



## Maximizing the Value of Your Citrix Investment — Why Upgrade to Citrix Presentation Server™ 4.0

Citrix Presentation Server™ 4.0 takes your organization to the next level — more satisfied users, increased IT service levels and an organization that's more efficient, productive and readily adapts to change. By upgrading to Presentation Server 4.0, you will acquire significant gains in performance and scalability as well as increased end user productivity and satisfaction. Upgrading to 4.0 will provide instant Return on Investment (ROI) and help you continue to drive down Total Cost of Ownership (TCO).

Citrix Presentation Server 4.0 adds new features that significantly extend the value of your Presentation Server system as well as Microsoft® Windows® 2003 and 2000 Server environment. With these new features you will understand why thousands of customers world wide have adopted Presentation Server as the access infrastructure solution of choice, making Citrix Presentation Server the most widely deployed presentation server in the world.

This Citrix paper highlights the business and technical benefits for upgrading to Citrix Presentation Server 4.0, from Citrix® MetaFrame® 1.8 or Citrix® MetaFrame XP®, or Citrix® MetaFrame® Presentation Server 3.0. It highlights the new features and benefits of the 4.0 product and provides a feature history so the reader may quickly and easily identify important new features as they were released over time.

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## Key Business Benefits

- **Create an on-demand organization** — Use a robust and resilient foundation that helps organizations align business goals with IT capabilities by providing powerful management tools that enhance administrative efficiency and increase system control.
- **Reduce time to market for new products and services** — Simplify and speed deployment of new applications and updates, reducing time to market and gaining a competitive advantage.
- **Increase employee productivity and satisfaction** — Users will be more productive wherever they are. Applications and information can be securely accessed in real-time, improving data accuracy and business processing. Users can use their favorite devices — from desktop, to laptop to handheld. Users can roam between devices, locations and networks, and continue working without interruption. Benefits range from improving sales and service, to saving lives in the case of healthcare and public safety.
- **Improve Security** — Meet internal standards and comply with government and industry regulations. Presentation Server provides a secure-by-design platform and enables end-to-end visibility.
- **Reduce Capital Expenditures** — Consolidate resources, reduce networking charges, maximize software licensing, and utilize lower-cost devices such as thin-clients. Presentation Server enables you modernize your business while continuing to leverage existing infrastructure.

## Key Technical Benefits

- **Improve application deployment** — Deploy applications in minutes instead of days. Centrally deploy, manage and update applications across the organization. Eliminate or postpone desktop and network upgrades, even for the most demanding enterprise applications like CRM, ERP and SFA. Control how, what and when end-users access applications and information. Monitor and report on application use to improve service level agreements. Deliver desktop and client/server applications securely over the Internet. Centrally deploy and control an organization-wide Web browser.
- **Provide high-performing applications to remote and mobile users** — Securely deliver high-performing, full function enterprise applications to remote and mobile workers, even over the Web and low-speed dial-up and wireless networks. Users can roam between devices and locations while maintaining their access sessions, significantly increasing productivity and user satisfaction.
- **Meet regulatory compliance while reducing costs** — Presentation Server allows you to monitor and control applications from a central location. This gives IT the ability to design compliant systems, and gives IT administrators greater control over security, all while reducing compliance costs. User access is controlled and reported for auditing and investigation. Data never leaves the data center and end-user devices can be locked down. Information transmitted across the network is SSL/TLS encrypted for added security. A wide range of 3rd-party security devices such as tokens, biometrics and smartcards are also supported.

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- **Reduce IT expenses through server consolidation and centralization** — Deploy a higher number of applications and users on each server to aid in consolidation efforts. Reduce your number of servers by up to 20%, while providing high service levels. Built in load balancing helps maximize server utilization across the farm. Distributed administration allows IT to maximize IT resources. Presentation Server supports the latest blade technology from industry leading vendors such as IBM, HP and Dell.

## What Citrix® MetaFrame® XP Provided

In MetaFrame XP, and its 3 feature releases, a number of features were added over time to improve end-user experience. From an end-user's perspective, applications will seem to run faster and better, especially for remote users using low-speed connections — vastly improving user productivity and satisfaction. Launching applications from the desktop is performed in a way that is consistent with locally installed applications. The Universal Print Driver was improved to deliver a single, print driver for color and high-resolution client-side printers. One of the most important features added was Web Interface, which allows IT to provide access to any Presentation Server published application or content securely over the Web. This eliminates costly application rewrites or the need to purchase Web-versions of 3rd-party software. From a management perspective, XP delivered a new management interface and systems monitoring through Resource Manager. These features combined with SNMP monitoring for HP OpenView, IBM Tivoli and CA Unicenter, along with Microsoft MOM support, make management and monitoring of the Citrix environment better and easier. Support for Novell's NDS and eDirectory, and Microsoft ActiveDirectory made deploying applications and users faster and easier. Multiple Farm support was added to improve flexibility in deploying the Citrix solution and ease management demands. Overall security was significantly improved through a wide range of new features including: Secure gateway which applies SSL encryption to Presentation Server traffic — securing transmission to remote users while allowing for traversing of firewalls without opening additional ports. Support for 2-factor authentication and smart cards, and NDS authentication provided additional layers of security.

## What Citrix® MetaFrame® Presentation Server 3.0 Provided

Presentation Server 3.0 took MetaFrame 1.8 and XP value even further, by significantly improving many features and adding some new, powerful ones to take system management and end-user experience to a higher level. For the end-user, new features including bi-directional audio and graphics, audio and multi-media acceleration dramatically improved performance for applications that are graphic intensive, vastly improving user productivity and satisfaction. SmoothRoaming™, delivered through features including workspace control, session reliability and dynamic session resizing allows user to roam from one device to another, across wired and wireless networks, and from one location to another — while maintaining their active session, even across wireless dead zones. This significantly improved user productivity and performance of workers such as physicians and clinicians in a hospital or clinic; government workers like public safety and first responders; manufacturing plant workers; and field

workers in any industry doing outside sales and service, as well as management that needs to work from multiple locations or devices as part of their daily activities. Benefits included higher sales, improved service, better customer care and increased public safety. To make systems management easier, delegated administration was added — allowing for a more flexible administration scheme while maintaining high security and control. One of the best new features of Presentation Server 3.0, was the complete change of Citrix Licensing technology to make deployment, expansion and upgrading easier, faster and simpler. Going forward from Presentation Server 3.0, user connection licenses will work with any future release — eliminating the need to upgrade user licenses when upgrading to future Presentation Server software versions.

## Citrix Presentation Server™ 4.0 Overview

Presentation Server 4.0, launched in April 2005 again enhanced many of the 1.8, XP and 3.0 features, but delivered improvements in single-server scalability, application support and printing to deliver the most scalable, flexible and powerful solution to date.

- **Broader Application Support**

Many applications were not originally designed for server-based deployment. Some conflict with others when installed on the same server. Some require dedicated IP addresses to run. Presentation Server helps overcome all these challenges through new features including application isolation environments and virtual IP address support. Now IT can deploy more applications on fewer servers, reducing IT costs and simplifying deployment and management.

- **Increased User Density**

Organizations continue to strive for lower costs and higher return on their technology investments. These goals drive many IT initiatives including server consolidation. Presentation Server is the best solution to centralize applications and consolidate servers, while still offering access from anywhere, on any device. With new features like CPU utilization management and virtual memory optimization, organizations can have more applications installed on each server and realize up to 25% more users per server.

- **Improved Printing**

Users need to be able to quickly and easily print where they are and leverage the capabilities of new printers. IT needs to reduce network congestion. Presentation Server's NEW universal print driver (UPD) makes printing up to four times faster, while reducing bandwidth and memory. Users can use almost any printer and leverage advanced printer functionality like trays and stapling. Users can more easily print to the closest printer while roaming from device to device — like in a hospital or manufacturing plant.

- **Windows and UNIX Together**

Many IT organizations manage multiple application platforms including Windows and UNIX. Presentation Server, Enterprise Edition, now combines the Windows product and UNIX product into a single product offering with unified licensing. This makes it easier and less expensive to purchase and deploy Presentation Server in a heterogeneous environment.

## Feature Comparison Matrix

Presentation Server 4.0 now includes four generations of product features — providing the most secure, flexible, scalable and useable product to date. The following list aggregates the significant features and benefits of the product and identifies in which product release each feature is available. This makes it easier to identify those features that would be delivered in Presentation Server 4.0, above and beyond those found in your currently installed product. It should be noted that not all features listed below are available in all three Presentation Server editions (Standard, Advanced, & Enterprise), therefore each feature below also refers to the specific edition(s) in which they are provided.

### Table Key

Editions: Standard (S); Advanced (A); Enterprise (E)

FEATURE	EDITION	CITRIX® METAFRAME® 1.8	CITRIX® METAFRAME XP®	CITRIX® METAFRAME® PRESENTATION SERVER 3.0	CITRIX PRESENTATION SERVER™ 4.0	DESCRIPTION
<b>ADVANCED APPLICATION SUPPORT</b>						
Application Isolation Environment	E				x	Provides a virtualized environment for access to files, registry settings, and named objects allowing applications that are incompatible with each other to safely run side by side. Also — allows applications that are not compatible to run in a multi-user environment to run on Citrix Presentation Server.
Virtual IP Support	A/E				x	Using virtual IP addresses, an administrator can publish applications that require separate IP addresses per session whether for technical or licensing reasons. With virtual IP addresses, you can set aside a block of IP addresses for use by sessions that require them.
Support for local TWAIN devices	A/E				x	Redirect client-connected TWAIN imaging devices (like document scanners) from the client to the server, regardless of connection type. This allows users to control client-attached imaging devices from applications that run on the server; the redirection is transparent.

FEATURE	EDITION	CITRIX® METAFRAME® 1.8	CITRIX® METAFRAME XP®	CITRIX® METAFRAME® PRESENTATION SERVER 3.0	CITRIX PRESENTATION SERVER™ 4.0	DESCRIPTION
<b>ADVANCED APPLICATION SUPPORT</b> (Continued)						
Support for ActiveSync	A/E				x	Allows the synchronization of a client-connected USB PDA device using application software running on the server rather than on the client device. This feature supports USB-tethered and Microsoft Windows powered PDAs that use ActiveSync as a synchronization agent.
Bidirectional Audio	S/A/E			x	x	Bidirectional audio allows the use of client-side audio peripherals such as microphones and dictation hardware.
Support for UNIX® Applications	E				x	Presentation Server for UNIX and Presentation Server for Windows ship together in Presentation Server 4.0.
<b>END-USER EXPERIENCE</b>						
SpeedScreen™	S/A/E	x	x	x	x	Improves performance when working with remote applications.
Web Browser Acceleration	S/A/E		x	x	x	More responsive scrolling and better performance for graphically intensive and Flash-enabled web sites.
Multimedia Acceleration	S/A/E			x	x	Increases the performance of multimedia applications by leveraging the local codecs for playback.
Text-Entry Prediction	S/A/E	x	x	x	x	Enables users on restricted bandwidth connections to receive an instant response to typed data while the actual transmission from the server is completed in the background.
Instant Mouse-click Feedback	S/A/E	x	x	x	x	Reduces latency while mouse-click changes are being transmitted from the server.
Persistent Bitmap Caching	S/A/E	x	x	x	x	Allows the rapid display of a data stream even over low bandwidth connections.
Compression	S/A/E	x	x	x	x	Intelligently compresses data sent across the network for the best possible performance.
Priority Packet Tagging	S/A/E		x	x	x	Enables the prioritization of ICA® virtual channel traffic by third-party network infrastructure providers.

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<b>END-USER EXPERIENCE</b> (Continued)						
Dynamic Session Resizing	S/A/E			x	x	Connect to any client with any color depth or resolution and the session will be resized accordingly. Also works when using Tablet PCs when re-orienting the screen.
Workspace Control	A/E			x	x	Allows users to switch between devices and reconnect to an active or disconnected session on another client device without having to restart applications. The session is automatically transferred from one location and device to the other once the user logs in.
Session Reliability	A/E			x	x	Allows work items to remain open when network connectivity is lost, and then seamlessly resumed when connectivity is restored.
Auto Client Reconnect	S/A/E		x	x	x	In the event that a user connection gets temporarily disconnected, the ICA client will automatically attempt to reconnect to its disconnected, yet still active session.
Application Publishing	S/A/E	x	x	x	x	Allows for publishing of applications instead of Windows desktops. This provides a simpler interface for the end user with applications that look and feel as if they are running locally. The published application will appear as a standard local application including automatic saving of the window position. In this way remote applications can be intuitively accessed by end users without requiring additional training.
Content Publishing	S/A/E		x	x	x	Extends the application publishing model to accommodate internal and external content (both documents and web sites) making end user access to information even more seamless.

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<b>END-USER EXPERIENCE</b> (Continued)						
Content Redirection	S/A/E		x	x	x	Allows administrators to specify whether local or server applications are used to open content, no matter where it is stored. This provides users with tighter integration between local and server-based applications further reducing the need for additional training.
Seamless Windows	S/A/E	x	x	x	x	Integrates local and remote applications into the local Windows desktop. Users can choose between the local and remote applications on the task bar without having to know anything about the location of those applications.
Desktop Integration via Program Neighborhood Agent	S/A/E		x	x	x	Access to published content can be tightly integrated into the end user's Window's desktop so that remote resources are available from the Start menu and leverage the system tray just as local applications do.
Built-In Group Conferencing	S/A/E				x	Conferencing Manager for Citrix Presentation Server, which previously sold as a separate product is now included with Presentation Server. It provides online conferencing/sharing of published applications and information, where a hosted service solution like Citrix GoToMeeting™ is not a viable solution.
Pass-Through Authentication	S/A/E	x	x	x	x	Provides the ability to pass the user's desktop password to the server. This reduces the need for multiple system and application authentication.
Microsoft Client Support	S/A/E	x	x	x	x	Supports all versions of Windows including Win32, WinCE, PocketPC and Win16.
Web Interface for Citrix Presentation Server	S/A/E		x	x	x	Provides secure access over the Internet to published applications and content based on user permissions.
Multi Language Support in Web Interface	S/A/E				x	Language packs are provided to localize the Web Interface into the following languages: English, German, Spanish, French, and Japanese.

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<b>END-USER EXPERIENCE</b> (Continued)						
Multi-Monitor Support	S/A/E		x	x	x	Allows for spanning of the display across multiple monitors. Special enhancements in 4.0 enable: (1) top-left monitor does not have to be primary, (2) maximizing applications will not span all monitors, (3) error messages and context menus pop up in same monitor as the application.
Local Resource Mapping	S/A/E	x	x	x	x	Provides ability to redirect most local resources into the session, including clipboard, audio, drives, printers, COM Ports.
Local Drive Access	S/A/E	x	x	x	x	Presentation Server supports local drive access on a variety of platforms including all versions of Windows, Mac and UNIX as well as server drive remapping to provide client drives using their native drive letters.
Local Printer Access	S/A/E	x	x	x	x	Provides local printer access on a variety of platforms including native drivers and Universal Printing.
<b>PRINTING</b>						
Universal Printer Driver	S/A/E		x			Enables consolidation all of your print driver requirements into one universal print driver. Greatly reduce bandwidth requirements for many non-PCL and non-PostScript desktop printers.
Universal Printer Driver 2	S/A/E		x	x		UPD2 came out with XP Feature Release 3. Provides a single, universal print driver for color and high resolution printing to any client printer that supports color.
Universal Printer Driver 3	S/A/E				x	New Universal Print Driver enhances all previous versions and enables files to print up to four times faster while using less bandwidth and memory. Users can use advanced printer functions like stapling and trays. Support for Citrix Proximity Printing ensures that users will be able to print to their closest printer without having to know the configuration of that printer.

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<b>MANAGEMENT</b>						
Connection Policies	S/A/E			x	x	Provides a comprehensive policy subsystem that allows administrators to control access to Presentation Server resources with policies based on the user; user group, server groups, IP addresses and client names. This enables greater control over bandwidth limits, zone connection preferences, audio options and printing — helping to ensure that users get consistently good performance.
Integration with Citrix Access Gateway (Advanced Access Control option)	S/A/E				x	The native policies in presentation server can be extended by integrating Presentation Server with the Citrix Access Gateway (Advanced Access Control option.) This integration allows the administrator to extend the policies to include information about the connection path and information gathered at the endpoint through an extensible Endpoint Analysis client.
System Monitoring and Reporting via Resource Manager for Citrix Presentation Server	E	x	x	x	x	Administrators can efficiently manage and monitor system resources and generate reports on application and server availability, configuration, performance, capacity, and maintenance. Can also be used to generate billing reports for departments using the infrastructure.
Enhanced Management Experience	S/A/E		x	x	x	Leverages a new comprehensive management interface that enables complete, single-point management of the entire Presentation Server farm including servers, applications, licenses, printers and users from any location. Multiple Citrix products can also be included and managed from a central location.
Extended Shadowing Support	S/A/E	x	x	x	x	Provides support for a shadowing task bar, a shadowing indicator, one-to-many and many-to-one shadowing, cross-server shadowing, and provides support for logging of shadowed sessions.

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<b>MANAGEMENT</b> (Continued)						
Automatic Client Updates	S/A/E	x	x	x	x	Built-in support for automatic updating ensures that users have the latest version when they connect to the server — saving IT from updating each desktop manually.
Directory Support	S/A/E		x	x	x	Native support for Microsoft's Active Directory and Novell's eDirectory means that users logging in with credentials from these directory systems will be recognized and authenticated by Presentation Server.
Unified Licensing	S/A/E				x	Presentation Server for Windows 2000 Server, Presentation Server for Windows Server 2003, Presentation Server for UNIX and Conferencing Manager now all share one license. Customers who have mixed environments no longer need to purchase multiple licenses. Additionally, this common licensing service provides a centralized place for entering licenses for all Citrix products.
Installation Manager for Citrix Presentation Server	E	x	x	x	x	Includes utilities that ease the burden of installing and uninstalling applications in large server farms across the enterprise by automating the process with centralized configuration and delivery.
Integration with Network Management Consoles	E		x	x	x	Supports SNMP monitoring as well as native integration with third-party network management tools to provide easy integration into existing environments including: Microsoft Operations Manager, IBM Tivoli, HP OpenView™, CA Unicenter™
Citrix Presentation Server Management Pack for Microsoft® Operations Manager 2000	E		x	x	x	Monitoring of MetaFrame XPe servers and server farms into Microsoft Operations Manager (MOM) 2000, the latest network and server management tool from Microsoft.
Delegated Administration	S/A/E		x	x	x	Provides the ability to designate Citrix administrative tasks to users without having to add them to a domain administrative group.

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<b>MANAGEMENT</b> (Continued)						
Printer Management	S/A/E		x	x	x	Provides advanced printer management that includes ability to map print drivers to different servers and easily replicate drivers from one server to another. Also, all complexities of dealing with print drivers can be eliminated using Citrix's Universal Printer Driver.
Centralized Management Console	S/A/E		x	x	x	Comprehensive interface that enables complete, single-point management of the entire Presentation Server farm including servers, applications, licenses, printers and users from any location. Provides tight integration with Active Directory®.
System Monitoring and Analysis	E		x	x	x	Allows administrators to efficiently manage and monitor system resources and to generate billing reports — based on costs such as CPU usage or connection time — for users, departments or domains. The base platform provides Performance Monitor which allows manual configuration of performance data.
Report Center	S/A/E			x	x	All reports can be created, managed, and analyzed from one location in the MMC console.
Remote Server Management	S/A/E	x	x	x	x	Remotely manage all Presentation Servers directly from an integrated user interface within the Management Console and connect to either the desktop or the console.
Connection Control	S/A/E		x	x	x	Allows you set a limit on the number of connections that each user can have simultaneously in the server farm. You can also limit the number of concurrent connections to specified published applications, and you can prevent users from launching more than one instance of the same published application.

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<b>PERFORMANCE AND SCALABILITY</b>						
Enterprise Load Balancing	A/E	x	x	x	x	Built-in load balancing provides the best system performance by allowing administrators to configure balancing rules based on application user load, context switches, CPU utilization, disk data I/O, disk operations, IP address range, memory utilization, page faults, page swapping, schedule, and server user load. This flexibility means that there is no need for third-party load balancing solutions and assures customers of the best possible performance in the enterprise.
CPU Utilization Management	E				x	Provides CPU distribution such that individual “power” users will not adversely affect other users on the same server. The technology controls processes from taking too much CPU at any given time, ensuring a consistent performance level for all users on the server.
Virtual Memory Optimization	E				x	Improves overall performance by rebasing DLLs to better optimize the use of virtual memory on the server. The optimizations attempt to eliminate DLL memory mapping conflicts from process to process (app to app or session to session) which reduces the amount of page swapping.
Multiple Farm Support	S/A/E		x	x	x	Supports multiple groups of servers (server farms) to provide customers with the most flexible options for deploying their servers. Farms can be structured to isolate specific applications. Built-in support for aggregation of published content, centralized management, and cross-farm load balancing ensures that almost any scenario can be supported.

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<b>PERFORMANCE AND SCALABILITY (Continued)</b>						
Enterprise-Class Scalability	S/A/E			x	x	Citrix has developed and tested Presentation Server in environments with over 1000 servers so that our customers can be assured that they can deploy this product in their enterprise and see the benefits.
Application User Load	S/A/E		x	x	x	Limits the number users allowed to connect to a selected published application.
<b>SECURITY</b>						
Two-Factor Authentication Support	S/A/E		x	x	x	Supports RSA SecurID® and SafeWord® SecureComputing tokens for two-factor authentication.
SmartCard Support (including Card (CAC))	S/A/E		x	x	x	Support for Smart card authentication to Web Interface or Program Neighborhood Agent as well as Common Access pass through support for authentication applications.
Enhanced SmartCard Support	S/A/E				x	Applications that leverage SmartCards can be more fully supported through the elimination of application specific configurations and better support for a wide range of SmartCard hardware. Better PIN handling helps reduce the need to re-enter Smart Card credentials. SmoothRoaming now enables users to use their smart cards to log on and off automatically through Program Neighborhood Agent.
Secure Gateway for Citrix Presentation Server	S/A/E		x	x	x	Secure Gateway encapsulates Presentation Server traffic in SSL to allow remote users to securely access published content while minimizing the cost and management of certificates. Using industry standards connections can traverse firewalls without the need to open additional ports.
TLS/SSL	S/A/E		x	x	x	Support for TLS/SSL encryption
Novell Directory Services (NDS) Support	S/A/E		x	x	x	Administrators can publish applications and content to Novell NDS users and groups of users. Support for seamless NDS authentication.

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<b>SECURITY (Continued)</b>						
HP Protect Tools Support	S/A/E				x	User logons and application launches using Win32 Clients or the Web Interface fully operate with HP Protect Tools, greatly enhancing joint solutions with HP.
Integration with Citrix Access Gateway (SSL VPN)	S/A/E				x	Integration with the Citrix Access Gateway allows customers to deploy a hardware appliance in the DMZ that provides secure access to all Presentation Server resources over the Internet.
<b>USER CONNECTIVITY</b>						
Web Interface for Remote Access	S/A/E		x	x	x	Web Interface for Presentation Server provides a rich web portal for end users that provides built-in support for two-factor authentication, offers simple customization through the management console (no coding necessary), and provides dynamic multilingual support. Web Interface for Presentation Server is built to leverage the extended features of Presentation Server (like SmoothRoaming™) without any custom coding and integration with most third-party portals is seamless. Users are able access all the benefits of Presentation Server from a rich, secured web application from any location.
Universal Device Access	S/A/E	x	x	x	x	The Presentation Server client is available for a wide range of platforms including: DOS (16-bit and 32-bit), Windows (16-bit and 32-bit), Windows CE / PocketPC, UNIX, Linux, MacOS X, Java, IBM OS/2 Warp, EPOC / Symbian OS.
Microsoft Remote Desktop Client Support	S/A/E			x	x	Allows users to connect to Presentation Server using Microsoft Remote Desktop Client, enabling access from devices that are locked-down or where restrictions prevent the download of a Citrix client.

## Technical Information

Citrix provides a wide variety of technical information to assist you in planning your Presentation Server 4.0 upgrade. The 4.0 administration guide and knowledge center articles provide the basic information and steps for you to follow. We highly recommend you consider leveraging one of our Solution Advisor partners, available around the world that can provide valuable services for migration planning and implementation. Citrix Solution Advisors are comprised of leading value-added resellers and consultants who develop innovative, high-performance solutions for a broad range of companies across multiple industries. Citrix Consulting Services is also available for customers with large, complicated environments. To contact an authorized Citrix Solution Advisor, go to the Citrix website at: <http://citrix.com/English/partners/findAreseller.asp>

**Upgrade to Presentation Server 4.0 today — it's fast, it's easy, it's cost-effective.  
Contact Citrix or your local Solution Advisor to obtain the no-charge evaluation software.**



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