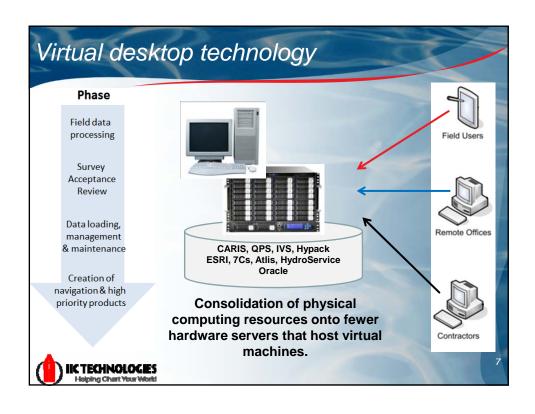


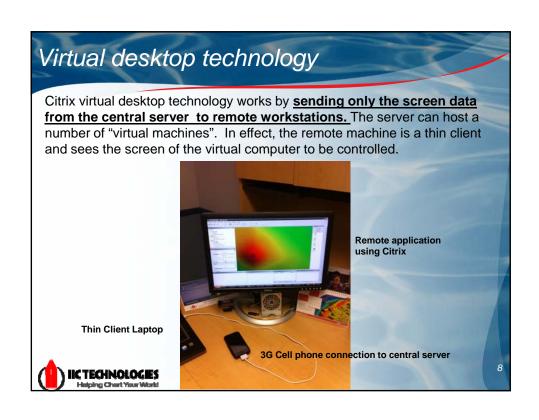
Inherent challenges of current systems

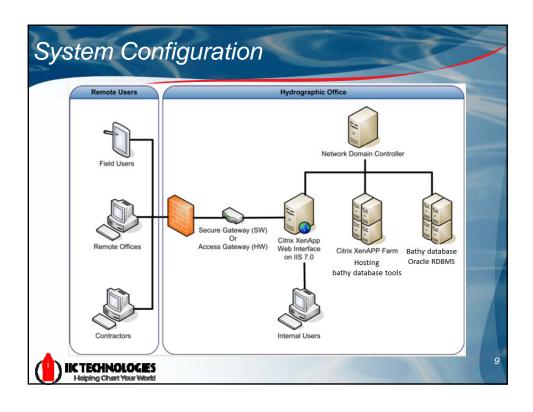
- Data transfer/exchange difficulties
- Need to make multiple local copies of data,
- · Team collaboration difficulties,
- IT overhead related to local stations (deployment/configuration/maintenance/backup),
- Data security on laptops/removable drives,
- Efficient use of software licensing,
- Computing power requirements of local stations

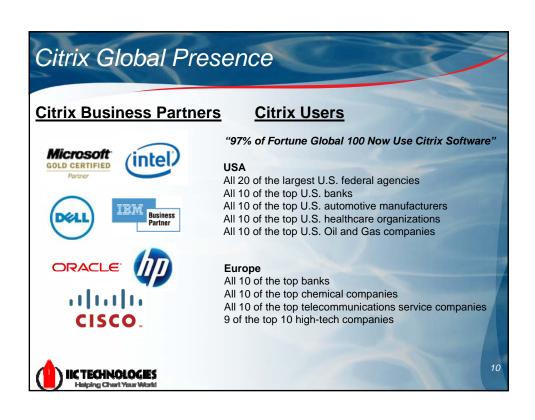


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Benefits - Data Management

Centralized data storage, application deployment and access controls

- data is often one of the most valuable assets for any organization and should be protected at all times both from accidental destruction/corruption and unauthorized assess/release
- centralizing data storage and providing adequate access controls is the
 cornerstone of Citrix's platform with a view that data can be more
 effectively protected and managed when located on central servers
 where central data security policies can be much easier applied



11

Benefits - Data Security

Data access versus data exchange

- physically exchanging data between various parties makes data vulnerable to a variety of security threats
- Independent Computing Architecture (ICA) is a proprietary encrypted protocol designed by Citrix which is used to facilitate remote access to data via applications.
 ICA never transmits the actual data but rather an optimized replica of the screen is transmitted to the end users
- This approach eliminates the security threats associated with data <u>transfers</u> whether electronic of physical since data remains safely at the central servers and cannot be destroyed or copied without an authorization



12

Benefits – User Security

User identification and authorization methods

 A variety of user identification options are attainable, from basic to enterprise grade.

Granular control over user access rights and access scenarios

- This architecture is a true multi-user solution which <u>permits</u> <u>implementation of variety of multi-level access scenarios</u>
- it also provides <u>centralized tools for user access management</u>, advanced access control and password management



13

Benefits – Data control

Data control

- Limiting the physical movement of data from workstation to workstation and/or location to location
- · Limiting the need to manage various copies of data
- using centralized data storage and remote application access can greatly reduce such risk by not only <u>limiting exposure to laptop</u> <u>theft and hard drive failure as well as being able to more</u> <u>effectively protect it</u>



14

