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6 ways application delivery optimization drives customer happiness and business growth

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Does your application delivery technology make it difficult for customers to do business with you?

Your customers expect a seamless application experience at all times. If it's hard to do business with you, they'll go elsewhere. Modernizing your applications can help you give customers better service, but it also adds complexity to your application delivery. Here's how Citrix can improve your customer experience while simplifying your application delivery management.

Optimize your application delivery to give customers a great experience

Organizations are moving to digital business models to fuel growth. This makes enhancing the digital experience for customers a top priority.

A vital part of the customer experience is delivering secure, reliable applications. But this can be challenging to do when your applications are hosted both on-premises and in public cloud. The more heterogeneous your environment, the more likely you are to have problems with app performance, transaction throughput, and latency.

This white paper explores how you can optimize your application delivery to give customers a secure and seamless experience—no matter where and how they access your digital services. And with the right tools and insights, you can automate your manual, error-prone tasks while also gaining deeper visibility into your environment to troubleshoot faster.

82% of the top-performing companies pay close attention to customer experience around digital and technology.[1]

75% of organizations believe their IT complexity has increased over the past two years.[2]

How application performance impacts the customer experience

You may have purchased point solutions to solve your application delivery challenges as they occur. Over the years, you've likely built a portfolio of technologies that each solve one problem—while creating a host of other issues.

The more solutions you use, the more complex it can be to effectively manage application delivery. And when you have applications hosted both on-premises and in public cloud, that complexity only grows.

A key application delivery challenge is the lack of consistent management across on-premises and cloud environments.[2] In particular, IT teams lack visibility and centralized policy management from a single pane of glass.

Here are some challenges you may face when managing application delivery across hybrid environments:

- Technologies won't integrate, creating IT management challenges.

- The end-user experience suffers due to latency and other performance issues.

- Your business lacks speed and agility.

- Your security is compromised if you don't have the time to support all your apps and keep up with patches.

- Your IT team will spend too much time on manual tasks and not enough time on key business initiatives.

Another challenge is developing the skills needed to manage different products. Every time you partner with a new vendor, you must make sure that your staff is knowledgeable or certified in that vendor's products. Acquiring the right skills can take time, even for the most-seasoned IT teams.

The business case for application delivery optimization

When you use an integrated solution, you can optimize your application delivery while minimizing manual, error-prone tasks. The right solution can dramatically improve your end-user experience—whether you deliver apps from the cloud, on-premises, or a combination of both.

When you work with a single vendor who addresses all of your needs, you can:

- Keep your applications and APIs secure.

- Gain complete control over your application delivery.

- Reduce latency issues and improve your customer experience.

- Increase your speed and agility.

- Improve your efficiencies and free up time for other initiatives.

- Drive more value from a limited IT budget.

But to achieve these results, you need a solution that reduces operational complexity and provides comprehensive security.

Why Citrix for application delivery optimization?

Citrix offers a comprehensive application delivery controller and integrated security so that you can give end users a consistent, secure experience—no matter where they are located or what types of devices they use.

Citrix ADC delivers up to 2.3X higher data throughput and 3.2X higher transaction rates than its nearest competitor—with just 13% of the latency.[3]

Meanwhile, your IT team will gain total visibility into and control over your on-premises and cloud application delivery. Monitor, manage, automate, and secure all of your apps from a single console. Citrix streamlines your IT management so you can spend less time babysitting apps and more time on what matters.

Citrix offers:

1. Comprehensive security for all of your applications and APIs

With Citrix, you can achieve a consistent security posture—even when you host apps in disparate environments.

Citrix provides a central, cloud-based portal where you can easily define and enforce security policies, such as your web application firewall (WAF) rules, bot management, and API security. You can apply these policies to all of your applications—whether they reside on-premises, in public cloud, or in a hybrid environment. Since Citrix ADM is a cloud-based service, you don't need to worry about performing manual security updates. You'll get the latest security features and detection capabilities delivered automatically.

2. Complete control over your application delivery

Use a single, cloud-based console to manage all of your application delivery processes and infrastructure. When you log in to the console, you will gain a holistic view of your environment. Then, you can drill down for more specific details.

Analytics from across your organization help you visualize and assess your entire distributed environment—from a security threat index to insights into each application's health. Armed with these insights, you can troubleshoot and resolve issues faster.

"Thanks to Citrix ADM management of the Citrix ADC infrastructure, not only do I now have the data to back up the root causes of many issues, but I can also help users resolve issues that are unrelated to our corporate environment."

– Steve Pfeiffer, Senior Engineer, Pekin Insurance

"The integrated web app firewall protects our customer portal's web applications from application-level attacks such as DDoS attacks, cross-site scripting, and SQL injection."

– Stephan Zimmerman, Security Architect, Rohde & Schwarz GmbH & Co.KG

"Citrix provides business continuity and the ability to scale up, even during unforeseen business disruptions like this pandemic. Customers were able to call the day after we transitioned employees to remote locations, and they got the services that they would normally expect to receive."

– Sachin Dutta, COO, Canara HSBC Oriental Bank of Commerce Life Insurance

3. A better application experience for end-users

Four in 10 customers will become disloyal when products are unavailable, so your applications need to perform with consistency, speed, and reliability.

With Citrix, you can give your customers a seamless application experience—no matter how and where they access your applications. Citrix ADC delivers high availability and lower latency by:

- Automatically responding to failures and performance issues.

- Addressing network and internet issues.

- Providing global server load balancing for rapid scaling and failover

4. Greater agility through flexible deployment options

Citrix uses a single code base to provide you with consistency across your environment. This flexibility allows you to choose the application delivery infrastructure that best suits your needs:

- Any application: Monoliths and microservices

- Any environment: On-premises, public cloud, hybrid cloud, and multi-cloud

- Any ADC form factor: Physical, virtual, cloud, containers, sidecars, and more

With Citrix, you don't need to choose between on-premises and the public cloud. You can deliver apps from both locations while fully transitioning to the cloud at your pace. Pooled-capacity licensing allows you to reallocate ADCs across your environment.

"Citrix Application Delivery Management will significantly reduce the manual effort required to manage our infrastructure. Thanks to the automated management of the approximately 700 certificates we use, we will save a lot of time in the future."

– Stephan Zimmerman, Security Architect, Rohde & Schwarz GmbH & Co.KG

5. Improved IT efficiencies through automation

Automation simplifies your processes and frees up your IT team for other projects. Here are some ways Citrix makes your application delivery easier through automation:

- Automatically responding to failures and performance issues.

- Automatically scale your cloud-based ADC instances so that you can ensure high performance and an optimal customer experience while handling unexpected spikes in demand.

- Save time and money by only deploying ADCs when and where you need them.

- Use Citrix ADM StyleBooks to register your Citrix ADC instances and save countless hours when you onboard large, distributed environments.

- Keep your environment secure with automatic updates and patches.

- Significantly reduce the time your IT team spends on troubleshooting thanks to Citrix ADC self-healing capabilities.

6. Lower total cost of ownership (TCO)

Citrix ADC includes a full suite of features at a predictable cost—making it more cost-effective than a cloud load balancer service.

You can also pool all of your existing ADC licenses—including ones for physical, virtual, or cloud applications. For example, you can transfer a physical license to a virtual or cloud license. Flexible, pooled-capacity licensing allows you to quickly shift workloads and reallocate resources so that you can respond to new requirements and unexpected events.

"The automation and functionality that Citrix technology brings enables us to do more with a very small team. With Citrix, we have already decreased our maintenance and resources overhead."

– Greg Wheeler, Information Technology Manager, Technology Shared Services, End User Computing, Pekin Insurance.

Citrix offers a full suite of application delivery and security solutions to ensure that your customer-facing applications perform optimally and remain secure. Our solutions include:

- **Citrix Application Delivery Controller (ADC)**

  Consistently and securely deliver apps from on-premises or the cloud. Citrix ADC is the most comprehensive application delivery and load balancing solution for monolithic and microservices-based applications. This means you can deliver a better user experience on any device—anywhere.

- **Citrix Application Delivery Management (ADM)**

  Citrix Application Delivery Management provides one-click provisioning and gives you holistic visibility and operational consistency across your on-premises and cloud environments. Get all the insights you need—from a single pane of glass.

- **Citrix Web App and API Protection (CWAAP)**

  Citrix Web App and API Protection service offers holistic, proven, and layered protection against known and zero-day application attacks. The cloud-based service keeps all of your applications secure across a multi-cloud environment with a web app firewall, bot management, and volumetric DDoS protection.

- **Citrix Consulting**

  Get where you need to go faster with Citrix Consulting. We can guide you on your digital journey so that you can get more value, sooner, from your Citrix solutions.

With Citrix application delivery and security solutions, you can give your customers a seamless app experience whether your apps are hosted on-premises, in public cloud, or across both. And you can do this while strengthening your security posture and troubleshooting faster.

Connect with a Citrix app delivery expert now.

Sources:

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