



HP solutions with Microsoft Windows Delivery Solutions from Citrix sales guide

Application delivery solution for midsize businesses



Solution summary

Use this sales guide for server and storage sales opportunities ranging from \$100K-400K in small to midsize businesses. Software and services represent additional sales opportunities along with the option of selling client hardware and software.

HP solutions with Microsoft® Windows® Delivery Solutions from Citrix combine multiple complementary products to place line-of-business applications in the hands of remote, distributed and mobile users while decreasing the cost and effort to manage, update, and secure these vital corporate IT resources. The solutions also enable sensitive information to be updated, protected, and backed up centrally, thereby ensuring consistency, peace of mind, and compliance with regulatory requirements. Citrix's software creates the illusion that applications are running on the user's workstation, laptop, or PDA, although all execution is really taking place on the servers. It does so using patented techniques for rapidly redirecting keystrokes, mouse clicks, and program input/output (I/O) over relatively slow wide area or Wi-Fi networks. Alternatively, applications can be streamed to users' desktops from centrally administered servers for offline use.

The HP server platform increases the value of Microsoft Windows Delivery Solutions from Citrix by providing a cost-effective and easily managed service-oriented IT infrastructure that can scale dynamically to support a wide range of organizations. The HP and Citrix solution offers small and midsize businesses (SMBs):

- Continuity—with software, server and storage solutions offering data backup and recovery, high availability, and improved response times
- Efficiency—with simplified software, server, and storage management; reduced power consumption; and virtualization options
- Security—with improved security features, including enhanced data encryption capabilities, highly secure remote access, networking, and automated data reporting

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Benefits of implementing Microsoft Windows Delivery Solutions from Citrix on an HP platform

Increased continuity	Increased security	Increased efficiency
<ul style="list-style-type: none">• Data protection, backup, and recovery• Data replication• Disaster recovery capabilities• Clustering• E-mail archiving and compliance• Improved application response time• HP Proactive 24 Service and HP Proactive BladeSystem Service• Business Recovery Services	<ul style="list-style-type: none">• Encryption of backup data• Hard drive encryption for notebooks• Vulnerability scanning, notification, and resolution• Event log analysis for automated compliance reporting• Highly secure remote access to applications and data• Single sign-on for identity management• Endpoint security• Proactive and defensive network protection• Security assessments (system, intranet, database)	<ul style="list-style-type: none">• Simplified server and storage management• User remote control of managed systems• Rapid reprovisioning and patch management• Backup with no application downtime• Blades for server and application consolidation, with reduced power consumption• Virtualization to reduce number of servers and to lower overhead• Storage consolidation platforms• Unified network operation and management from core to edge

HP solutions with Microsoft Windows Delivery Solutions from Citrix

When it comes to new IT solutions, many midsize companies simply don't have the time or resources to do their own exhaustive evaluations and pre-testing of configurations—they want tested and proven solutions before making purchases. HP and Citrix now offer our joint resellers a range of HP-approved configurations developed for midsize businesses. Leverage this joint solution to provide midsize organizations with enhanced solutions that combine Citrix Access Essentials or Citrix Presentation Server software with HP servers, HP software and client devices, and Microsoft Windows operating systems—accompanied by all the sales and deployment tools you need to provide customer satisfaction.

HP solutions and Microsoft Windows Delivery Solutions from Citrix enable companies to conserve and enhance IT resources by centralizing all Microsoft Windows-based applications, making them easier to manage, maintain, and secure. At the same time, IT is able to rapidly deliver all Microsoft Windows applications to the business, no matter if users are local or remote, constantly wired or disconnected, on a corporate device or a home personal computer (PC). Best of all, these HP and Citrix-approved joint solutions provide ever-increasing value to the customer as new applications are added or existing applications are upgraded. In fact, with the integrated application streaming and isolation capabilities of Citrix Presentation Server, this solution greatly reduces the need for costly, time-consuming regression testing of each new application or application upgrade.

HP and Citrix offer solutions designed to deliver small and medium businesses the continuity, security, and efficiency they need to make their business a success. The benefits of Microsoft Windows Delivery Solutions from Citrix implemented on an HP platform are shown in the table at the top of this page.

Depending on the number of users and the scope of the customers IT needs, you may choose from two Citrix alternatives: Citrix Access Essentials and Citrix Presentation Server.

Citrix Access Essentials

Citrix Access Essentials enables organizations with five to 75 remote or mobile users to more securely access order entry, billing, scheduling, customer relationship management (CRM), accounting, and other Microsoft Windows-based line-of-business applications over the Internet with just a Web browser. The cost-effective software makes centrally maintained information as easy to update and retrieve from home, while traveling, or from Internet cafes as if at the main office. Unlike alternatives, Citrix Access Essentials performs well across slow connections, strict network firewalls, and non-Microsoft Windows computers without needing to rewrite applications, upgrade PCs, or increase bandwidth. It has simple role-based rules that control which central resources individuals see and where they store and print sensitive information. Newly arriving Internet and internal local area network (LAN) users are automatically load-balanced among available application servers, bypassing any failed or offline machines. The product comes with or without Microsoft Terminal Server Client Access Licenses (TS CALs).

Access Essentials is:

- Convenient—Remote users only need a standard Web browser with a basic Internet connection.
- Highly secure—It protects business records by processing and storing information on central servers, rather than on each user's workstation; safeguards communications over public networks via built-in encryption.
- Personalized—Get selective control of who has access to which applications, based on their roles and responsibilities. For example, provide different tools to the bookkeeper working at home than to the sales person in the field.

- Simple—Easily set up and maintain your environment with integrated, wizard-driven administration.
- Affordable—At only \$249 per user (including Microsoft Windows Terminal Services Client Access Licenses), it's a perfect fit for any small or midsize business.

Then, it layers ground-breaking technology for more secure, Web-enabled access that's personalized for each user:

- Highly secure remote bi-directional across firewalls via https/transmission control protocol (TCP) port 443
- Resources and access privileges assignable by role, group, or individual
- Enhanced local and remote printing capabilities
- Digital image capture from remote cameras and scanners

- Support for dictation-quality audio inputs
- Intuitive, wizard-driven administration
- Multi-server environment supporting automatic load balancing and master server failover

Citrix Presentation Server

The standard for delivering Microsoft Windows applications at an affordable cost virtually anywhere, Citrix Presentation Server is an end-to-end application delivery system targeting larger, more sophisticated IT environments. The system offers application virtualization and application streaming to internal and external users for optimal application performance. With its highly centralized architecture, organizations can concentrate applications and data on centralized servers; reducing costs of management and support; increasing data security; and ensuring fast, reliable performance.

Citrix Presentation Server capabilities	Features
Application Streaming	Centralizes management of Microsoft Windows-based desktop applications, and isolates and streams those applications to servers and to desktops
Application Performance Monitoring	Powered by Citrix EdgeSight, these monitoring capabilities enable IT to quickly pinpoint and troubleshoot application issues that impact the user experience.
Application Hub	Centrally store isolated applications, and rapidly provision applications and updates without disrupting users or causing application or system conflicts.
SmartAccess	Powered by the Citrix Access Gateway product line of Secure Sockets Layer (SSL) virtual private network (VPN) appliances, SmartAccess provides granular access control policies and integrated endpoint analysis.
Isolation	Increases application compatibility and makes it easier to deliver, manage, and maintain applications and updates
Single Sign-On	Powered by Citrix Password Manager, Single Sign-on includes enhance security features that automate application logons, enforce password policies, and provide self-service password reset.
Health Assistant	Performs nearly continuous server health checks and automatically initiates IT-configured recovery procedures
SpeedScreen Progressive Display	Dramatically reduces network bandwidth costs and improves the performance of graphics-intensive applications by 15x
Support for Microsoft Windows Server 2003 64-bit Edition	Dramatically increases user density per server, reducing hardware acquisition costs, electricity and cooling costs, and management and maintenance
SmoothRoaming	Provides mobility and flexibility by allowing users to roam from device to device, across networks or locations, while maintaining their active applications
Application-Level Load Distribution	Offers users an enhanced experience by using context-aware balancing rules to select the optimal server when launching a virtualized application
Central processing unit (CPU) management	Normalizes the usage of server resources by each user by smoothing out the normal CPU peaks that most applications have. This reduces IT costs and eases system management by increasing single-server scalability to support more simultaneous users.
Memory optimization	Enhances the loading and retrieval of dynamic link libraries (DLLs), which improves application performance, virtual memory usage, and single-server scalability
Web Interface for Microsoft SharePoint	Citrix Presentation Server Web Interface for Microsoft SharePoint provides SharePoint users a single, consistent user interface for access to all content, applications, and business information in a single, familiar environment.

The HP and Citrix Advantage

While HP and Citrix provide many advantages to the customer—including a common platform that facilitates dynamic new work styles by coupling users to applications; understanding the customer’s business (“our agenda is your agenda”); working with whatever the customer has via multi-vendor, multi-platform portfolio and services; offering a one-stop shop for a Citrix infrastructure (clients, networking, servers, storage, software, services, and printers)—HP also adds significant value by providing comprehensive tools for Citrix solutions on the ActiveAnswers site. At www.hp.com/solutions/activeanswers/citrix, both you and your customers can find online sizers, performance characterizations, white papers, best practices guides, and much more. These tools can prepare you for sales calls, as well as educate your customers on the value of HP and Citrix solutions.

HP and Citrix partnership highlights include the following:

- HP and Citrix have a 12-year partnership with more than 50,000 production installations.
- HP has a full-time engineer on site at Citrix engineering headquarters focused exclusively on our joint solutions.
- Citrix IT is an all-HP shop, and Citrix uses HP servers in its development and test environments.
- Citrix Presentation Server is part of the validation suite HP uses when testing new servers.
- More than 50% of the Citrix installed base runs on HP servers.

What do I sell?

Work with the HP Citrix Alliance team to improve the breadth of product and service offerings that can be positioned with customers. HP servers provide the simplicity and flexibility that is ideal for Citrix environments. This modular system integrates multiple components, including HP ProLiant ML, HP ProLiant DL, or HP BladeSystem servers; storage; and networking within a shared infrastructure controlled by common system management. Within each server, HP offers a choice of one, two, or four processors; a broad selection of storage area network (SAN) storage support; and a range of networking options—plus the advanced management tools to fully integrate computing, storage, power, and network resources.

The system’s modular approach also makes it easy for midsize businesses to repurpose and expand resources for new application and service delivery, where cost

and efficiency improvements can have a big impact on the bottom line. The choice of server models and formats is an HP advantage. For example, in an HP BladeSystem environment, if the application requires highly available local storage or a larger number of NICs, then recommend the full-height blades, which can accommodate this need. Customers who require highly dense environments with SAN storage may prefer the half-height blades, which can be stacked in each enclosure to increase density. Multi-core processors are well suited for environments requiring multi-tasking because of their ability to handle multiple compute-intensive tasks in parallel. Refer to the sizing and configuration guides in ActiveAnswers for each application.

HP ProLiant servers

HP ProLiant servers offer an ideal platform for your customer’s implementation of Microsoft Windows Delivery Solutions from Citrix. In addition to exceptional product reliability, HP innovations provide platforms and solutions that improve data-center efficiency while helping customers manage complexity and lower risk of disruptions to business operations. HP ProLiant 300 and 500 series servers are designed to offer value-added functionality for improved performance and flexibility. The battery-backed write cache (BBWC) option on HP ProLiant rackmount and blade servers dramatically improves system performance when running Citrix applications by reducing CPU wait times for disk I/O operations. Furthermore, the HP ProLiant management infrastructure creates an environment for lifecycle management that increases data-center efficiency and affordability, lowering total cost of ownership (TCO). Paired with HP Integrated Lights-Out technology (iLO2), HP ProLiant servers can improve system continuity, security, and efficiency with remote management, system health status check, and power monitoring.

Keeping things powerfully simple is what the ProLiant 100 series is all about. These newest members of the ProLiant family offer growing businesses performance at a very affordable price point. These servers are easy to customize, easy to configure, and easy to manage anywhere, even remotely. Pluggable drives and pluggable power supplies also mean they are easy to service. They offer plenty of headroom to grow, and deliver the award-winning reliability that the HP ProLiant family is known for. The ProLiant 100 series is backed by HP Total Care—dedicated to delivering world-class service and support at every phase of your investment.

HP BladeSystem solutions

If you need flexibility in addition to efficiency and reliability, an HP BladeSystem solution offers a simple, modular infrastructure for your customer's implementation of Microsoft Windows Delivery Solutions from Citrix. The HP BladeSystem infrastructure is consolidated upfront to save you more time, energy, and money—regardless of what you put inside. In one consolidated enclosure, an HP BladeSystem solution supports HP ProLiant server blades, HP StorageWorks storage offerings, and a variety of virtual desktop and workstation solutions. With the essential IT elements built-in—compute, network, storage, management, and power and cooling—the HP BladeSystem solution is a more efficient way to deliver reliable, cost-effective services to your customer's business.

Choose the right servers for your customers:

- Rack-enhanced servers—Choose HP ProLiant DL servers for customers who are looking for improved flexibility and manageability. With rack and cluster models available, HP ProLiant DL servers are ideal for multi-server deployments.
- Expansion-enhanced servers—Choose HP ProLiant ML servers for customers who are looking for increased internal storage and I/O flexibility. HP ProLiant ML servers are ideal for remote and branch offices to data centers, offering tower and rackmount deployment options.
- Consolidated, modular servers—Choose HP BL (BladeSystem) servers for customers who are looking for a simple, modular infrastructure out of the box.

Customers can gain centralized and simplified management of the entire Microsoft infrastructure using the HP Insight Control portfolio. HP Insight Control Foundation integrates HP Systems Insight Manager with rapid deployment wizards, remote management technologies, and vulnerability and patch management capabilities, providing entry-level server management out of the box. Management can be extended with the optional Insight Control Environment to provide automation for security administration, migration, and patch management, freeing up IT resources for more valuable tasks.

HP Systems Insight Manager

HP Systems Insight Manager and the HP ProLiant Essentials tools interact with the integrated HP ProLiant and BladeSystem infrastructure to present a simplified, single console view of all components, enabling dynamic control and even server role changes

regardless of physical location. This facilitates policy-based automation without the need to physically reconfigure or keep track of specific resource elements. Administrators can create or choose automated policies that, when triggered, deploy or adjust application environments, assigning server, network, and storage resources based on the needs of the business—enabling efficient deployment of business resources. HP SIM offers:

- Cross-platform lifecycle management for servers, clients, printers, and other devices
- In-depth hardware resource management for single systems and large workgroups
- High extensibility with HP Essentials Software
- Simplified hardware lifecycle management and reduced cost
- Role-based security that allows effective delegation of management responsibilities by giving systems administrators granular control over which management operations users can perform on selected devices
- Business continuity with fault management and event handling to provide proactive notification of actual or impending component failure alerts

HP ProLiant Essentials

- Efficiency—To automate the deployment and provisioning of software, use Rapid Deployment Pack (RDP). This capability is especially valuable in Citrix environments, where several servers are often deployed with identical software and system configurations. As its use has demonstrated time and again, RDP can save time and improve consistency.
- Security—To increase the security of a Microsoft infrastructure and automate patch deployment, use Vulnerability and Patch Management Pack.
- Continuity—To prevent system bottlenecks and monitor performance trending, use Performance Management Pack 3.1 or higher; to deploy, migrate, and manage virtual servers, use Virtual Machine Management Pack.

Integration with Microsoft System Center Essentials

In late 2007, free integrations with Microsoft's mid-sized business system management tools—System Center Essentials—were made available, enabling native manageability of HP ProLiant servers and blades via the System Center Essentials console, including performing driver and software updates.

Storage offerings

Often a solution provider will create a customized application tailored to the needs of a specific client. Only you can know your customer's exact data capacity requirements. However, these configurations include guidance on the recommended HP storage solutions and disk configurations for a typical deployment. Below is an overview of the external storage options used in these recommended configurations.

The HP StorageWorks Modular Smart Array (MSA) family delivers simple, affordable technology to provide superior storage performance and enhanced investment protection. These robust solutions offer the best price/performance features for direct-attached environments, small clusters, and entry-level and midrange SAN environments. For more information, visit: www.hp.com/go/msa

Storage area network solutions

As a worldwide leader in storage area networks (SAN), HP StorageWorks software delivers flexible, open, standards-based storage infrastructure solutions that enable adaptive infrastructures. HP SAN products and solutions are designed to meet a range of storage networking needs, including those of small and midsize organizations. HP StorageWorks SAN solutions deliver the scalability, performance, and broad interoperability required for business-critical data and applications. Products in the portfolio of HP SAN products include switches, host bus adapters, routers and gateways, and storage virtualization. For more information, visit: www.hp.com/go/san

HP StorageWorks All-in-One (AiO) Storage Systems are radically simple, integrated, and affordable network storage solutions that enable small and midsize companies to easily manage, grow, and protect their data—without requiring them to become storage experts. Designed for IT generalists, HP StorageWorks All-in-One improves efficiency by reducing complexity and providing a single console for managing the complete AiO environment. For more information, visit: www.hp.com/go/aiostorage

Network-attached storage solutions

Network-attached storage (NAS) is a flexible, intelligent, and manageable storage resource. NAS can not only keep up with today's business challenges, but it can also continuously adapt as business needs and requirements evolve. A NAS solution increases efficiency by reducing the amount of time it takes to manage and allocate disk space. In addition, a NAS solution enables the sharing of storage resources between workstations running different operating systems. For more information, visit:

www.hp.com/go/storageservers

Tape and storage blade solutions

The HP StorageWorks Ultrium 448c Tape Blade provides integrated data protection for HP BladeSystem c-Class enclosures, leading to increased security of business-critical information. Energy efficiency is achieved in Dynamic Power Saving mode, which can reduce power requirements by up to 22 percent compared to traditional rack-mounted servers.

HP StorageWorks storage blades offer simple storage expansion and flexible data protection solutions that can help save money, time, and power—making change easy while enabling system continuity through flexibility. Using the onboard HP Smart Array technology, the HP StorageWorks SB40c Storage Blade provides industry-leading performance, availability, and storage density to meet customers' demand for increased storage capacity. For more information on storage and tape blade solutions, visit: www.hp.com/sbso/serverstorage/ultimate.html

For more information on all HP Storage products, visit: www.hp.com/go/storage

HP related offerings

ProCurve Networking by HP

ProCurve ProActive Defense delivers a trusted network infrastructure that is resistant to threats, controllable for appropriate use and able to protect data and integrity for all users. For more information, visit: www.procurve.com

HP ProtectTools security solutions

HP ProtectTools is a portfolio of client security software that protects both data and access to the IT infrastructure. HP ProtectTools' modular architecture provides customers with the flexibility to deploy software specifically oriented to meet their business needs. The modules are accessible and manageable through a single console—HP Security Manager—and include:

- BIOS Configuration
- Credential Manager
- Drive Encryption
- Device Access Manager
- Embedded Security
- Java™ Card Security

HP ProtectTools is preinstalled or Web downloadable on most HP business notebooks, and either preinstalled or available as an aftermarket option on most business desktops and workstations. Portions of HP ProtectTools were designed and developed within HP; other modules were created in collaboration with key security partners. HP ProtectTools modules are

considered client versions of enterprise solutions. HP and security partner enterprise-class solutions provide the customer with the capability to remotely manage the HP ProtectTools modules already included on their client-based systems and also permit the extension of this security software to non-HP platforms. For more information, view the HP ProtectTools Features Guide in the partner portal.

Partner services, HP Total Care

You will provide the necessary services and support to enhance the overall value of a Citrix solution built on HP servers. You will back your customers' teams with the expertise to implement the infrastructure quickly and cost-effectively, and then support the solution for continued smooth operations.

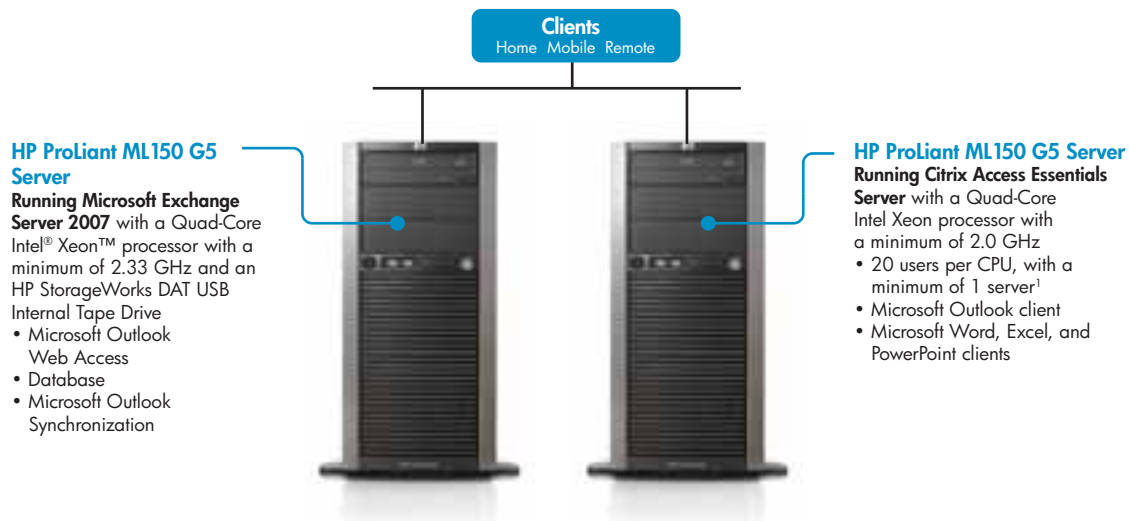
You can also offer your customers HP Total Care, which encompasses the complete lifecycle of services and support. HP Total Care includes personalized, round-the-clock services to help customers make technology decisions, implement infrastructures, transition to new energy-efficient technology, and protect business data. HP Total Care includes support and services through HP Care Pack services.

For customers who want to perform system healthchecks and assessments, offer HP System Healthcheck, which covers security, system performance, and availability.

- Security Quick Assessment: <http://h20219.www2.hp.com/services/cache/10720-0-0-225-121.html>
- System Security Healthcheck
- Database Security Healthcheck
- Intranet Security Healthcheck
- For more information on HP System Healthchecks, visit <http://h20219.www2.hp.com/services/cache/10723-0-0-225-121.html>

HP Financial Services offers a complete array of leasing and financial lifecycle management services in over 40 countries around the world.

Citrix Application Delivery Solution example configuration—up to 50 users



¹ 1 quad-core CPU will support 80 users; above configuration assumes that 25% of the 50 users are remote

HP ProLiant DL180 G5 Server or HP ProLiant DL185 Server Running Microsoft Exchange Server 2007

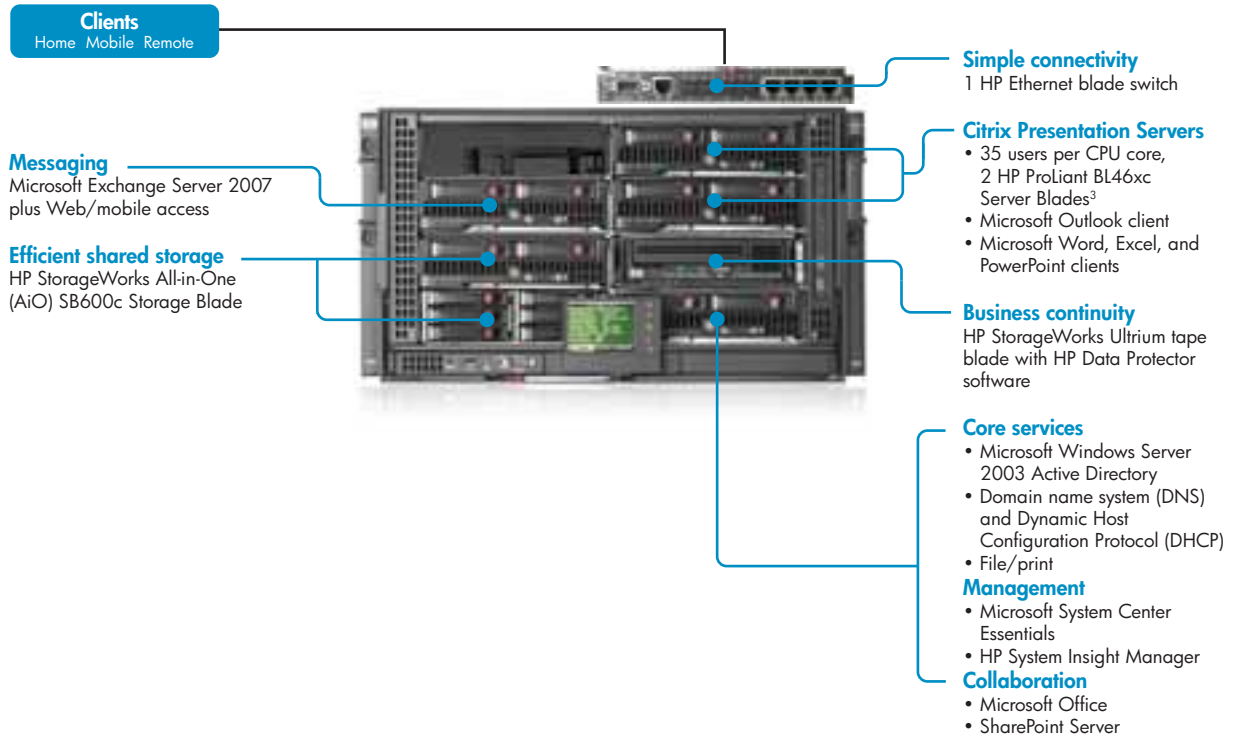
- Microsoft Outlook Web Access
- Database
- Microsoft Outlook Synchronization

2 HP ProLiant DL180 G5 or HP ProLiant DL185 Servers Running Citrix Presentation Server

- 1 Quad-Core Intel Xeon processor with a minimum of 2.66 GHz
- 20 users per CPU core, with a minimum of 1 server²
- Microsoft Outlook client
- Microsoft Word, Excel, and PowerPoint client



² 1 quad-core CPU will support 80 users; above configuration assumes that 25% of the 250 users are remote; provides support for up to 80 users



³ 1 dual-core CPU will support 70 users; above configuration assumes that 25% of the 500 users are remote; 1 BL46xc server with 2 dual-core CPUs or 2 BL46xc servers, each with a single dual-core CPU will provide support for up to 140 users



⁴ 1 dual-core CPU will support 70 users; above configuration assumes that 25% of the 1000 users are remote; 2 DL360 servers with 2 dual-core CPUs provide support for up to 280 users

Configurations

Continuity, security, and efficiency features⁵

Features:

- Storage controller with battery-backed write cache
- Mirrored RAM memory with online spare capabilities
- Redundant fans
- Integrated Lights-Out technology—remote management, system health status check, and power monitoring

Options:

- Redundant power
- Backup data encryption with HP Data Protector Express
- If a test/development system is included, your customer may replace the test/development system with virtual partitions on the production server using VMware; may require resizing of production server

⁵ Refers to HP ProLiant 300 and 500 series servers

Your selling opportunity

HP and Citrix SMB customers are interested in increasing return on investment (ROI) by reducing the IT cost for delivering and managing applications. HP solutions with Microsoft Windows Delivery Solutions from Citrix enable customers to take applications that would normally run on a desktop and move them to a centralized server or, alternatively, stream them on demand to the user's device for later offline use. These capabilities allow the IT department to provide a highly secure and remote connection to corporate programs and data, while centralizing management. In short, application delivery extends the benefits of IT consolidation from the data center to include the desktop. The HP ProLiant and BladeSystem servers can help Citrix customers increase the value of their Microsoft Windows Delivery Solutions from Citrix by providing a cost-effective and easily managed service-oriented IT infrastructure that can scale dynamically.

HP ProLiant and BladeSystem servers provide an ideal platform for Citrix, providing a highly efficient and flexible infrastructure controlled by a consolidated, common system management. Also, Citrix products are tested on HP servers as part of every new product release. This is part of why more than half of all Citrix software runs on HP servers. In addition, by integrating modular, industry-standard components—including servers, storage, and networking—within a shared infrastructure an HP BladeSystem environment offers substantial cost savings in deployment and management while improving server utilization, simplifying management, and increasing business agility.

Target customer profile

Many midsize businesses have IT environments that are large enough to need robust applications for CRM, enterprise resource planning (ERP), finance/accounting, and supply chain management; and to be held to standards for security, regulatory compliance, and business continuity. They have branch offices and remote and mobile employees accessing corporate data and applications from multiple locations. Yet midsize organizations don't have enterprise-size IT departments or budgets, and they typically have only IT generalists. As a result, IT personnel spend most of their time and resources reacting to requests from the line-of-business owners and responding to users' support requests. Planning, testing, and deploying new applications occurs on an ad hoc basis. This leaves precious few moments to think about technology evaluations—much less how to address application delivery issues holistically or systematically.

Target customers include the following:

- Customers who need remote, highly secure access to key business applications and data
- Customers with a highly mobile workforce, requiring increased security for desktop applications
- Customers who must comply with government information protection regulations
- Customers with large populations of identical desktops (insurance, call centers)
- Customers who are concerned about the cost of managing their desktop computing environments

- Customers who need to upgrade one or more applications; those who have an existing legacy of older client systems that may need to be upgraded to run a new application; and those for whom moving to centralized IT environment relieves the need for desktop upgrades
- Current Citrix customers who are planning to update their infrastructure

Why we win

- Enhanced delivery of Microsoft Windows applications over the Web, so customers can transact business more efficiently without rewriting apps
- Rapid provisioning of user access rights, enabling instant productivity
- Low-cost, scalable, easy-to-use, integrated SSL VPN
- Additional layer of identity management security with Citrix Password Manager and HP Select Access products for single sign-on
- Proven solution with 50,000+ production installations
- Reliable solution offering fast, dependable, and highly secure access to information
- Cost-effective solutions that transform information access through reduced costs and improved application delivery
- Hardware platform choices to suit your needs—standalone server deployment, or deployment as part of an integrated bladed infrastructure
- Availability of HP Services; worldwide Citrix/HP Authorized Channel Partners
- Fortune 500 companies count on Citrix solutions; midsize businesses can feel confident in their decision to go with an HP/Citrix solution.
- Increase the number of users that can be supported on each server by using optional battery-backed write cache (BBWC)

Because SMB customers are TCO-oriented, HP servers are a logical choice for their infrastructure. The cost advantages of HP servers fit well with this TCO bias and can overcome any cost-of-acquisition concerns. By implementing Citrix solutions on HP ProLiant or BladeSystem infrastructure, SMB companies can transform their IT environments, moving from being inflexible, costly, and complex to becoming agile, cost-effective, and easily managed.

The long-term operational savings—through automation and management—that HP BladeSystem servers deliver complement the TCO thinking of a Citrix prospect. With HP servers, Citrix customers can identify, allocate, and reallocate IT resources—from servers to storage to network capacity—to adjust to rapid changes in workloads, technology advancements, and business requirements without impacting user productivity. They can rapidly deploy operating systems, applications, patches, drivers, and firmware. They can also monitor and manage service levels at all layers of the environment through a single integrated management framework from HP. This means that instead of building costly infrastructures to handle peak loads, companies can build systems that distribute loads more evenly across their entire infrastructure—with the built-in flexibility to easily align IT service levels with business activities. The results are greater agility, better quality of service, and lower IT costs.

With the advent of x64 versions of Terminal Server and Citrix Presentation Server, customers are now aggressively implementing 4P systems for their Citrix environment—gaining significant scalability and performance improvements. Citrix customers often deploy large numbers of servers—an obvious fit for HP servers, which offer density, power, and cooling advantages.

Other Citrix software and dependencies

To provide the ability to host client applications on HP servers, Citrix Presentation Server or Citrix Access Essentials is required. Citrix software can be resold through HP C&I Services. If an HP Services engagement will be offered to the customer, HP Services can price the licenses. In addition, Citrix offers a single sign-on product (Password Manager) and a complementary SSL VPN Gateway to more securely enable access to applications through their ICA protocol over the Web. Microsoft Terminal Services CALs are a requirement for running the Citrix Presentation Server, but are included with Citrix Access Essentials. The working relationship between HP and Microsoft is a positive influence on Citrix opportunities.

Qualification questions

- Do you need to provide ubiquitous access to information, from anywhere at any time, to anyone in your extended enterprise?
- Do you need to control access to data/information as well as protect your company's data?
- Do you want to simplify application delivery and management?

- Do you need to consolidate your IT infrastructure?
- Do you want a modular approach to data access—one that reduces setup time, simplifies operational tasks, and effectively eliminates barriers to change?
- Do you need to start small with the option of scaling out over time?
- Do you need centralized management of your entire system?
- Do you need a virtualized solution that more fully utilizes servers, leading to lower costs and fewer servers in your system's footprint?
- Do you need to extend the benefits of reduced administration from the data center to the desktop?

Facing the competition

IBM

Strengths

- Provides servers and complete lifecycle client services and support
- Well-defined set of consulting and implementation services
- Global reach
- Sizing and configuration tools
- Partnership with Citrix

Weaknesses

- Cost of overall solution
- No thin client or printing devices means that HP offers a more complete end-to-end solution
- Sizing and configuration tools not as extensive as an HP ActiveAnswers solution
- Speed of execution

Dell

Strengths

- Low-cost server
- Fast and easy to acquire
- Starting to build server-based computing services

Weaknesses

- Incomplete solution offering
- Lack of global reach; services essentially all North America-based
- Little or no channel play
- A beginner in server-based computing skills

Key business drivers

The primary business drivers for customers seeking an HP and Citrix solutions are:

- Mobile and remote workforce—Between increasingly mobile workers, the need to support remote operations and business partners, and the offshoring of operations, the IT operations within companies of all sizes are being called on to provide reliable, predictable, more secure, and high-performance access to business applications and data.

Solution: Centralized server-hosted applications can be accessed more securely and reliably by remote and offsite users. Citrix's Independent Computing Architecture (ICA) protocol provides an excellent user experience even across long distances and slow network connections.

- Security and compliance—Threats to security and the ability to reliably access business-critical applications and data consume much of the attention of IT management. Additionally, regulatory compliance places increasing emphasis on the need to control and account for where and how vital data is used.

Solution: Moving business applications and data from the desktop into the computer room provides greater security and improved ability to track and manage business-critical information. An HP BladeSystem solution offers an "infrastructure in a box." With it, users can consolidate their servers, storage, cooling, and networking in one system that's easy to install and use.

- Cost and complexity of IT operations—IT budgets continue to shrink at the same time that IT organizations are being asked to provide increasing responsiveness and variety in the systems they support. Desktop system maintenance in particular can be a cost and resource drain, requiring IT staff to diagnose and resolve a variety of problems, occasionally requiring them to physically visit the user's office.

Solution: Centralizing desktop applications on the server provides a more stable and predictable environment for application support and maintenance, and allows the IT department to maintain large numbers of users from a single location. Citrix on an HP BladeSystem platform provides a common access and management platform for all applications in the extended enterprise.

Selling together

Citrix uses a totally partner-based go-to-market model. Locate your Citrix counterparts, schedule a get-to-know-you meeting, and facilitate the conversation on how you should sell together as a team; collaborate on a sales strategy; introduce Citrix sales representative to your contacts; bring Citrix sales representatives to your meetings; build trust with customers; communicate the HP and Microsoft Windows Delivery Solutions from Citrix value propositions; and drive the sales process to closure.

Overcoming objections

O1: We're a small organization now, but we have plans to grow significantly over time. Can this solution, if implemented on a HP BladeSystem c3000 solution, for example, satisfy our needs both today and in the future?

Response: Yes, it can. HP offers investment protection and flexibility that aligns the IT infrastructure with ongoing and future business requirements. When you outgrow the 8 slots in your HP BladeSystem c3000 enclosure; for example, you can move directly to the HP BladeSystem c7000 enclosure with 16 slots. Your investment is 100 percent protected.

O2: I don't think we have the budget for a new remote access solution right now.

Response: The HP and Citrix solution is less expensive than you think. But in addition to that, it helps you reduce costs across the board. Microsoft Windows Delivery Solutions from Citrix built on an HP BladeSystem platform are a smarter way to build your infrastructure because they reduce the number of servers in your system footprint, lower energy consumption costs, and are easier to manage and maintain.

O3: We have a large mobile workforce in addition to our in-office employees. Can your solution service all our employees?

Response: Yes, it can. The HP and Citrix solution not only provides fast, reliable access to information for your in-office employees, but it also enables greater mobility for your field workers through highly secure access to information from virtually anywhere, at any time.

Sales resources

HP ProLiant servers—www.hp.com/go/proliant

HP BladeSystem solutions—www.hp.com/go/bladesystem

HP solutions for Citrix—www.hp.com/solutions/citrix

HP ActiveAnswers—www.hp.com/solutions/activeanswers/citrix

HP BladeSystem and Citrix solutions—www.hp.com/go/bladesolutions/citrix

HP Business Technology Optimization Software solutions for Citrix—
<http://managementsoftware.hp.com/partner/isv/Citrix.jsp>

HP Insight Control—www.hp.com/go/insightcontrol

HP Services—www.hp.com/services/bladesystemsolutions

Citrix solutions for HP—www.citrix.com/hp

HP EVA solutions—
http://h71028.www7.hp.com/ERC/downloads/4AA0-8501ENW.pdf?jumpid=reg_R1002_USEN

For the latest HP partner information, please check your regional partner portal, or contact your HP channel sales representative or distributor contact.

For the EMEA Smart portal—www.hp.com/eur/smartportal (plus country-specific portals)

For the US partner portal—www.hp.com/partners/us

For the Canada partner portal—www.hp.com/partners/ca

For the Latin America partner portal—www.conecta.latinamerica.hp.com

For the APJ partner portal—www.hp.com/partners/ap, external partner gateway to country portals

Contacts

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- EMEA Alliance Manager—Stephan Schnellinger, stephan.schnellinger@hp.com, +49 7031 14 ext. 53048
- Worldwide Solutions Engineering Manager—Allen Northcutt, allen.northcutt@hp.com, (281) 514-3518

Solutions information can be found at:

<http://www.hp.com/solutions/activeanswers/hpsbc>

Who do I work with at Citrix?

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For more information, visit www.hp.com

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