

Pursue Your Cloud with Confidence

Business is transforming, and IT is leading the charge into the digital age. Cloud computing is a critical enabler of this digital transformation.

Now, the hub of worker productivity — the desktop — is transitioning to the cloud, thanks to innovations from Citrix and Microsoft.

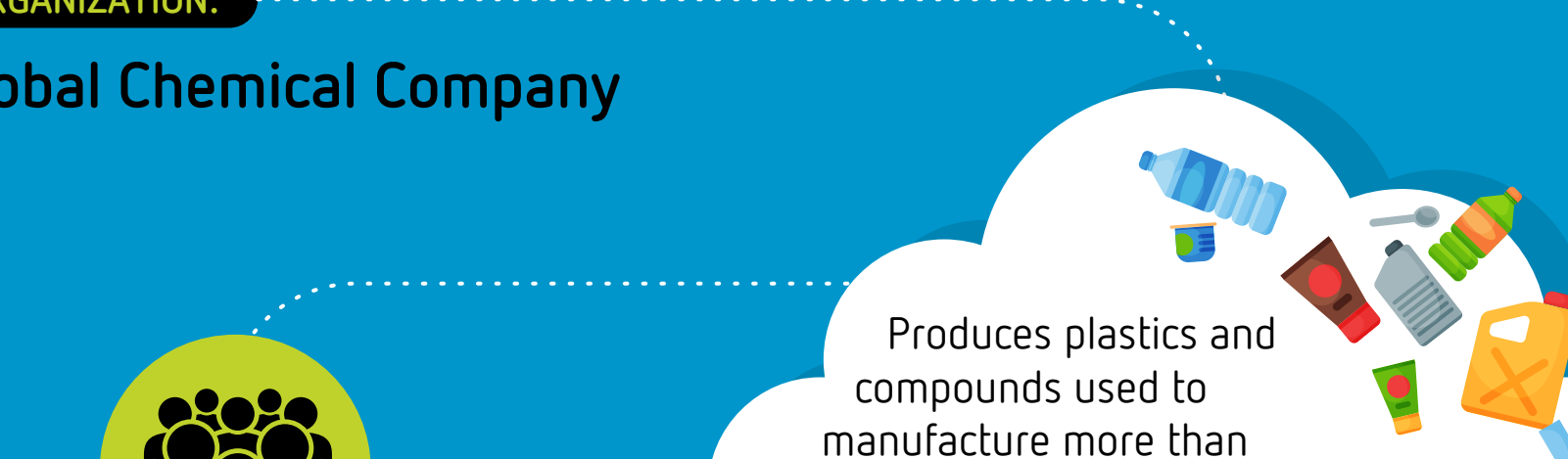


70%

of organizations are making a significant or moderate investment in cloud¹

SCENARIO 1:

Easy, Secure Access Across Devices



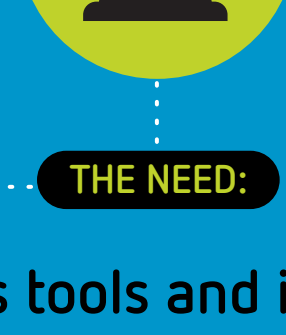
ORGANIZATION:

Global Chemical Company



More than **5,000 Workers** Worldwide

Produces plastics and compounds used to manufacture more than **70,000 products**



Jointly operates **33 Manufacturing and Research Centers**

THE NEED:

Ensure employees can access tools and information they need across any device and in any environment

THE SOLUTION:

Citrix workspace

Secure access to apps and desktops from the manufacturing floor to the corporate office.

Technology separates corporate apps and data from personal apps and data on users' devices.

Visibility, security, and control.



52%

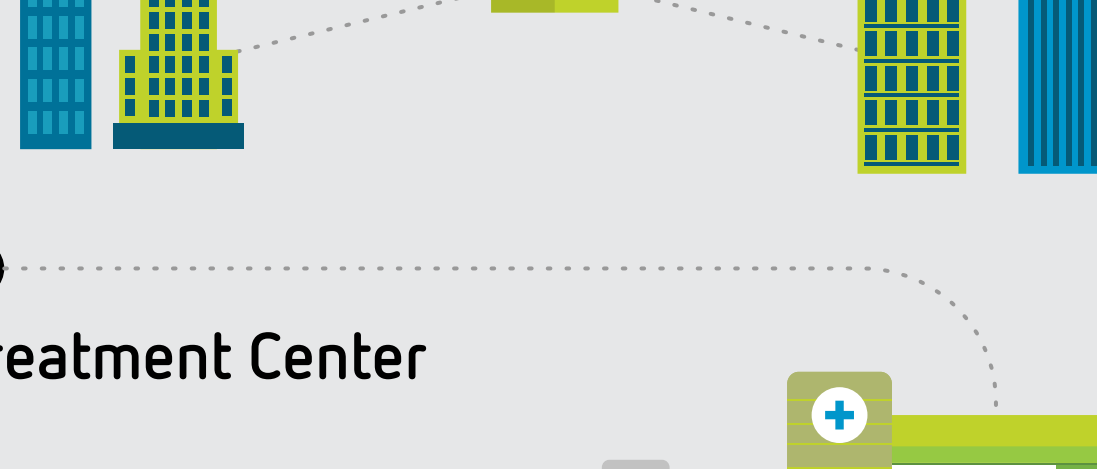
say Digital Business means "Enable worker productivity through tools such as mobile, data access, AI-assisted processes."²

TOP INITIATIVES FOR 2018-19:³

- Windows 10 migration
- Desktop/Application as a service
- Install Office 365

SCENARIO 2:

Connecting People and Places, Securely

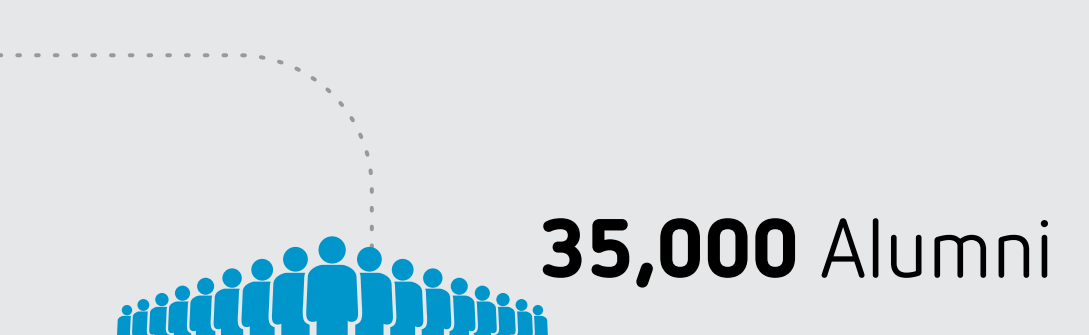


ORGANIZATION:

Addiction Treatment Center



600 Employees



5 Facilities Across 2 States

35,000 Alumni

THE NEED:

Upgrades to its network to ensure always-on connectivity for all employees in every location—and even at their homes. Security for sensitive patient data transiting the network to prevent data loss and corruption.

THE SOLUTION:

Citrix workspace, NetScaler

Complete virtual workspace — virtual desktop, virtual application delivery, Software-defined WAN, mobile device management.

Employees can easily access applications on any device without worrying about data security.



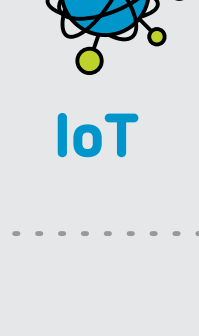
74%

of IT professionals say a new IT security framework is needed to improve their security posture and reduce risk.⁴

INFOBYTE:

Organizations are adopting new technologies as well as replacing their existing tools.⁵

Top New Technologies:



IoT



Mobile Apps



Cloud Computing

Technologies Being Replaced:



Telecom



Non-SaaS Enterprise Software



Desktop/Laptops

SCENARIO 3:

3D Modeling Goes Worldwide in the Cloud



ORGANIZATION:

Retail Footwear Manufacturer



3,700 Employees



Market **100 Countries** Worldwide

Market Cap: **\$3.16B**

THE NEED:

Expand 3D modeling capability worldwide; Faster time-to-market. Connect designers in Midwest, East Coast and China using 3D modeling software

THE SOLUTION:

Citrix virtualization and mobility solutions on Microsoft Azure



BEFORE:

425 days

Time from idea to shoe in consumer's hand



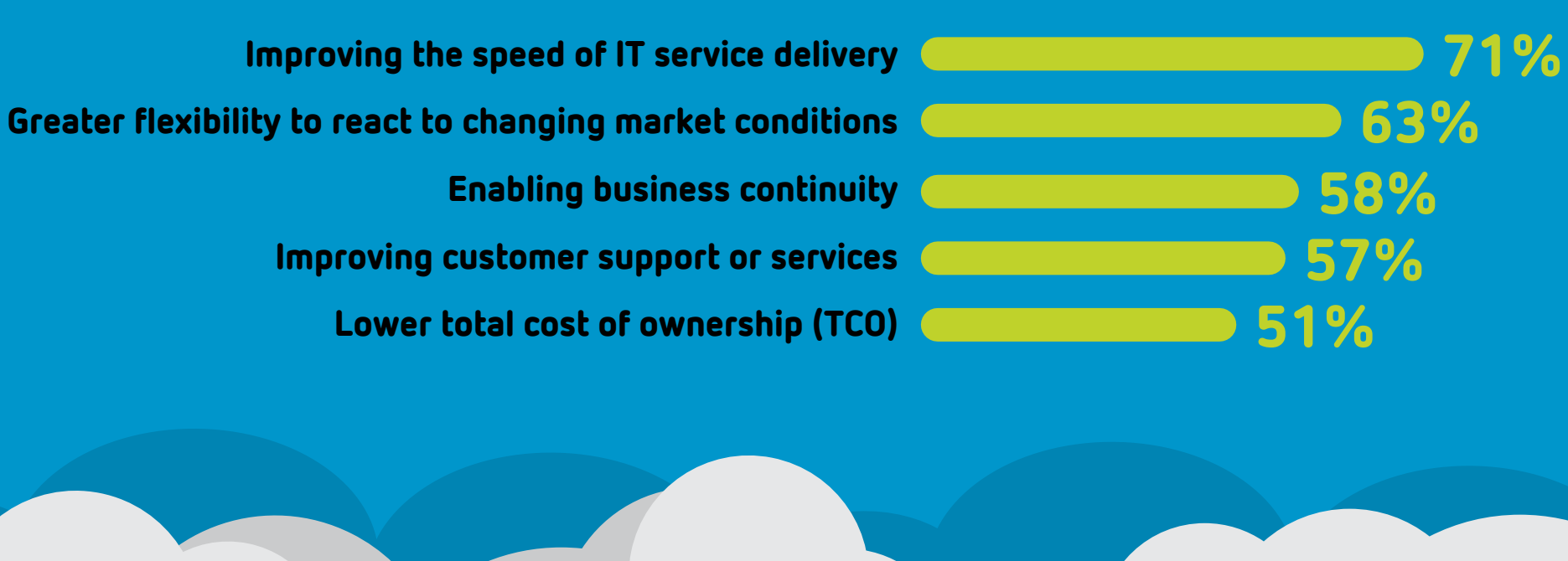
AFTER:

140 days

Time from idea to shoe in consumer's hand

DATA POINT:

What's Driving Cloud Investments?⁶



To learn more about the advantages of Citrix Workspace and Microsoft Azure, go to <https://www.citrix.com/products/citrix-workspace/>

Sources: ¹ Harvey Nash KPMG CIO Survey 2018; ² Digital Business Study, IDG Research, 2018; ³ VDI Like A Pro: End User Computing State of the Union 2018; ⁴ <https://www.citrix.com/it-security/resources/panemon-security-study.html>; ⁵ 2017 IDG Role and Influence Study; ⁶ IDG Research Cloud Computing Study, 2018