

# Delivering an optimal application experience across hybrid and multi-cloud infrastructures

Work and grow the way you want to, with application delivery and security from Citrix and Google Cloud that's simple, flexible, and secure



## Application performance and delivery have changed

### Here's how your network can keep pace

Cloud changed the fundamentals of how your IT team delivers applications and manages their performance. Rather than hosting applications solely on-premises, many enterprises now choose a hybrid cloud strategy where applications reside both on-premises and in public cloud. By leveraging public cloud, enterprises can take full advantage of modern application architectures that use microservices and containers to rapidly deploy and scale their applications. With this increased agility comes faster innovation and time to market.

### Today, IT needs modern application delivery and security solutions that:

- Deliver an unmatched application experience for your users with the best performance and flexibility for SaaS, cloud, and virtual apps.
- Provide enhanced visibility and control for IT, while simplifying observability and troubleshooting.
- Gain operational consistency across your on-premises and cloud environments.

- Reduce risk by securing applications, APIs, users, and networks to drive consistency and resiliency across an expanding attack service.
- Use packet-based path selection to steer traffic based on application requirements and real-time network conditions for branch and remote sites.

Gain all of these advantages and more when you run your apps on Google Cloud Platform (GCP) with Citrix.



**90 percent** of business innovation will depend on public cloud services by 2022.<sup>1</sup>



**124 SaaS applications** are in use in an enterprise, on average.<sup>1</sup>



**92 percent** of reported vulnerabilities are in applications, not networks.<sup>1</sup>

**“We can help customers with their cloud transformations by enabling them to access and run the apps their businesses depend on anywhere — simply, flexibly and securely.”**

– Rob Enslin

President Global Customer Operations,  
Google Cloud

## Citrix App Delivery and Security: Meeting employee expectations for an optimal app experience

Your organization's IT needs are changing all the time. Citrix App Delivery and Security solutions help you provide a great experience, regardless of app type and underlying infrastructure. Citrix offers three solutions for Google Cloud: Citrix Application Delivery Controller (ADC), Citrix Application Delivery Management, and Citrix SD-WAN.

Citrix App Delivery and Security solutions are designed to ensure that business-critical applications perform well and remain secure. Centered around a comprehensive application

delivery controller and advanced WAN, these solutions help companies succeed by ensuring an optimal experience for their application users.

Together with Google Cloud, Citrix helps you improve the security of application access as well as network performance and reliability. Your users can take control of their workday and do their best work with simple access and high-quality application performance optimization

### Citrix App Delivery and Security solutions provide



Highly available and secure branch office connectivity in GCP Virtual Private Clouds.



Traffic management and load balancing for microservices as well as web apps that use a 3-tier architecture.



Priority for critical application traffic with dual-ended quality of service (QoS) and last-mile awareness.



Selective packet replication over multiple links to maintain high performance for audio and other critical traffic.



Sub-second link failover that helps to sustain network resiliency.

## Citrix ADC:

### Flexible, scalable application delivery and load balancing that helps you gain an edge

Customer experience has become synonymous with application experience, and Citrix Application Delivery Controller (ADC) enables you to provide a high-quality user experience — regardless of the underlying infrastructure and application type and no matter where your customers are located or what devices they are using.

Citrix also simplifies networking management tasks for IT. To quickly deploy production-ready apps, Citrix ADC integrates with cloud-managed Kubernetes and Cloud Native Computing Foundation open-source tools.

Citrix offers architecture choices for cloud-native novices and experts alike, helping IT teams transition to cloud-native apps at their own pace. Cloud-native novices can start with a simple ingress architecture, achieving the quickest route to production for both the application and network teams.

Cloud-native experts can choose the service mesh architecture to take advantage of advanced traffic steering, inter-container security, advanced resiliency, deeper observability, and analytics.

Integrated Layer 3 to Layer 7 security in Citrix ADC protects both monolithic and microservices-based applications. Features like a web application firewall, bot management, distributed denial of service (DDoS) protection, support for transport-layer security (TLS) and secure sockets layer (SSL), content inspection, and rate limiting ensure applications and APIs stay safe and secure.

Additionally, the unique Citrix pooled-capacity licensing method allows IT to better use capacity and easily move application workloads among cloud deployments.



## Citrix Application Delivery Management:

### A single platform for managing apps, wherever they live

Citrix Application Delivery Management gives you a holistic view of your application delivery across your hybrid cloud environment, enabling automation, orchestration, management, and analytics for application delivery. With a single pane of glass, IT gains insights into application health and performance, security postures, and web transactions.

Our service graph helps you visualize your microservices maps while providing insights about how they perform, with data on throughput, saturation, errors, and latency for each microservice. The intuitive user interface also gives you a health score for each microservice and detects anomalies to help you proactively identify potential problems.

## Citrix SD-WAN:

### An efficient on-ramp to Google Cloud

Use the Citrix “always-on SD-WAN” to provide the best possible user experience for all applications, including Google Workspace, on Google Cloud. For example, when delivering Citrix Virtual Apps

and Desktops, this solution integrates with Citrix high-definition experience (HDX™) technology and the Independent Computing Architecture (ICA™) protocol to enable crystal-clear voice, multimedia, and video. These capabilities help employees take control of their workday and do work that is purposeful, creative, and innovative.

Deployed as a virtual appliance, the Citrix SD-WAN service enables exceptional application performance with features such as deep packet inspection, QoS, and link bonding. The solution helps IT quickly provision high-availability connections to a Google Cloud Platform Virtual Private Cloud and manage the entire network using the Citrix orchestration service.

## Developed by the Citrix and Google Cloud Alliance

Citrix and Google Cloud have benefited from a deep, integrated engineering partnership since 2011. The alliance offers solutions that combine a secure digital workspace, application delivery and security, productivity apps, and cloud-ready devices — all optimized to work with Google Cloud Platform. Citrix solutions for Google Cloud help companies achieve the future of experience-driven application performance and delivery in a hybrid cloud environment today.

## Learn more

[Citrix.com/Google](https://Citrix.com/Google)

Citrix App Delivery and Security solutions are available on the [Google Cloud Platform Marketplace](#)

<sup>1</sup>Citrix ADC for Hybrid Multi-Cloud - Customer Overview Presentation

