password regulations without modifying legacy applications.



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**About Citrix**

Citrix Systems, Inc. (NASDAQ:CTXS) is a leading provider of virtualization, networking and cloud computing technologies that transform static datacenters into virtual computing centers. More than 230,000 organizations worldwide use Citrix technologies to simplify computing. Founded in 1989, Citrix today partners with over 10,000 companies in more than 100 countries. Annual revenue in 2009 was \$1.61 billion.

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