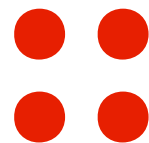


interaction

Newsletter for partners of interAct

13



2009

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NEW

High Definition Virtual Desktops from Citrix

3 New Data Center solutions for the channel

IGEL Universal Desktop Converter for only 29 euro

Free technical & sales workshops

New Data Center solutions bring extra business for resellers

interAct recently signed distribution agreements with 3 new vendors: Lanamark, Endeavors and i365. All three of them fit nicely into their

Data Center portfolio. More information and which solutions these vendors provide and, most importantly, what the business

opportunities are for the channel can be found on page 6 and 7.



Fall & Winter Incentive

STARTS TODAY

From October 6th till December 6th, interAct is organizing a new Data Center incentive for all its resellers. Dutch speaking partners have the chance

to get 2 tickets for the new Geert Hoste show 'Geert Hoste Compleet' on December 11 in Antwerp. French speaking partners can win 2 tickets for 'Sois Belge et tais-toi' on December 18 in Brussels.

**100x
2 tickets**



The requirements for getting these tickets are:

- Register for this incentive by sending an e-mail to marketing@interact.be
- Sell minimum 2 deals with one or more of our 'interAct Data Center solutions'
- Be present with at least 2 customers at the Citrix Partner Exchange and Solutions Seminar on October 22 in Mechelen

The winners of the duo tickets will be informed personally by interAct beginning of December.

Rethinking Traditional Desktop Deployment?

Virtual Desktop is the answer!

Introducing Citrix XenDesktop™, the
next-generation desktop virtualization
solution only from Citrix!

Citrix XenDesktop centralizes Windows desktops and delivers them on-demand to office workers in any location. It provides a complete solution with integrated application delivery that offers an unparalleled user experience, simplified desktop management and up to 40 percent lower TCO compared to traditional desktops.



Learn more about Citrix XenDesktop™
and how it fits with other Citrix® products

www.interact.be/xendesktop.html

Editorial



3

making the Data Center work

Dear interAct Partner,



Welcome to the "Partner Day" edition of our Interaction magazine. We have some great new products and solutions to announce and events to report about.

Let's start with what our activities were during the summer period. During our interAct Summer Tour we visited not less than 27 of our Citrix partners with an ice cream car. An activity that was highly appreciated. You will find some pictures on page 10.

In August and September we organized several workshops about our Data Center solutions with more than 45 attending partners.

Going into October we have our yearly Partner Day. More than 250 people registered for this event where we present all our Data Center solutions in different technical and strategic sessions. Also 3 new vendors were announced: Lanamark, Endeavors and i365. More information about these new solutions can be found on page 6 and 7.

Q4 2009 promises to be an exciting quarter. As always the focus of our sales actions and marketing activities will be on Data Center solutions and Virtualization. Just to give you an idea of what we have coming up: 7 technical workshops, 4 sales workshops, 20 technical training courses and a great year-end incentive for all our partners.

I hope you enjoy reading this edition of our Interaction magazine. Feedback and suggestions on the topics covered in our magazine are very welcome; please send them to jurgen@interact.be

Greetings,

Jürgen De Wolf
Marketing Manager



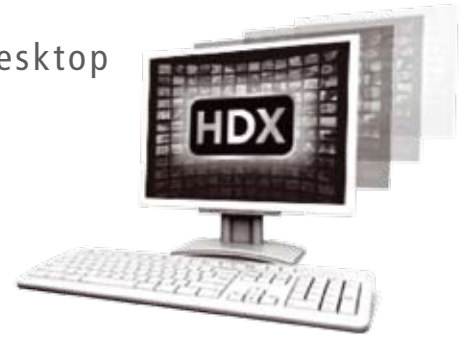
Citrix Partner Exchange 09

Workforce Continuity & Cost Reduction

Thursday, October 22, 2009
Lamot, Mechelen
www.citrixpartnerexchange.com



High Definition Virtual Desktops



4

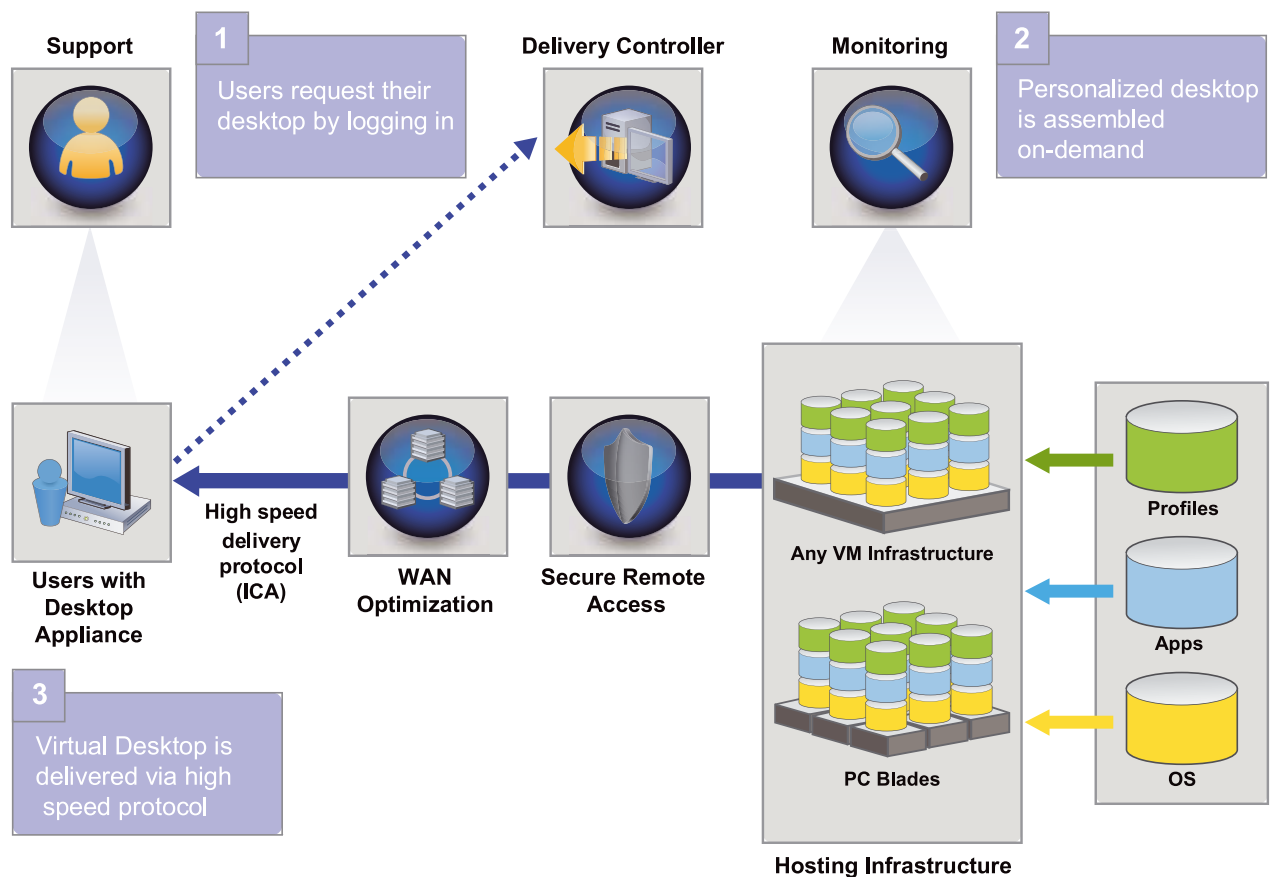
As virtual desktop (VDI) solutions and virtual applications become mainstream in the enterprise, IT organizations are faced with the growing challenge of providing an experience for employees that is the same or better than a traditional PC with installed software, whether accessed locally on the corporate network or when accessed from outside the corporate network for remote desktop access. High Definition Virtual Desktops from Citrix brings the solution.

Some virtual desktop solutions take a narrow approach to this problem, relying on point technologies that work only under a limited set of conditions. Others take a proprietary approach, requiring specialized hardware and unnecessary

system upgrades. Only Citrix HDX is designed to address problems in all parts of the IT infrastructure, from the datacenter to the device, adapting to changes in the environment by applying the best technologies for each unique

user scenario, whether the desktop is accessed locally on the corporate network or from outside the corporate firewall for remote desktop access.

▼ *How Desktop Delivery works.*



HDX Features

1 Adaptive Orchestration

When it comes to user experience, there are several factors to balance: performance, security, endpoint flexibility, network conditions and infrastructure cost. HDX Adaptive Orchestration is designed to help you dynamically balance these factors, based on device, network, user or application, to make best use of existing infrastructure and computing power. The result is best possible user experience at lowest possible cost.

Citrix provides Adaptive Orchestration for a variety of HDX technologies. In the case of multimedia, for example, Citrix solutions can leverage the power of both the endpoint and the datacenter. If a user's device has the right codecs and sufficient processing power, Adaptive Orchestration can send the multimedia data to the endpoint in its native, most compressed form for best performance and least bandwidth consumption. However, if the endpoint doesn't have the right resources, Adaptive Orchestration can leverage the server resources in the datacenter to render the multimedia and optimize the content for the available network bandwidth.

Adaptive Orchestration is a fundamental technology approach that ensures user experience, without requiring additional, proprietary hardware or infrastructure.

2 HDX Broadcast

HDX Broadcast optimizes the reliability and performance of hosted virtual desktops and applications in a VDI environment over any network, enabling high definition user experience when accessed on the corporate network or from outside the corporate network for remote desktop access.

3 HDX 3D

In a virtual desktop (VDI) or virtual application environment, HDX 3D optimizes the performance of everything from graphics-intensive 2D environments to advanced 3D geospatial applications using software and hardware based rendering in the datacenter and on the device.

4 HDX MediaStream

HDX MediaStream leverages the processing power of the endpoint device to render the multimedia content. On the datacenter side, the compressed multimedia information is sent directly to the endpoint in its native format.

5 HDX Plug-n-Play

In a virtual desktop (VDI) or virtual application environment, HDX Plug-n-Play enables simple connectivity for USB, multi-monitor, printers and other peripheral devices, as well as local machine resources.

6 HDX Realtime

HDX RealTime is supported by bi-directional audio capabilities. This enables users to connect audio peripherals such as microphones and dictation hardware at the endpoint device that interact with virtual applications and virtual desktops hosted in the data center.

7 HDX IntelliCache

In a virtual desktop (VDI) or virtual application environment, HDX IntelliCache optimizes performance and network utilization for multiple users accessing virtual desktops and applications from branch offices - for remote desktop access - by locally caching the bandwidth intensive data and graphics and locally staging streamed applications.



INTERESTED ?

- To learn more about delivering high definition user experience for virtual desktops and applications, please visit <http://hdx.citrix.com/hdx-overview>
- To request more information on HDX for XenApp and XenDesktop please contact citrix@interact.be
- To download the latest tech previews and trial releases for the various HDX technologies, please go to <http://hdx.citrix.com/downloads>

New Data Center solutions bring extra business for resellers



6

Virtualization is a fast-growing market. This is why interAct is always looking for new vendors and solutions that can be a strategic asset in its portfolio and help resellers to maximize the value to their customers.



Roel en Yves, both Technology Manager at interAct, guide you through the ins and outs of the new vendors.

Who are Lanamark, Endeavors and i365 and how do their solutions fit in the interAct Data Center strategy?

All solutions come from vendors that have adopted a channel strategy, as they understand the power and the potential channel partners have to offer them. Seen

the complexity of modern virtualization solutions they also understand the value a specialized distributor like interAct, who primarily focuses on data center solutions through the making

providers in the assessment, capacity & design planning of cross-vendor server virtualization, desktop virtualization and storage solutions. With the Application Jukebox from Endeavors Technologies we

“Channel partners can now offer these solutions to their end users with extensive support of interAct. ”

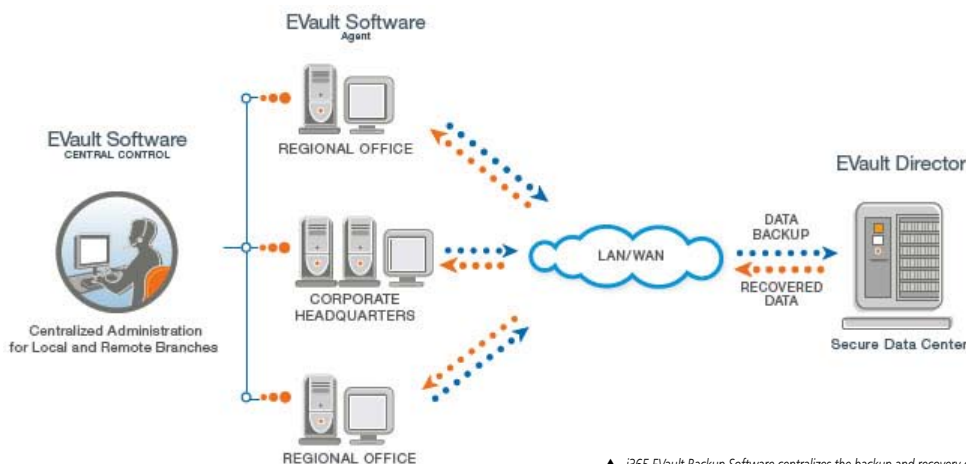
Roel Gydé, technology Manager at interAct

the Data Center work approach, has to offer. Our data center solutions evolve permanently and with the addition of Lanamark, Endeavors Technologies and i365 (previously EVault Software), we have again enriched our portfolio. The Lanamark Suite helps solution

offer a software distribution and cross-vendor application streaming solution that significantly improves the control and secure distribution of software. i365 Evault Backup offers the fastest way to get data protection. If you're looking to deploy a complete disk-based backup and recovery solution or you've outgrown your current data protection architecture, look no further.

What is the business potential for the resellers? Is there a real need for this type of data center solutions?

There is off course a need for these solutions. On a regular basis we received questions like "What capacity do I need to foresee for a XenDesktop or VMware View environment", "What about backup and recovery of virtual and physical machines" or "Can I stream



▲ i365 EVault Backup Software centralizes the backup and recovery of all computers distributed throughout an organization-local and remote.

a service-enabled application”, and we have taken the time to analyze all these incoming requests of our channel partners. This analysis has been the basis (amongst others) to extend the interAct solutions offering with these new vendors. In short, channel partners frequently asked for these solutions, now they can offer these solutions to their end users with extensive support of interAct.

Is there a specific vertical market segment where these new solutions would sell better?

The interAct data center solutions are horizontal solutions that can be used in any given vertical market. With the addition of Endeavors, Lanamark and i365 there are no changes to this approach. All 3 focus on a specific need in the end user space - SaaS & Application Streaming (Endeavors), Capacity & Design planning (Lanamark) and Enterprise Backup and Recovery (i365) - and proof to be long term solutions that will offer unique upselling capabilities for the channel partner.

Are these vendors 100% channel centric?

As said earlier in the interview, all new vendors have a channel centric business model. In addition to the services offered by interAct, they also provide the

necessary support for channel partners when it comes to all phases of the pre- process and/or post sales process. The fact that most of them have a local presence for BeLux is a nice add-on. Endeavors, i365 and Lanamark, as well as interAct, will do what is necessary to increase the visibility of the solution in the market through focused actions which should result in lead-generation and increased brand awareness.

Why should the resellers have a very close look at these solutions? What are their benefits?

With i365, Lanamark and Endeavors Technologies channel partners are able to extend their solution offerings into virtualized and non-virtualized environments. It will offer them the ability to sign up long term relationships with their customers as well as upselling possibilities to additional services. Thanks to these ‘niche’ solutions, channel partners can set themselves apart from competition, based on technology. And last but not least, earn money thanks to great margins.

How will the resellers be supported in selling these solutions?

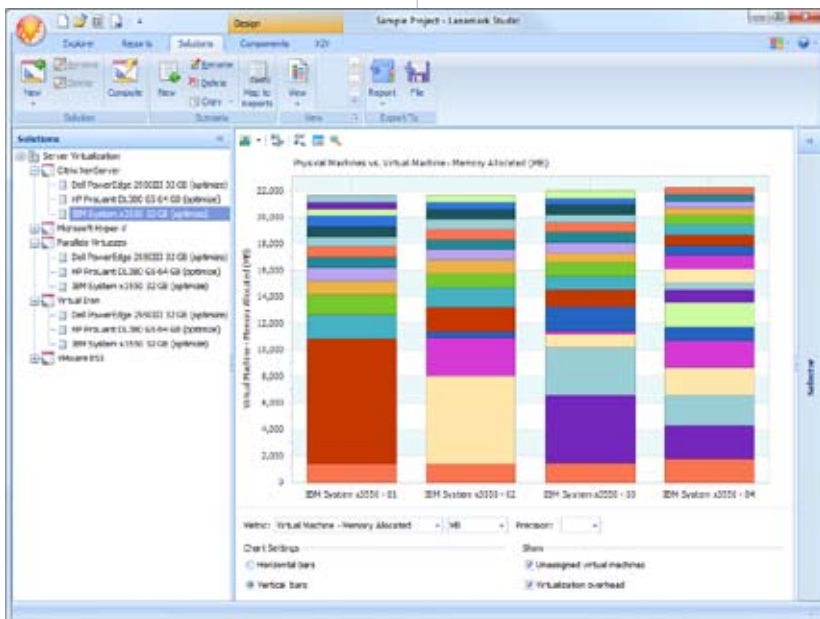
i365, Endeavors Technologies and Lanamark offer solutions with a proven



▲ Endeavors Application Jukebox - The Application Streaming solution for the Enterprise and the Cloud

track record but, at the moment, with limited visibility in the BeLux channel community. In a first phase channel partners that are interested in these solutions will be supported by us, our solution architects and our reseller managers. Our marketing team will set up a number of workshops in the coming months, during which channel partners will get a technical deep dive in these solutions. Besides these workshops we will look individually with each reseller which actions (seminars, telemarketing, DM, ...) we can organize with him to generate leads. Channel partners can also rely on us when it comes to convincing an end user to choose for these solutions. In short the extensive offering that has been available to channel partners for all our brands will also be available for these new solutions. The only advice we have is ... use them, we are there to support you.

▼ Lanamark Server Virtualization Design Module.



Deliver a dynamic workspace to your users

RES PowerFuse enables IT professionals to dynamically compose and manage a personalized and secure workspace for each and every end user, thereby increasing user productivity. A workspace is decoupled from the underlying IT infrastructure and contains access to applications, data, printers and personalization settings. Unlike roaming profiles, a user workspace is dynamically composed, based on the company's security regulations and on the end-user's context.

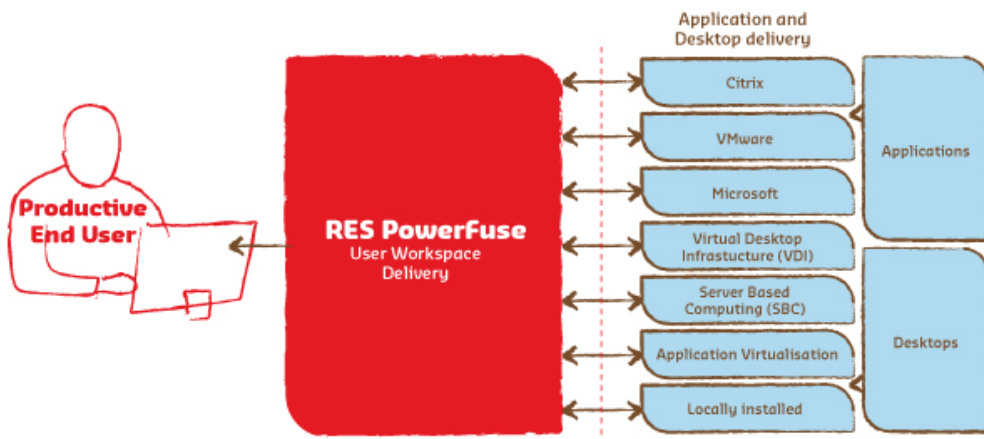
The extensive set of features in RES PowerFuse means it is not only a personalization tool but a truly

revolutionary approach to creating context-aware workspaces in your Microsoft Windows environment.

It is a fully integrated solution comprising five main areas: Personalization, Security, Reliability, Administration and Integration. RES PowerFuse dynamically composes personalized and secure workspaces across all desktop and application delivery mechanisms such as Citrix XenApp, Microsoft Windows Terminal Services, VMware View (VMware VDI), Citrix XenDesktop, Provisioned Operating Systems and Virtualized and Locally Installed Applications complete with reporting, auditing and failover capabilities.

Go to <http://www.ressoftware.com/downloads>, download a 60-day trial version of RES PowerFuse 2008 and see how workspace delivery software will work for your business.

The trial version allows you to evaluate the Enterprise-, Standard- or MyWorkspace Edition of RES PowerFuse 2008.



Try Now Plug-and-play, Virtual SAN Appliance for Citrix Essentials DataCore SANmelody Virtual SAN Appliance

Use your existing disks - No extra hardware needed! (Citrix StorageLink Technology Enabled)

Fully operational in just a few minutes!
Perfect for virtual server environments running:

- Microsoft Windows Server® 2008 Hyper-V®
- Microsoft Hyper-V Server
- Citrix XenServer™

With this evaluation version you can:

- Try Citrix Essentials with StorageLink Technology enabled iSCSI SAN created from your server's internal disks. No need for new hardware!



- Pool up to 1 Terabyte of disk space
- 'Thin Provision' storage to your virtual machines. See how much capacity it saves!
- Speed up application performance using surplus server memory to cache I/Os from the virtual SAN
Snapshot: Instant Volume Cloning and Fast Disk-to-Disk Backups

FREE
download
trial version

Want more features and/or info?
Go to <http://www.interact.be/datacore.html> or contact datacore@interact.be for more information or an appointment.



License starts at **€29** per desktop

Convert your old hardware into a remotely managed IGEL Universal Desktop

IGEL's New Universal Desktop Converter Allows Companies to Extend the Lifecycle of Old PC Hardware and Implement Desktop Virtualization for Minimal Cost

IGEL Technology launched its Universal Desktop Converter, which allows customers to convert old PCs, thin clients and select third-party hardware to a remotely managed IGEL Universal Desktop. To upgrade third party hardware into IGEL Universal Desktops, customers simply plug in and boot from the USB token.

Afterwards, the IGEL Universal Firmware is installed automatically onto their system. The Universal Desktop Converter comes with three Digital Service Pack options - Entry, Standard, or Advanced - so businesses only pay for what they need by selecting the software platform that best suits their requirements.



More information can be found on www.igel.com or via igel@interact.be

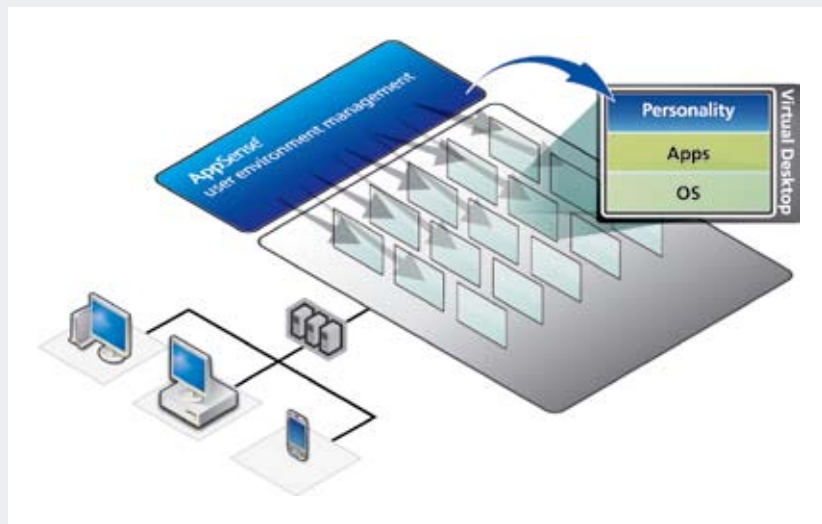


Manage your user environments with Citrix XenDesktop and AppSense

User Environment Management enables standard virtual desktops to be personalized across a range of desktop and application delivery technologies and platforms.

For complex environments where combinations of virtualization technologies are used, such as virtual desktops, provisioned operating systems,

published and streamed applications, even locally installed applications, User Environment Management provides a 'follow me' personality for the user.



FREE trial version www.appsense.com/interact

Used in combination with your XenDesktop environment, User Environment Management provides:

- Personalization of complex environments with multi-platform support and scalable architecture
- A 'follow-me' personality providing the same look and feel regardless of platform and device
- Virtual desktop configuration to set-up a virtual desktop based on user and context
- Intelligent self-healing increasing desktop robustness and optimizing the user experience
- Visibility and maintenance of the user's environment enabling adherence to SLAs and reducing support costs

For more information about, please visit <http://www.interact.be/appsense.html> or contact appsense@interact.be



Cocktail Q3



interAct 3rd Summer Tour August 17 until August 24

From August 17 until August 24 interAct organized for the 3rd time its 'Summer Tour', With an ice cream car we crossed the Belux and visited 27 partners. In total

we made more than 800 channel contacts happy with a refreshing ice cream. An initiative that was well appreciated and, in the meantime, copied by some

of our competitors. We must be doing something good!

Y o u r c o n t a c t s a t i n t e r A c t

Peter Beurghs

Reseller Manager

peter@interact.be

- Dedicated sales & reseller support
- Special pricing, projects



Roger Moes

Reseller Manager

roger@interact.be

- Dedicated sales & reseller support
- Special pricing, projects



Carla Volders

Reseller Manager

carla.volders@interact.be

- Dedicated sales & reseller support
- Special pricing, projects



Peter Willemoons

Internal Sales

peter.willemoons@interact.be

- Internal sales
- Citrix SA quotations & follow-up



Roel Gydé

Technology Manager

roel@interact.be

- Vendor Management
- Enduser business development



Yves Peeters

Technology Manager

yves@interact.be

- Vendor Management
- Enduser business development



Diego Lens

Solutions Architect

diego@interact.be

- Citrix certified instructor
- Training & technical workshops
- Technical consultancy & support



Jan Stroomborgen

Solutions Architect

jan@interact.be

- Market development
- Product research



Jürgen De Wolf

Marketing Manager

jurgen@interact.be

- Reseller marketing support & MDF
- Seminars, events, workshops, incentives, etc.
- Training planning



Yannick Lepère

Marketing Executive

yannick@interact.be

- Marketing support
- Website, e-newsletter
- Training registrations



Jeanine Van der Heijden

Operations Manager

jeanine@interact.be

- Finance & administration
- Order processing & follow-up
- Stock management & RMA



Rudi Lenaerts

CEO

rudi@interact.be

- General management



Contact us at +32 (0)3 870 60 20

Upcoming events

6 free technical & sales workshops from October till December



11

Accelerate disaster recovery by deploying a WAN optimization solution - Technical Workshop

Date	Tuesday October 20, 2009 from 9.30h till 13.00h
Location	interAct, Oudestraat 119, 2630 Aartselaar
What	During this half-day technical workshop you will get a deep technical insight in disaster recovery. The presented solutions are DataCore and Citrix WANScaler.

**FREE
Technical &
Sales
Workshops**

Making the Data Center Work - Sales Training

Date	Friday November 6 and Friday December 12, 2009 from 9.30h till 13.00h
Location	interAct, Oudestraat 119, 2630 Aartselaar
What	During this strategical sales training we will teach you how to position and sell our end-to-end Data Center solutions that are designed to help transform IT infrastructures from a standalone collection of physical assets into a virtual and adaptive infrastructure or data center, designed to rapidly meet changing business needs. Including our 3 new vendors: Lanamark, Endeavors and i365

High Quality User Experience with XenApp, HDX and Citrix Merchandising Server - Technical Workshop

Date	Thursday November 12, 2009 from 9.30h till 13.00h
Location	interAct, Oudestraat 119, 2630 Aartselaar
What	During this half-day technical workshop you will learn how Citrix can increase user experience quality. The presented solutions are XenApp, HDX and Citrix Merchandising Server.

Two Factor Authentication with Access Gateway and NetScaler - Technical Workshop

Date	Tuesday November 24, 2009 from 9.30h till 13.00h
Location	interAct, Oudestraat 119, 2630 Aartselaar
What	During this half-day technical workshop you will get a deep technical insight in user authentication. The presented solutions are VASCO DIGIPASS, Citrix Acces Gateway and Citrix NetScaler.

Consumarization & workspace personalization - Technical Workshop

Date	Tuesday December 8, 2009 from 9.30h till 13.00h
Location	interAct, Oudestraat 119, 2630 Aartselaar
What	During this half-day technical workshop you will get a deep technical insight in workspace personalization and the consumarization of applications. The presented solutions are Citrix Dazzle and RES PowerFuse.

Solving the "profiles" issue - Technical Workshop

Date	Tuesday December 22, 2009 from 9.30h till 13.00h
Location	interAct, Oudestraat 119, 2630 Aartselaar
What	During this half-day technical workshop you will get a deep technical insight in profile management. The presented solutions are Citrix User Profile Manager and AppSense.

To register, go to www.interact.be/workshops or mail to marketing@interact.be

Training Calendar Q4/2009

12

interAct is the Citrix Authorized Learning Center (CALC) for Belgium and Luxembourg. This means that interAct is the technical training facility authorized to provide technical instructions for installation and administration of Citrix products, including XenApp, Access Gateway, XenServer, Provisioning Server, Password Manager and the Management Services. interAct teaches Citrix-authorized courses that prepare students for Citrix Certification. Citrix Authorized Courseware are instructional materials developed by Citrix, to assist in educating the industry professionals on Citrix technology.

Citrix	Code	Days	Price	Oct.	Nov.	Dec.
Citrix XenApp						
Implementing XenApp 5 for Windows Server 2008	CXA-201-1I	5	€1849	26-30	23-27	14-18
Citrix XenApp 5.0 for Windows Server 2003: Administration	CTX-1259BI	5	€1849	26-30	23-27	14-18
Implementing Citrix XenApp 5.0 for Windows Server 2008: Skills Update	CXA-202-1I	3	€1199	07-09		09-11
Citrix XenApp 5.0 for Windows Server 2003: Skills Update	CTX-4100BI	3	€1199	07-09		09-11
Advanced Administration for Citrix XenApp 5.0 for Windows Server 2008	CXA-300-1I	5	€1849		16-20	
Citrix Presentation Server 4.5 and XenApp 5.0 for Windows Server 2003: Support	CTX-1264BI	5	€1849		16-20	
Xenserver						
Implementing Citrix Xenserver Enterprise Edition 5.0	CXS-200-1I	2	€999	12-13	30/11 - 01/12	
XenDesktop						
Implementing Citrix XenDesktop 3.0	CXD-200-1I	2	€999	15-16		03-04
Provisioning Server						
Implementing Citrix Provisioning Server 5.0	CPV-200-1I	2	€999	14-15		02-03
DataCore						
DataCore SANsymphony & SANmelody						
SANmelody implementation & administration	MEL205	3	€899			9-11

A registration form can be found on www.interact.be

interAct has a cooperation agreement with the following training centers:

- RealDolmen (www.realdolmen.be/education)
- Guidance (www.guidance.be/education)
- Telindus Belgium (www.jcacademy.be)
- Xylos (www.xylos.be/training.aspx)
- Telindus Luxembourg (training.telindus.lu)

CITRIX® partner

Authorized
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interAct ::

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T. +32 (0)3 870 60 20 - F. +32 (0)3 870 60 21 - info@interact.be - www.interact.be

Responsible editor: Jürgen De Wolf