6 Reasons to Choose Citrix ADC for Public Cloud App Delivery

Businesses are more reliant on applications than ever and are increasingly delivering them from public cloud infrastructure. While many organizations have moved completely to the public cloud, many are still straddled between public cloud apps and on premises data. This hybrid or distributed model, in conjunction with application evolution into microservices, has seen a rise in fragmentation and complexity which makes apps more difficult to manage.

At this same time, businesses are increasingly using customer experience as a differentiator. The public face of business is their applications or web sites. App experience is frequently synonymous with customes experience which means that agile, secure application delivery is vital for business.

Application delivery is about connecting the user to the application, providing the best experience possible. Application delivery controllers (ADCs) are a key fixture in the enterprise to help applications adapt to the different networks and protocols over which they must travel. They ensure that applications are always available, perform optimally, and protection against security risks to the user and apps.

Citrix ADC enables you to deploy any application (monolithic or microservices-based), where you want (on-premises, public cloud, or hybrid), and be confident that your users will have the best experience possible on any device. Some of the world's largest web sites, as well as many thousands of enterprises, rely on Citrix ADC to deliver their applications every day to both users and customers.

But the question is: "Why is Citrix ADC the best choice for public cloud deployments?" Throughout the remainder of this paper we will dive into the 6 most compelling reasons that Citrix ADC is the only choice for use in public cloud but also hybrid environments.

Achieve Operational Consistency Across Clouds

The first driver for Citrix ADC is the operational consistency. Organizations are increasingly moving towards public cloud as it provides more freedom for innovation. The move is often hindered by the lack of knowledge and the requirement to learn new features and functionalities of cloud based services. This learning curve can reduce the speed of new app deployments, while slowing down application migration to the cloud. An organization's digital transformation migration can take a multi-year journey which impacts the ability of the business to innovate.

Only Citrix ADC ensures a seamless migration from on premises to cloud and among public clouds by providing a single code base between all form factors and consistent APIs. You are able to migrate applications easily and quickly without the need to learn new application delivery configurations or rewrite automation scripts from a single mangement pane of glass with Citrix Application Delivery Management (ADM).

By using the Citrix ADM tool to deploy new Citrix ADC instances into single or multiple public clouds quickly, for example to ensure business continuity, provides the consistence between all your deployments. Similarly, you are able to use Citrix ADM to look at applications holistically across clouds which lets you troubleshoot issues more quickly ensuring the consistency organizations need.

Gain Holistic Visibility Across Clouds

As applications are deployed across multiple clouds, the disparate environments require multiple tools, which leads to fragmented visibility and management. The lack of holistic visibility obscures the utilisation of the applications across your public cloud deployments, makes it hard to plan capacity and licenses effectively, as well as make it challenging to ensure a consistent security posture across your apps.

Leveraging Citrix Application Delivery Management (ADM) with Citrix ADC, businesses can get a single-pane-of-glass view across all their environments. Citrix ADM provides a holistic view of your application and delivery infrastructure irrespective of where it is deployed. You can treat individual applications as a single entity and gain valuable insights and troubleshoot issues much more effectively.

Citrix ADM highlights the health, usage and performance of your applications. It also enables you to monitor your application delivery and network infrastructure at a glance. You can drill down into specific applications to investigate app and network issues. Global service graphs offer you a graphical end-to-end vision of both your monolithic and microservices-based applications in a single view. Enabling you to look at the health and performance of application servers or containers in the cloud, the network usage and even the user experience.

Further, Citrix ADM's intelligent analytics uses machine learning to understand application behaviour characteristics across all your deployments to automatically spot anomalies to reduce the turnaround time for troubleshooting issues and improving the overall application uptime.

With Citrix ADM it is easy to compare the performance of your applications before and after migration to the cloud or after a migration to a new public cloud. Similarly, Citrix ADM lets you define, enforce and monitor a common security posture for all your applications across all your public cloud and on premises environments.

Ensure Consistent and Comprehensive Security

Consistent security is a top barrier or concern to cloud adoption for most IT security professionals. While security is a shared responsibility between the cloud provider who protects the infrastructure and the customer who are responsible

for the applications, it is difficult to attain common security policies across clouds that behave differently. Coupled with the increasing sophistication of cyber-attacks, there is a need to enforce and maintain a consistent security posture across your deployments in the public cloud.

Citrix ADC provides a comprehensive, layered security solution for all your applications from Layer 3-7, including an integrated bot mitigation solution, Web application firewall and API protection and best in class TLS encryption performance. Moreover, as a integrated solution there are fewer devices and services to consider, deploy and manage, which reduces complexity and lowers your TCO. Citrix ADM also provides holistic visibility to view the type and volume of attacks against your applications wherever they reside. It even lets you know which apps are most at risk so you can prioritize remediation accordingly.

Citrix ADC, in conjunction with Citrix ADM, enables you to define and enforce a consistent security posture across all your applications and across all your public cloud environments. More than that, it provides you with the analytics engine to ensure it is followed. You can track things like config drift, and using the powerful SSL governance and enforcement tools included in Citrix ADM and ADC, you can be confident that you are taking the right actions to protect your business from attack and always remain compliant with your defined policies.

Auto-Scale to Meet Unforeseen Demand

When selecting the right ADC for your public cloud deployments, scale and performance are important factors. There is always a need to scale applications in response to fluctuating demand. Under provisioning may lead to lost customers, reduced employee productivity and lower revenue. Right sizing your infrastructure on demand is even more important in the public cloud where over provisioning is costly.

In response to the need for greater performance and scalability in the public cloud, Citrix ADC remains the best option. The best-in-class solution lets you auto scale up to 100 Gbps/region and because of its superior software architecture, it delivers a latency advantage of 100ms on a typical eCommerce web-page compared to other ADC vendors and cloud provider options.

Allocate Capacity Where You Need It Faster

With the advent of usage-based or pay-per-use licensing models software consumers are keen to have more control over how much they spend on their IT assets. Investment in one public cloud is not transferrable to another.

Citrix is available on demand in the marketplaces of all the major public cloud vendors. Citrix ADC is available with flexible licensing models that offer customers a choice of perpetual or subscription options such as bring-your-own licensing model including the ultimately flexibility: **pooled capacity licensing**.

Pooled capacity licensing aggregates all throughput capacity into a single pool and enables you to shift ADC capacity where you need it immediately. This means that if you shift an application from one public cloud to another or from on premises to the cloud, you can simply transfer the ADC license with it. Similarly, you can automatically scale your licenses to meet changing demand in the public cloud.

These flexible licensing options mean that only Citrix ADC offers investment protection between on premises deployments and cloud through license portability across both traditional and microservices-based applications.

Get a Simple and Predictable Bill

Every business' journey to modern infrastructure and applications is unique but all businesses seek to minimize costs. The consumption model of many cloud services contains excessive metrics, which adds complexity and unpredictability. This can lead to difficulties in forecasting and budgeting, with some unexpected surprises in billing.

With Citrix ADC in the public cloud there are only two metrics - throughput and feature edition. You choose the edition based on the functionality you require and the capacity you need based on your throughput. This simple and predictable mechanism makes it easy to understand and plan accordingly.

Conclusion

In an application economy where applications are synonymous with business productivity, growth, and customer experience, it becomes indispensable for organizations to stay competitive, innovate rapidly and scale to meet customer demands while minimizing downtime and to prevent revenue losses.

Citrix ADC delivers the best application experience across any public cloud AWS, Azure or Google Cloud Platform as evidenced by:

- Operational Consistency
- Holistic Visibility
- Comprehensive security posture
- Scale and performance
- Flexible licensing
- Predictable billing

Learn more about Citrix ADC on public cloud.

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