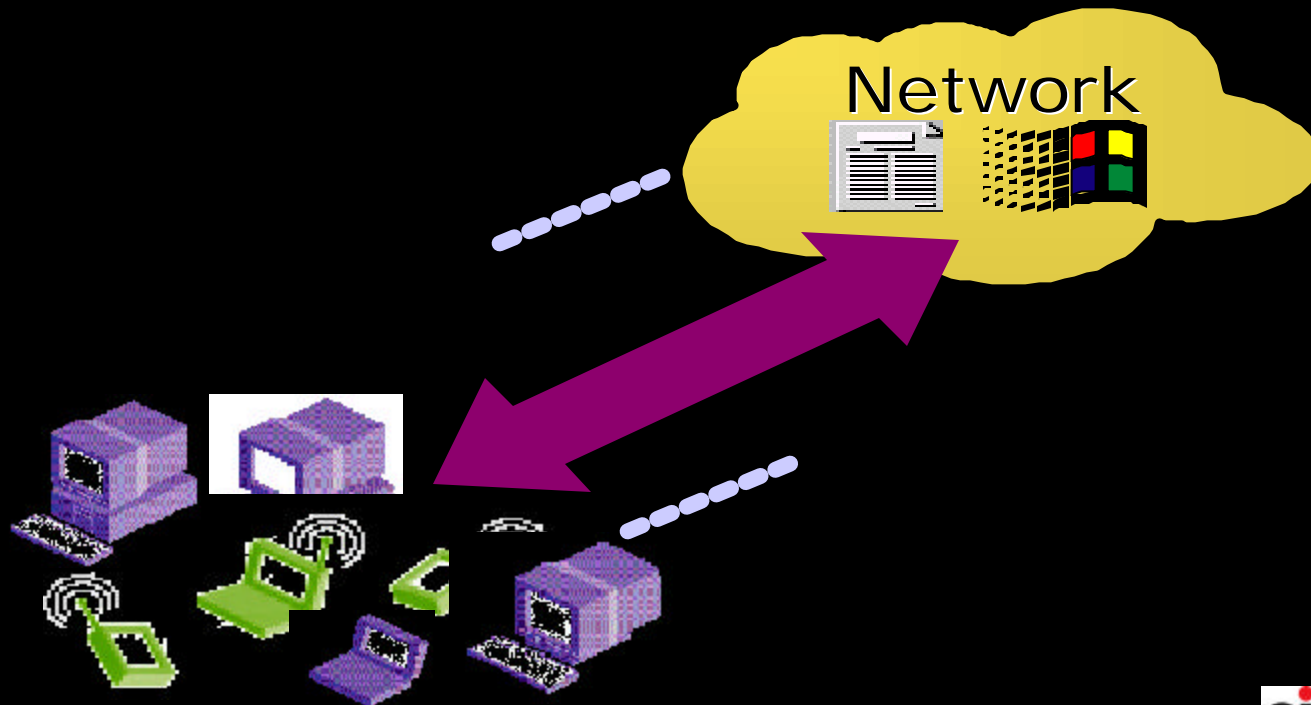# Webification – The Key to ASP success

Moheb Moses

Sales Director,

Citrix Systems, Asia-Pacific

CITRIX

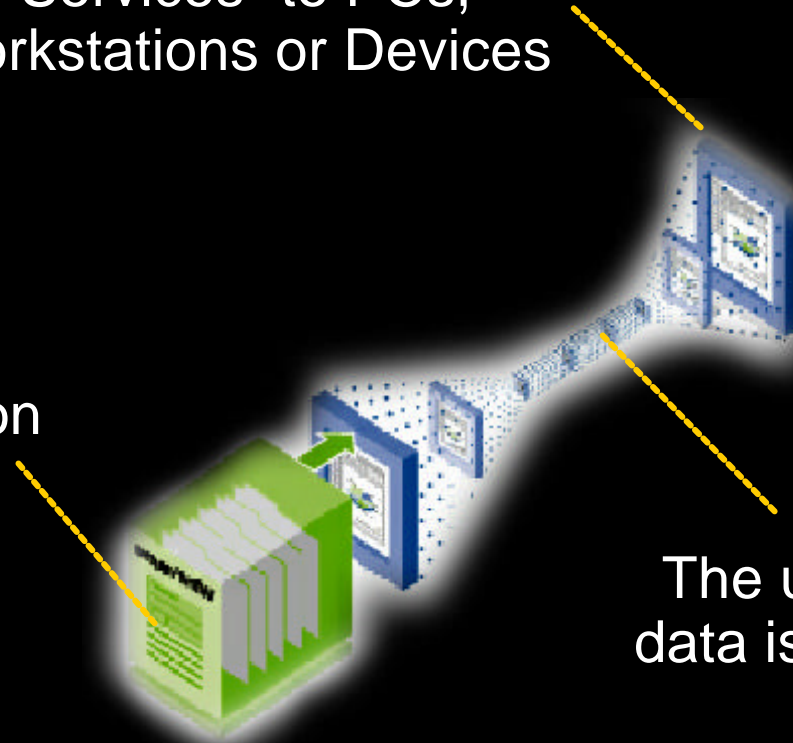# Server-Based Computing

Server-Based Computing
is an <u>architecture</u> where the application
executes 100% on the server, and the
application's user interface is accessed via thin-
client <u>hardware or software</u>.

Network

CITRIX IBM.

Simplicity of Server-Based Computing

Applications Published as
"Services" to PCs,
Workstations or Devices

Applications
Install & Run on
Servers

The user interface
data is sent over the
network

CITRIX IBM.

Server Based Computing Benefits

Management

- Single-Point Control

Access

- Universal Application Access

Performance

- Bandwidth-Independent Performance

Security

- Eyes-Only Security

CITRIX IBM.

Application Serving Nirvana

What a user needs

Single place for secure access to…

Subscribe

A variety of available applications with..

Publish
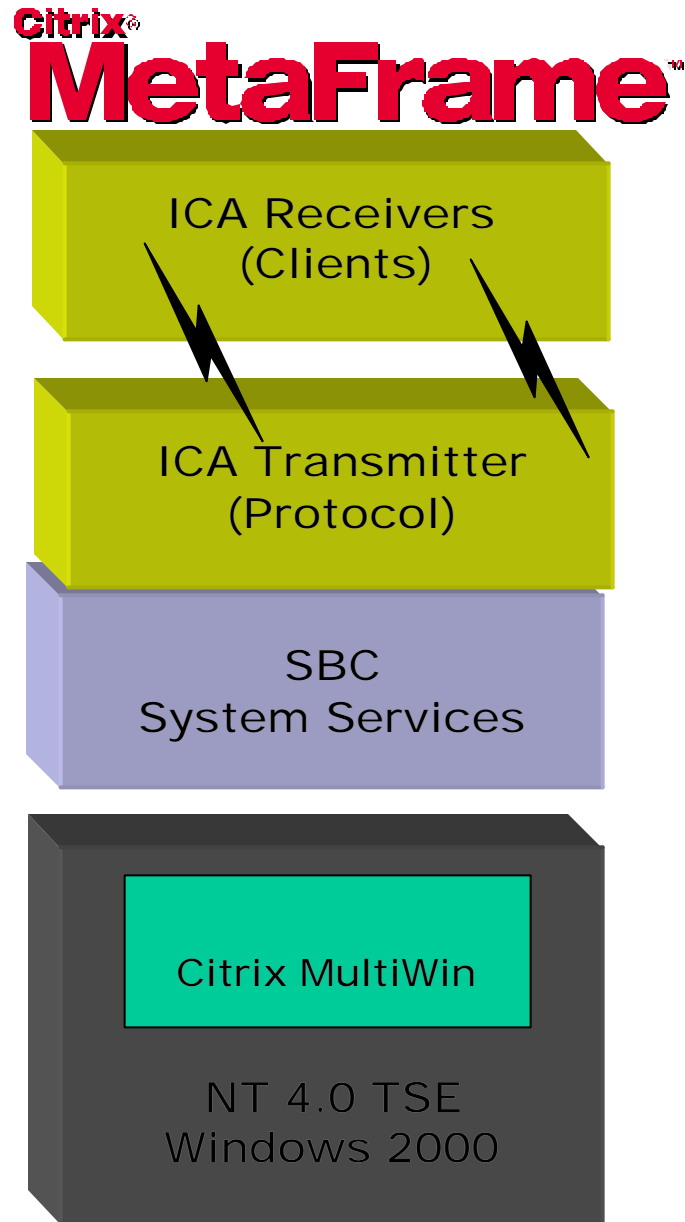
A predictable & measurable quality of service

Manage

CITRIX IBM.

MetaFrame for Windows NT

Citrix

MetaFrame™

ICA Receivers (Clients)

ICA Transmitter (Protocol)

SBC System Services

Citrix MultiWin

NT 4.0 TSE Windows 2000

MetaFrame
For Windows 2000 Servers

CITRIX IBM.

MetaFrame for Unix Operating Systems

Citrix®
MetaFrame™

ICA Receivers (Clients)

ICA Transmitter (Protocol)

SBC System Services

Solaris

CITRIX IBM.
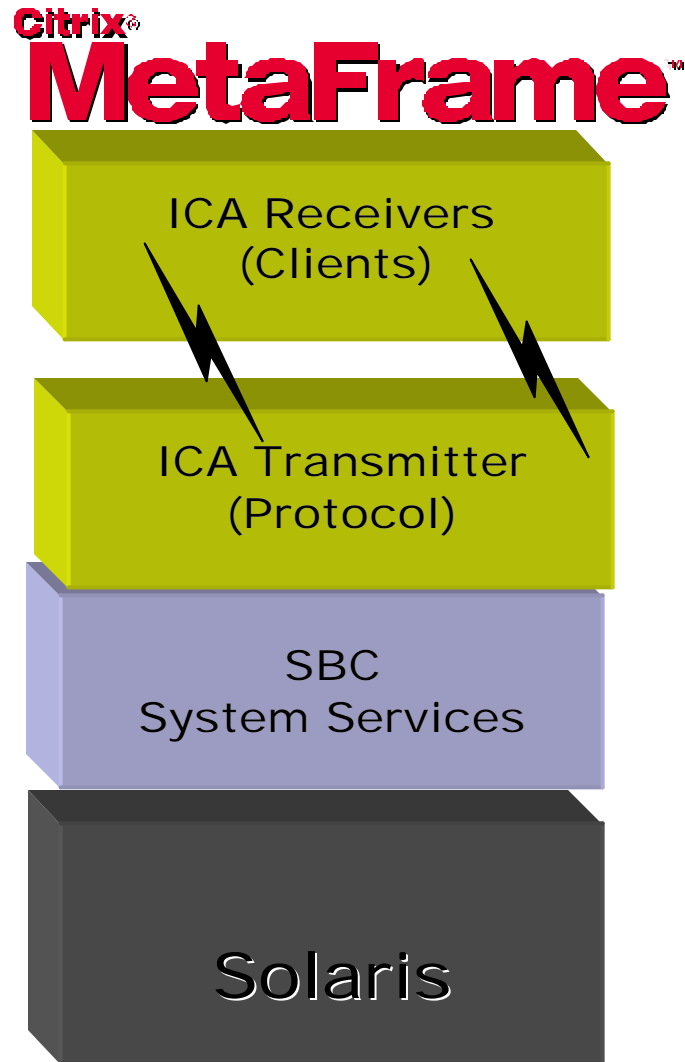
Citrix

AIX Demo

Multiple Server Platforms

Any ICA Client

MetaFrame

Windows NT

MetaFrame

AIX

ICA now enables users to access NT and UNIX applications from a single client seamlessly
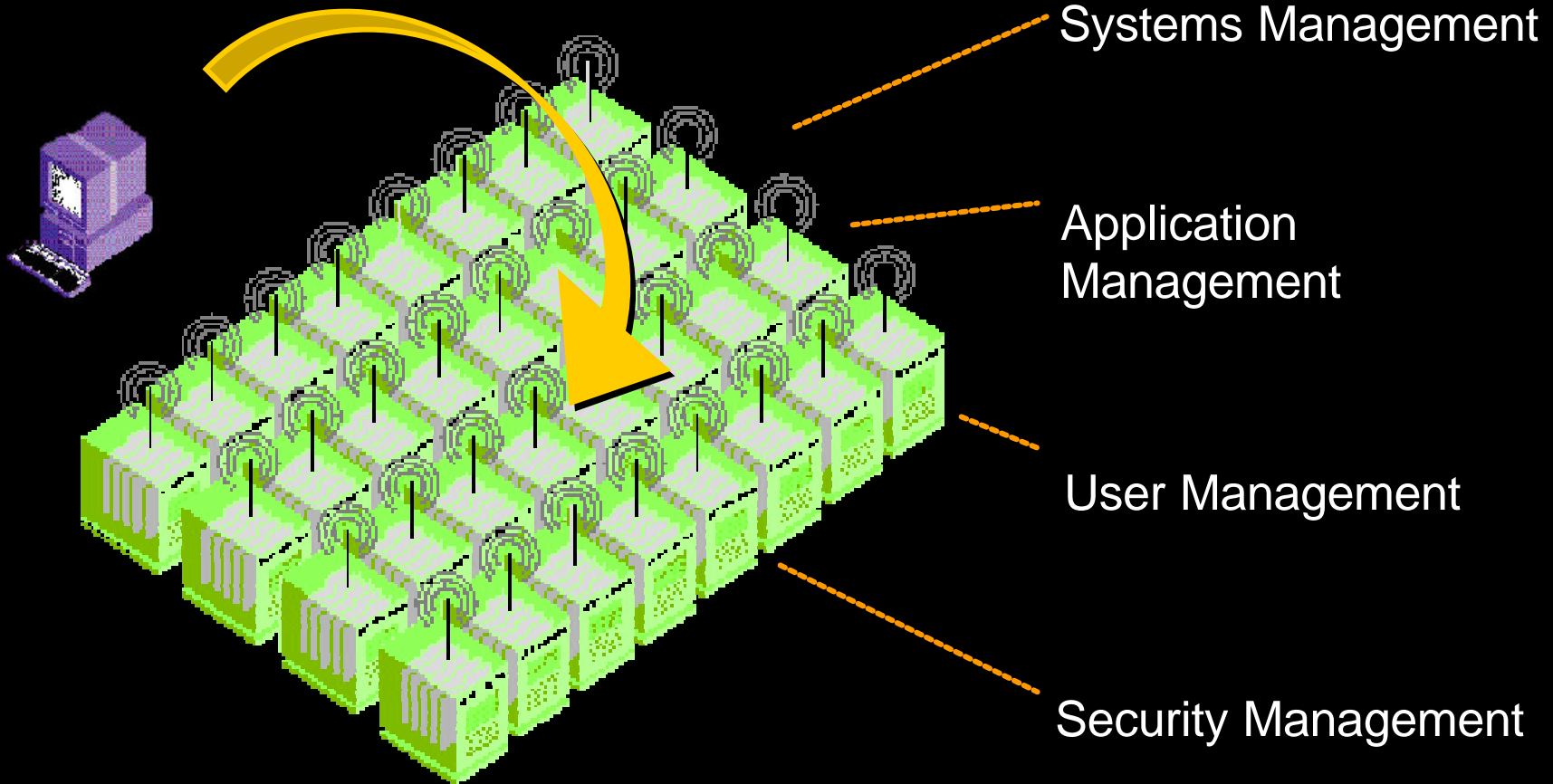
Flexible Application Access on Demand

UNIX
Workstations

Desktop
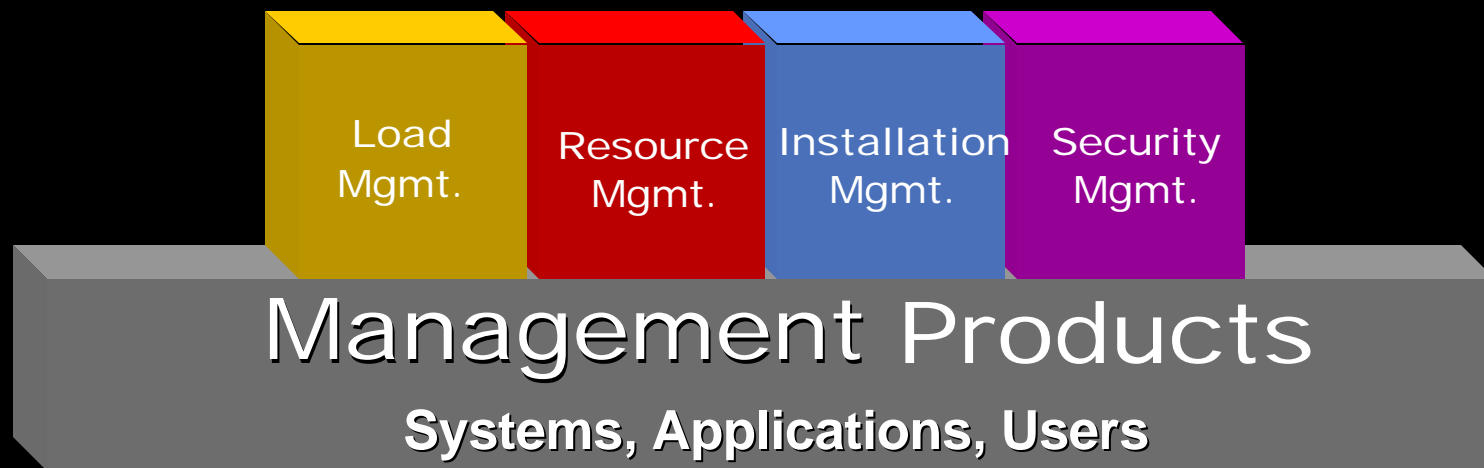PCs

Any Device.
Anywhere!

Wireless ICA
Terminals

WBT

Macs

CiTRIX IBM.

Server-Based Computing Management

Single-image System
Management

Systems Management

Application
Management

User Management

Security Management

CITRIX IBM.

Independent Computing Architecture

Independence in Client, Network & Server

Load Mgmt.	Resource Mgmt.	Installation Mgmt.	Security Mgmt.

Management Products
Systems, Applications, Users

WinFrame

MetaFrame

OtherFrame

CITRIX IBM.

Citrix Load Balancing Services

- **Groups multiple Citrix MetaFrame and WinFrame servers into scaleable server farms**

- **Automatically routes users to least-busy server**

- **Optimises application performance and resource utilisation**

Citrix ICA Clients

Network
LAN

Load balanced
Citrix MetaFrame
servers
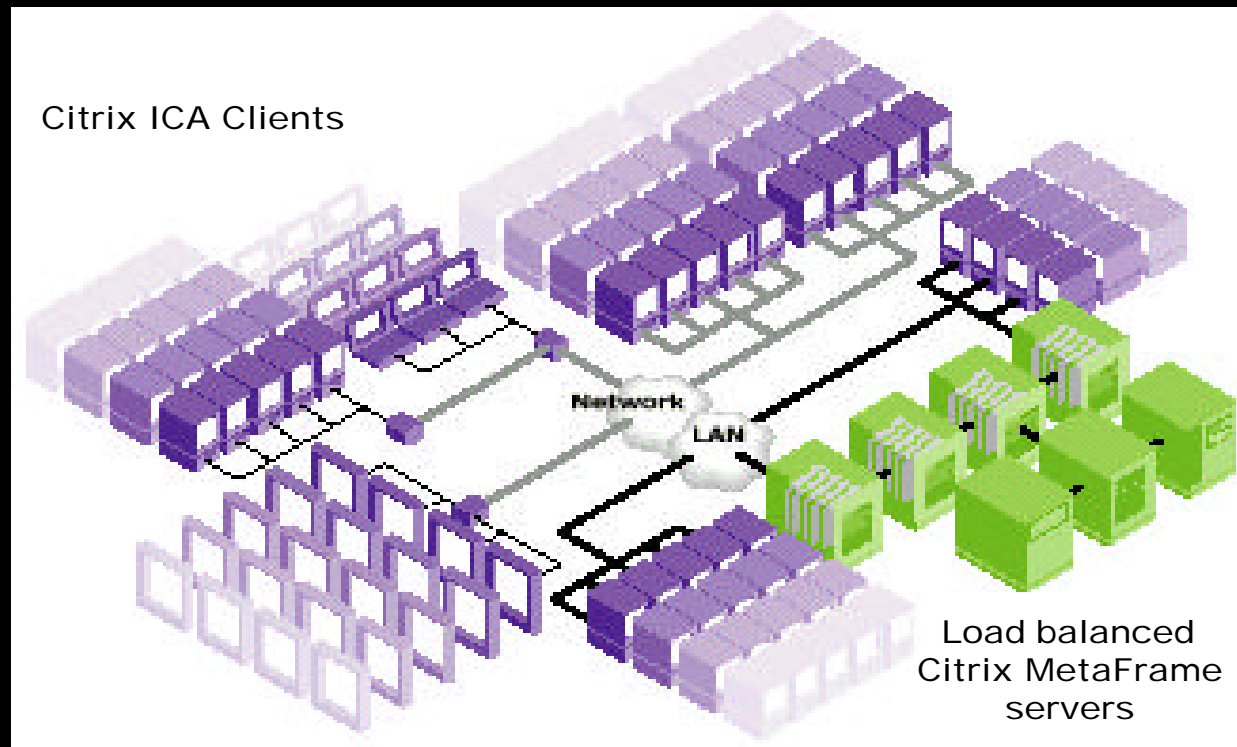
Resource Management Services

Monitors resources used by:

- **Applications**

- **System**

- **Users**
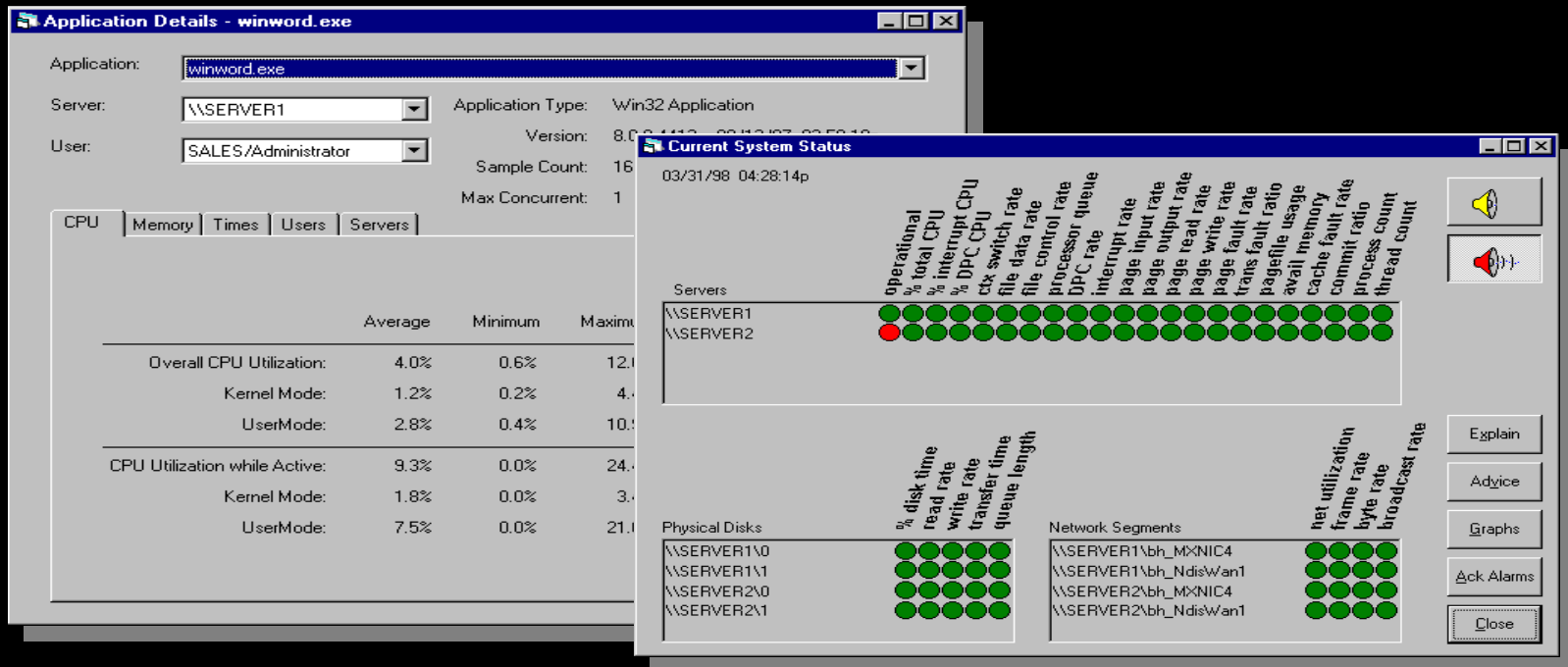
Installation Management Services

Wizard-driven app packaging & publishing

"Package Once, Publish Anywhere"

1 Package

Central "Packager" Automatically Produces Application Installation Script

2 Install

Server-Based "Installer" Plays Installation Script on Selected Servers in Enterprise Farm
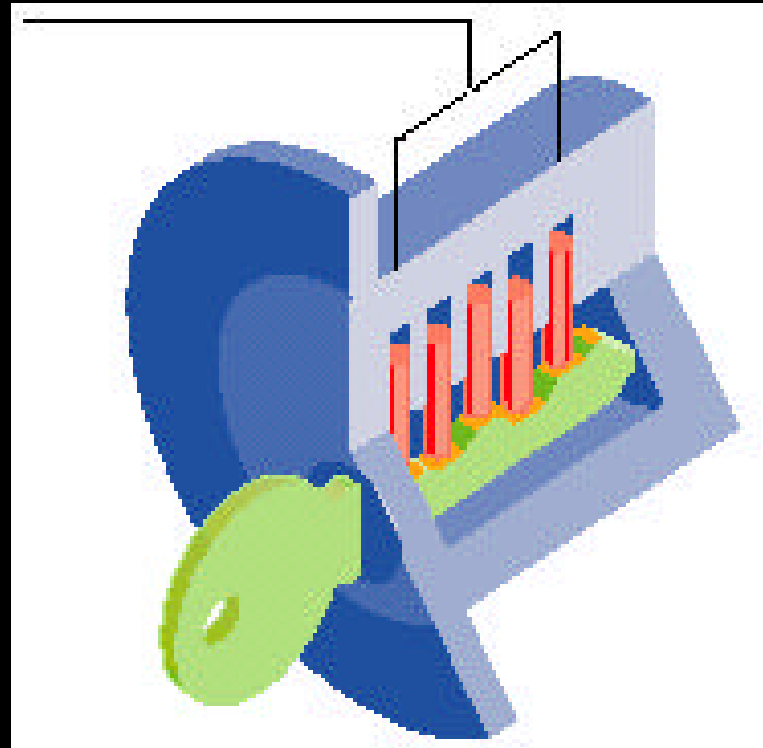
3 Publish

Citrix Application Publishing™ Provides Instant Access Through Citrix Program Neighborhood™

CITRIX IBM.

Citrix SecureICA Services

Application and Data Encryption

- End-to-end 40-, 56-, or 128-bit RSA RC5 Encryption

  for the ICA data stream

  SecureICA works
  like a key with up
  to 128 pins (or bits)

CITRIX IBM.

Citrix ICA Clients

- **Windows Platforms**

  - Windows 3.1, Windows 95, 98, Windows NT, Windows CE (Palm, HPC and WBT)

- **Web Clients**

  - Internet Explorer, Netscape Plug-In,

- **Java**

  - JVM 1.0, JVM 1.1

- **UNIX**

  - Linux, HP-UX, IBM AIX, Solaris Sparc, Solaris x86, SunOS, SGI IRIX, Compaq Tru64, SCO (UnixWare & OpenServer)

- **Macintosh**

  - iMAC, 68k & PowerPC

- **DOS**

  - 32-bit protected and 16-bit Real Mode Version

- **Embedded**
  - EPOC
  - pSOS
  - QNX

CITRIX IBM.

Citrix Programs for ASP Partnering

iLicense

iBusiness Programs

iBusiness Service Provider Program

- Pre- and Post-sales Technical Support

    - 24X7 Call Center Pass Through

    - Data Center Risks Evaluation

    - Priority Access to Citrix Consulting Services

    - Technical Training

- Marketing Support

    - ASP Central

    - Cooperative Marketing Funding and Initiatives

    - Demand Creation Initiatives

- Right to buy via the "pay as you go" iLicense
Mechanism

iLicense

CITRIX®

iBusiness

CITRIX **IBM.**

Citrix iLicense

For accredited "iBusiness ASPs" only:

iLicense Master Disk

- MetaFrame

- Load Balancing

- Resource Management Services

- Installation Management Services

- *Includes Product Upgrades*

Pay-As-You-Go Rental License

- No up-front licensing fees to Citrix

- iLicense Utility meters connected concurrent users (CCU) on
  a monthly basis

- System automatically generates CCU report and invoice

- Invoice paid to Citrix

CITRIX IBM.

iLicense Utility & Pricing

Determining Connected Concurrent Users (CCUs)

- Algorithm computes the 95th percentile point of the frequency distribution of CCUs over the peak 20 days of a given month.

Peak

95 %

New Baseline

**Already Purchased MetaFrame Licenses
iCredits**
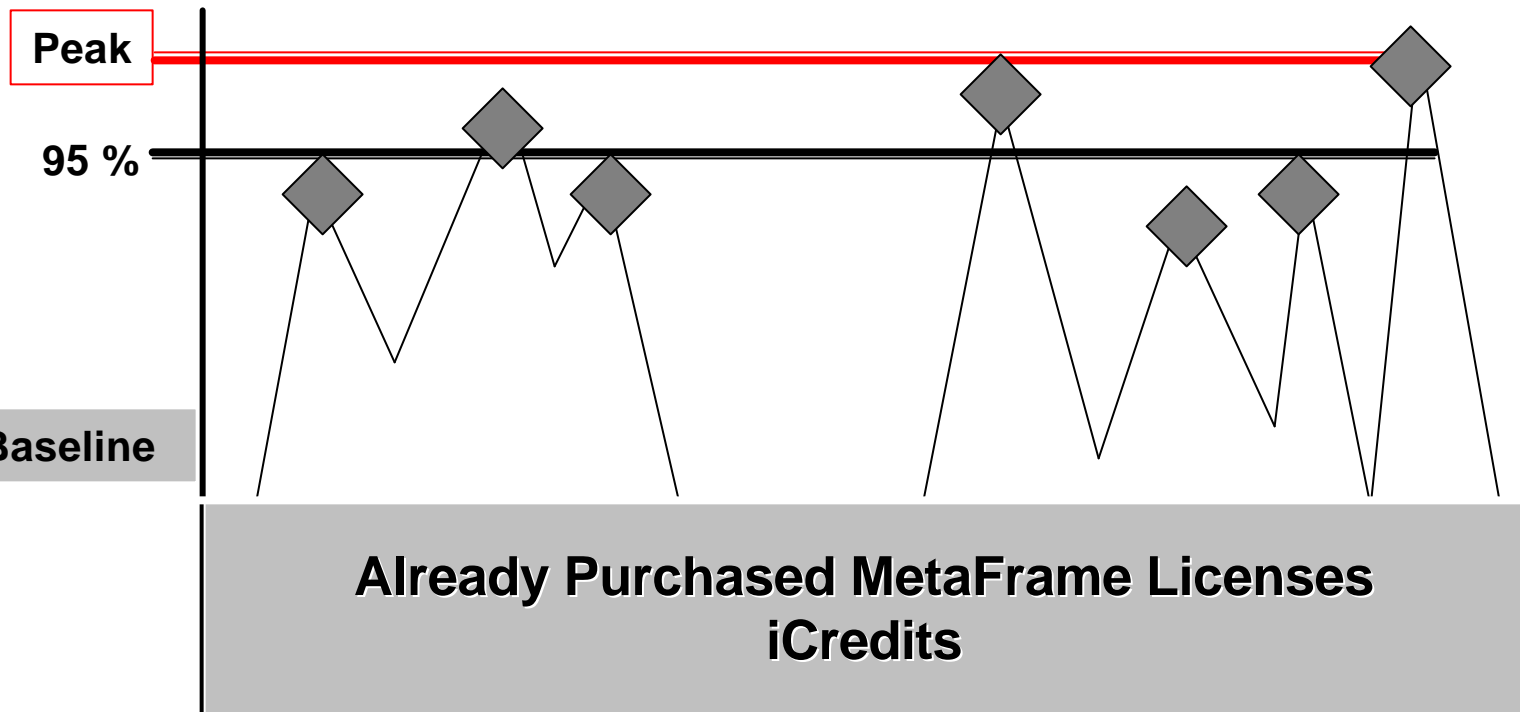
CITRIX IBM.

Citrix iBusiness ASPs @ **Digital Speed**

186K
Active Web Technologies
Agiliti, Inc.
Alfaskop AB
Alpine Computers
ALTA Internet Business
ApplicationStation.com
AristaSoft Corp.
ASP Global Ltd.
ASPiSERVE
BeanStalk Networks
Bull Espana S.A.
Businesscare AG
C Me Run
Cable & Wireless
Carrera-Maximus
CompuSuite
CONNECTAPPS
Corio, Inc.
Cube Technologies, Inc.
CyberLink USA
CyLex Systems
DeVA Systems Group
eAccount
eMake
E.Nova L.L.C.
EchoPass
EINSTEINet AG

Epanacea
epixtech, inc.
ESOFT Global
EurAsia Crossing
etako.com
Exe.net
FutureLink
GIKOM NIS
Deutschland
Global ASP
Hong Kong Telecom
HostPro (Micron)
IBM Global Services
IMAGO ASP
Systems
IMCP
I-NOC.com
indecom
independent
computing GmbH
Infomatec Austria

InsynQ, Inc.
Integration Limited
Intellient ASA
INTRA-SYS
Iterium.net AB
IT Utility
LearningStation.com
LightPC.com
Madison Aps
Mi8 Corporation
Network Technology Group
Online Technologies Corp.
Personable.com
Pointivity
Prologue Software Group
ProSolutions, Inc.
ProTier

PUSH
ROWI
Surebridge
SoftChoice Corporation
Solution 6
Star One AG
Stargate Connections,
Inc.
TeleComputing
Telenor
Telstra
Tequinox
ThinKnowledge Networks
Thinter .net Corporation
ThyssenKrupp Information
Services
The Trizetto Group, Inc.
TransChannel
TRW
Union Square Technology
Group LLC
Unisys
United Online
Veracicom, Inc.
VeriPoint, Inc.
VictorVox AG
WinStar Communications,
Inc.
Wizmo, Inc.
WM-data AS

Do the Maths

6.0 Billion

<u>-3.0 Billion</u>

3.0 Billion Potential Users

<u>0.5 Billion</u> PC Users

2.5 Billion Unserved Users

CITRIX IBM.

Thank You

CITRIX®

Digital
Independence™

moheb.moses@citrix.com