

# CITRIX WORKSPACE

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# Diverzita aplikací, koncových zařízení a způsobů práce

 On-Site Data

 On-Premise + ERP Apps

 Company-Issued Desktops

 Office Workers

 App + Network Traffic  
Within Datacenter

 Datacenter On-Premise

Cloud / Mobile Era

Multiple Cloud Storage Zones 

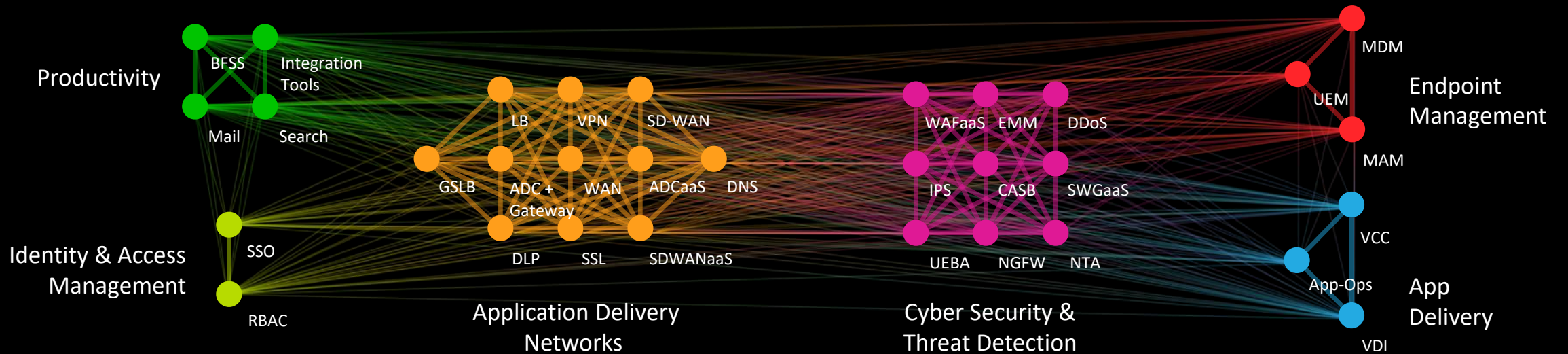
SaaS and Mobile Apps 

PC's, Laptops, Tablets, Smartphones,  
Connected Things 

Work Anywhere, Contractors,  
Multi-Generational Workforce 

Branch Operations, and  
Hybrid-Multi Cloud 

# Specializované produkty = KOMPLEXITA!









Komplexita stojí

**\$800** Na uživatele  
ročně

# Důsledky zvyšování complexity



IT COMPLEXITY



USER  
EXPERIENCE



BUSINESS RISK

# Citrix Workspace – eliminuje komplexitu

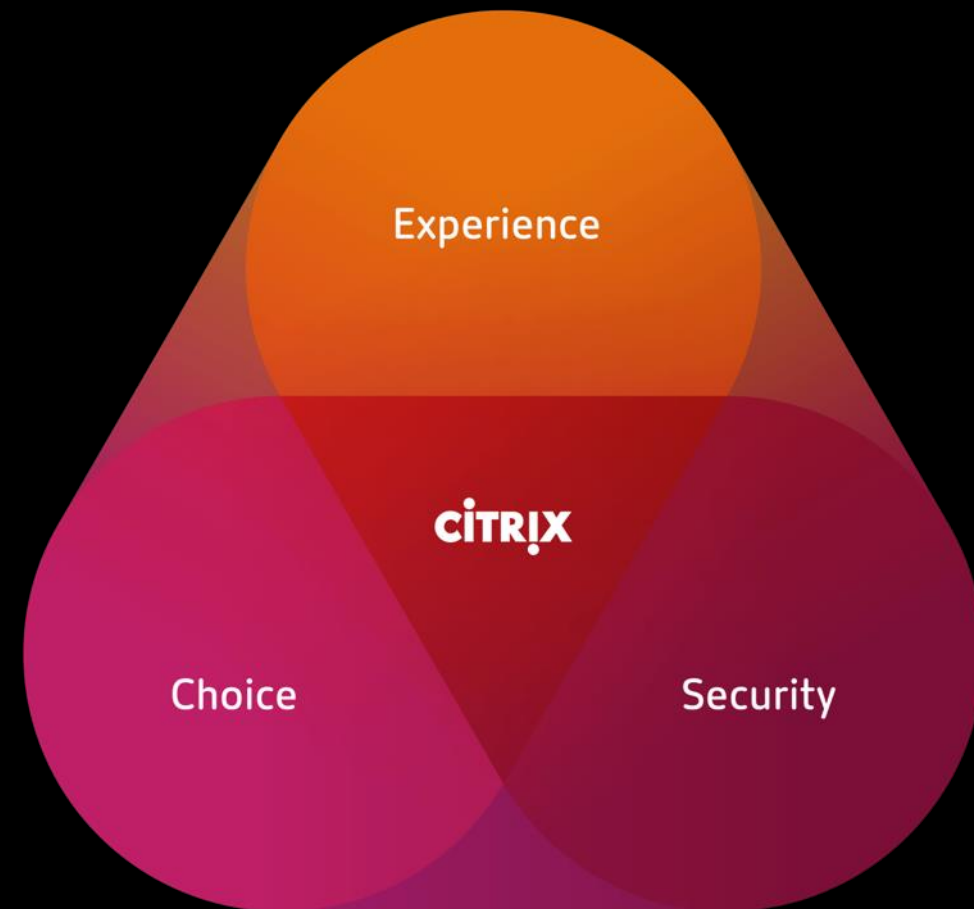
Viditelnost a kontrola webových a SaaS aplikací

Sdílení dat a pokročilá kooperace

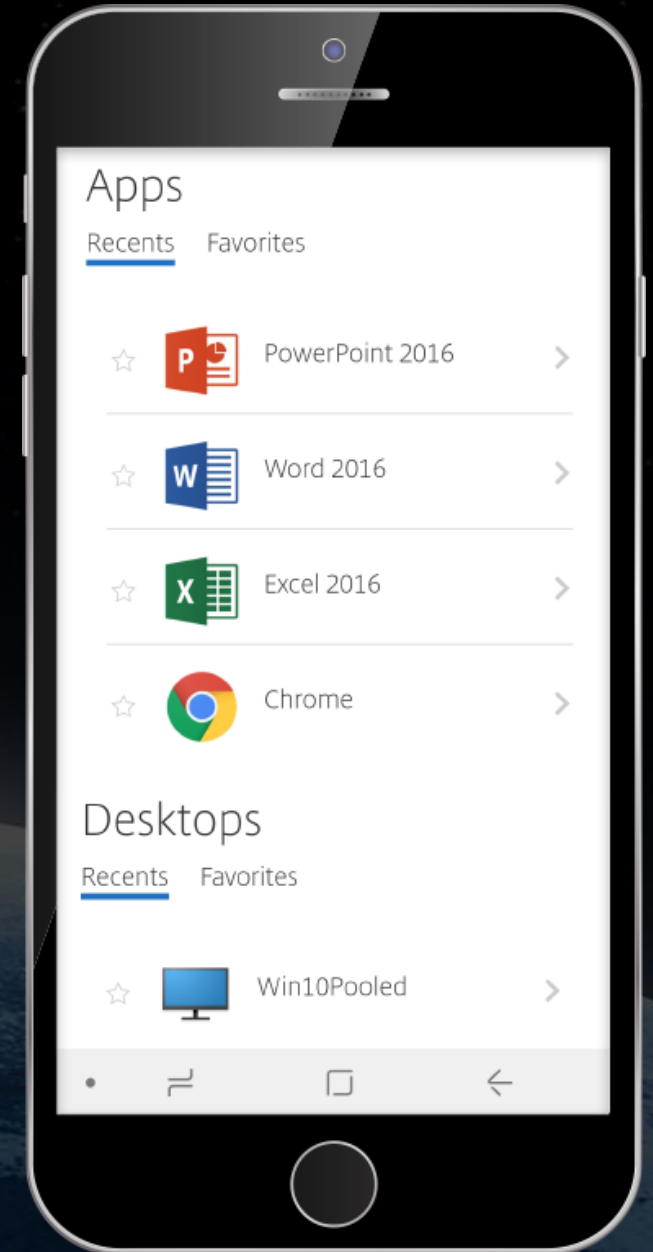
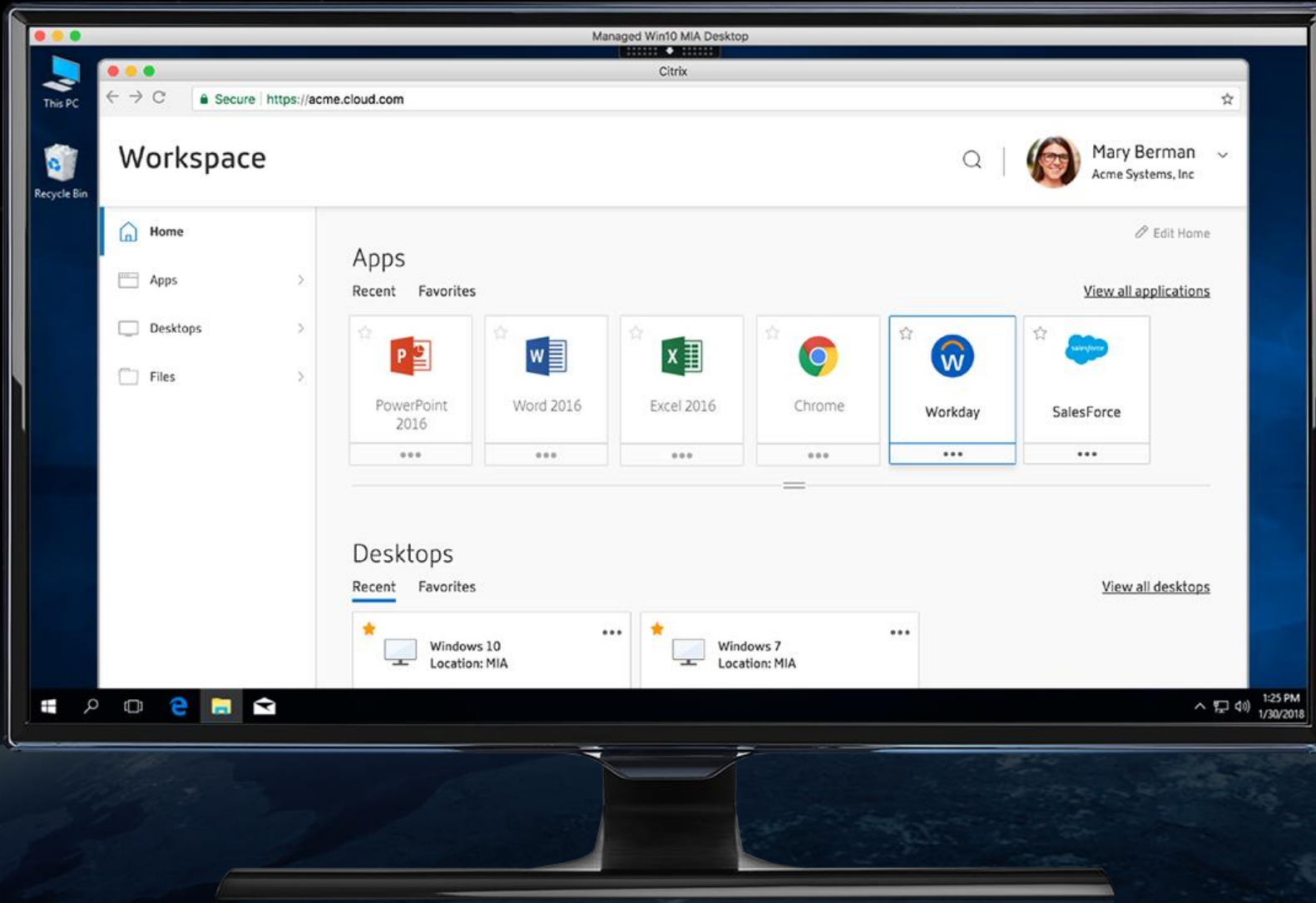
Správa a flexibilita koncových zařízení

Bezpečnost  
Analytika pro uživatele a firemní aplikace

Virtualizace  
Aplikace a Desktopy









# CITRIX WORKSPACE Aplikace

Všechno v jednom jak být opravdu produktivní

## CITRIX WORKSPACE

### APPS

SaaS / Mobile /  
Windows / Virtual

### CONTENT

On-prem / Cloud

### DEVICES

PC / Smartphone /  
Tablet / IoT

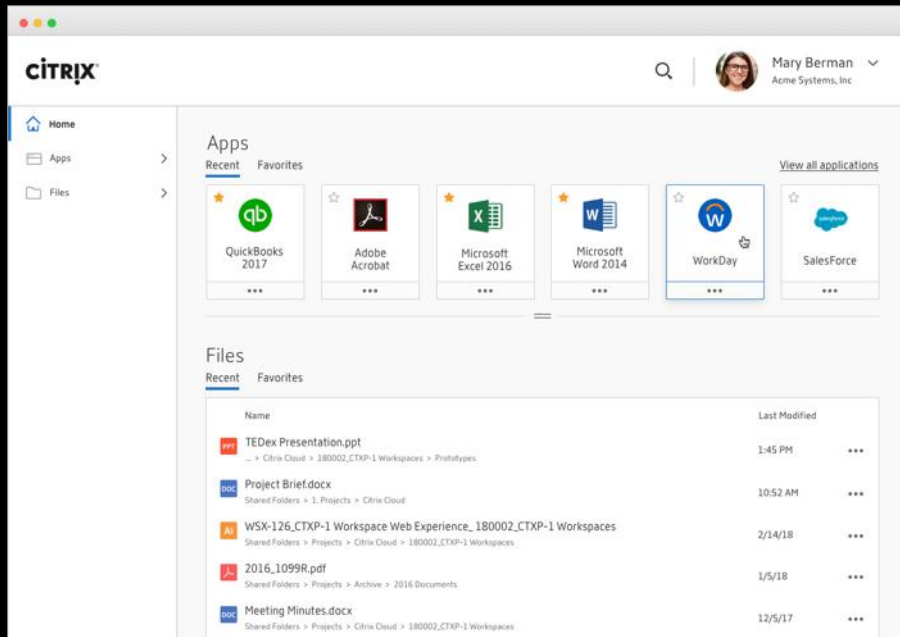
### ANALYTICS

User / App / Content / Network

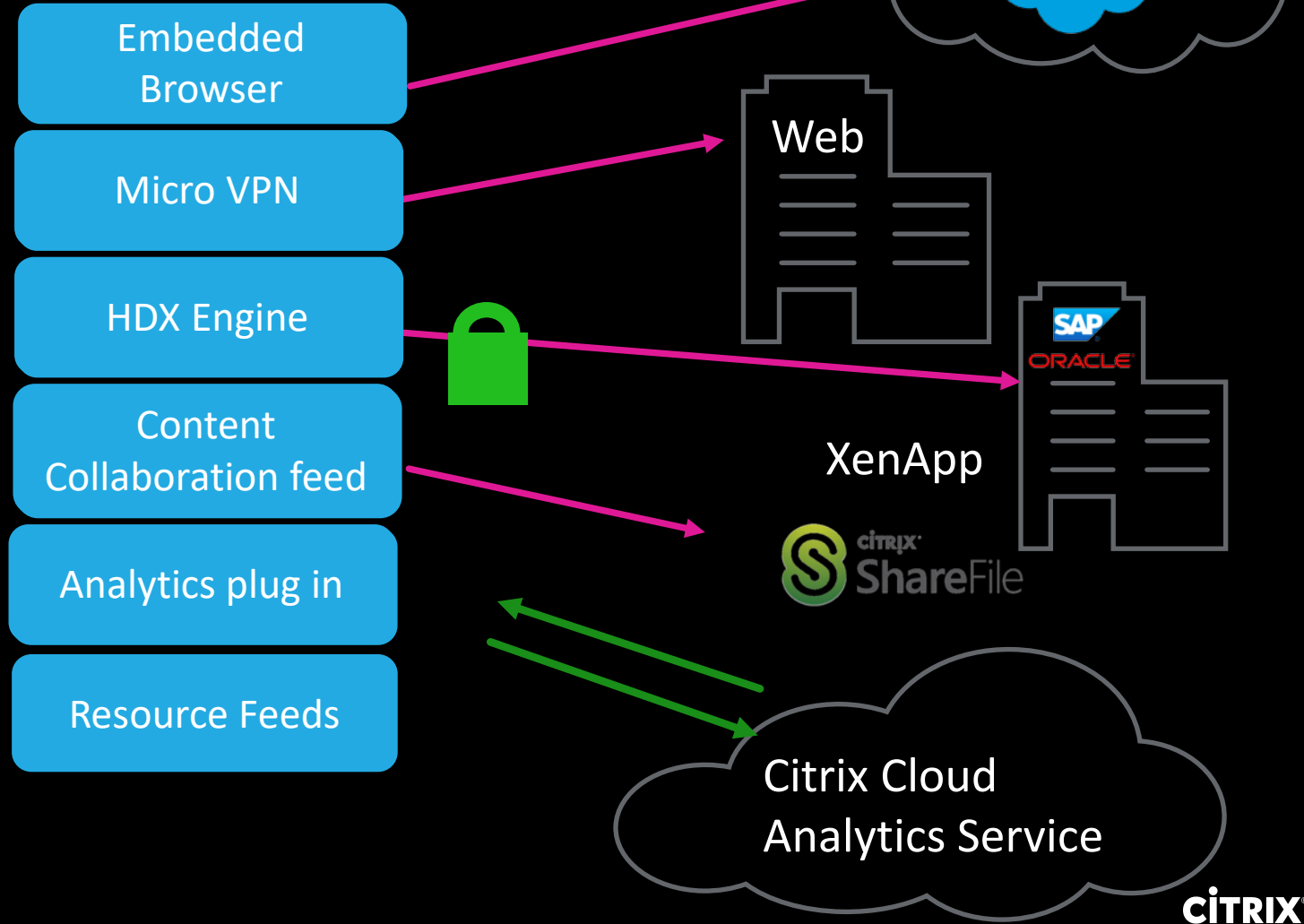
SECURE DIGITAL PERIMETER



# Workspace podporuje doručování obecných apps



Managed Container



# Workspace – edice a porovnání

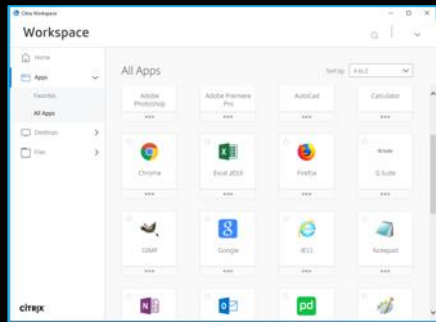
	Workspace Standard	Workspace Premium	Workspace Premium plus
Workspace App	?	?	?
Unified Endpoint Management		?	?
WEM (Workspace Environment Management)		?	?
Content Collaboration Premium - (1 TB promo – Jun 30, 2019)		?	?
Access Control (SSO, Gateway, Web Filtering, Secure Browser)	?	?	?
Citrix Analytics for Access Control (Performance and Security Analytics)	?	?	?
Citrix Analytics for Workspace (Performance and Security Analytics)		?	?
Secure Apps and Desktops (Virtual Apps and Desktops Service)			?



# Citrix Workspace Standard – z čeho se skládá



Workspace aplikace



Jednotný přístup  
Aplikované politiky pro  
síťový přístup, autentikaci  
interakci a audit

Web filtering service  
Definice politik pro webové  
služby

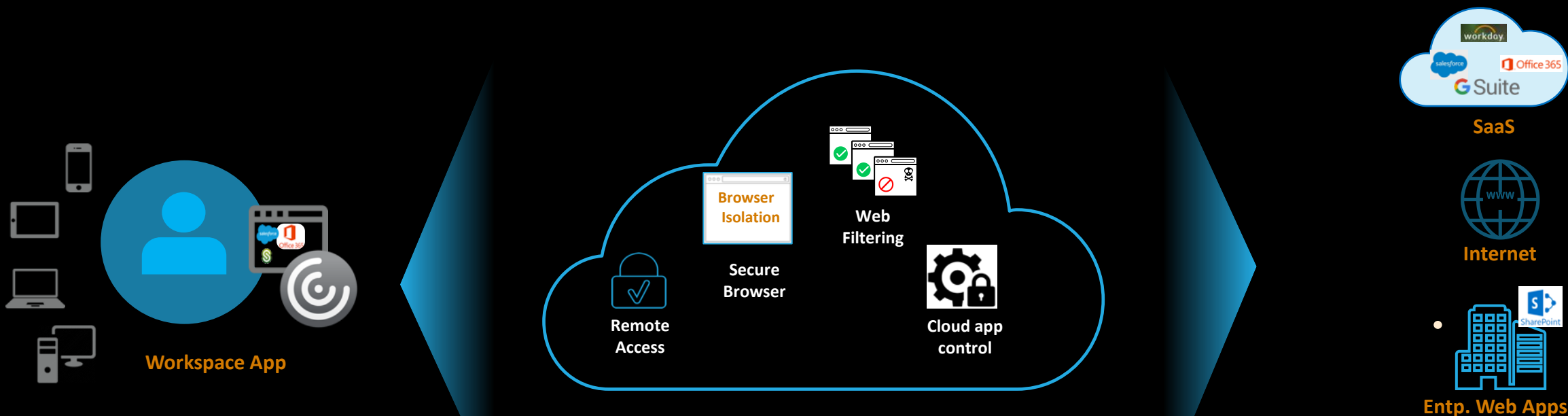
Záznam a analýza  
přístupu k webovým  
apps  
User Risk score  
Detekce anomálií

SSO k SaaS & webovým  
aplikacím, single point of  
access  
Šablony pro nasazení a  
integraci s rozšířenými SaaS

Bezpečný přístup k  
nebezpečným/neřízeným  
webovým aplikacím přes  
Secure Browser Service

The screenshot shows the Citrix Cloud management interface. At the top, it displays 'Citrix Cloud' and the user 'Mugdha Agarwal'. Below this, there are five summary cards: 'Library Offerings' (37), 'Resource Locations' (4), 'Domains' (2), 'Notifications' (97), and 'Open Tickets' (0). Each card has a 'View Library', 'Edit or Add New', 'Add New', 'View All', or 'Open a Ticket' button. Below these is a section titled 'My Services (8)' with five service cards: 'Access Control', 'Citrix Analytics', 'NetScaler Gateway Service', 'NetScaler Management and Analytics Service', and 'Secure Browser Service'. Each service card includes a description, a 'Manage' button, and links for 'How to Buy' and 'Learn more'.

# Citrix Access Control s Citrix Analytics poskytuje



## Uživatelská zkušenost

- SSO ke všem aplikacím
- Jednotný přístup
- Flexibilita koncových zařízení
- Snížená komplexita

## Nová metoda zabezpečení pro přístup k SaaS a obecným internetovým aplikacím

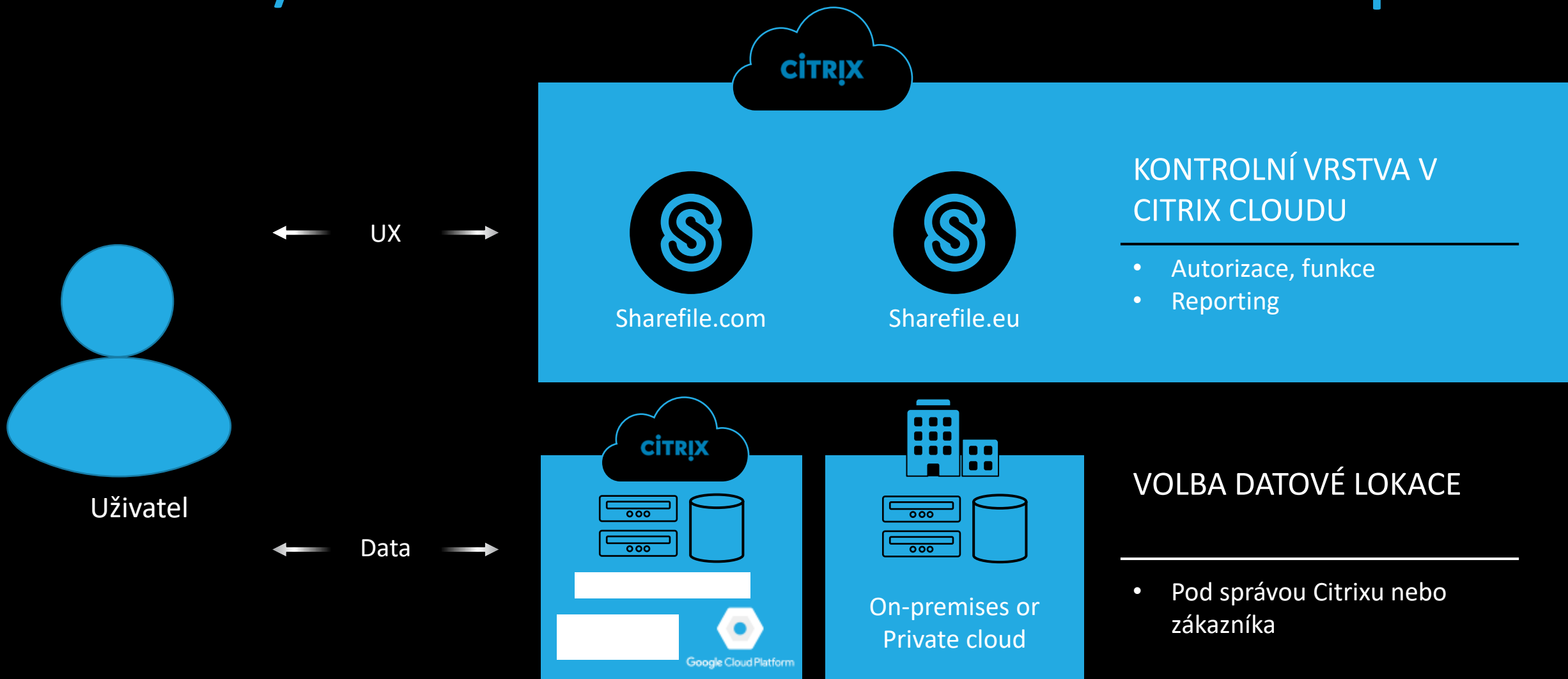
- Filtrování webových aplikací a dynamické přidělení metody přístupu a povolených akcí
- Izolace prohlížeče pro potenciálně nebezpečné aplikace do specializovaného prostředí

## Viditelnost a analytika

- Reportování per user / per website
- Behaviorální analýza uživatele a na ni navážené akce (IdM, proxy, přístup k datům)

## Virtual Apps & desktops

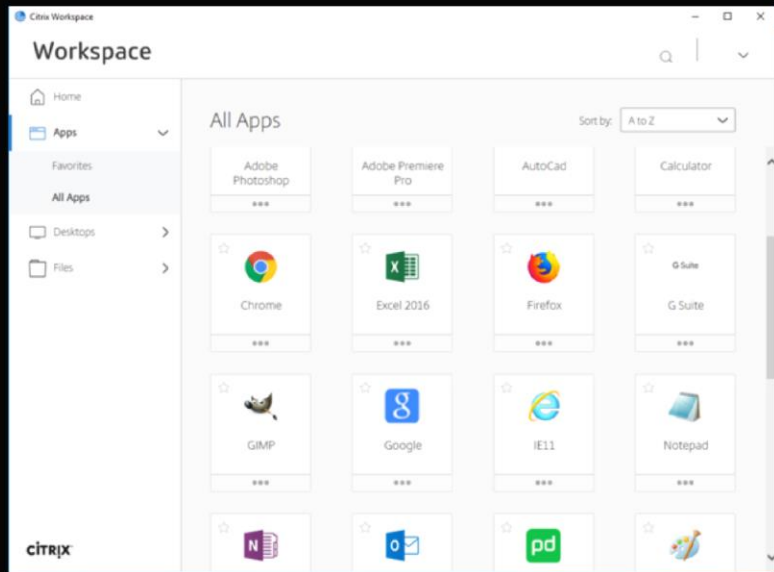
# Sharefile / Content Collaboration – firemní data bezpečně





# Access Control

Overview: Workspace app



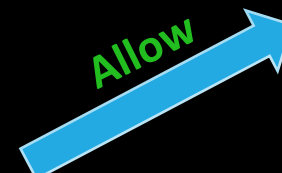
Enhanced Security OFF

Open in standard browser

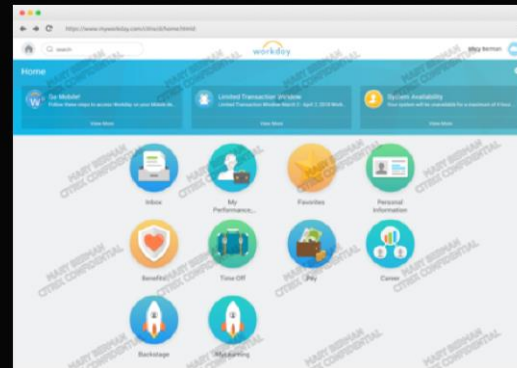


Internet

Allow

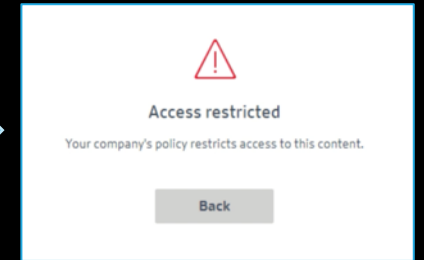


Enhanced Security ON



Open in embedded browser

Deny



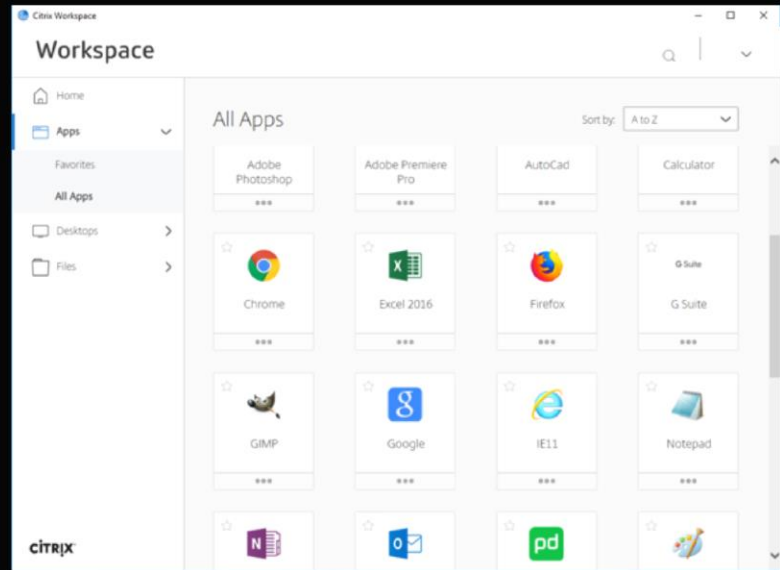
Redirect



Secure Browser Service

# SSO

## Overview



Workspace

Single Sign-on to SaaS apps (SAML)



Internet

Control Channel (Outbound)

DMZ

Firewall

Firewall

Internal Network



Data Center

Single Sign-on to web apps

# Citrix Endpoint Management

Basic MDM

Block

Allow

Citrix MDM

Vlastní řídicí politiky

- Passcode policy
- AD changes to user
- Jailbroken device
- Unmanaged device
- Data Roaming
- Geo-fencing
- App Blacklist
- App Whitelist

Triggers

If - Than



- Lock device
- Modify policy set
- Block network access
- Selective wipe
- Full wipe
- Revoke
- Send notification
- Set out of compliance

Actions



# Citrix MAM – Další vrstva ochrany a kontroly

Ochrana dat před virovými útoky a dalšími moderními hrozbami

- Kontejnerizace aplikačních dat
- Volba šifrovacích přístupů:
  - Na zařízení – lockscreen, passcode
  - Nezávisle na zařízení – pro aplikace
- FIPS aplikační sandbox pro zabezpečení aplikačních dat
- 70+ politik pro kontrolu aplikací
- Micro-VPN pro definované aplikace



# Citrix Virtual Desktop – firemní aplikace nazávislé na OS

The screenshot displays a Citrix Virtual Desktop environment. At the top, the macOS-style title bar shows 'Cloud Desktop' and system icons. The main workspace contains two windows:

- Microsoft Word:** A document titled 'California Polytechnic State University - Case Study.docx (Protected View) - Word'. The main content area features a large heading: 'Leading engineering school re-energizes computer labs with Citrix XenDesktop'. Below the heading, the text reads: 'California Polytechnic State University (Cal Poly) is a nationally ranked, four-year, comprehensive public university located in San Luis Obispo, halfway between San Francisco and Los Angeles on California's Central Coast. This distinctive learning community offers'. A navigation pane on the left shows a table of contents with sections like 'The Challenge: Renewing aging...', 'The Solution: Virtualizing deskto...', 'Key Benefits', and 'Looking Ahead'.
- Microsoft PowerPoint:** A presentation window is partially visible on the right, showing a slide with a photograph of students in a classroom setting.

At the bottom, the Windows taskbar is visible, featuring icons for various applications and the Citrix logo. The system tray shows the time as 10:15 AM on 5/17/2019.

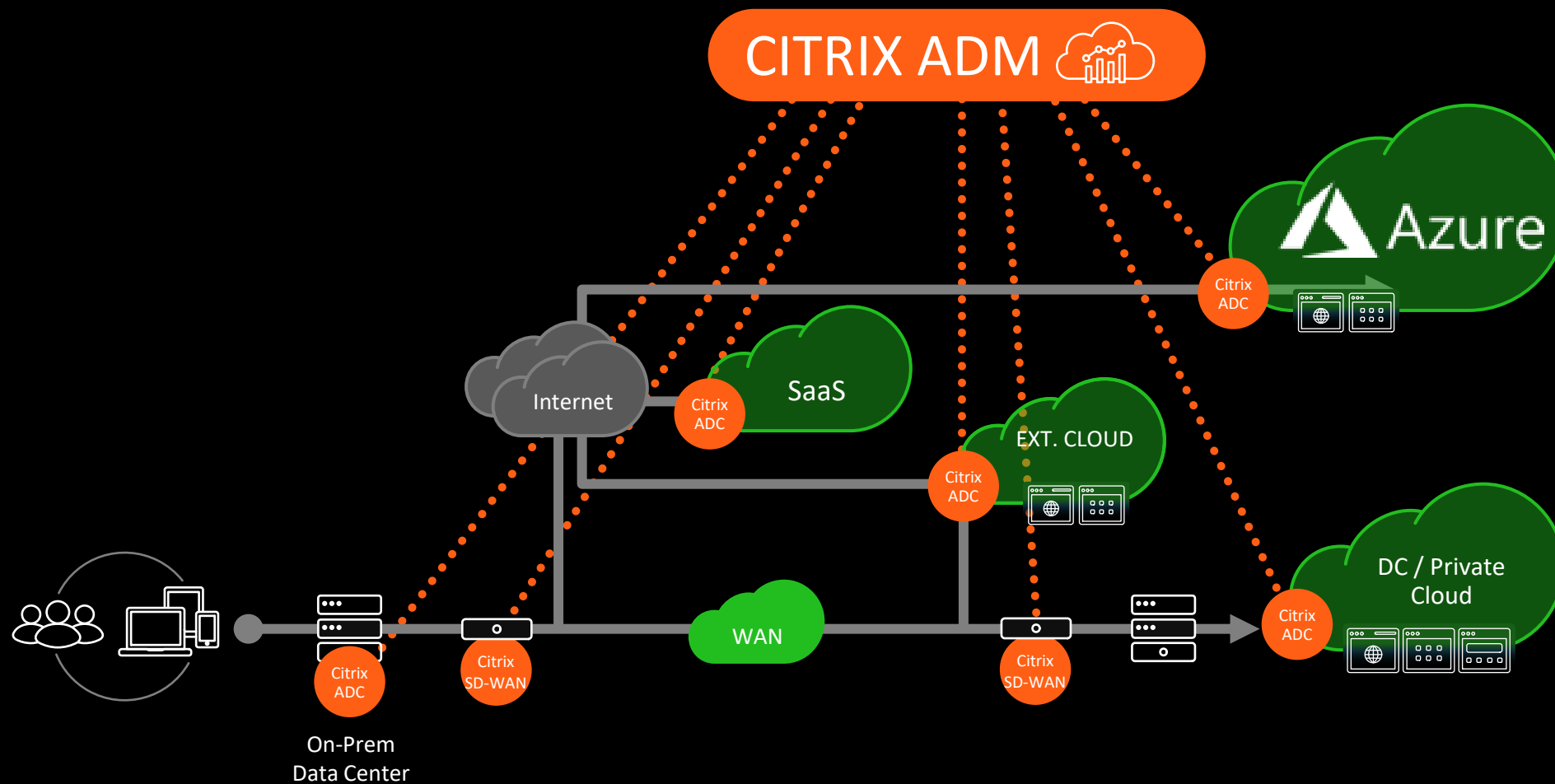
# Analytika

Citrix Analytics podporuje Azure Intelligent Security Graph

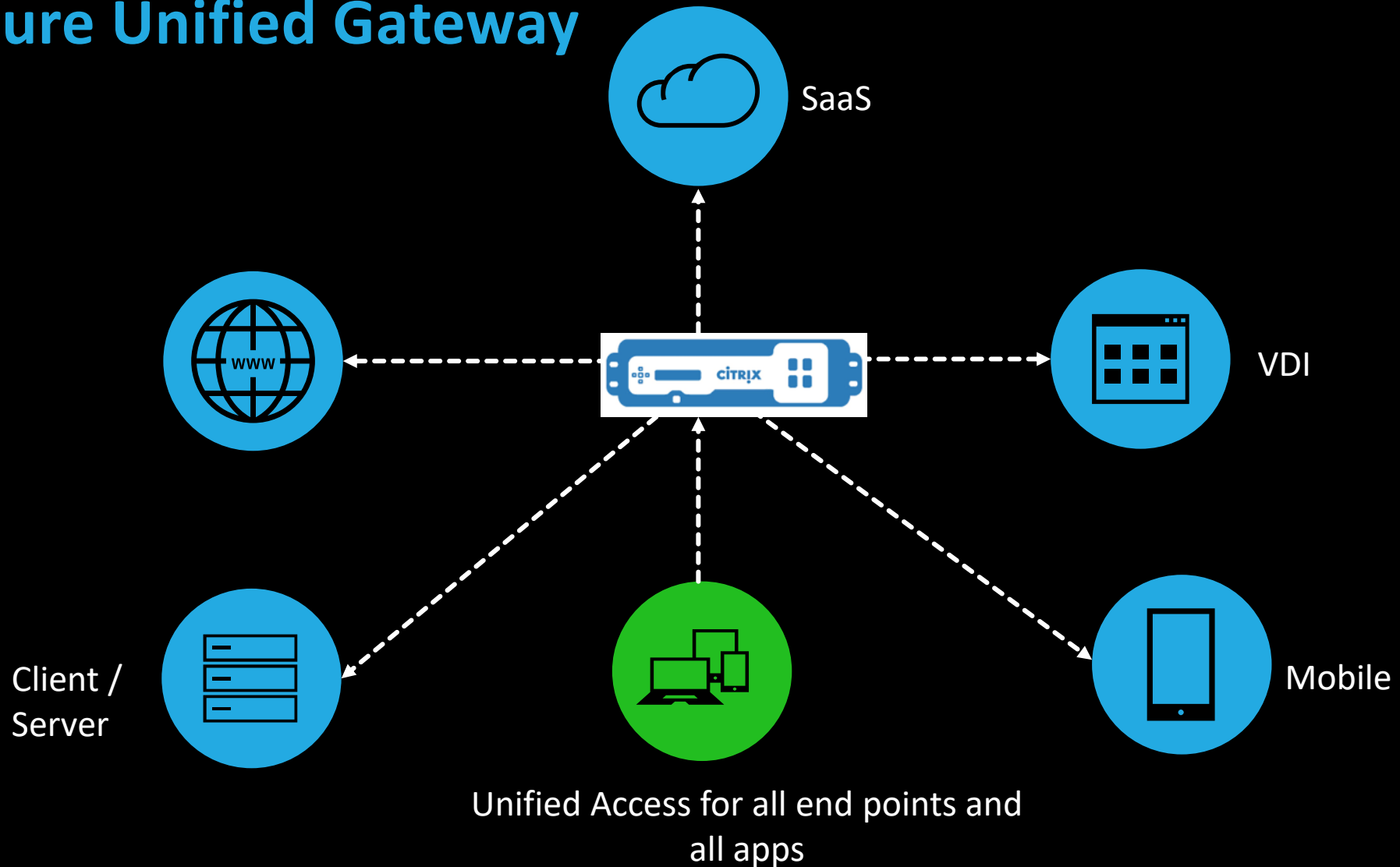
Bezpečnost založená na analýze chování uživatele



# HYBRID MULTI-CLOUD přístup a bezpečnost



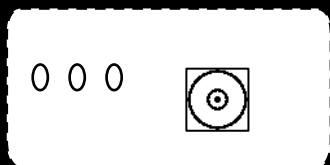
# Citrix Secure Unified Gateway





# Citrix ADC Portfolio: Připraveno pro Hybrid Multi Cloud

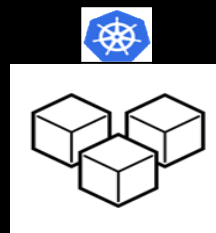
Široké možnosti technické implementace i financování



**Virtual Appliances**  
DC & Private Cloud, VPX



**In Public Cloud**  
VPX for AWS, Azure, GCP



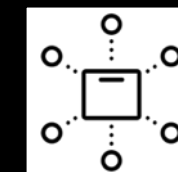
**Containers**  
Public & Private Cloud, CPX



**Bare Metal**  
Private & Public Cloud, BLX\*



**Hardware Appliances**  
DC & Private Cloud, MPX



**Multi-Tenant**  
MSP & Private Cloud, SDX

# Choice

\* Planned

Physical | Virtual | Containers | Private Cloud | Public Cloud | Hybrid Cloud

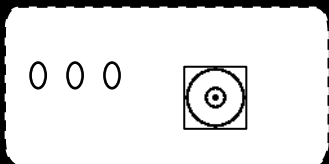
# Citrix ADM – Jednotné řízení, správa a reporting

Integrated with  
VMware, Cisco ACI, OpenStack,  
Kubernetes

Citrix  
Application  
Delivery  
Management  
(ADM)

Choice of  
On-Prem & SaaS

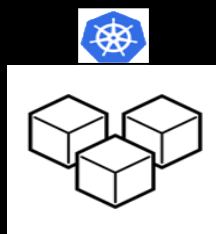
Single Pane of Glass across Hybrid Multi Cloud



**Virtual Appliances**  
DC & Private Cloud, VPX



**In Public Cloud**  
VPX for AWS, Azure, GCP



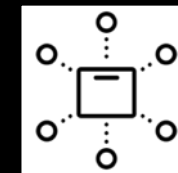
**Containers**  
Public & Private Cloud, CPX



**Bare Metal**  
Private & Public Cloud, BLX\*



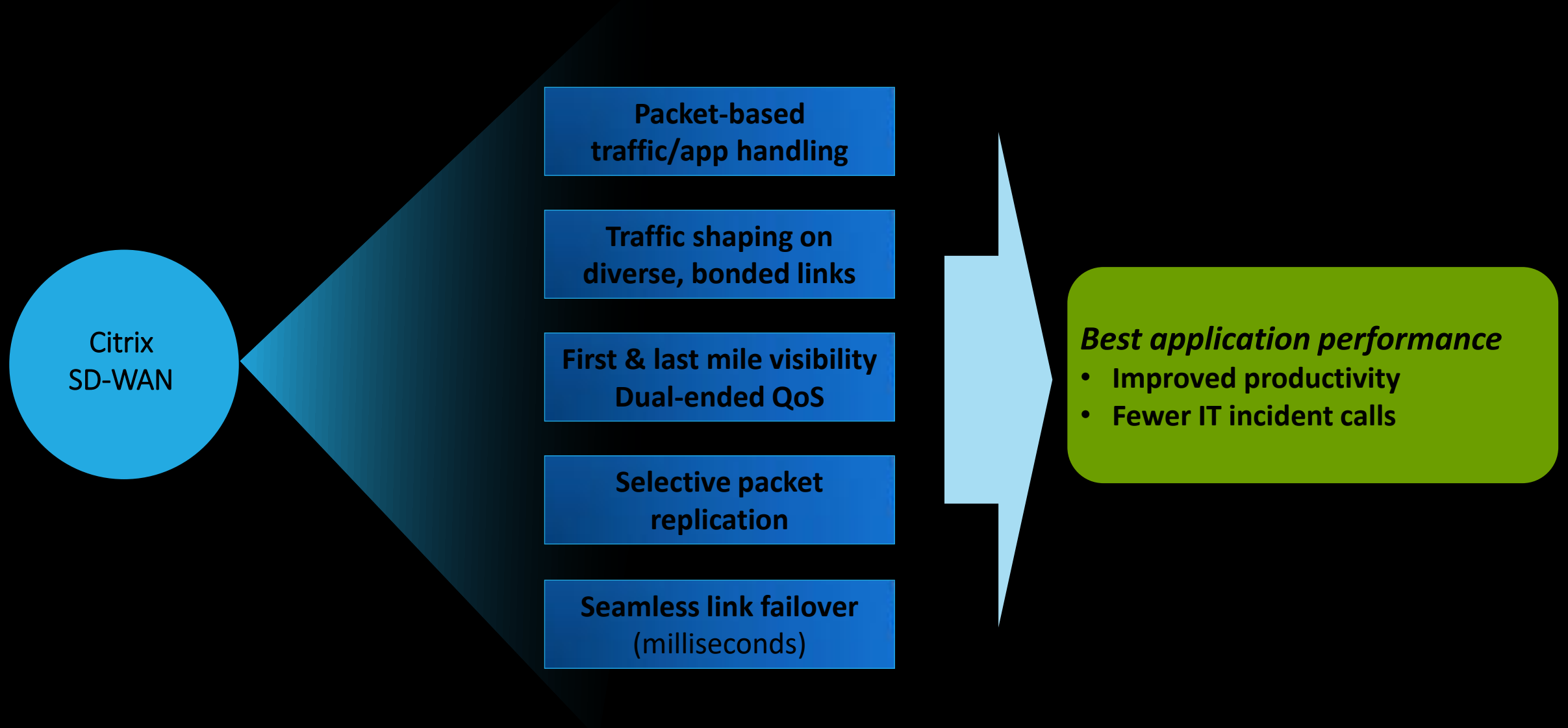
**Hardware Appliances**  
DC & Private Cloud, MPX



**Multi-Tenant**  
MSP & Private Cloud, SDX

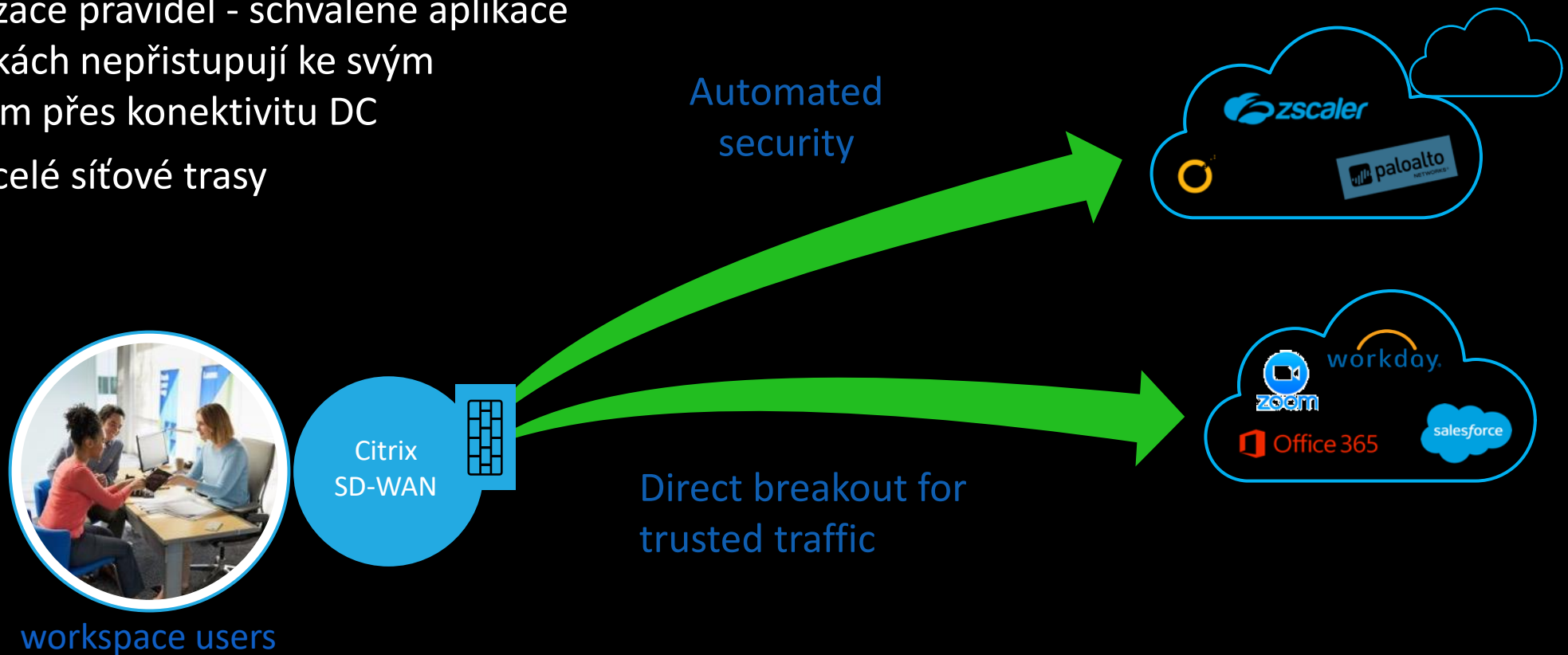
Automation | Orchestration | Management | Analytics

# Citrix SD-WAN pro maximální dostupnost a výkon v multcloudu



# Bezpečnost a automatizace

- Integrace s next gen firewally, jednotná správa pře SD WAN orchestrator
- Automatizace pravidel - schválené aplikace na pobočkách nepřístupují ke svým backendům přes konektivitu DC
- Šifrování celé síťové trasy



# SD-WAN - celkové zlepšení provozu office 365 v prostř



**2x-5x**

Rychlejší  
upload



**3x-10x**

Rychlejší  
download



**55%**

Rychlejší otvírání  
Word dokumentů  
v Office Online



**40%**

Rychlejší otvírání  
PowerPoint  
dokumentů v Office  
Online



**Better**

Vyšší kvalita  
zvuku



# Evoluce Workspace

Jak pomoci  
uživatelům v  
navigaci  
firemním IT  
prostorem?



Mnoho aplikací...



... Zřídka užívaných...



... S častými  
změnami kontextu

# Citrix Intelligent Workspace

The screenshot displays the Citrix Intelligent Workspace interface. At the top, the browser address bar shows 'preview.democloud.citrix.com'. The page title is 'Citrix Workspace - Digital Workspace Solution - Citrix'. A navigation bar includes a search icon, a user profile for 'Duncan Idaho' from 'Acme Systems, Inc.', and a 'Submit Review' button with the text 'Performance reviews are open'. The main content area is titled 'Workspace Labs' and features a left-hand navigation menu with 'Home', 'Actions', 'Apps', 'Desktops', and 'Files'. The central workspace contains several notification cards: 1) 'SAP Concur • Today' with a 'New Expense Report' from Stella Milne, including 'Approve' and 'Send Back' buttons. 2) 'SAP ERP • Today' with another 'New Expense Report' from Louie Delarosa, including 'Approve' and 'On Hold' buttons. 3) 'RightSignature • Yesterday' with 'New Lease Revisions Ready' and a 'Sign Document' button. 4) 'Citrix Files • Today' with 'Final Comment on Presentation Requested' and a 'Driving\_Measur...' button. 5) 'Workday • Yesterday' with 'New Teammate!' and the text 'Mya Cooper has joined ACME as VP of Operations.' The right-hand sidebar contains 'Recent Applications' (Salesforce, Microsoft Word, Tableau, SAP Concur) and 'Recent Files' (TEDex Presentation.ppt, Project Brief.docx, WSX-126\_CTXP-1 Workspac...).

**DEMO**

# Citrix Workspace EVOLUTION

## WORKSPACE BUNDLE



## WORKSPACE



## INTELLIGENT WORKSPACE

- Endpoint Management (Svc)
  - Workspace Environment Management (Svc)
  - Content Colaboration (Svc)
  - Virtual Apps&Desktop (OnPrem)
- Workspace App
  - Endpoint Management (Svc)
  - Workspace Environment Management (Svc)
  - Content Colaboration (Svc)
  - Virtual Apps&Desktop (Svc)
- MicroApps, User Dashboard
  - Workspace App
  - Endpoint Management (Svc)
  - Workspace Environment Management (Svc)
  - Content Colaboration (Svc)
  - Virtual Apps&Desktop (Svc)

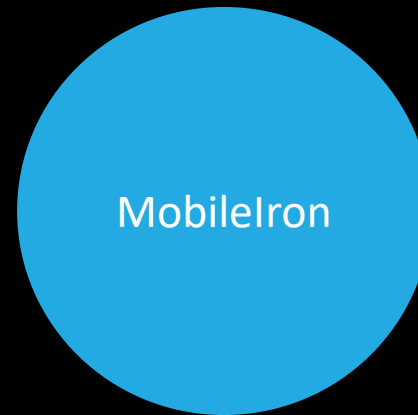
Co získá klient?



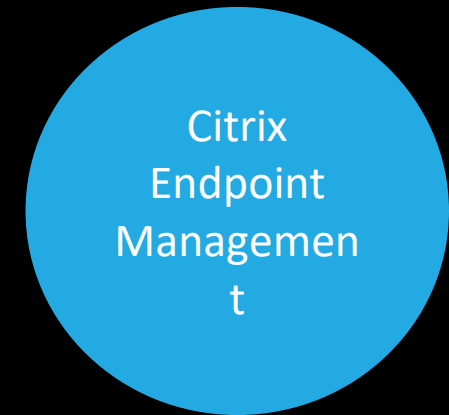
# Unified Endpoint Management



**\$144**



**\$138**



**\$133**

[MobileIron](#) - \$138 per user/per year subscription

[AirWatch/Workspace ONE Advance](#) - \$144 per user/per year subscription with support

[Citrix XenMobile](#) - \$133 per user/per year included support and maintenance

# Enterprise File Sync and Share



Box Business  
Plan Plus

**\$300**



Egnyte  
Enterprise  
plan

**~\$300**

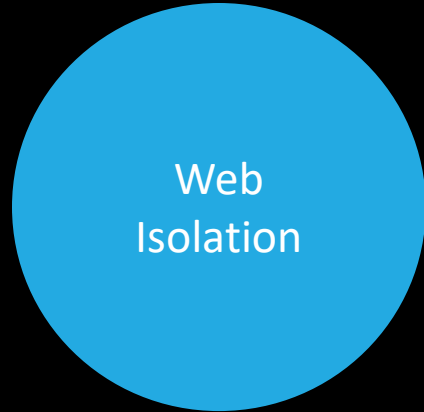


Citrix  
Sharefile  
Service  
Premium

**\$240**

[Egnyte Enterprise plan](#) - \$300 per user/per year  
[Box Business Plan plus](#) - \$300 per user/per year  
[ShareFile Premium](#) - \$240 per user/per year

# Security Products – Výměna a konsolidace



Web  
Isolation

**\$118**



Unified  
Gateway

**\$96**



SaaS  
SSO/MFA

**\$60**



IRM/DLP for  
Mobile and  
Files

**\$120**



Malware  
Prevention/  
WebApp  
Firewall

**\$98**

[Symantec Web Isolation](#) - \$118 per user/per year

[OKTA SaaS SSO/MFA](#) - \$60 per user/per year

Citrix Gateway - \$96 – NGS std pricing

Digimarc (watermarketing) - \$100

[Malware prevention](#) - \$98 per user/per year

# Cena jednotlivých technologií navýší celkové náklady až...

**\$832**

**Nákup produktů jednotlivě**

**VS**

**\$140**

**Trade up na Workspace Bundle**

# Zdroje informací

- <https://www.citrix.cz/products/citrix-workspace/>
- <https://www.citrix.cz/digital-workspace/office-365.html>
- <https://www.citrix.cz/digital-workspace/file-storage.html>
- <https://www.citrix.cz/digital-workspace/optimize-microsoft-ems-intune.html>



**CITRIX<sup>®</sup>**