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## Moose Views

is a monthly newsletter prepared by Moose Logic to bring you information and tips on maintaining a trouble free network.

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View past issues at:

[www.mooselogic.com/mooseviews](http://www.mooselogic.com/mooseviews)

## The New & Improved XenDesktop Trade-Up

As soon as we went to press with our last issue, Citrix released the details on the new, 2011 XenDesktop trade-up program. This will be *the* trade-up program moving forward—at least until it changes again—and it also includes a new, concurrent-use license model.

As most readers of *Moose Views* already know, when XenDesktop 4 was released back in October of 2009, Citrix broke tradition in their license model.

As long as anyone could remember, Citrix products had been licensed based on the number of **concurrent** users, not the number of total users. But, the reasoning went, nearly everybody has a desktop PC, so if organizations were going to be virtualizing desktops on a large scale, the ratio of concurrent users to total users would be very close to 1-to-1. Therefore, XenDesktop 4 was released with two primary license models—a per-named-user model, and a per-client-device model (your choice), and the list price for a XenDesktop user (or device) license was roughly half the price of a XenApp license.

That was a particularly good deal, considering that Citrix also rolled all of the functionality of XenApp into XenDesktop. In other words, if you bought XenApp licenses (which continued to be concurrent-use licenses) you only got XenApp. But if you bought XenDesktop, you got everything in XenDesktop **and** everything in XenApp. That meant that if your **concurrency ratio** (total users to concurrent users) was less than 2-to-1, it was to your advantage to buy XenDesktop licenses even if all you wanted to deploy right now was the XenApp component.

However, there were apparently a lot of you out there who still wanted concurrent use licensing for their desktop virtualization projects (let's just call that model "CCU" for short, which stands for "Citrix Concurrent User"). Many customers chose to stay on XenDesktop 3, despite the superior performance of XenDesktop 4, because they didn't want to lose the CCU licensing model.

So, for those of you who really, really want a CCU licensing model, now you've got one. To no one's surprise, I'm sure, a CCU XenDesktop license is 2x the price of a XenDesktop user license. Let's be a bit more specific about that:

- A XenApp Enterprise CCU license lists for \$450. All you get is XenApp.
- A XenDesktop Enterprise user license lists for \$225. You get both XenDesktop **and** XenApp.
- A XenDesktop Enterprise CCU license lists for \$450 (same as XenApp). **You still get both XenDesktop and XenApp.**

So why would anybody buy XenApp licenses anymore (unless you were just adding onto an already large XenApp deployment)? No reason that I can think of.

The other big news is that, for the rest of 2011, those of you who have XenApp licenses with an expired Subscription Advantage can trade up to XenDesktop **with no cost penalty**. That's right—you get the same price as if your SA was current, including the 2-for-1 trade-up deal if you trade up all your licenses. After December 31, the price will go up by \$50/license if your SA is expired.

Finally, Citrix introduced a couple of

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## A Brief History of Valentine's Day

Saint Valentine's Day was established by Pope Gelasius I in 500 AD, to commemorate one or more early Christian martyrs named Valentine. Church history records at least two: Valentine of Rome, who was martyred around 269 AD, and Valentine of Terni, martyred around 197 AD. Saint Valentine's Day was deleted from the official Roman calendar of saints in 1969.

The first recorded association of Valentine's Day with romantic love was in a poem written by Geoffrey Chaucer in 1382 to honor the first anniversary of the engagement of King Richard II and Anne of Bohemia.

The earliest surviving "valentine" is one written by Charles, Duke of Orleans, to his wife. At the time, the Duke was locked up in the Tower of London after being captured at the Battle of Agincourt in 1415.

Valentine's Day, and the concept of being someone's "Valentine," was also mentioned by Ophelia in Shakespeare's *Hamlet*, written in or around the year 1600.

In 1797, a British publisher released *The Young Man's Valentine Writer*, filled with sentimental verses to bail out the young lover who was at a loss for words.

By the early 19th century, entire factories in England were devoted to assembling Valentine's Day cards, which were made with real lace and ribbons.

Today, roughly 190 million valentines are sent each year in the U.S. In addition, jewelry stores in the U.S. sell more than \$2.5 billion in merchandise. Over 110 million roses, most of them red, are sold and delivered between Feb. 11 and Feb. 14. On average, about 5,800 marriages take place that day.

Oh, and 64% of men do not make plans in advance for a romantic day with their sweetheart—so don't feel too bad if you're one of them!

## Sonicwall UTM Firewall Switch & Wireless Bundle Offer



By Lawrence GG Brown

For those that have missed the SonicWALL Pro 1260, or are looking for a high performing firewall with a built in 24 port switch, SonicWALL has answered the call. With the high success of the multi core UTM devices; SonicWALL has brought back the appliance to fill the gap for the SMB market place. Not only have they brought it back, but it has been paired with the SonicPoint-Ni Dual-Band Access Point.

Sonicwall's NSA 2400MX is a powerful, mid-sized business UTM platform that delivers high performance and low latency deep-packet inspection. It features a significantly increased number of gigabit and fast Ethernet ports over the regular NSA 2400 in addition to the module slots that will be used to further extend its connectivity options. Like all NSA

series firewalls, the 2400MX can act as a wireless controller and can provision and manage wireless access points to provide fast and secure wireless access to your network.

### Promotion Overview

Purchase and register an NSA 2400MX from the models listed below between January 1, 2011 and March 31st, 2011, then fill out the redemption form to receive your SonicPoint-Ni Dual Band access point. Allow 4-6 weeks for delivery of promotional product.

Qualifying Models:

01-SSC-7100 NSA 2400MX

01-SSC-8937 NSA 2400MX Support Bundle 8x5 1 yr.

01-SSC-8854 NSA 2400MX Total Secure (1 yr.)

Contact us for further information!



## That Other Holiday in February

Back when I was a kid—and, no, I'm not going to say how long ago that was—we celebrated Lincoln's birthday on February 12, and Washington's Birthday on February 22. Lincoln's birthday was never a federal holiday, but was, and still is, a state holiday in some states (including his home state of Illinois). Washington's birthday was instituted as a federal holiday in 1885. It was originally celebrated on the 22nd, but, in 1971, was shifted to the third Monday in February, to insure that we always got a 3-day weekend.

Since this resulted in a holiday that would never land on Washington's actual birthday, it seemed a bit silly to keep calling it "Washington's birthday," so, over the years, roughly a dozen state governments have officially renamed the holiday "Presidents' Day." However, it is not known as "Presidents' Day" everywhere. Some states call it "Washington and Lincoln Day." Alabama observes it as "Washington and Jefferson Day" (although Jefferson was born in April). In Virginia, Washington's home state, it is legally known as "George Washington Day."

## The Once and Future Trade-Up (continued)

new programs: “Trade-up PLUS” and “Trade-up MAX.”

With Trade-up PLUS, if you trade up all of your XenApp licenses, you can purchase additional XenDesktop licenses (on the same order) for 10% off the suggested retail price. These additional licenses **do not** have to be the same product version as the version you’re trading up to, i.e., you could trade up to XenDesktop Platinum Edition, and purchase additional XenDesktop Enterprise Edition licenses (although I’m not sure why you’d want to).

With Trade-up MAX, if you trade up all of your XenApp licenses, and purchase additional XenDesktop licenses for **all** of your remaining users (on the same order), the addi-

tional licenses would be 35% off the suggested retail price.

There are some strings attached: the order must total a minimum of 2,500 XenDesktop licenses, including both the licenses received via the trade-up offer and the additional licenses. Also, you’ve got to prove how many users you have—Citrix will accept data from Dun & Bradstreet or Hoovers.com, or the user count from an active Microsoft Enterprise Agreement as evidence.

You can find a handy chart showing a summary of the new trade-up suggested retail prices at our blog site: [www.mooselogic.com/blog](http://www.mooselogic.com/blog). (Look for the article dated January 17.)

You can also find a handy trade-up calculator on the Cit-

rix Web site that makes it really easy to figure out what your trade-up cost will be. You simply enter your data—how many XenApp licenses you own, how many you’re trading up, what edition you’re trading up from and to, whether your SA is current, and whether you want to purchase additional licenses, and the calculator will give you the various options available, along with the suggested retail price of each option.

You can find that trade-up calculator at <http://bit.ly/K1fhq>. It’s also linked from the blog article cited earlier.

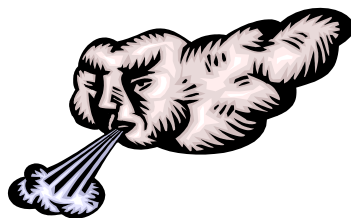
Of course, you can also just call us, and we’ll be happy to give you all the details.

### Making Your Home Cozy for Winter

Heating your home is not enough. You also need to make sure that warm air does not leak out of your house. To do that, you need to first find the leaks. You can use an incense stick to detect gaps at the joints of walls, ceiling, and floors. Also check around doors and windows. You can even have leaks at electrical outlets in your exterior walls.

Once you know where the leaks are, you need to seal them up. Apply weather stripping to windows and doors. You can use caulk around the frames of doors and windows. If there is a large gap, you may need to use expandable foam to completely fill in the space. To properly insulate your outlets, use special insulation gaskets that fit under the face plate of the outlet.

One thing you need to be careful of, however, is that you don’t seal up your home too tightly. Some ventilation is needed to reduce indoor pollutants and to ensure healthy air circulation. Make sure that the ventilation fans above your stove and in your bathrooms and laundry room are working properly. And on nice days, open a window or door for a few hours to ensure some access to fresh outside air.



### Would You Like To Submit An Article, Story, or Tip for Moose Views?

**Do you have a funny story or a resource you want to share with other subscribers?**

**Send it to me! We are always looking for new and useful content to add to Moose Views, including partners who want to submit articles!**



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## Services We Offer:

- MooseGuard™ Support Services
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- Virtualization Solutions
- Storage Solutions
- General Network Repair and Troubleshooting
- Network Design & Implementation
- Disaster Recovery
- Virus Protection & Removal
- Network Security
- E-mail & Internet Solutions
- Spam Filtering
- Voice over IP Phone Systems



## Some Thoughts on Marriage

A woman was telling her friend, "It is I who made my husband a millionaire." "And what was he before you married him?" asked the friend. The woman replied, "A multi-millionaire."

Before marriage, a man will lie awake all night thinking about something you said. After marriage, he will fall asleep before you finish.

A successful man is one who makes more money than his wife can spend. A successful woman is one who can find such a man.

A little boy looked at his dad and said, "Is it true, Dad, that in some parts of Africa, a man doesn't know his wife until he marries her?" His father answered, "That's true everywhere, son."

Married life is very frustrating. In the first year of marriage, the man speaks and the wife listens. In the second year, the woman speaks, and the husband listens. In the third year, they both speak, and the neighbors listen.

After a quarrel, a husband said to his wife, "You know, I was a fool when I married you." The wife replied, "Yes, dear, but I was in love and didn't notice."

A man inserted an ad in the classifieds: "Wife wanted." The next day, he received a hundred letters. They all said the same thing: "You can have mine."

When a man opens the door of his car for his wife, you can be sure of one thing: either it is a new car or a new wife.

## Famous Birthdays

Instead of telling you who was born on February 14, we thought it might be more interesting to tell you who was born nine months later—on November 14! That list includes:

- Robert Fulton, 1765
- Claude Monet, 1840
- Aaron Copland, 1900
- Senator Joseph McCarthy, 1909
- Barbara Hutton, 1912
- Veronica Lake, 1919
- McLean Stevenson, 1929
- Prince Charles, 1948
- Yanni, 1954
- Condoleezza Rice, 1954
- Travis Barker, 1975

## Coming Events

**Registration links at:**

<http://www.mooselogic.com/events>

**Citrix Synergy** is coming! Plan now to attend this 3-day virtualization conference in San Francisco May 25—27. More info at <http://www.citrixsynergy.com/>

**WatchGuard Lunch Seminar**—Thursday, Feb. 17, 12:00—1:30 pm at Watchguard HQ, 505 5th Av S, Seattle. Worried about how much time your employees are spending on Facebook? You need to attend this!

The **Moose Logic Weekly Webinar Series** will be starting up again soon—see <http://www.mooselogic.com/events> for upcoming topics. Also see <http://www.mooselogic.com/webinars> for archived recordings.

