citrix™

Go cloud-forward with Citrix Cloud

5 Incredible reasons why
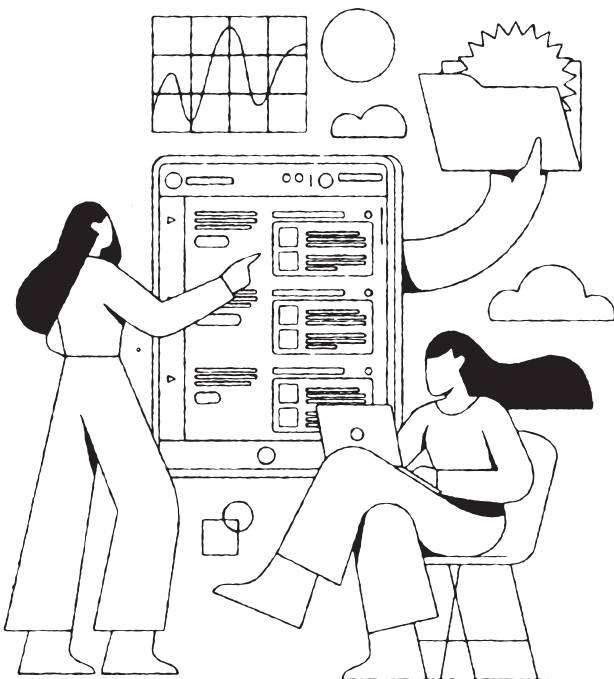your time for Citrix Cloud is now

Congratulations! You did it.

You've never worked harder to support your clients, keeping their businesses running, staff productive, and customers happy throughout the pandemic.

They love you for it and your business grew like never before.

But that success didn't come without late nights and immense pressure to scale and onboard faster. Now you're looking for a better way to run your thriving business – one that balances revenue growth and operational efficiency. The way forward is to push cloud-forward with Citrix Cloud.

Citrix Cloud is the platform you can use to rebalance cost structures, driving more profit back to your business. It's your chance to trade high CapEx equipment costs for predictable OpEx spending. It's how you gain operational efficiencies and automation to serve more customers without hiring more staff. And it's the easiest way to operate a hybrid/multi-cloud environment alongside your on-premises infrastructure.
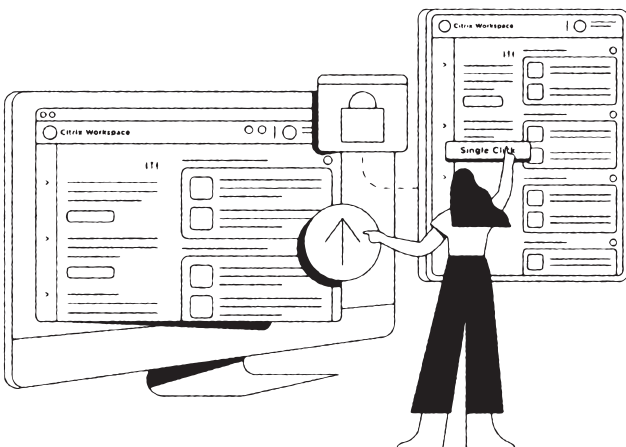
Unearth newfound value with Citrix Cloud

Citrix Cloud is the platform with global scale to manage all your Citrix deployments, while harnessing the power of integrated solutions to streamline application delivery, orchestrate workloads, and enhance mobile and cloud security. While you may have looked at Citrix Cloud before, a lot has changed. Here's what you've been missing and can capitalize on today by going cloud-forward with Citrix Cloud.

1. Simplicity is bliss

Managing multi-vendor, multi-cloud, multi-application environments can be quite a chore. Instead of supporting point solutions, deploy a single workspace solution on Citrix Cloud with built-in integrations to best-of-breed third-party solutions. With Citrix Workspace Premium Plus, you gain approximate **savings of 64 percent per user, per month, over multi-vendor bundled solutions.[1]**

Citrix Cloud also provides you with integrated (and familiar) tools to manage cloud operations effectively and contain costs. Citrix Machine Creation Services (MCS) simplifies provisioning, while Citrix Autoscale provides end-to-end monitoring, proactive scaling, and power management for your CVAD deployments. In addition, Citrix Workspace Environment Management (WEM) enables you to maximize user density by dynamically monitoring and adjusting resource utilization.

Citrix estimates that MSPs can **drive server utilization up to 80 percent with WEM.** On average, MSPs should be able to **achieve about 30 percent cost savings by offering CVAD as a service, instead of on-premises.[2]** That's great for your customers too, who won't get sticker shock due to overprovisioning during demand spikes.

2. Mine the full value of Microsoft

Are you maximizing the true value of Azure Virtual Desktop (AVD) license entitlements? **Only Citrix Cloud makes it easy to manage existing on-premises virtualization deployments alongside Azure Virtual Desktops.**

You get a single management view where you can tap the power of Citrix Autoscale, MCS, and WEM for AVD deployments, while benefitting from rich capabilities including image management, application layering, and advanced analytics.

Citrix Cloud also adds more value to Microsoft Teams. Citrix HDX Real-Time Media Engine enables flawless voice and video for Teams, enhancing users' collaboration experience. In addition, the Citrix Optimization for Teams, jointly developed by Citrix and Microsoft, creates a secure, unified collaboration hub with the performance of a local application and the security and simplicity of a virtual app. Centralize control by managing Teams side by side with other virtualized enterprise apps, improve your security by storing data on the cloud, and maximize your existing Microsoft 365 subscription entitlements.

Prototype IT uses Citrix WEM to push CPU utilization up to 90 percent, decreasing customer cloud Microsoft Azure consumption and costs by 30 to 60 percent on average.[3]

3. Onboard like the Autobahn

Customers need to activate their workforce now. Lengthy onboarding and wait times for your services simply won't cut it. Citrix Cloud lets you set up new users within minutes and onboard an organization's entire workforce within days. That's quicker time-to-revenue and less time onboarding, migrating, and scaling.
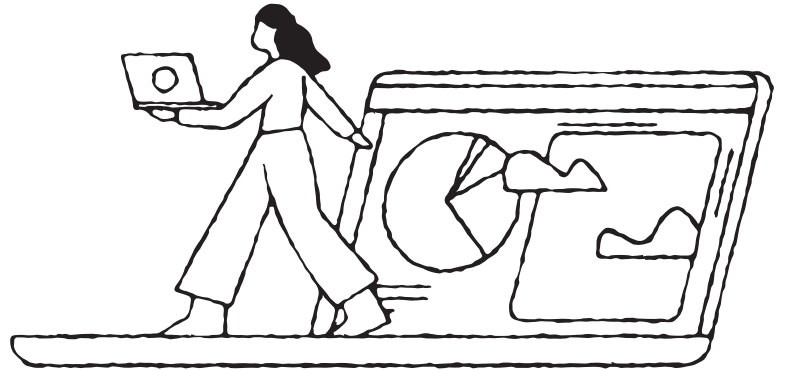
Citrix Cloud brings together MCS for accelerated provisioning of workspaces, rapid deployment of virtual desktops with CVAD Standard Service for Microsoft Azure, and on-demand elasticity with Citrix Autoscale. Advanced image management, monitoring, and power management extend the operating efficiencies ever further. You'll be ready to support any and all customer requests for digital workspaces, providing more responsiveness than your competitors.

4. Upsell anyone?

Selling high-value, differentiated services not only sets you apart, it drives margin boosting recurring revenue streams. Citrix Cloud makes it easy to offer lucrative in-demand services you can cross and up-sell to customers.

Use the intuitive Citrix Microapp builder to design new custom workspaces and line of business solutions that simplify work processes and enhance the user experience. With a no-code environment and customizable templates, you can design apps in minutes.

Citrix Cloud also provides a zero-trust framework and comprehensive security stack, including Secure Access Service Edge (SASE), secure internet access, web app and application programming interface (API) protection, digital workspace access, and security analytics. Use these services to build new security solutions for your customers.

"Our extensive experience with Citrix technologies and in particular Citrix Cloud has built a roadmap to modernise how our customers can access their valuable systems and tools. As a Citrix Service Provider, we are heavily leveraging Citrix technology for great outcomes."[4]

– Eric Neumann,
Manager Cloud Services at AOD-Cloud

5. Be a Superstar

Your business is only as good as its guaranteed service-level agreements (SLAs). You can count on rock-solid dependability with SLAs of 99.9% for Citrix Cloud and services, including virtual apps and desktops, application delivery, endpoint management, wide-area networks, analytics, and more. Citrix Cloud is highly available and globally distributed, supported by a 24X7 service organization.

Citrix Cloud updates are also designed with your business continuity in mind. Citrix Control Plane and Cloud Connectors are automatically updated, but if a problem occurs, you can roll back any customer to the previous release environment within five minutes. Citrix Control Plane will issue a hard stop until issues are resolved.

Citrix Cloud updates are rolled out on a four- to five-day process. Opt-in customers who want the latest code are updated first, while opt-out customers are updated on the last day.

When you go cloud-forward with Citrix Cloud, everyone wins. Now is the time to drive home operational efficiencies that boost your margins while enriching your service offerings by seizing the power of Citrix Cloud. Citrix has exciting new promotions for Citrix Cloud that will make it easy to go cloud-forward today.

Learn more about transitioning your business to Citrix Cloud.

Sources:
[1] Internal Citrix estimates.
[2] Citrix blogs.
[3] Ibid.
[4] Internal Citrix case study.

citrix™

Enterprise Sales
North America | 800-424-8749
Worldwide | +1 408-790-8000

Locations

Corporate Headquarters | 851 Cypress Creek Road, Fort Lauderdale, FL 33309, United States

Silicon Valley | 4988 Great America Parkway, Santa Clara, CA 95054, United States