



## Cloud Workspace Services: Adoption Made Simple

### How Citrix meets customers anywhere along the journey to the cloud

The adoption of cloud services poses dilemmas for companies at every stage of their journey. At the outset, all-or-nothing solutions can force IT to commit prematurely to a single vendor, roadmap or timeframe. As more cloud services enter the environment, complexity rises for users and IT alike, as users confront a fragmented experience, and IT struggles to secure, monitor and manage it all. Whatever your cloud strategy or desired level of adoption, a few requirements are already clear: the flexibility to adopt the cloud services you want, when you want; the freedom to use any combination of on-premises and cloud resources from any vendor; and simple ways to activate, secure, manage and optimize diverse cloud services so that your entire cloud journey delivers the best results for your users and your business.

Citrix helps companies address the issues around cloud services adoption at every stage of their journey.

- A unique hybrid approach allows complete flexibility for customers to blend both on-premises and cloud services in alignment with their requirements and priorities to deliver a unified workspace.

- Integrated tools for operations, migration, onboarding and monitoring enable customers to increase and extend the reach and value of their cloud strategy over time.
- Integrated analytics give administrators deep insight into usage, security, performance and user experience

While each company’s journey to the cloud will follow a unique path, Citrix helps ensure complete flexibility, freedom and simplicity at each step along the way.

#### Cloud Workspace Adoption: An All-or-Nothing Dilemma?

As IT organizations develop the right workspace strategy for their business and users, they typically confront a series of challenges. To begin with, most vendors assume an all-in approach to cloud adoption, where all services are sourced and data is stored entirely in a single-vendor cloud.

While some companies may be prepared to take this momentous step, others will prefer to first test the waters with a limited or hybrid deployment—for example, starting with sourcing a single service, application or



**This approach allows complete freedom to mix on-premises and cloud services, and lets customers choose whether and when to move apps, desktops and data to the cloud.**

desktop. However, in a single-vendor approach, they would also be required to use the same provider's cloud services for networking, data storage and ancillary services.

Facing the requirement to retire on-premises investments, other companies may choose to wait until they have been fully amortized, but this can mean deferring important innovations for an extended length of time. Meanwhile, the need to rely on a single cloud infrastructure provider to the exclusion of all others increases risk while limiting choice.

A more flexible approach would allow greater freedom to tailor cloud adoption to the company's unique preferences and priorities—but with most vendors this isn't an option.

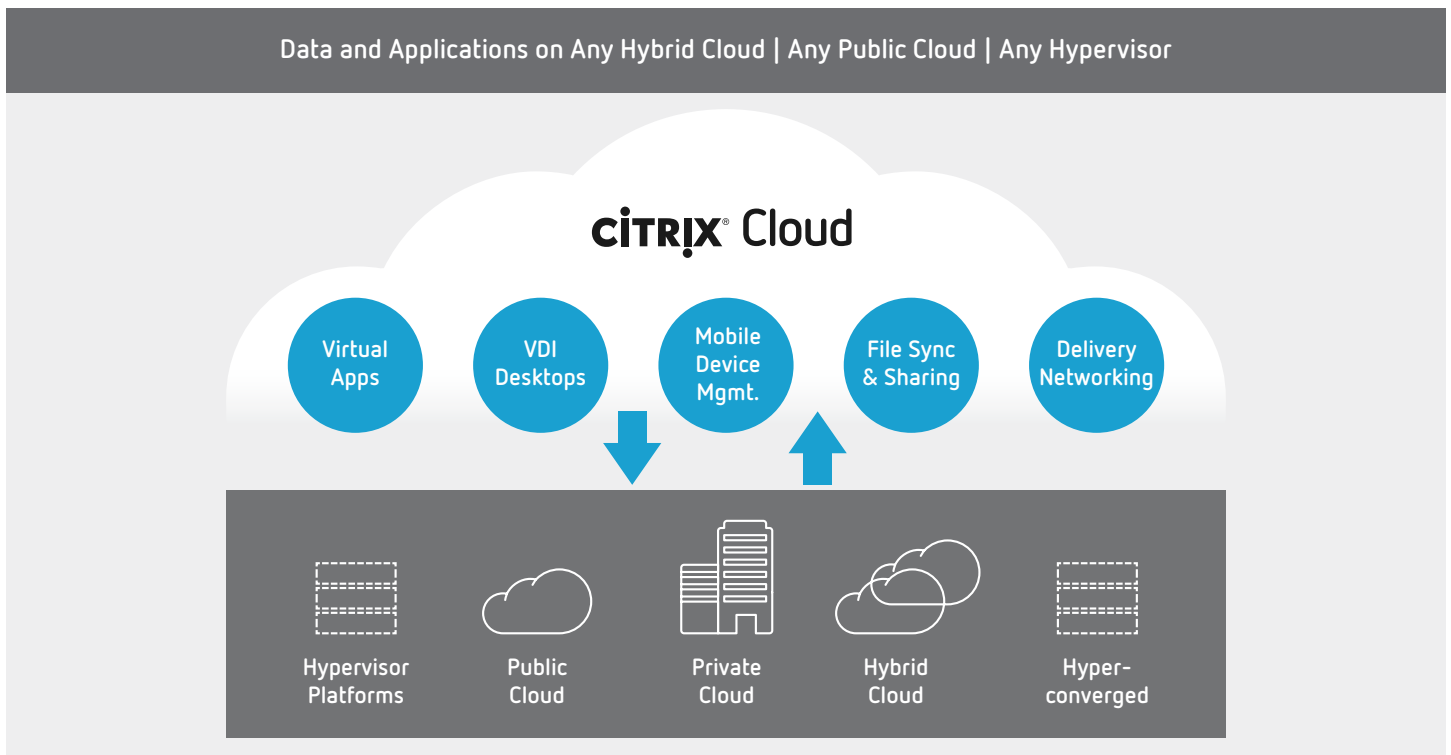
As adoption progresses and new cloud services enter the environment—including third-party SaaS apps as well as virtual Windows apps and desktops, mobility services and enterprise file sync and share (EFSS)—unifying management becomes an issue. IT is unable to provision, administer, secure, deliver and monitor the full spectrum of services in the environment in a unified and efficient manner, while users are forced to navigate multiple cloud environments,

each with varying user experiences and each requiring different access credentials. In this light, increasing adoption brings increased complexity and friction, undermining the efficiencies and agility promised by the cloud.

### **The Citrix Approach to Cloud Services Adoption**

Citrix solves the challenges of cloud adoption by taking a unique hybrid approach to managing and aggregating cloud services. While the workspace control plane resides in Citrix Cloud, the actual services for virtual apps and desktops, mobility, secure access control and EFSS can be hosted and executed wherever the customer chooses—including legacy on-premises infrastructure. This approach allows complete freedom to mix on-premises and cloud services, and lets customers choose whether and when to move apps, desktops and data to the cloud. Wherever individual services reside, apps, desktop and data can be easily integrated and managed through a single console, and delivered as digital workspaces with a unified user experience.

The inherently hybrid design of Citrix Cloud services allows Citrix to meet customers at any stage of their cloud strategy, whatever



form it may take. While industry hype may suggest that the journey to the cloud should be completed as quickly and completely as possible, the reality is that adoption does not need to be either linear or complete in order for companies to realize significant benefits.

Often, a hybrid cloud or multi-cloud approach can best meet a company's needs—indeed, enterprises with 100 percent cloud infrastructure are rare. Citrix customers can consume cloud solutions service-by-service as their strategy evolves. For example, a company may decide to adopt EFSS in the cloud, but keep Windows desktops on-premises. As each cloud service is adopted, organizations can also choose where each cloud service should be hosted—data in Rackspace, desktops in Azure and apps in AWS, for example—for complete choice and flexibility.

Citrix Cloud services have been architected to provide a range of value for enterprises building digital workspaces, appealing to organizations at any stage of cloud adoption. With Citrix, adopting cloud-based management and cloud-based services is never an all-or-nothing decision. Citrix offers three broad categories of cloud-based services to customers, all managed via Citrix Cloud:

#### A. Getting Started: Cloud Tools to Extend Traditional On-Premises Workspace Software

For companies at the early stages of cloud adoption, Citrix provides services to make on-premises resources easier to manage. Citrix Cloud provides complete Smart Tools to facilitate automated deployment, usage-based scaling, simplified migration, and proactive health checks and repair. With Smart Tools, IT can:

- Accelerate time-to-value by removing provisioning bottlenecks and automating deployment of virtual workloads and enterprise applications across datacenters and on- or off-premises clouds
- Ensure consistent deployments with an architecture based on best-practices blueprints
- Enhance IT operations management of virtual workloads and enterprise applications through proactive application-centric monitoring and alerts

- Provide redundancy and enable automatic scaling and disaster recovery of applications

#### B. Midway: Cloud Services for Adopting Hybrid Workspace Deployments

As cloud adoption progresses, customers can get up and running quickly with any combination of hybrid Citrix services—running either on-premises or in the cloud—for core requirements including:

- **Windows apps and desktops** – IT can deliver secure virtual apps and desktops to any device with the best user experience on any device, under any network conditions.
- **Mobility** – Comprehensive enterprise mobility management (EMM) includes mobile device management (MDM), mobile application management (MAM) and enterprise-grade productivity apps for a secure user experience on BYO or corporate devices.
- **Secure access control** – A single gateway provides SSO across all types of apps with multi-factor authentication, end-to-end monitoring across all application traffic and contextual access control.
- **Enterprise file sync and share** – Employees can share and send files on any device while IT protects sensitive corporate information in transit and at rest.

#### C. Cloud-First: Simple Approaches to Activate and Consume Cloud-Native Workspace Services

Cloud-native Citrix services make it simple for customers to address key use cases within their cloud-based workspace strategy, including:

- **Cloud-hosted secure browsing** – IT can deliver secure remote access to web and SaaS applications from the cloud through a pre-configured web browser with a simple URL for each app. The app is launched from the cloud or datacenter for an extra layer of security between your corporate network and the endpoint.
- **Cloud-based app and desktop virtualization** – Simple-to-provision services exclusively delivered through Microsoft Azure let IT move backend infrastructure to the cloud to simplify

app and desktop delivery while ensuring superior performance, flexibility, manageability and user experience.

- **Cloud-based EMM and EFSS** – Industry-leading Citrix solutions for mobility management and file sync and sharing are available as pure cloud services on a pay-as-you-go SaaS basis.

#### Citrix Cloud: Building a Foundation for Successful Cloud Workspace Adoption

Citrix Cloud provides an integrated approach to securely deploy and manage mobile workspaces, including virtual apps, virtual desktops, mobility services, EFSS and even networking. It helps IT administration to deploy workspaces in hours, not weeks, while giving them the flexibility to run workspace services on any cloud or infrastructure they choose.

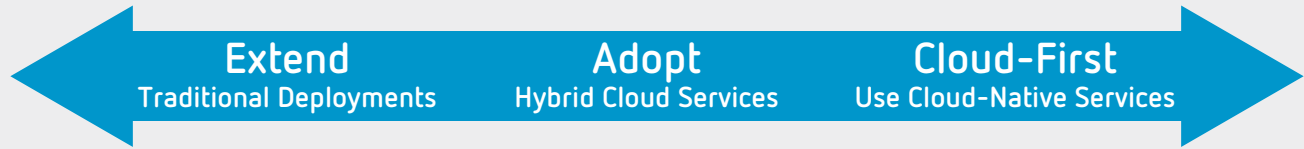
Core components of Citrix Cloud include:

**A unified user experience** – A unique portal allows users to access all of their apps and documents in a single unified, digital workspace—including on-premises enterprise apps, public or private cloud services, mobile and SaaS apps, and data hosted in any location. Single sign-on reduces multiple password difficulties, and people can move seamlessly across devices and locations with a consistent experience for optimal productivity and convenience.

**Simplified administration** – A unified control plane lets IT configure, monitor and manage apps and data across a hybrid, multi-cloud environment, with granular, contextual security and performance policies for individual apps. Apps and data stored in any location can be made available through a single consumerized storefront, and can also be configured into digital workspace images with pre-defined access policies for specific user groups or individuals. Unified endpoint management (UEM) enables IT to register, configure, set and manage security, access and compliance for any type of device through a simple console.

**Proactive security and performance analytics** – To help customers secure and manage today's hybrid, multi-cloud environments, Citrix monitors network

# CITRIX® Cloud



Cloud Services for Customers at Every Point of Their Cloud Adoption Journey

traffic to detect security and performance anomalies, performs advanced analytics to track and analyze user and entity behavior, and proactively alerts IT to potential issues. IT gains new visibility and insight to increase efficiency, lower cost, improve performance and reduce risk.

## Next Steps

### Free Cloud Service Trials

Every Citrix Cloud service—whether a tool, a hybrid service or a full cloud-based service—is available on a free trial basis. Customers need only establish a Citrix Cloud login and ID on [citrix.cloud.com](http://citrix.cloud.com) and request the trials they desire from the main menu. Some trial requests may require specific approvals before being granted.

### Professional Services Assessments

The Citrix consulting team helps customers develop and execute the ideal cloud strategy to meet their unique requirements and priorities. Available services include:

- **Cloud strategy assessment** – Gain a realistic view of the benefits and suitability of various cloud models for your business. Not all clouds have the same economics—and in some cases, the cloud may be more costly than your existing infrastructure. What’s the right choice for you? Where do you want to be in five years? What best practices can help you accelerate time to value and minimize risk? What’s the optimal path forward?
- **Cloud infrastructure assessment** – Your journey to the cloud should enable you to leverage the value of existing investments while making strategic—and increasing—use of cloud resources. What’s the right delivery infrastructure for your organization today, and how will you evolve it as your cloud strategy progresses?

## Conclusion

Transitioning to cloud workspace services should not be a one-size-fits-all proposition. While cloud services providers often present their own complete stack as the ideal solution for every customer, companies often require

more flexibility and freedom to design their own adoption strategy and pace, whether all-in, service-by-service or hybrid for the long term.

Citrix understands and solves the challenges companies face in the course of their cloud journey. Citrix employs a unique hybrid cloud design to let customers choose the right adoption pace and approach for their business, with a simple way to blend on-premises and cloud services—including third-party services and apps—in unified digital workspaces. Users also benefit from a seamless and convenient experience across devices, services and locations, while IT leadership can ensure efficient administration, effective security and ongoing optimization to maximize the value of their growing cloud investment.

*The Citrix and Intel partnership continues to ensure your cloud solution is optimized to deliver powerful, efficient cloud solutions that deliver better virtualization, security, and analytics. No matter where you are in your cloud Journey—on premises, hybrid cloud, public cloud—Citrix and Intel partner to meet you there. Leading cloud provider data centers run on Intel® architecture.*



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