Advertising Services to Tenants

You can make the desktops and applications residing on XenApp session hosts available to tenants through advertising. You can then subscribe tenants to these advertised services to provision access to their users.

When you create an advertisement, you choose the farm catalog from which to allocate XenApp controllers, the workload catalog from which to allocate the session hosts hosting the advertised service, and the level of isolation you want to provide to tenants accessing the service. The isolation level refers to whether the farm and session hosts used for the advertisement are shared with other tenants or allocated only to the subscribing tenant. You can choose one of the following levels:

- **Isolated farm & isolated workload machine:** The advertisement uses farm servers and session hosts that are allocated only to the subscribing tenant. When a tenant subscribes to this advertisement, App Studio creates OUs in Active Directory for these machines within the tenant's OU. App Studio then moves the machines from the selected catalogs to the appropriate OU. Only the tenant's users can use these machines to access the subscribed service.

- **Shared farm & isolated workload machine:** The advertisement uses farm machines that are shared with other tenants and session hosts that are allocated only to the subscribing tenant. When a tenant subscribes to this advertisement, App Studio creates an OU in Active Directory for the session hosts within the tenant's OU. App Studio then moves the machines from the selected workload catalog to the workload machine OU. When the tenant's users access the service, they use the same farm as other tenants but no other tenants use the subscribing tenant's session hosts.

- **Shared farm & shared workload machine:** The advertisement uses farm servers and session hosts that are allocated as shared among other tenants. For advertisements with this isolation level, you must ensure the advertisement has sufficient capacity to provide access to all subscribers. When you add capacity to the advertisement, App Studio moves the allocated session host to the appropriate shared OU. Tenants can access the service in the same farm and on the same session hosts as all other tenants subscribed to the advertisement.

After creating the advertisement, you can configure the following settings:

Property Group	Setting Name	Description
Basic Properties	Display name	Change the advertisement name displayed to tenants. By default, tenants see the display name that appears in the Start menu of the session hosts in the workload catalog.
	Description	Change the tooltip text for the application shortcut displayed to users.
	Enabled	Control user access to the subscribed application on Web Interface sites. Select Yes to allow users to see the application on their Web Interface site and launch a session. Select No, but still visible to allow users to see the application but prevent them from launching a session. Select No, and not visible to prevent users from seeing or launching the application.
	Security	Require user devices to employ a secure ICA connection when accessing the application. When this option is selected, user devices must connect with a minimum encryption level of 128-bit RC-5 encryption.
Session properties	Color depth	Control the color depth displayed in the session.

Property Group	Setting Name	Description
	Window size	Control the default size of the session window. Select Full Screen to allow the session window to encompass the entire screen. Select Exact pixel size to specify a preferred screen resolution for the session. Select Percent to specify a percentage of the user's screen.
	Legacy audio	Control whether or not audio is enabled for the session. Select Required to launch the application only if the user device supports audio. Select Enabled to allow audio on all user devices. Select Disabled to prevent audio on all user devices.
Advanced properties	Program executable	The executable path of the application on the XenApp server. This setting is read-only.
	Command-line arguments	Pass client-supplied command-line parameters to the application. Enter the percent and asterisk symbols enclosed in double quotation marks ("%*") to act as a placeholder. When a user launches a session through Citrix Receiver, the XenApp server replaces the placeholder with the application parameters Receiver provides.

Property Group	Setting Name	Description
	Working directory	Specify the directory on the user device in which the application runs. By default, applications start in the user's home directory on the XenApp session host.
	Client folder	Specify the folder on the user device in which to place a shortcut.
	Start menu	Control whether or not add a shortcut to the user's Start menu and specify the folder in which the shortcut appears.
	Client folder	Control whether or not to add a shortcut to the user's Desktop.
	CPU priority level	Control the resource allotment for the session. By default, Normal is selected. Select a higher priority to increase the resource allotment and devote more CPU cycles to the session.
	Startup	Require the application to delay startup until printers are created for the session.

For more information about application properties, refer to the following topics in Citrix eDocs:

To advertise services to tenants

1. From the App Studio Home page, perform one of the following actions:

    a. If you are advertising services for a new deployment, click **Make desktops and apps available**.

    b. If you are advertising additional services for an existing deployment, click **Create new advertisements**.The **Select Services** screen appears, listing all the applications available for advertisement.

2. In **Workload catalog**, select the workload catalog you want to use.

3.   Select the applications you want to make available to tenants and then click **Next**.

4.   On the **Select Farm Catalog** screen, select the farm catalog you want to use and the isolation mode.

5.   If you are advertising a service using the **Shared farm & shared workload machine** isolation mode, add capacity to the advertisement, if applicable:

   a.   Under **Shared workload**, expand the farm catalog and click **Add**.

   b.   In **Capacity to add**, type the number of servers hosting the selected applications that will be allocated.

6.   On the **Advertisement Names** screen, enter the service name for each application and then click **Next**. These names are visible in the App Studio console and, if applicable, in the Citrix CloudPortal Services Manager control panel.

7.   Click **Finish** to save your selections.

After you finish advertising services, you can add tenants and subscribe them to the advertised services. For more information about adding tenants, see [To import tenants](). For more information about creating subscriptions, see [Subscribing Tenant Users to Services]().

To modify advertisements

1.   From the menu bar of the App Studio console, click **Services** > **Advertisements**.

2.   Click the name of the advertised application you want to modify.The application's advertisement page appears.

3.   Click **Edit**.The Edit Advertisement screen appears.

4.   Modify the desired information on the following screens:

   a.   Click **Basic properties** to change the advertisement's display name and description, change the subscription availability, and require client encryption.

   b.   Click **Session properties** to change the color depth and window size of accessed applications, and to enable or disable session audio.

   c.   Click **Advanced properties** to change where application shortcuts appear on the user's device, CPU priority, and to enable or disable printer creation on session startup.

5.   Click **Save Advertisement** to save your selections.

To remove advertisements

You can remove advertisements in the following ways:

- **Delete:** App Studio executes workflows to remove the selected advertisement and any associated subscriptions from the deployment. The Advertisements console page continues to display the advertisement, indicating it is being deleted. When the workflows are completed, the Advertisements page displays only the remaining advertisements.

- **Force Delete:** If deletion is unsuccessful, you can forcibly delete the advertisement. App Studio removes the advertisement and associated subscriptions from the App Studio database without attempting any further cleanup activities.

1. From the menu bar of the App Studio console, click **Services** > **Advertisements**.

2. Click the name of the advertised application you want to delete.The application's advertisement page appears.

3. To delete the advertisement, perform the following actions:

   a. Click **Delete**.A message appears, confirming you want to delete the selected advertisement.

   b. Click **Delete Advertisement**.App Studio removes the advertisement from the database and the Advertisements page displays only the remaining advertisements.

4. If deleting the advertisement is unsuccessful, perform the following actions:

   a. Click the **Workflows** tab and cancel any workflows for the advertisement that are in Pending or Ready states.

   b. Click **Force Delete**. A message appears, confirming you want to forcibly delete the advertisement.

   c. Click **Forcibly Delete Advertisement**. App Studio removes the advertisement and associated subscriptions from the database and the Advertisements page displays only the remaining advertisements.

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