

Citrix Uses newScale RequestCenter to Improve Efficiency for End-User IT Operations

Virtualization Leader Partners with newScale and Anton Systems for IT Service Catalog Solution

San Mateo, Calif.– March 3, 2010 – newScale[®], Inc., pioneers of the self-service IT storefront for the enterprise, today announced that Citrix Systems, a leading provider of virtualization, networking and SaaS technologies, has implemented [newScale RequestCenter[®]](#) to manage end user service requests for their internal IT operations. Anton Systems, Inc., a newScale partner in the southeastern U.S., assisted with the implementation project for Citrix.

newScale RequestCenter is part of the [newScale FrontOffice™ Suite](#), a complete set of integrated solutions for managing IT services from cradle to grave. newScale recently launched [newScale 9](#), the latest version of this suite, with self-service ordering and lifecycle management for desktop and data center services across cloud, virtual and physical compute environments.

“Citrix is focused on flexibility and responsiveness to ever-changing market requirements. To meet this challenge in today’s economy, our IT organization must be more productive and efficient than ever,” said Guy Desautels, vice president of IT at Citrix Systems, Inc. “We chose newScale as our enterprise Service Catalog solution to ensure more consistent and cost-effective IT service delivery for Citrix worldwide. The newScale software delivers exactly what our IT team was looking for, with a proven track record we can count on to serve our rapidly growing business.”

Citrix’s new Service Catalog initiative – as well as its recent Bring Your Own Computer (BYOC) program – are examples of Citrix’s commitment to providing a self-service IT environment and consumer-like experience for its more than 5,000 employees in locations around the world. Citrix went live with its successful newScale RequestCenter deployment on January 18, 2010, offering more than 250 IT service request options in the Service Catalog for its employees.

With standard IT offerings defined in an actionable Service Catalog for self-service requests, the company anticipates benefits including much better service to the business through faster response times, increased self-service capability and greatly improved reporting and analytical capability – allowing Citrix to spot trends and patterns in IT service demand. Desautels already reports “great employee feedback for ease of use in requesting IT services.”

“We are partnered with Citrix to ensure the adoption of ITIL best practices for their internal IT organization and increase user satisfaction across their global workforce,” explained Jim Senske, vice president of Anton Systems. “newScale offers a great product for today’s economic times and it’s a perfect fit at Citrix. With both Citrix and newScale software, we can help run their IT department more like a strategic business unit rather than a cost center.”

Anton Systems introduced Citrix to newScale as a solution for its global IT Service Catalog needs; newScale was selected for their products’ unparalleled functionality, speed of deployment, and proven user adoption. The newScale RequestCenter implementation complements the existing back-office IT service management (ITSM) tools within Citrix, including the transition to a new service desk system.

With guidance from Anton Systems, this initial newScale deployment within Citrix focused on standardizing IT services across multiple geographic regions, while providing entitlement and location-based controls so that users can only view the appropriate services for their region and function. By adopting newScale as the self-service interface for all service requests, Citrix IT expects greater consistency and transparency for its service delivery operations.

“Along with our partner Anton Systems, we are very pleased to welcome Citrix as a newScale customer. Citrix is on the leading edge of IT innovation, driving the virtualization and modernization of IT,” said Scott Hammond, president and CEO of newScale. “Our companies share a consistent vision and we look forward to working together to implement a self-service operating model for IT across physical, virtual and cloud environments.”

About newScale, Inc.

newScale, Inc. is the leading provider of IT Service Catalog software. With more than two million users worldwide, newScale helps IT organizations and service providers offer a self-service storefront for both workplace and data center services – across physical, virtual and cloud environments. newScale customers – including 20 percent of the Fortune 50 – benefit from greater IT agility, increased user satisfaction, and tens of millions of dollars in savings. For more information, visit www.newscalet.com.

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