

## Deliver a high definition desktop and application experience to branch and mobile users

Businesses rely on branch offices to serve customers, to be near partners and suppliers, and to expand into new markets. IT managers face the challenge of meeting the needs of an ever-growing population of branch users and a flood of new applications while controlling costs. IT managers have been pursuing initiatives that centralize application infrastructure to lower operating expenditures and meet data security mandates. Such consolidation initiatives often impose a performance penalty on branch and mobile users due to the realities of the modern Wide Area Network (WAN). Upgrading network bandwidth as a solution increases IT costs and does not address underlying performance issues caused by distance and application behavior. In response, IT managers deploy hardware solutions that do not deliver the benefits of hardware standardization initiatives in the organization. As a result, branch productivity suffers and organizations waste IT budgets on costly and ineffective measures.

### Key benefits

- **Radically** improve user productivity and experience by accelerating the delivery of applications and desktops to branch and mobile users
- **Dramatically reduce** bandwidth requirements in each location
- **Simplify** IT management by consolidating servers in branch offices
- **Enable IT agility** with flexible deployment options offered by physical and virtual appliances

## Citrix Branch Repeater

Citrix® Branch Repeater™ is a branch optimization solution that provides a high definition desktop and application experience to branch and mobile users while dramatically reducing bandwidth costs and simplifying branch infrastructure. Branch Repeater accelerates desktop and application delivery, decreases bandwidth consumption and enables server consolidation by compressing, caching and prioritizing traffic for all TCP-based applications, including virtual desktops and applications. Available as both a physical and a virtual appliance, Branch Repeater accelerates the ROI associated with centralizing and virtualizing desktops and applications while supporting more users on existing bandwidth and simplifying branch infrastructure.

## Deliver a high definition experience to branch and mobile users

Branch Repeater enables desktop and application centralization without compromising the high definition experience branch users expect. Branch Repeater incorporates Citrix® HDX™ IntelliCache and Broadcast technologies to optimize virtual applications delivered by Citrix® XenApp™ and Microsoft® App-V™, and virtual desktops delivered by Citrix® XenDesktop™. Branch Repeater also accelerates other enterprise applications operating on the network including file sharing (CIFS), Exchange and web applications such as SharePoint®. With Branch Repeater, branch office users experience faster printing, file downloads, video streaming and application start up times, allowing them to get more done in less time. The Repeater Plug-in for Citrix Receiver™ extends the benefits of application acceleration benefits to mobile users.

## Optimize bandwidth usage and reduce desktop and application delivery costs

Branch Repeater reduces bandwidth consumption and optimizes use of existing capacity to save on ongoing bandwidth expenditures, allowing customers to serve up to four times more XenApp users and reduce bandwidth consumption per desktop by up to 90 percent without upgrading bandwidth. Branch Repeater further reduces traffic for other bandwidth hungry applications such as file transfers, software distribution, backups and data replication by up to 95 percent. Branch Repeater prioritizes network utilization to align with business priorities by adaptively allocating bandwidth to different applications, including XenApp and XenDesktop. This ensures reliable performance of mission critical applications, even over severely congested networks.

## Simplify branch IT

Branch Repeater allows customers to simplify their branch infrastructure resulting in dramatically lower capital and operational expenses. This enables branch expansion by reducing the time and cost to bring new sites online. Branch Repeater enables application server centralization in datacenters while maintaining a high performance experience for branch users. Branch Repeater with Windows Server® natively integrates essential Windows® services that must remain in the branch office, eliminating the need for dedicated servers. Branch Repeater offers easy and rapid deployment for any network while providing centralized management to avoid the need for specialized IT staff in branch offices.

## Enable IT agility

Branch Repeater provides customers flexible deployment options including both physical and virtual appliances. Depending on rack space, energy and infrastructure availability requirements, customers can deploy and provision a Branch Repeater physical or virtual appliance and take advantage of hardware standardization initiatives in their organization. Branch Repeater enables customers to improve availability and performance, cut branch office downtime and energy costs with on-demand provisioning or de-provisioning of virtual appliances. Branch Repeater allows customers to save on new branch setup costs, increase IT efficiency while delivering a high definition desktop experience to users anytime.



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### About Citrix

Citrix Systems, Inc. (NASDAQ:CTXS) is the leading provider of virtualization, networking and software as a service technologies for more than 230,000 organizations worldwide. Its Citrix Delivery Center, Citrix Cloud Center (C3) and Citrix Online Services product families radically simplify computing for millions of users, delivering applications as an on-demand service to any user, in any location on any device. Citrix customers include the world's largest Internet companies, 99 percent of Fortune Global 500 enterprises, and hundreds of thousands of small businesses and prosumers worldwide. Citrix partners with over 10,000 companies worldwide in more than 100 countries. Founded in 1989, annual revenue in 2009 was \$1.61 billion.

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