

Citrix Company Assessment

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Abstracts

Introduction

Citrix is a strong company, technically and financially. Its desktop virtualization software delivers applications to the desktops of a claimed 100 million end users. The company also has leading positions in other markets as a result of its diversification during the last decade, which was mostly based on a string of acquisitions.

Features and benefits

A detailed company profile summary

Analysis of Citrix's string of acquisitions

Analysis and prediction for the future of Citrix's mutually beneficial relationship with Microsoft

Highlights

Desktop virtualization currently accounts for almost two-thirds of Citrix's revenues, and presentation virtualization systems still account for the majority of those revenues.

Market penetration of the newer forms of desktop virtualization is still low.

The relationship between Citrix and Microsoft is close and complex.

Your key questions answered

What are the key reasons for Citrix's success?

What has happened with the markets the company has expanded into via acquisition?

What could happen with the Citrix/Microsoft relationship going forward?

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