Citrix

Microsoft

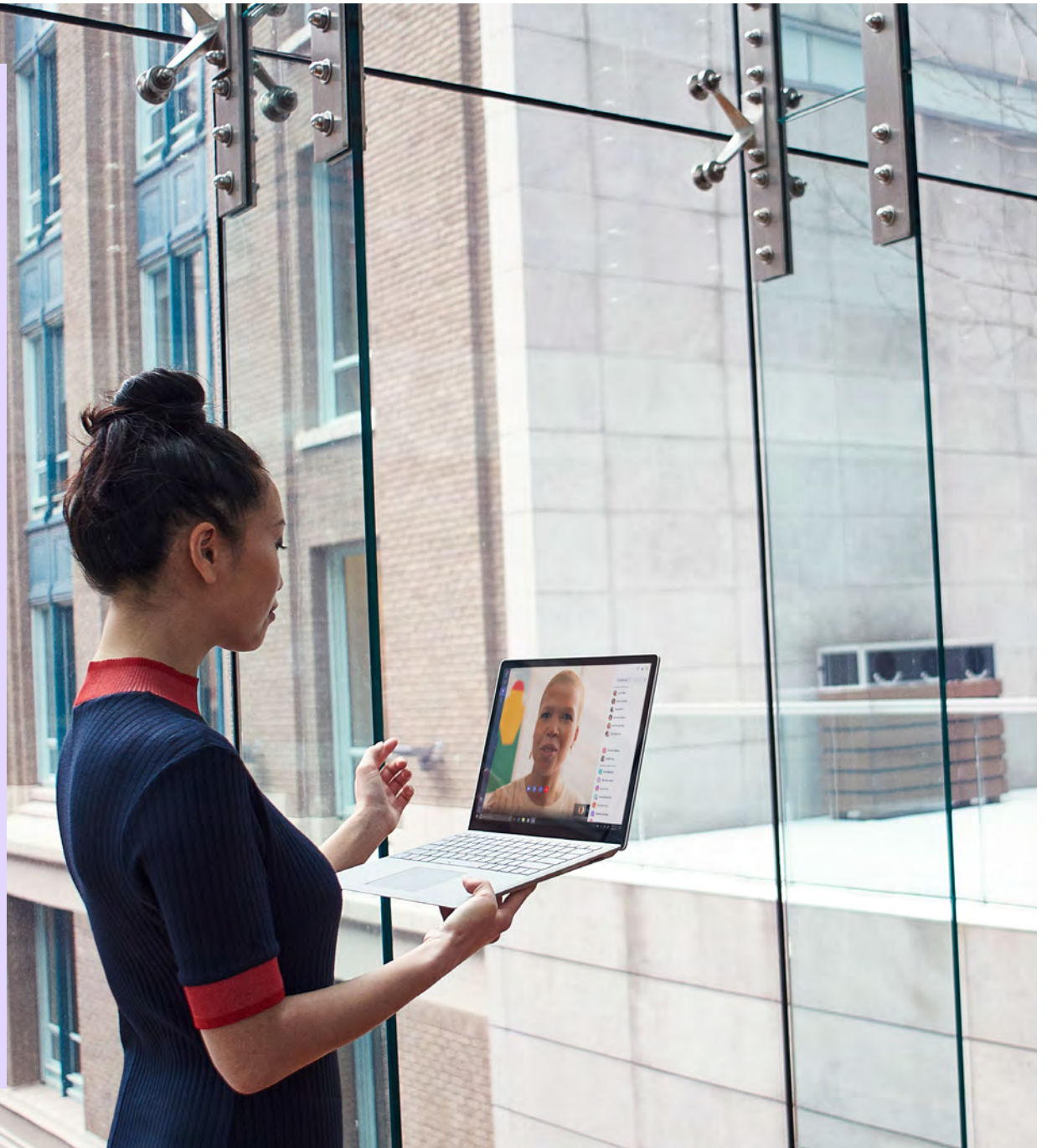# Harness the virtualization technology that's right for your business with Citrix DaaS solutions on Microsoft Azure

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Today's competitive market demands a hosting environment and cloud platform that deliver flexibility, data security, and unified app and desktop management across all employee devices— whether they're working from home, in a branch office, or on the go.

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Manage complexity while supporting productivity and security—the cloud delivers

Today's IT executives are faced with innumerable competing demands. Tasked with reconciling legacy systems with an ever-changing array of new digital solutions, they're also responsible for finding ways to use technology to increase employee productivity and engagement, while keeping business data secure and their organization's tech spend in check.

Hybrid cloud hosting delivers well against such demands by extending on-premises software deployments[1], streamlining complex operations, increasing employee productivity (especially for the rising number of mobile or distributed workers), and more.[2] It's the reason that many IT leaders are choosing to take more of their key workloads to the cloud.[3]

Moving to the cloud has clear economic benefits. The cloud allows businesses to convert upfront capital expenditures into operating expenditures and pay as you consume.

Security is also a reason to migrate to the cloud. Cloud providers can help organizations improve their security posture with hardened platforms and APIs that are continually tested.

The cloud scales up and down to meet demand as you need, so you don't need to over-provision resources to be ready for peak usage and incur expenses on idle servers.

Best of all, the cloud improves operational productivity for your staff, so they can focus on priority business initiatives.
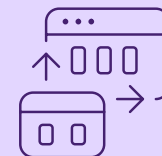
How can migrating to the cloud help?

Flip CAPEX to OPEX, pay as you consume

Enhance your organization's security posture

Scale to what's needed, focus on what matters

Realize up to 70% savings over three years by leveraging Citrix DaaS with Azure Virtual Desktop as compared to a legacy, on-premises Citrix and Microsoft deployment.*

* Numbers based on internal Citrix testing

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How can moving to the cloud benefit your business?

Streamlined IT Management

Bullet-proof Cloud Security Policies

Consistent Employee Experience

Make the strategic choice of where you host your workloads and apps

As you evaluate your options in a competitive digital marketplace, it's important to address hybrid work. You need to think about what is next by reducing cost and adapting hybrid-first business models, eventually shaping the future to focus on growth.

Whether you use a hybrid model or your current IT systems live fully in the cloud or on-premises, be sure to take the time to find the right vendor(s) who

can meet all of your business needs with your virtual app and desktop hosting environments. This includes a consistent employee experience across devices, bullet-proof cloud security policies, and streamlined management of all of the moving parts of your IT ecosystem.

Additionally, it is crucial to select the best cloud destination to optimize costs, stay secure and resilient, and scale applications and workloads.

There are many potential financial benefits of transitioning to the cloud including reduced spending on IT infrastructure, simpler and more efficient management, and new and more cost-effective license programs. When migrating Citrix workloads to Microsoft Azure, customers can save up to 30-50% on operational costs over three years.

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Deliver a more consistent and flexible employee experience across all devices

Although digital tools and services are often designed to streamline work processes, juggling too many tools makes work cumbersome for both your IT team and your employees. By contrast, the virtualized app and desktop experience provides streamlined functionality. This allows an application that's already running virtually in a datacenter to be easily managed by IT and act as if it's running locally on your laptop.

Today's hybrid work, cloud-hosted virtual app and desktop solutions—including Citrix DaaS on Microsoft Azure—integrate all the moving parts of your VDI, for a frictionless   end-user experience, over any network, anytime, across all devices.

Empower employees to work on any device, from any location, with our desktop-as-a-service solution—delivering advanced security capabilities and pay-as-you-go options to keep budgets in check.

Learn more about delivering an integrated cloud strategy that can make end users more productive and ensure the security and agility of your business demands <u>here</u>.

Secure your IT infrastructure from cybercriminal activity

Security breaches continue to escalate in number and severity each year[4], leading IT professionals to rethink their security policies.

When you work with the more advanced virtual app and desktop solutions on the market today, you reap the benefits of enhanced security built in. Reduce risks by centralizing sensitive, mission-critical business applications and data in the cloud or datacenter behind a robust, context-aware policy engine (rather than having different instances running on various employee devices).

Azure provides a strong a secure foundation that strengthens your security posture across operations, technology, and partnerships. You can rely on multi-layered hybrid security in Azure, be it customized hardware or security controls integrated into hardware and firmware components.

What's more, for organizations working in high-stakes verticals like healthcare, government, and financial services, the added security policies aid regulatory compliance verification.

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Issues related to cybersecurity and device access are top of mind for IT executives. In ESG's VDI and DaaS Trends Survey[5], 53% of IT professionals identified security as a "critical factor" in their organizations' desktop operating environment strategy.

Among their biggest priorities:

36% Detecting security incidences, vulnerabilities and risk

32% Controlling and setting conditions for endpoint security policies

31% Responding to security incidences, vulnerabilities and risk

Streamline the management of your IT ecosystem

IT managers already have their hands full with the many complexities of today's modern workplaces. Add in such factors as the increasing accessibility of emerging technology in the hands of the public and the advent of bring-your-own-device (BYOD) programs, and it's no wonder that CareerCast found that network and computer systems administrators were among the top five most stressed workers in tech.[5]

Therefore, when it comes time to secure a virtual app and desktop solution, it's best to eliminate the stress of being locked into a "one-size-fits-all" program that might not actually address your business needs. Instead, look for the solution that's right-sized for your business now, but is also flexible enough to scale to meet your evolving infrastructural and/or performance requirements in the future.
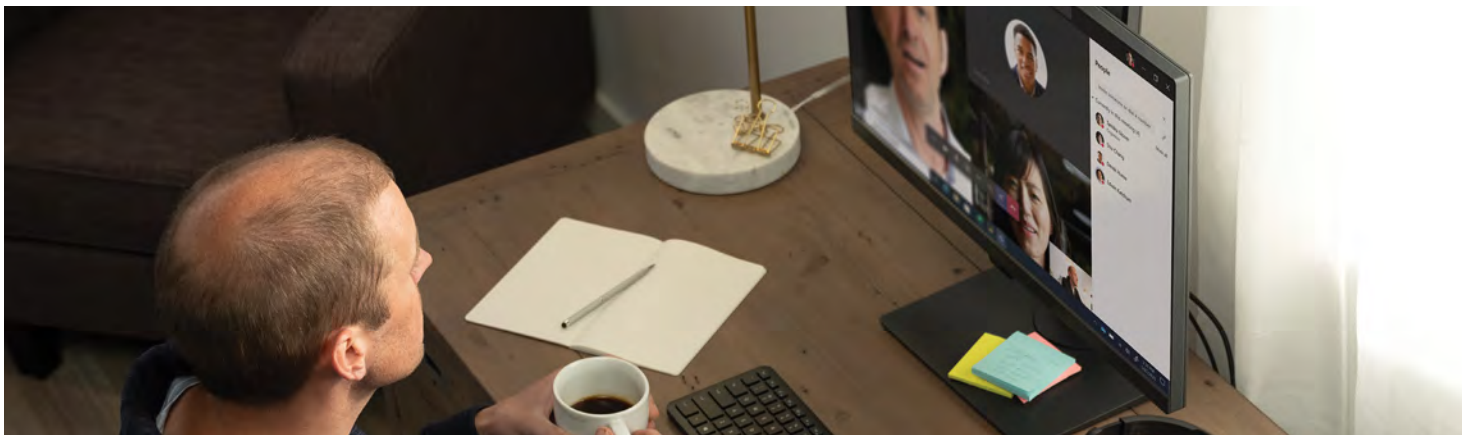
Invest in Citrix DaaS on Microsoft Azure

With more than 400,000 joint customers and 110 million users, Citrix and Microsoft have worked closely for 30 years to provide customers with innovative, unique solutions to reimagine and empower the workplace of the future. At Citrix, our vision is to power a better way to work. Together, Citrix and Microsoft are reimagining a new, flexible workplace. We are helping organizations accelerate the move to the cloud and speed adoption of digital workspaces and virtual apps and desktops to enable greater agility, productivity, and security.

The future of work is here—and Citrix DaaS on Azure puts your organization at the helm of innovation. Quickly deliver secure apps and desktops from Azure to any device, anywhere. Citrix and Microsoft offer options and flexible choices, so you get the solution that is right for your business.

Citrix on Microsoft Azure provides virtualization solutions that give IT control of virtual machines, applications, and security while providing remote access for any device. Citrix Daas with Azure and Azure Virtual Desktop provides an easy path to modernize your environment and reduce data center spend. Compared to a legacy, on-premises Citrix and Microsoft deployment, you can unlock up to 70% savings over three years with Citrix Cloud and Azure Virtual Desktop.

Unlock

~70%

in savings of over 3 years

Why migrate to Citrix and Azure Virtual Desktop?

Simplify and accelerate your digital transformation to the cloud. Citrix DaaS on Microsoft Azure delivers cloud-hosted virtual apps and desktop management, making IT more secure, flexible, and efficient.

When you combine the power of Citrix with Azure Virtual Desktop, you can achieve so much more! Citrix unlocks the full potential of Azure Virtual Desktop to simplify hybrid-cloud environments and help customers realize significant cost savings by modernizing their digital workspace. Here's why Citrix DaaS is the smart choice for today and tomorrow.

Step into hybrid cloud

Enable a hybrid cloud for virtual apps and desktops. Manage existing on-premises Citrix deployments alongside new cloud-based Azure Virtual Desktop VMs and accelerate your Azure time to value.

Turbo-charge Microsoft Teams & Micosoft 365

Give users an intelligent experience. Take collaboration to the next level with a native Microsoft 365, OneDrive, and Teams app experience. Get crystal-clear voice and video for Teams and Skype for Business with the best possible security, control, and scalability.

Modernize IT monitoring & security

Give IT a modern approach to monitoring and control. Real-time policy engine adapts to changing access conditions: location, identity, device, and threats. Adaptive security and performance settings are automatically applied on-premises and in Azure.

Simplify management and speed transition with joint tools

Speed transition from on-premises Citrix workloads to Microsoft Azure and reduce time to value with seamless integration. Scale to the cloud with flexible IT management, maintaining on-premises investments, resources, and policies. Customers can deploy 4x faster than on-premises.

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Rely on multi-layered security controls across hybrid environments

Strengthen your security posture with Azure

As your business evaluates cloud and hybrid cloud environments for your Citrix workloads, start with a secure foundation by taking advantage of the multi-layered security provided by Microsoft Azure. When you leverage Microsoft Azure for Citrix virtualization solutions, you gain the following added protections from Azure.
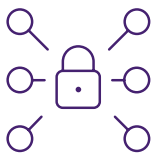
Security management	Threat protection	Identity & access	App and data security	Network security
Manage security state of hybrid workloads with a single view	Access cloud-native SIEM and AI-driven security analytics	Unify identity management and secure identities to implement zero trust	Encrypt data, and protect keys and secrets used by apps	Enhance the protection of your virtual networks
Azure Sentinel	**Azure Security Center**	**Azure Active Directory**	**Azure Key Vault**	**Azure Firewall and DDoS**

These days, IT executives are already juggling a slew of different platforms and solutions that offer to help them run their IT systems more smoothly and efficiently. As they evaluate solutions and cloud platforms, the last thing they want to do is make compromises on the way they deploy their apps, desktops, security policies, and more.

With Citrix VDI and DaaS on Microsoft Azure, you won't have to make compromises. You can streamline the many moving parts of your IT stack, while delivering the best features and functionalities that will drive your business forward on the most secure platform. Because, at the end of the day, you need a solution that can flex to help you meet the specific demands of your business, and not the other way around.

Realize savings of up to $98 per-user per-year versus standalone management, performance, or monitoring Azure Virtual Desktop add-ons from disparate third-party vendors. *

* Citrix internal value engineering testing, 2020

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Learn more about Citrix's market-leading solutions for
virtual app and desktop delivery on Microsoft Azure.

To find out more about Citrix VDI and DaaS solutions on
Microsoft Azure today, visit more.citrix.com/avd

Speak to a Citrix DaaS expert today.

Get in touch.

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