

The State of **CITRIX**[®]
XenApp
in the Enterprise

Results from a 1,200 Company Survey

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Introduction

The following report was compiled by Citrix Ready partner Unidesk - the leader in application packaging and Windows workspace management. Unidesk surveyed over 1,200 companies with the goal of learning how Citrix XenApp is being adopted, deployed, and utilized across the enterprise. These results were compiled between August 23, 2016 and September 30, 2016.

Methodology

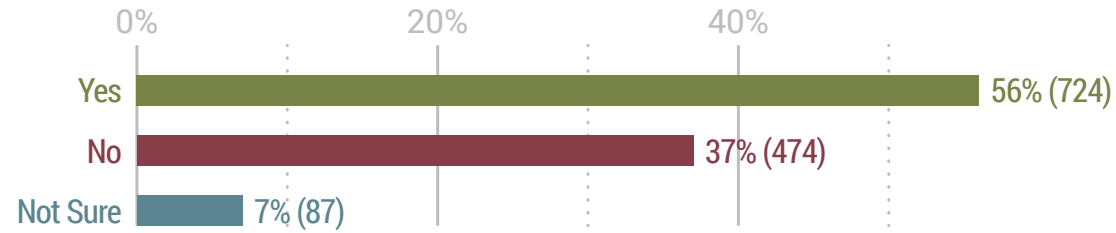
Unidesk solicited survey responses using existing relationships, email, and social media (Twitter and LinkedIn). The survey platform used was GetFeedback. In total, 1,285 responses were received between August 23, 2016 and September 30, 2016. Individuals that responded were entered to win 1 of 3 Amazon gift cards valued at \$150 each.

The first question of the survey asked the individual if they have Citrix XenApp deployed in their organization. If the respondent answered "No" or "I'm not sure" they were removed from the survey. Of the 1,285 survey responses, 724 answered "Yes" to having Citrix XenApp deployed in their organization.

The survey consisted of a total of 12 multiple choice questions. The following results are based on the 724 respondents who indicated they have Citrix XenApp deployed in their organization. Survey participants were only able to select one answer per question and were also given a choice of "I'm not sure."

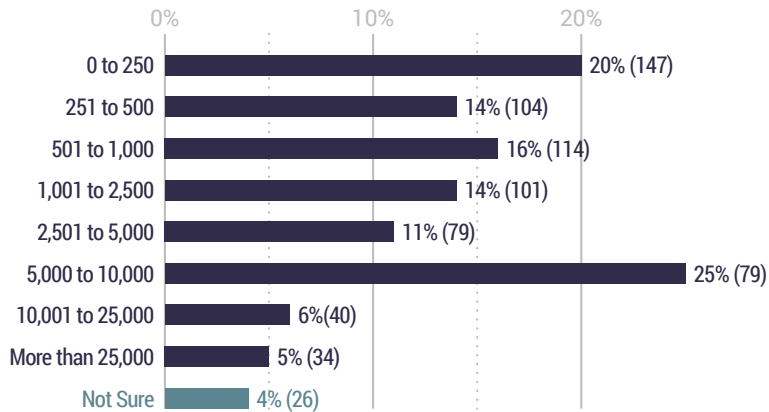
1. Do you currently have Citrix XenApp deployed in your organization?

1,285 respondents answered this question.
724 identified themselves as having XenApp in their environment.

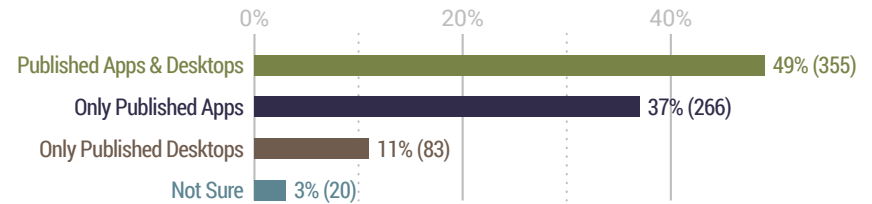


The following questions were asked to the 724 respondents who answered "Yes" to the previous question.

2. How many users do you have on Citrix XenApp?

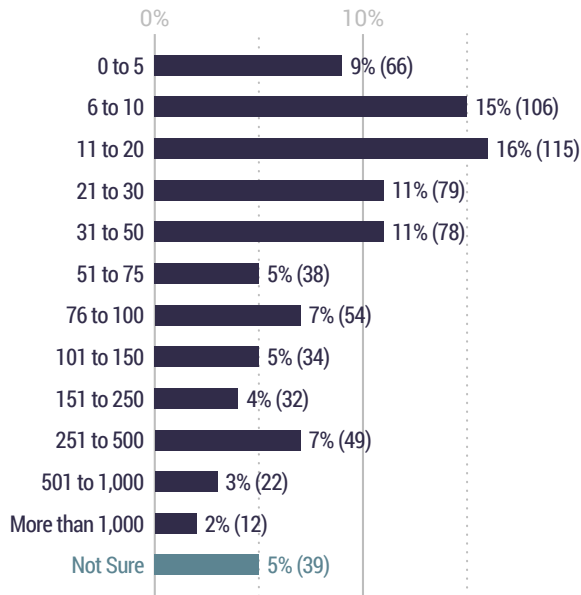


3. How are you using Citrix XenApp?

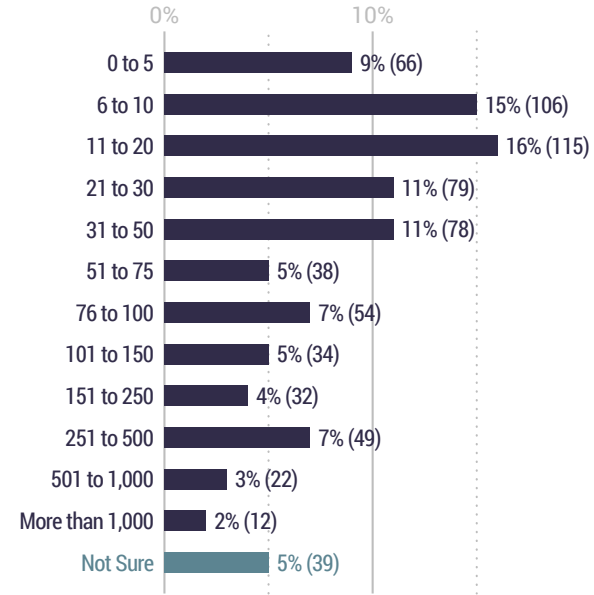


The following questions were asked to the 724 respondents who answered "Yes" to the previous question.

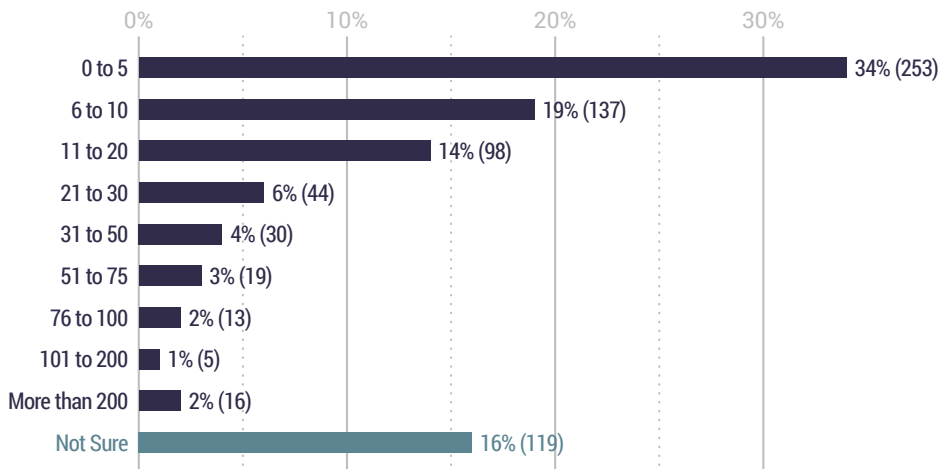
4. How many applications are being delivered through Citrix XenApp (include published apps and desktops)?



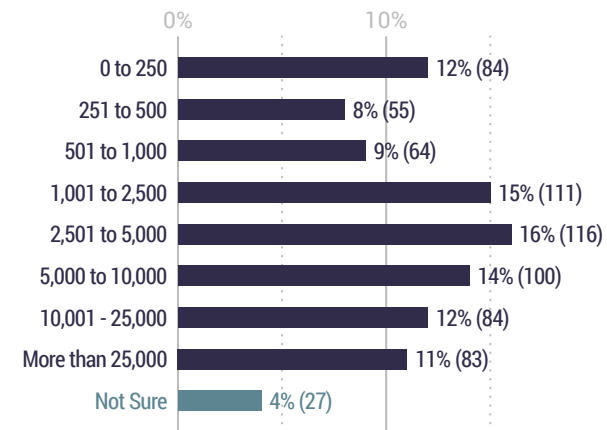
5. How many total applications do you have in your organization (include virtualized & non-virtualized environments)?



6. How many images/silos are in your Citrix XenApp environment?



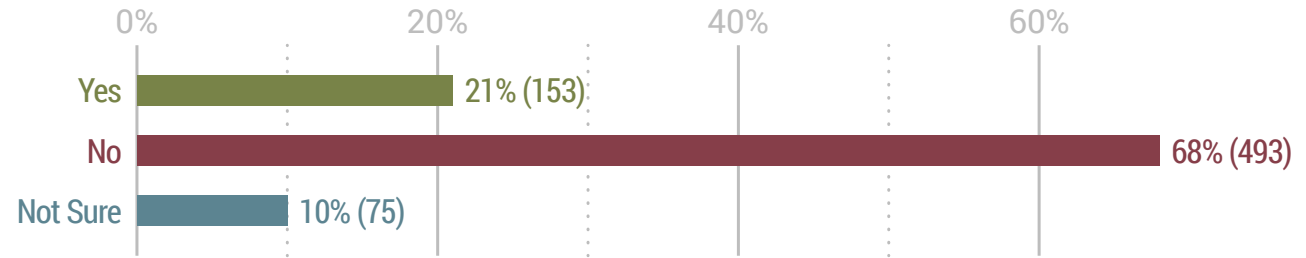
7. How many physical desktops do you have in your organization?



8. Are you using Microsoft App-V to virtualize applications?

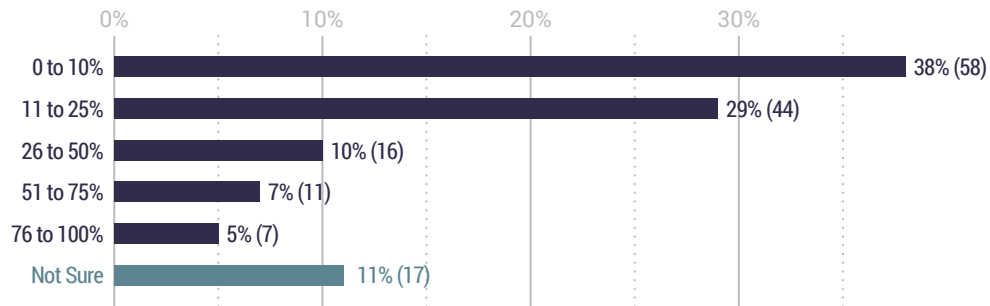
724 respondents answered this question.

147 identified themselves as using App-V to virtualize applications.



The following question was asked to the 147 respondents who answered "Yes" to the previous question.

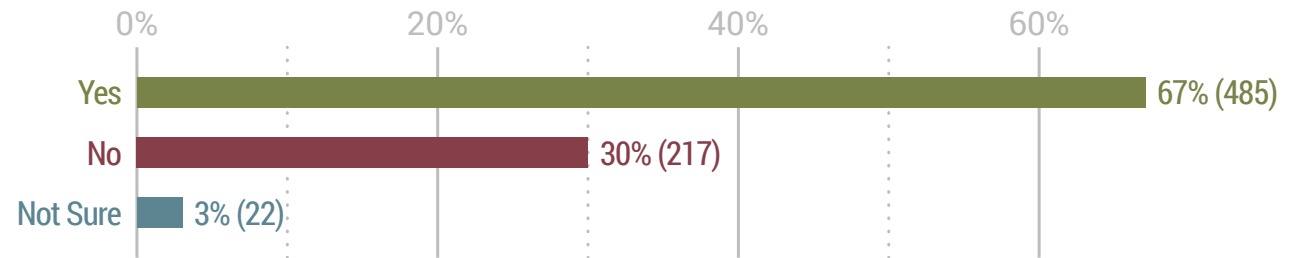
9. What percentage of applications delivered through Citrix XenApp are packaged with Microsoft App-V?



10. Does your organization also use Virtual Desktop Infrastructure (VDI)?

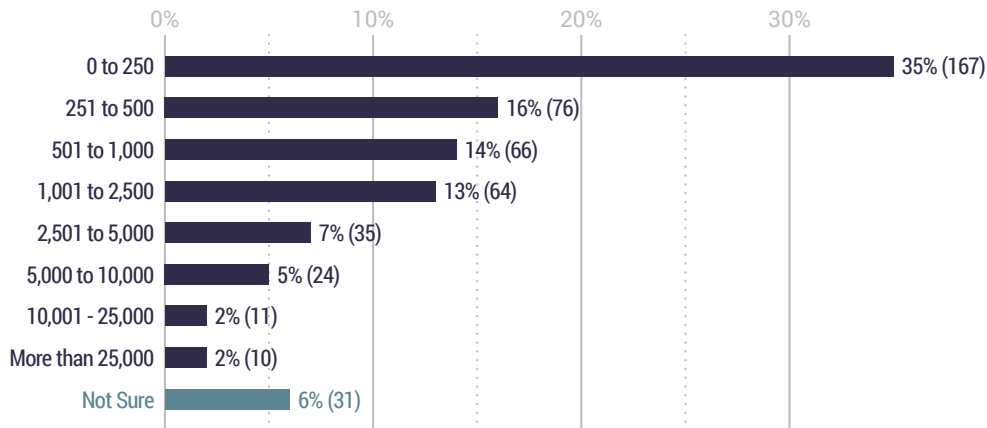
724 respondents answered this question.

485 identified themselves as using VDI.

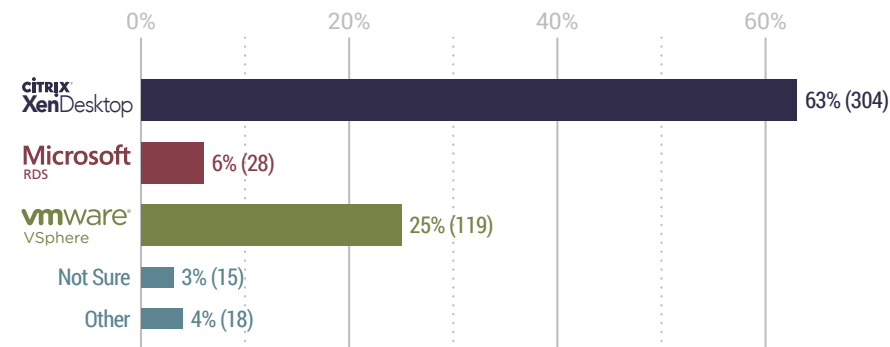


The following questions were asked to the 485 respondents who answered "Yes" to the previous question.

11. How many virtual desktops are deployed in your VDI environment?



12. What virtual desktop platform are you using?



1 XenApp is delivering a relatively small number of apps.

Across all respondents who answered “Yes” to having Citrix XenApp deployed, 62% reported that they were delivering no more than 50 applications through Citrix XenApp. This is consistent with anecdotal evidence that IT organizations tend to use XenApp for only the most critical applications used by all users (e.g. Electronic Medical Record software in healthcare) or specialty applications that need to be isolated.

IT cannot justify using XenApp to deliver the much larger number of departmental and “one-off” applications used by small numbers of users. The cost of data center infrastructure and administrative overhead for more XenApp silos is too great. Instead, these apps continue to be installed locally on PCs using legacy agent-based PC management solutions such as Microsoft SCCM or Altiris.



Deliver 100% of applications through XenApp with Unidesk Elastic Layering

No new XenApp silos or images needed.
Virtual disk “layers” attached at login for install-free app delivery.
Users on same XenApp server get different apps based on AD entitlement.

The diagram features a light blue rounded rectangle containing the text and icons. At the top, there are eight application icons (Java 7, V, Epic, P, e, Chrome, chrome, A) arranged in two rows of four. Below the icons are two overlapping circles: a blue one with the Citrix XenApp logo and a red one with the Unidesk logo. At the bottom center is a red button with the text 'LEARN MORE' in white.

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2 Image management is a current challenge and a barrier to XenApp growth.

Even with the relatively small number of applications being delivered through XenApp, 60% of the respondents reported that they are managing at least 6 images. Having to update Windows Server and applications a minimum of 6 times significantly lengthens Patch Tuesday cycles and increases costs.



This is another contributing factor to the previous finding that XenApp is delivering a small percentage of applications. XenApp customers limit the number of applications delivered through XenApp because they do not want to incur the cost of managing more images.

Eliminate XenApp Image Management with Unidesk

Scale XenApp without managing any images.
Patch Windows and apps once for your entire environment.
Deploy easily via seamless integration with Citrix PVS & MCS.

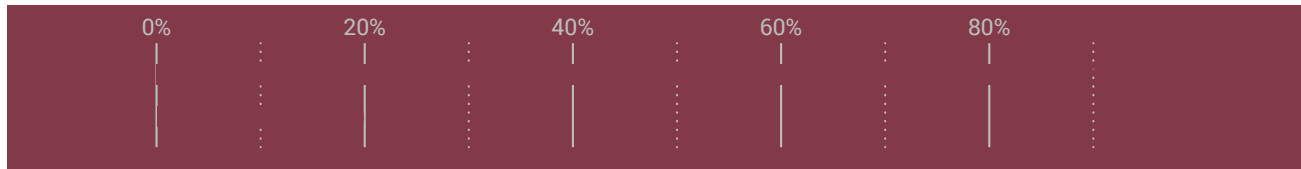
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An advertisement for Unidesk integration with Citrix XenApp. It features the Citrix XenApp logo (a blue circle with the text 'citrix XenApp') and the Unidesk logo (a red circle with the text 'unidesk'). There are also several stacks of yellow coins with Windows logos, similar to the illustration in the top right. The background is a light blue gradient.

3 Application virtualization isn't helping XenApp scale.

Application virtualization solutions such as Microsoft App-V have long been pitched as the way to scale VDI and XenApp deployments without adding more images to manage. The hope was that by virtualizing apps separate from the Windows Server OS, they could be managed once and delivered to different XenApp servers without costly re-installations.

Percentage of apps packaged with App-V.



However, only 13% of the respondents are successfully using App-V to package at least half of the applications delivered by XenApp. This is consistent with market feedback that App-V packaging is complex and time-consuming, taking anywhere from 5-15 hours to virtualize a single app. IT administrators find it easier to hand-install apps into multiple XenApp images, per the previous finding.

Replace App-V with Unidesk and Reduce App Packaging Costs 80%

Package any app as a virtual disk layer – no apps left behind.
Layer most apps in less than 1 hour with an ordinary install.
Quickly deploy the same layers through XenApp on any hypervisor or Azure.

App-V 4 Hours per App

VS.

unidesk 1/2 Hour per App

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4 VDI is starting to replace XenApp.

Citrix XenApp is still the dominant way to deliver data center-hosted applications in the enterprise. However, 67% of the XenApp customers who responded to the survey say that they now have VDI as well. The survey results also show that there is now 1 VDI user for every 8 XenApp users.

The growth of VDI can be attributed to the success of XenApp. Enterprises now want the benefits of traditional server-based computing – mobility, 24x7 application access through any endpoint device, centralized management, increased security – for ALL of their apps, not just the small percentage of apps delivered by XenApp.



Extend XenApp to VDI Use Cases or Manage Apps Once Across XenApp and VDI with Unidesk

Offer unique apps per user with XenApp published desktops.
Reduce costs by leveraging superior economics of XenApp.
Package and manage apps once across XenApp and VDI.



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Summary

The survey responses show that enterprise IT organizations are still using a vast array of technologies to deliver Windows workspaces to users.

Citrix XenApp, Virtual Desktop Infrastructure (VDI), and physical PCs are all vying to become the dominant end user computing (EUC) platform, but hybrid approaches that blend the three will be common for the foreseeable future.

Application management is also ripe for transformation. Application virtualization (Microsoft App-V, VMware ThinApp) and traditional PC configuration management tools such as Microsoft SCCM, Altiris, LANdesk, and Dell KACE are all still in use, often together in the same environments. However, it is now understood that these tools add cost and complexity, and often prevent IT from quickly and accurately responding to end user requests for new applications and app updates.

Application layering innovations from emerging vendors such as Unidesk are enabling IT organizations to transform application packaging and delivery, improve service delivery to end users, and reduce overall IT costs.

Learn more about the business impact of introducing application layering to your environment at [Unidesk.com/ROI](https://unidesk.com/ROI).

About Unidesk

Unidesk is the leading application packaging and lifecycle management solution for Windows workspaces. Unidesk's patented layering technology "containerizes" desktop applications as virtual disks for error-free, install-free delivery to end users and package-once, update-once efficiency for IT. Unidesk is compatible with all applications and supports all desktop virtualization platforms, hypervisors, and clouds.

[Visit Unidesk.com to learn more.](https://unidesk.com)