



## How your network can take on the cloud — and win

Think beyond traditional  
networking toward a secure  
digital perimeter



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While many organizations are rapidly accelerating to the cloud, plenty are still reluctant to make the move because they worry their infrastructure isn't.

Control, reliability, security, and visibility don't have to be speed bumps that slow your digital transformation. Whether moving to multi-, hybrid-, or cloud-based infrastructures, the right networking solution can help you securely navigate your journey to the cloud with confidence.

According to a recent IDC study,

# 82%

of surveyed organizations say their ability to migrate apps to the cloud is hindered by the increased complexity of their network infrastructure.<sup>1</sup>

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## Reduce your risk points with secure, contextualized access

A contextualized approach looks at the who, what, where, when, and why data is being accessed — and it allows your organization to deliver a consistent user experience across internet, and enterprise and SaaS apps. It turns out, it's also crucial to securing your network. With a single point of access, your IT and security teams can balance a great user experience and risk mitigation. Here's how access control can help your organization securely balance user and IT needs:

### Ensure seamless single-sign on (SSO) and multifactor authentication

Users benefit from the ability to sign in once and access their all applications. And IT gets the ability to control access with multifactor authentication and end-to-end-monitoring across the network — regardless of whether they're hosted on premises, in the cloud, or delivered as SaaS.

### Provide granular-level visibility

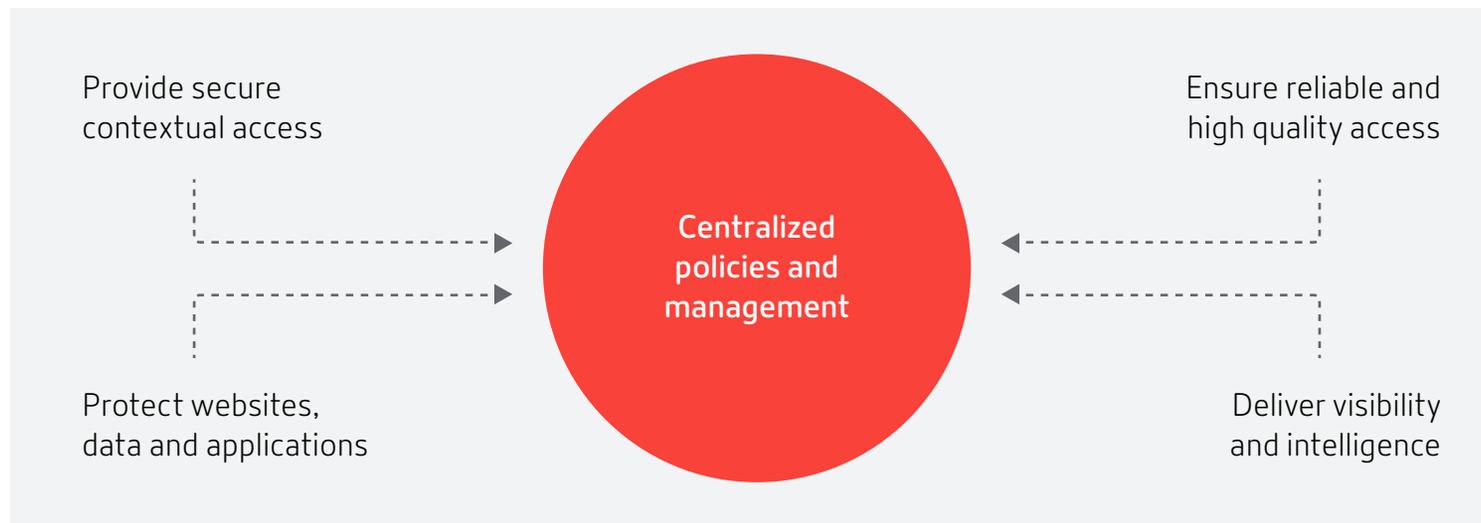
Detailed logs allow you to see what's traversing your network via applications. As multi-, and hybrid- cloud environments become more complex, detailed visibility is an increasingly valuable tool for spotting unusual activity or threats. You'll also be better equipped to prevent malicious user behavior, lowering the risk of insider threats and enabling a secure digital workspace.

**“Citrix gives our employees a single point of access from a single login point.”<sup>2</sup>**

— Shahid Iqbal, Sr. Citrix Engineer,  
Fairview Health Services

## Deliver a personalized experience and centralized control

By controlling your users' access points, you'll be able to enable simple, yet secure access through SSO. End users only have to enter credentials once and they have access to everything they need. Meanwhile, IT can apply granular cut, copy, paste, and download restrictions to SaaS and web apps — keeping data under full IT control wherever it's used. And watermarking provides an added layer of protection for data accessed in the cloud. Risky web links in emails, documents, CRM systems, and other content can be redirected to a secure browser and sandboxed to prevent network breaches.



## Identify and eliminate your risk points

Having a centralized location for managing policy and data makes it easier to see any threats traversing your network. As a result, you're able to take quick action to stop or remediate them.

# Don't compromise on reliability and performance

Traditional networking solutions weren't designed for the heavy loads of today's traffic or data sprawling across your apps, clouds, and user locations. But today's more sophisticated solutions are. Whether you're deploying apps from a multi-, hybrid-, or private cloud, you can ensure a consistent, reliable, and exceptional user experience from a solution designed to support, manage, and securely deliver much higher workloads — even from remote locations.

## Balance loads—at your content origin or across clouds

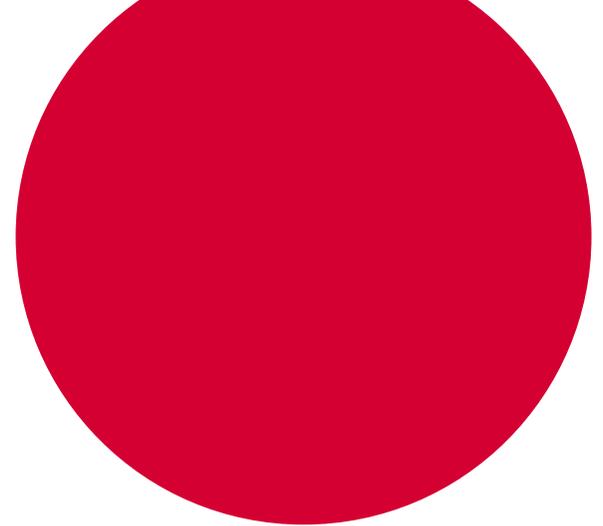
A robust networking solution can scale as needed or balance traffic to accommodate fluctuations in traffic. Even if one network or cloud goes down, loads can be easily re-balanced and re-routed to a different secure channel. And in the event of a DDoS or DNS attack, traffic can be prioritized and redirected as needed, ensuring your teams and customers have uninterrupted access.

## Find the optimal route for accessing content

Direct your packets over the best, most reliable route. Regardless of the type of connectivity, you can quickly find better locations for sending data, ensuring connections remain continuous for your end users.

## Deliver a reliable solution for a better last mile connection

Traffic traveling from your clouds can slow once they hit legacy WANs, but more advanced solutions reserve extra bandwidth specifically for the last mile from the branch — so your users never experience a slow connection, regardless of where they're located.





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Innovation drives the future.  
Citrix is leading the charge  
in security innovation  
with their revolutionary  
approach to protecting  
mission-critical data.

— Jeff Kater, Director of IT, KDFA

# Make informed decisions with deep visibility and intelligence across your entire ecosystem

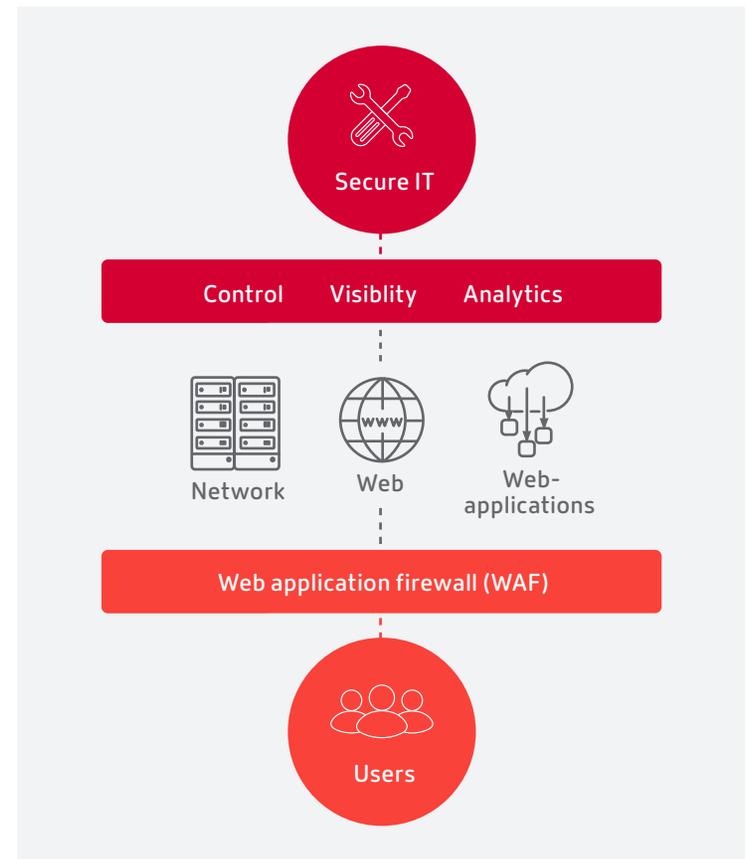
Knowing what's happening with your data across your ecosystem is paramount to keeping teams productive and business running securely. With a predictive solution that's designed for hybrid architectures, you can identify, assess, and address — and optimize — both network performance issues and security threats, quickly and efficiently.

## Solutions to outsmart network and app attacks

With a proliferation of cloud services today, there's a good chance your organization will face new kinds of threats. The right solution can secure your data anywhere — regardless of whether it's at the network, web, or app layer. With an end-to-end security approach that includes a fully integrated web application firewall (WAF), you'll be able to manage all types of threats — everything from network to evolving DDoS, SQL injections, cross-site scripting, and SSL attacks.

## Analytics with machine learning and artificial intelligence (AI)

AI and machine learning are powerful tools for helping businesses understand user behaviors and needs, and allow you to continuously optimize, make informed predictions, and drive innovation. They can also learn to identify threats, adapt, and rapidly respond when an unknown threat emerges.



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### Actionable insights

Getting data isn't the problem, having too much to find critical details is. That's why organizations need a solution that aggregates data into a useful tool. It helps identify patterns so you can enable continuous improvements. What's more, report any anomalies in real time, so that your teams can quickly take action.

### User behavior analytics

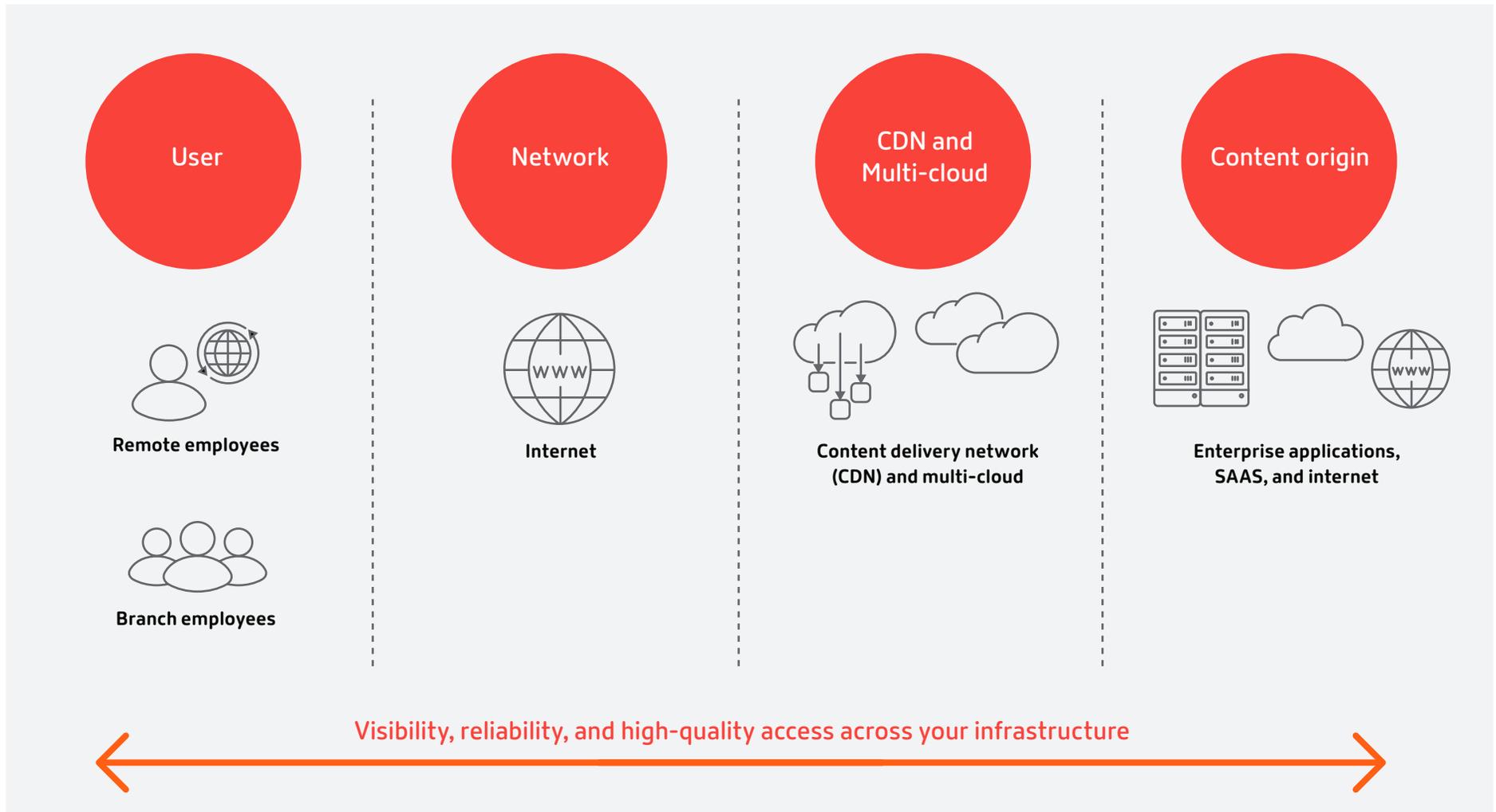
Learn about which behaviors are typical for your users, so you can help drive efficiency and adoption. And, if atypical or suspect behaviors arise, you're able to quickly act to secure sensitive data.

### Application analytics

With the ability to build test applications, you'll gain insight on how they function and perform. As a result, you'll have the insights to increase agility and make better-informed decisions about which apps perform best, which are crucial to your organizations' success — and which pose the greatest threats.



## Take a holistic approach to security





## A networking solution to drive business forward

As your organization transitions to the cloud, a secure, reliable networking solution is key for meeting the future needs of your business. Citrix Networking goes beyond traditional WAN, ADC, management, and analytic solutions to help you deliver a comprehensive, next-generation solution that delivers a consistent and exceptional experience — for IT and end users alike.

Regardless of where you are in your multi-, hybrid-, or private-cloud journey, we can help you get to where you want to go.



Visit us at [citrix.com/networking](https://citrix.com/networking)

#### Sources:

1 <https://www.citrix.com/products/netScaler-ADC/resources/how-do-organizations-plan-to-assure-application-delivery-in-a-multi-cloud-world.html>

2 <https://citrix.sharefile.com/share/view/seecdbdc1c824ff1b>



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