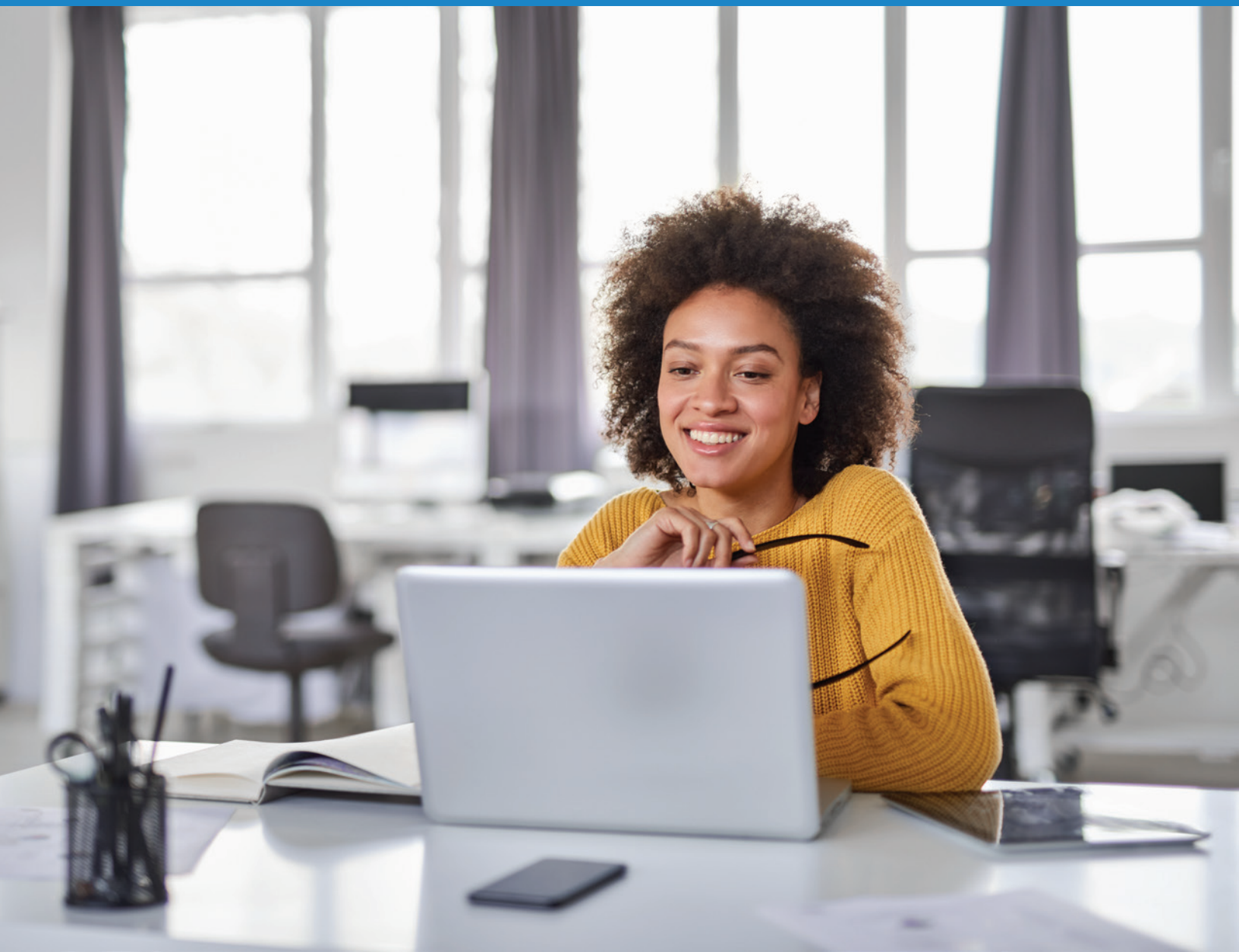


Four ways to maximize business value from the cloud

Leveraging Citrix and Amazon Web Services to drive results



Your business is navigating intense market volatility and fast-paced change. As a result, you're likely accelerating digital transformation to increase your visibility into – and control over – your organization's application performance. Citrix and AWS provide the reliable, anywhere access to applications and digital workspaces your modern workforce needs to drive innovation and productivity. Together, we can help you deliver growth, ensure high availability, and provide a better user experience.

Citrix and AWS can help you optimize the employee experience with high-performance workspaces and the agility and elasticity of the public cloud. You also maintain the ability to support both cloud-native and hybrid cloud deployments as well as monolithic and microservices-based applications with Citrix, increasing your business flexibility.

Four ways to drive cloud business value

Goal #1: Reduce expenses

When you move workloads from your on-premises infrastructure to the cloud, you trade CapEx expenditures for pay-as-you-go, consumption-based OpEx spending. While customers used to over-provision cloud resources to meet unexpected demand, they can now scale up or down to meet business needs instantly, aligning spending with real consumption. AWS elasticity enables you to address multiple use cases, from equipping remote workforces with digital workspaces; to meeting increased demand for virtual education and healthcare services; to enabling your business's disaster recovery strategy.

AWS provides a provisioning and orchestration solution that enables you to allocate resources in a consistent manner. You can use the AWS infrastructure as code to build a scalable and repeatable infrastructure; empower your builders to provision their own resources; and maintain compliance without sacrificing speed or safety, on AWS or on-premises.

It's not uncommon for organizations to decrease IT spending by 30 to 50 percent, says Gregg Nichols, Global Head of Business Value Advisory at Citrix. In addition to decreasing IT infrastructure costs, organizations can also reduce operations costs and support tickets.

“€200K annual savings achieved is the start of a new and smarter way of working and managing IT infrastructure.

— Massimo Bocca
IT Manager, CNA Modena



Goal #2: Decrease risks

Organizations want to reduce risk by improving their data and system security and resiliency to weather unexpected events. With data breaches much in the news, customers will be reviewing security policies and in-depth defense strategies to ensure they can meet the challenges of increased threats and risks. Similarly, organizations want to avoid business outages that harm productivity and revenues.

You can preempt security threats by leveraging machine-learning-based insights from Citrix Analytics for Security to quantify the user experience, pinpoint threats, and prevent the loss of intellectual property. This solution identifies changes in user behavior, gauges device trustworthiness, and analyzes network conditions. Avoiding data breaches is an important part of your organization's business continuity because they take years and millions of dollars to address, while also focusing your IT and security teams on remediation, rather than growth.

You also want to keep your business up and running in any and every condition. AWS has built its cloud business for high availability and business continuity. Each AWS region consists of multiple, isolated, and physically separate availability zones within a geographic area that are connected via redundant, high-speed networks. That means you can fail over automatically to another availability zone instantly in the event of an outage or slowdown, protecting your operations.

“A Citrix zero trust architecture helps prevent malware, data exfiltration, or VPN breaches and attacks. Citrix Secure Workspace Access, user identity verification, and secure workspaces are the mechanisms that help alleviate these risks.”

— Sriram Sitaram
CIO, Synopsys



Goal #3: Grow revenues

Organizations are increasingly using cloud services to drive top-line revenues. They're building and deploying microservices-based applications; connecting partners across the value chain for fast, coordinated action; and improving customer and employee experiences to increase sales and productivity. All of these changes enhance agility and speed to market.

Modern tooling is constantly evolving, making it simpler and easier to innovate. Instead of taking weeks to install a server and provision software, business and IT teams can spin up hundreds or even thousands of servers in minutes, says Joanne Liu, Partner Solutions Architect, AWS. With both application development and end-user computing now in the cloud, it is easier than ever to share ideas and collaborate, she says.

Organizations can also improve the user experience with infrastructure monitoring and Auto Scaling. Amazon CloudWatch helps IT teams understand CPU and memory utilization, throughput, and more in real-time. Integrating Citrix ADC with Auto Scaling enables you to elastically scale beyond 100GBs of throughput when application demand peaks.

“We can have staff up and running in any branch within a few clicks. Support costs have been slashed, and updates are in place within minutes. We're also more secure.”

— Raffoul Raffoul
Assistant General Manager, Byblos Bank



Goal #4: Enable your strategy

Once you've conquered cost and risk reduction and revenue growth, you'll free your organization to deliver strategic growth. Cloud services equip you to test new solutions and scale promising innovations, while the cost savings enable you to place bigger bets on ideas that could change your organization's future.

“Citrix has transformed our business by allowing us to have very flexible workspace and a flexible relationship with our business partners. Citrix is the crux of our operations.”

— Chris Hoffner
Sr. Director, IT Architecture and Security

Accelerate your hybrid cloud strategy with proven workspace solutions:

Free your business and IT teams to develop new strategies and applications that will transform your customer experience and differentiate your business from your competitors. Citrix and AWS are your ideal partners to maximize the value of cloud.

Benefit from our long-term partnership and expertise:

Citrix and AWS have been technology partners for more than a decade, jointly innovating to deliver enterprise-grade networking and desktop solutions on the cloud. Citrix has more than 30 years of workspace expertise, while AWS has provided cloud services since 2006.

Leverage the AWS Marketplace:

Deploy Citrix solutions with confidence using the AWS Marketplace. The AWS Marketplace allows you to easily purchase and deploy Citrix ADC in a matter of minutes. You'll maximize your budget by paying for only what you use and a single marketplace invoice for AWS and Citrix services makes accounting and payments a breeze.

Use analyst-recognized solutions:

AWS has been recognized as a Leader in Gartner's Infrastructure as a Service (IaaS) Magic Quadrant for nine consecutive years. Citrix has been recognized as a Leader in such categories as Digital Workspace solutions, Application Delivery Controllers, and Unified Endpoint Management.

Work with an AWS-vetted partner:

Citrix is an AWS Network Advanced Technology Partner that has achieved the Networking Technology Competency. This means that Citrix has passed AWS business, technical, and specialized trainings; proven its knowledge of the AWS Well-Architected Framework; and demonstrated previous customer success.

Create a customized roadmap:

Tap Citrix value engineering teams to help develop a roadmap that speeds your path to strategic growth while delivering cost savings, risk reduction, and revenue growth along the way. Implement a value realization dashboard to assess implementation, adoption, and business results.

Leverage our scale:

AWS is the most broadly adopted cloud platform in the marketplace. Meanwhile, Citrix solutions are used by more than 400,000 organizations, across every major industry vertical and by more than 100 million users globally.

Get more value from cloud. [Start today at the AWS Marketplace.](#)



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