



Embrace the future of hybrid, multi-cloud app delivery

Tame complexity and deliver a great user
experience with this simple formula

[See the key elements >](#)



With the right formula for hybrid, multi-cloud app delivery, you gain:

Big gains in operational efficiency and security

A better user experience

The flexibility to seamlessly adapt to changing business needs

Learn how Citrix networking solutions can help you embrace the future of app delivery.

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Clear vision

Having a clear vision and strategy is the first step toward making sure your move to the cloud is a step up, not a step sideways. When thinking about your cloud goals, **improving app reliability and performance to deliver both a great employee and customer user experience** should be top of mind. It's also important to consider how you can best **leverage your existing toolset** — including infrastructure and your employees' skillset — to reduce any issues as you migrate to the cloud.

82%

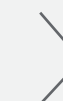
of top performing companies pay close attention to customer experience around digital and tech

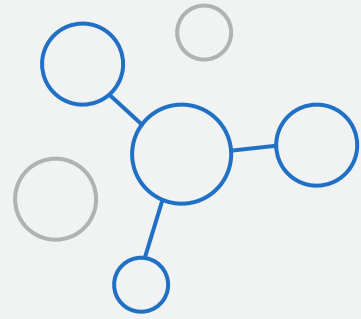
— PWC

78%

of IT leaders say that digital employee experiences are a higher priority than they were just two years ago

— CIO





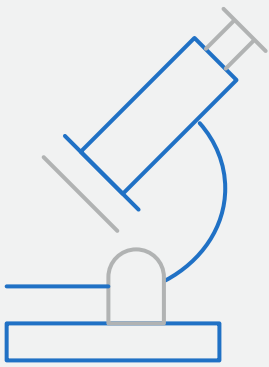
Consistent, simplified management

When you have apps in various clouds and on premises, you're left juggling multiple monitoring tools, making it virtually impossible to correlate usage and performance data across your whole environment. Simplified management allows you to manage all platforms through a single pane of glass with consistent policies. This gives you the freedom to host your apps wherever you want with a simple way to manage it all.

82%

of IT leaders believe their organization's ability to migrate to the cloud is hindered by the increased complexity of their network infrastructure

— IDC



Complete visibility

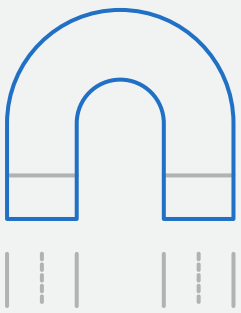
With a mishmash of clouds, apps, devices, and legacy infrastructure, visibility can get, well, cloudy. You need a comprehensive, bird's-eye view of your entire hybrid, multi-cloud infrastructure — including apps, users, and devices — from a single console. With real-time analytics, you gain a rich set of insights to better troubleshoot user and performance issues and identify a full range of security threats.

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To address the operational challenges of this hybrid multi-cloud reality, organizations need the ability to visualize resources and manage performance across environments. Only then... can the organization's infrastructure be used as a competitive advantage rather than a liability.

—Forbes

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Better security

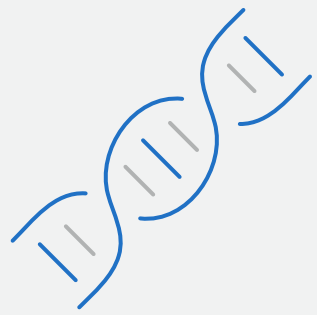
The application security perimeter is expanding from the data center to the cloud, and internet attacks are becoming increasingly more sophisticated and frequent. This leaves applications more vulnerable than ever. It's critical that you reduce blind spots and increase security, no matter where your apps are deployed. Consistent security policies simplify management, and real-time data helps you proactively identify and fix issues, plus detect and address threats.

77%

of organizations cite cloud security as a challenge

— RightScale 2018 State of the Cloud Survey





Flexibility

There's no one-size-fits-all journey to the cloud. You need the ultimate flexibility to get there at your own pace by transitioning apps wherever and whenever it makes the most sense for your business.

This flexibility allows you to:

1

Embrace newer app development methods, like microservices, while maintaining existing monolithic app architectures

2

Move apps between data centers, private clouds, or multiple public clouds as needed

3

Dynamically share licensed capacity among on-premises and cloud deployments as your needs change