



Introduction to Citrix Solutions for Web Application Delivery

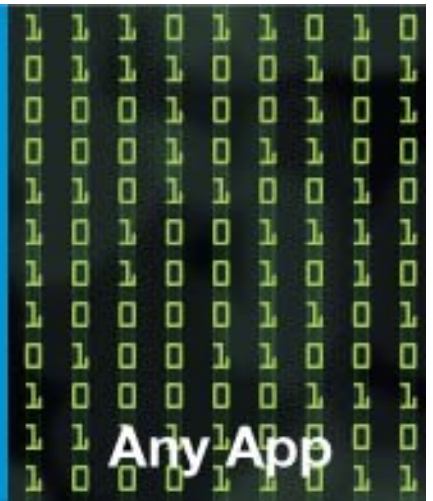
Citrix NetScaler



Any User

Citrix Application Delivery Infrastructure

Best Performance. Highest Security.
Lowest Total Cost.



Any App

Global Market Forces Driving Change

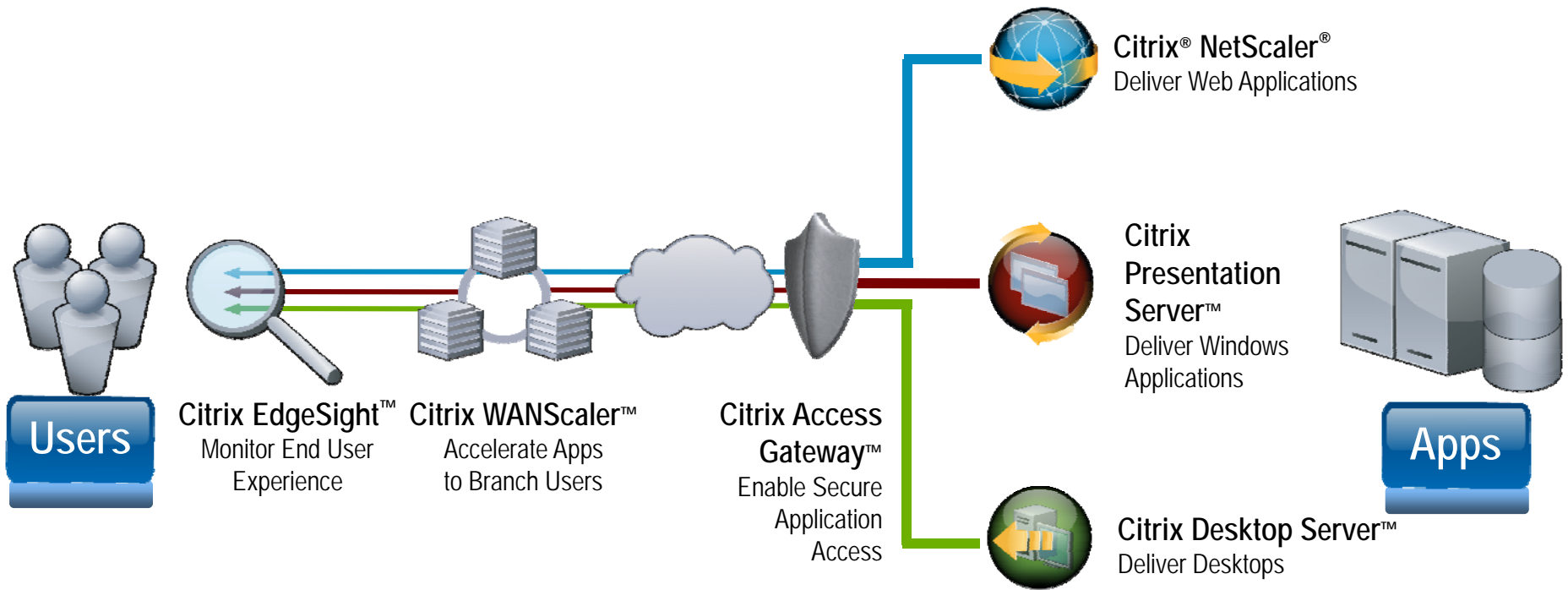


User
Experience
Declining



IT
Responsiveness
Declining

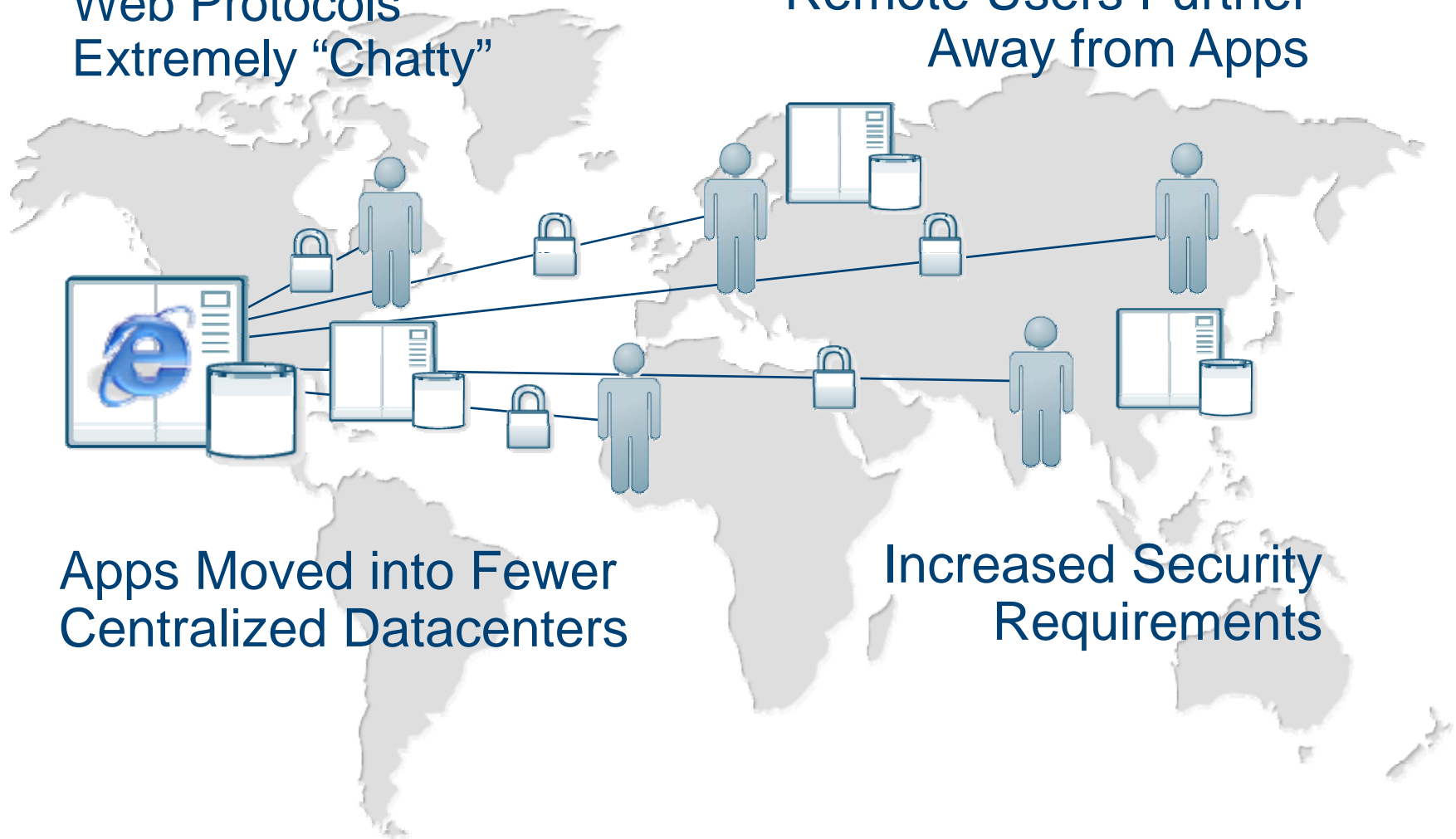
Application Delivery Success



Web Application Delivery Challenges

Web Protocols
Extremely “Chatty”

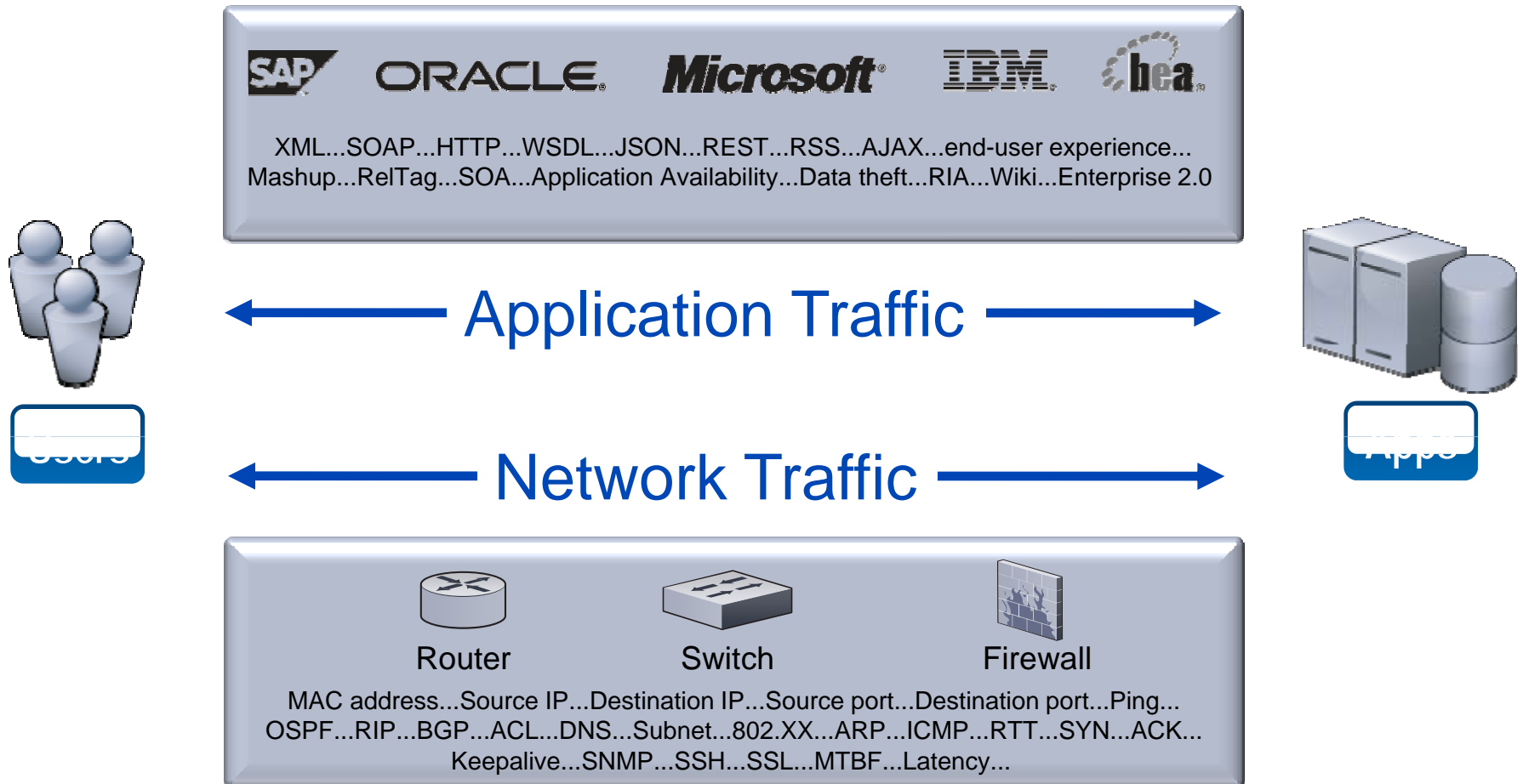
Remote Users Further
Away from Apps



Apps Moved into Fewer
Centralized Datacenters

Increased Security
Requirements

Solutions Must Span Two Worlds





ORACLE

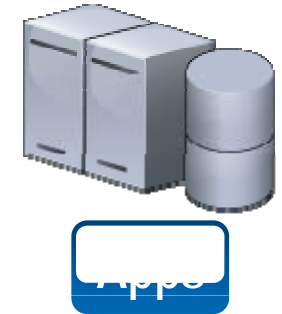
Microsoft



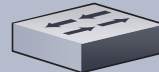
XML...SOAP...HTTP...WSDL...JSON...REST...RSS...AJAX...end-user experience...
Mashup...RelTag...SOA...Application Availability...Data theft...RIA...Wiki...Enterprise 2.0



AppExpert Policy Framework



Router



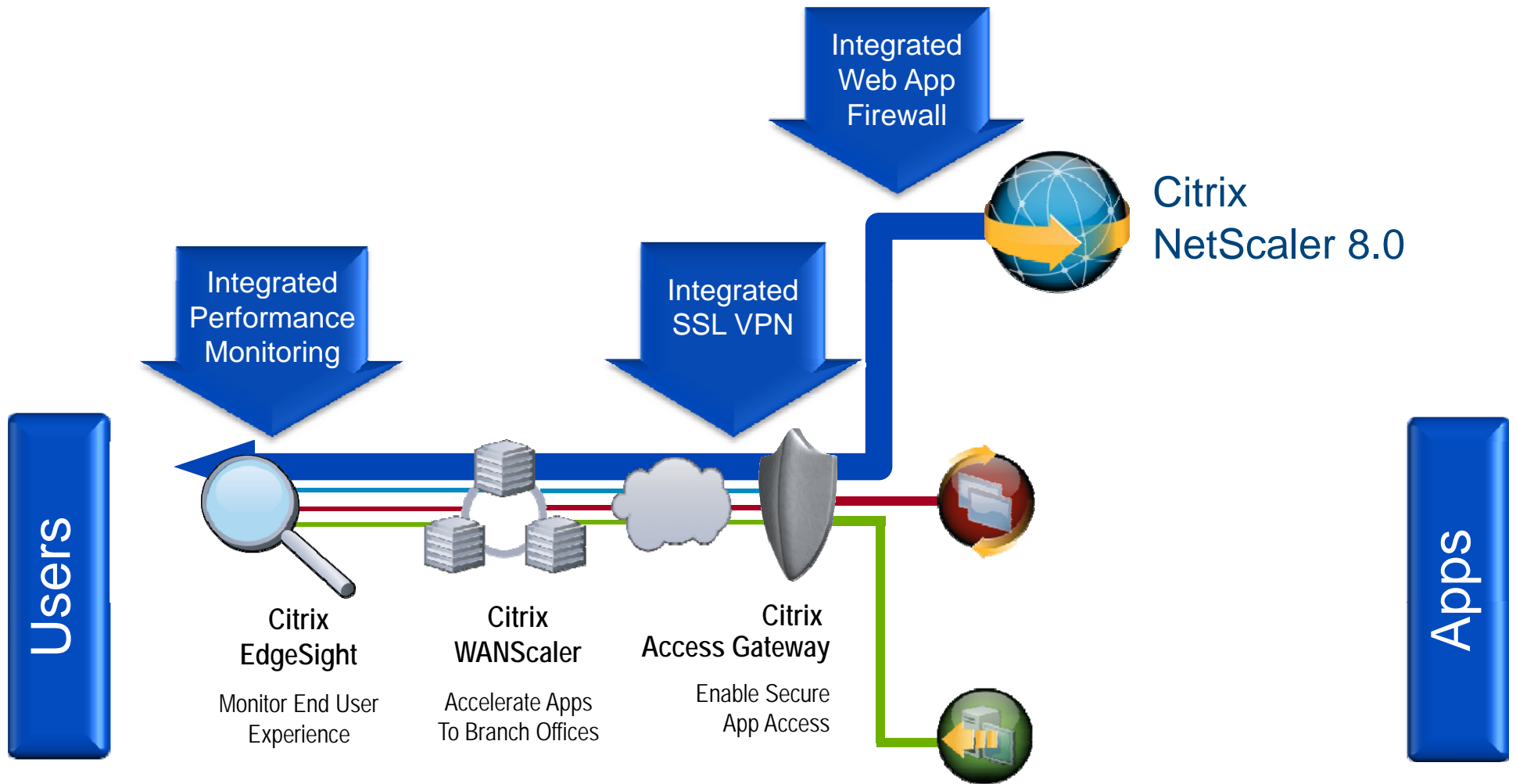
Switch



Firewall

MAC address...Source IP...Destination IP...Source port...Destination port...Ping...
OSPF...RIP...BGP...ACL...DNS...Subnet...802.XX...ARP...ICMP...RTT...SYN...ACK...
Keepalive...SNMP...SSH...SSL...MTBF...Latency...

Full Line-of-Sight Integration to End User



Accelerate End-User Performance



- **Advanced TCP Optimization**
Far more efficient connections
- **TCP Multiplexing and Buffering**
Frees up servers from connection management
- **AppCache**
Static and Dynamic caching
- **AppCompress**
Data compression across all TCP protocols
- **SSL Offload**
Frees up servers from encryption processing

Accelerates application delivery by up to 5x or more

Improving Server Efficiency



Supports more users and more applications with minimal infrastructure investment

Ensure Maximum Application Availability



- **Load Balancing**
Robust L4 load balancing
- **Content Switching**
Direct requests based upon application and user context
- **Rewriting and Redirection**
Modify content and redirect incoming requests
- **Surge Protection**
Unexpected peak traffic poses no problem

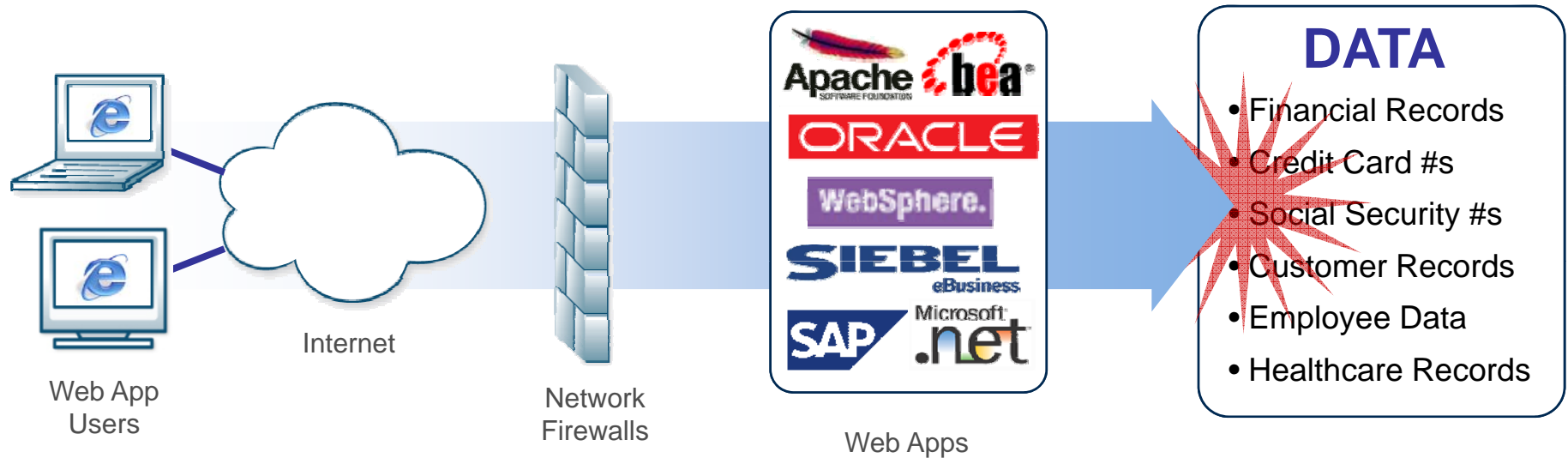
Guarantees maximum application availability

Enhance Application Security



Protect valuable corporate and customer information from theft and leakage

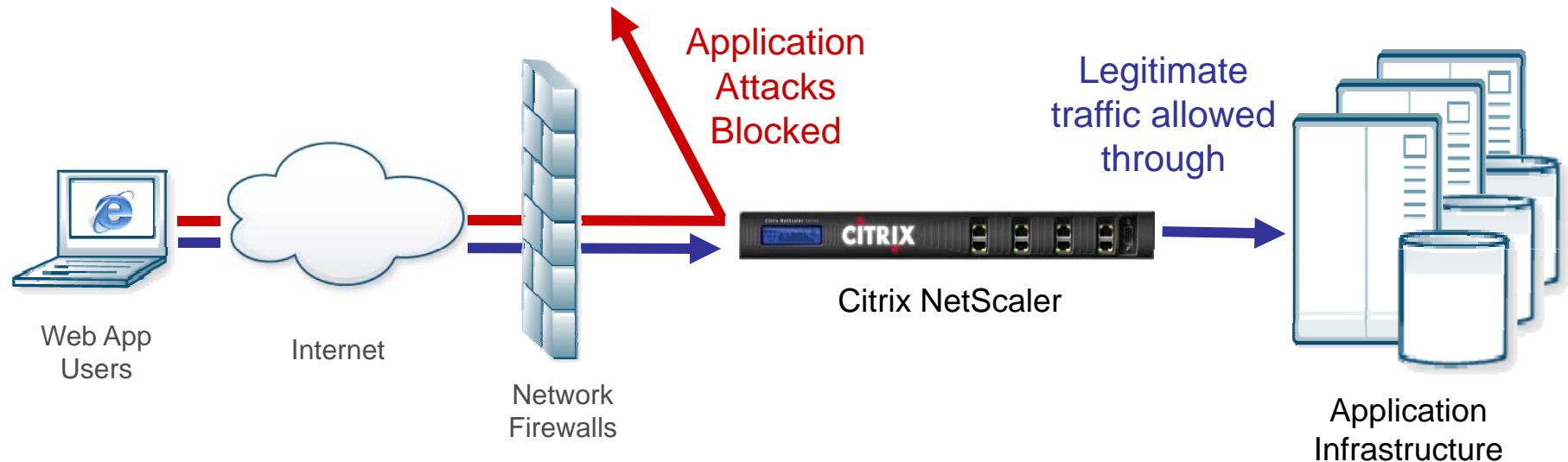
The Application-layer Threat



Web threat is growing

- 82% of web vulnerabilities ranked “easy to exploit”
- 90% increase in reported web attacks last year
- Regulatory compliance drives increasingly data security

NetScaler Application Firewall



- Blocks attacks automatically with no signatures or updates
- Can be up and running in 30 minutes

Citrix EdgeSight for NetScaler

- Visibility of end-user performance experience
- Proactive management of web application performance
- Provides real-time and historical reporting
- Transparent, agentless architecture



EdgeSight Performance Metrics

End-user web application performance monitoring

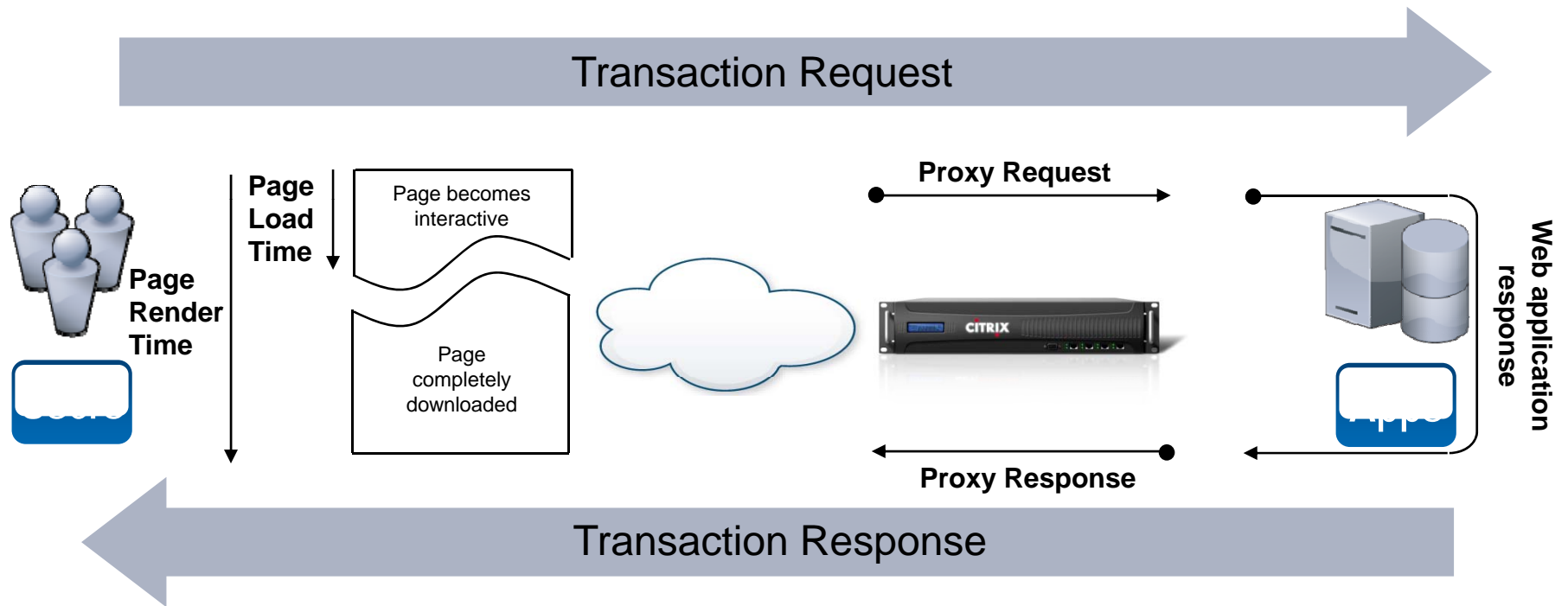
- Page Load is the length of time for the browser to load the base page
- Client Render is the length of time for the browser to load the base page plus all dependent content on the page
- User Interaction is the length of time the user spent on the page

Web application delivery infrastructure monitoring

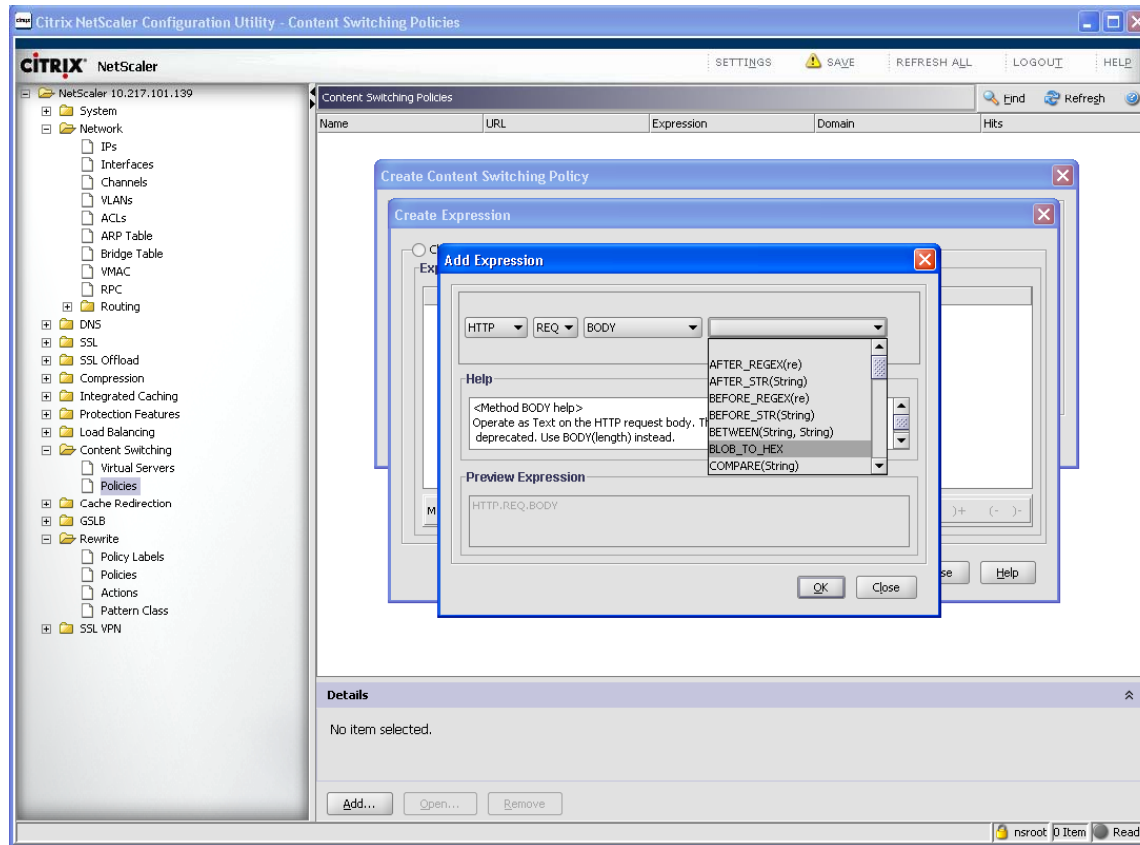
- Site Processing is the length of time measured by the NetScaler for NetScaler and origin server processing
- Site Delay is the delay measured by the NetScaler associated with the users' request

Citrix EdgeSight for NetScaler

Granular visibility into end-user experience



Intuitive Graphical Administration



- **Common interface for all functionality**
- ***AppExpert* provides graphical definition of policies**
- **No programming required**
- **Fully supported by Citrix**

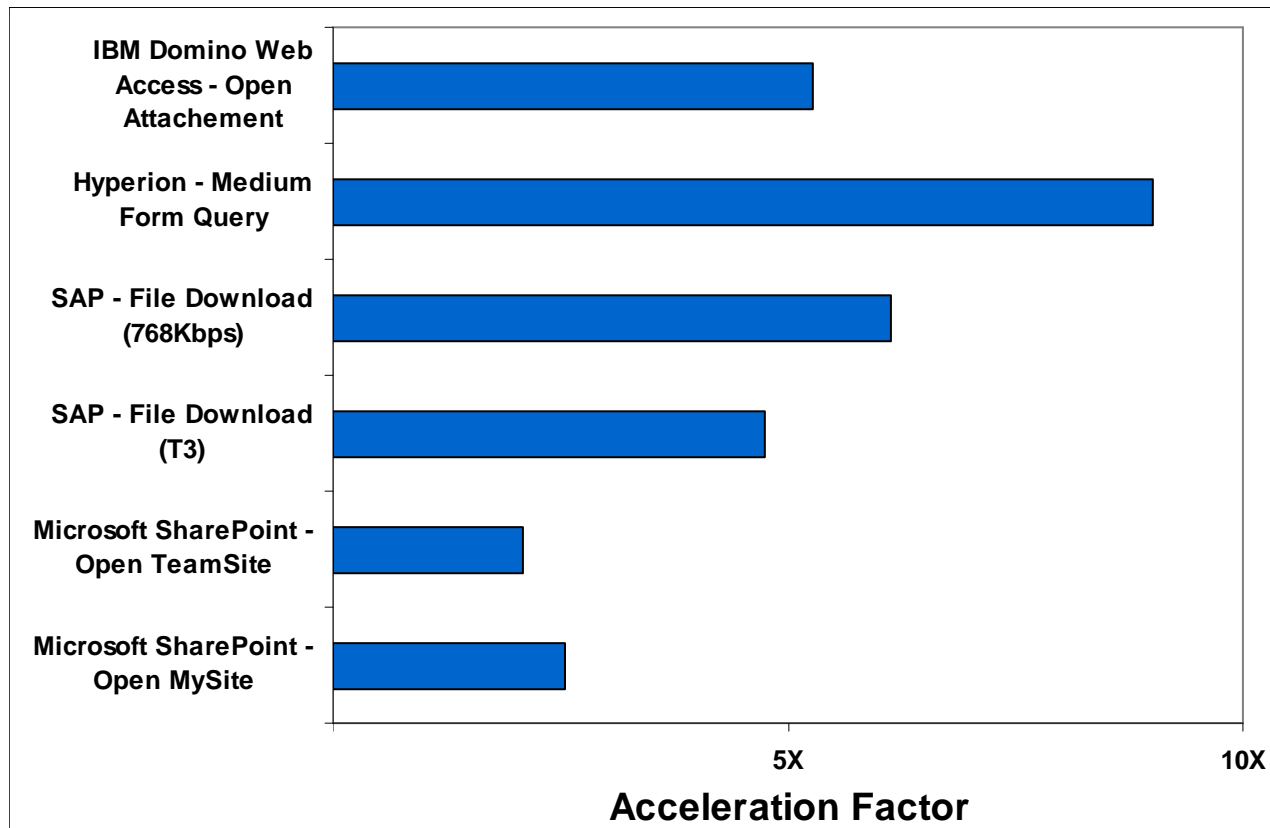
Enterprise Reporting & Management

Real-time performance monitoring



Centralized Configuration and Management

Application Proven



<http://hqfastapps.com> for more information

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