

A woman with long dark hair, wearing a white sleeveless top with a small pattern and a watch, is sitting on a train. She is looking out the window to her right, holding a tablet computer in her hands. She is wearing white headphones. The train interior has blue and grey seats with colorful stripes. The Citrix logo is in the top left corner.

citrix™

Harness the virtualization technology that's right for your hybrid infrastructure — and your business goals.

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Today's competitive market demands a hosting environment that delivers flexibility, data security, and unified app and desktop management across all employee devices — whether they're working from home, in a branch office, or on the go.



Manage complexity while supporting productivity and security—the cloud delivers

Today's IT executives are faced with innumerable competing demands. Tasked with reconciling legacy systems with an ever-changing array of new digital solutions, they're also responsible for finding ways to use technology to increase employee productivity and engagement, while keeping business data secure and their organization's tech spend in check.

Hybrid cloud hosting delivers well against such demands¹—by extending on-premises software deployments, streamlining complex operations, increasing employee productivity (especially

for the rising number of mobile or distributed workers), and more.² It's the reason that many IT leaders are choosing to take more of their key workloads to the cloud.³

Yet, if you're among those executives who has been locked-in to working with any one particular vendor for your business-critical workloads, you end up losing much of the flexibility that's inherent in the cloud.

Among IT leaders polled by Enterprise Strategy Group for their Virtual Desktop Infrastructure

(VDI) and Desktop-as-a-Service (DaaS) Trends Survey, an almost-equal percentage leverage a hybrid hosting strategy that combines on-premises and public cloud (48%) or a cloud-first strategy (42%).

And, in three years' time, those same respondents expect to maintain measurable or significant on-premises hosting (47% and 42%, respectively), suggesting that companies of all sizes and types consider a hybrid model to deliver the best of all options for hosting their IT workloads.

Which of the following best describes your organization's current cloud strategy?

48%

On-prem & public cloud equally

42%

Cloud-first policy

10%

On-prem first

Which of the following best describes the expected extent of your on-prem IT environment in 3 years?

47%

Measurable on-prem

42%

Significant on-prem

10%

Little to no on-prem

1%

Don't know/ too soon to tell

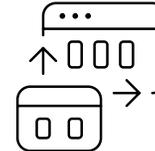
Source: Enterprise Strategy Group, VDI and DaaS Trends Survey, March 2020.



**Consistent
Employee
Experience**



**Bullet-proof
Cloud Security
Policies**



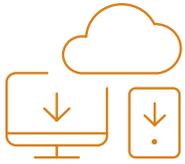
**Streamlined
IT Management**

Make the strategic choice of where you host your workloads and apps

In a competitive digital marketplace where everyone is trying to lock you into a single-vendor solution, it's important to recognize that you have the unprecedented opportunity to choose the deployment options that best suit your IT needs now and as your business evolves in the future.

Whether you use a hybrid model or your current IT systems live fully in the cloud or on premises, **be sure to take the time to find the right vendor(s) that can meet all of your business's needs with your virtual app and desktop hosting environments**—including a consistent employee

experience across devices, bullet-proof cloud security policies, and streamlined management of all of the moving parts of your IT ecosystem.



Deliver a more consistent and flexible employee experience across all devices

Though digital tools and services are often designed to streamline work processes, juggling too many tools makes work cumbersome for both your IT team and your employees. In contrast, the virtualized app and desktop experience is all about streamlining functionality, making an application that's running virtually in a datacenter be easily managed by IT and act as if it's running locally on your laptop.

Today's future-forward, cloud-hosted virtual app and desktop solutions—including Citrix Virtual Apps and Desktops™—integrate all the moving parts of your VDI, for frictionless end-user experience, over any network, anytime, across all devices.

Look for advanced functionality like consistent user experience across devices, automatic pass-through of information and settings, and optimized voice, image and video whether on local, mobile, or high-latency wide-area networks.



Learn more about delivering an integrated cloud strategy that can make end users more productive and can ensure the security and agility of your business demands [HERE](#).

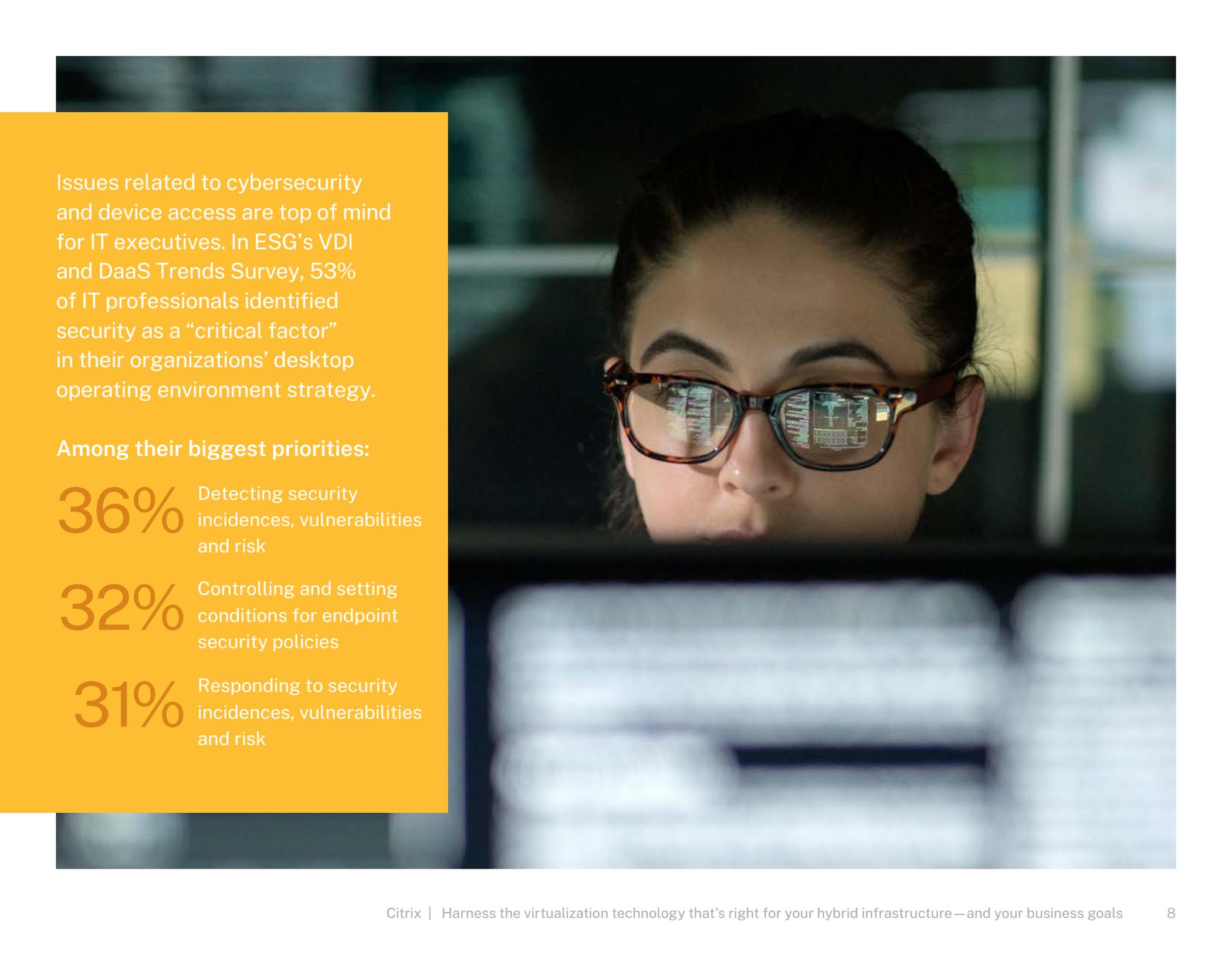


Secure your IT infrastructure from cybercriminal activity

Security breaches continue to escalate in number and severity each year⁴, leading IT professionals to rethink their security policies—especially as more organizations consider transitioning to a multi-cloud or hybrid hosting model from on-prem solutions.

When you work with the more advanced virtual app and desktop solutions on the market today, you reap the benefits of enhanced security, built in. By centralizing

sensitive, mission-critical business applications and data in the cloud or datacenter behind a robust, context-aware policy engine (rather than having different instances running on various employee devices), you reduce the risks sometimes associated with cloud deployments. What's more, for organizations working in high-stakes verticals like healthcare, government and financial services, the added security policies aid in regulatory compliance verifications.

A woman with dark hair pulled back, wearing glasses, is looking intently at a computer monitor. The background is a server room with rows of server racks. The lighting is dim, with the primary light source being the screens.

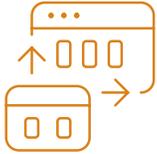
Issues related to cybersecurity and device access are top of mind for IT executives. In ESG's VDI and DaaS Trends Survey, 53% of IT professionals identified security as a "critical factor" in their organizations' desktop operating environment strategy.

Among their biggest priorities:

36% Detecting security incidences, vulnerabilities and risk

32% Controlling and setting conditions for endpoint security policies

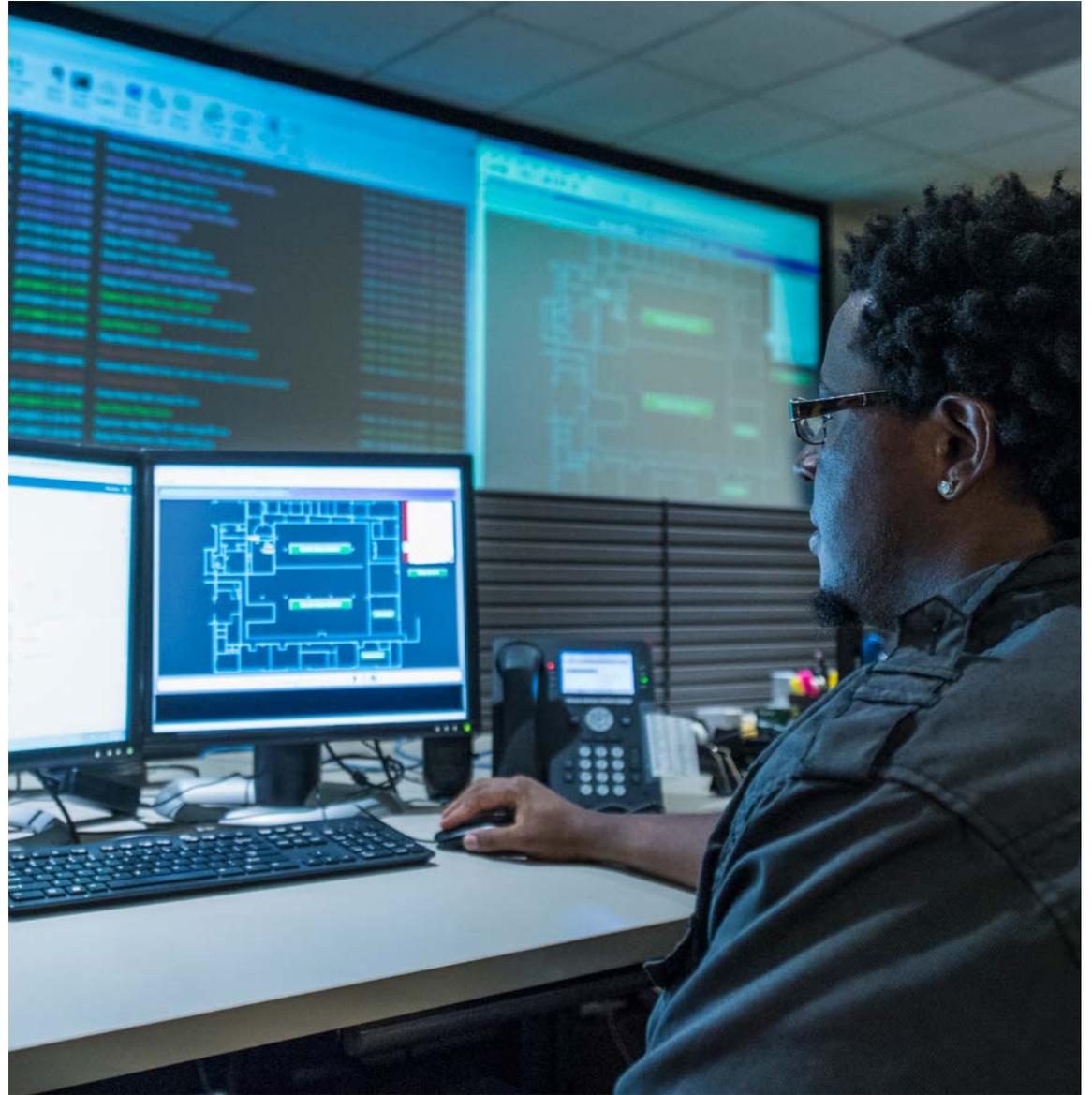
31% Responding to security incidences, vulnerabilities and risk



Streamline the management of your IT ecosystem

IT managers already have their hands full with the many complexities of today's modern workplaces. Add in such factors as the increasing accessibility of emerging technology in the hands of the public and the advent of bring-your-own-device (BYOD) programs, and it's no wonder that CareerCast found that network and computer systems administrators were among the top five most stressed workers in tech.⁵

And so, when it comes time to secure a virtual app and desktop solution, it's best to eliminate the stress of being locked-in to a "one-size-fits-all" program that might not actually address your business's needs. Instead, look for the solution that's right-sized for your business now, but is also flexible enough to scale to meet your evolving infrastructural and/or performance requirements in the future.



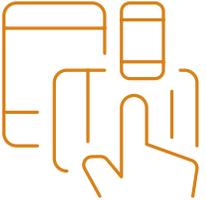


Invest in Citrix Virtual Apps and Desktops and the cloud choice is yours

At Citrix, our vision is to power a better way to work. With decades of innovation in developing and enhancing our virtual app and desktop solutions, we've learned what it takes to power seamless digital experiences for employees across the global marketplace. And, in that time, we've also recognized that IT executives like you are looking for greater control over the choices they make on IT infrastructure while also maintaining a high level of security.

With so many solutions available today, you have the unprecedented opportunity to make a strategic choice of where you host your workloads and apps. And, whether you use a hybrid model or your current IT systems live in the cloud or on premises, it's essential to remember that you don't have to get locked into a single-vendor relationship.

Here's a brief list of some of the cutting-edge functionality that make Citrix Virtual Apps and Desktops the smart choice for today and tomorrow:



Consistent Employee Experience

- A reliable and consistent, high-definition experience, no matter how, where or when employees access their desktops or apps
- Quickly establish high-availability connections, allowing user access to workloads with the best-possible experience
- Seamless and secure access to applications and desktop functionality across your workforce's devices—even those enabled through BYOD programs
- Optimize traffic flow between on-prem assets, VDI in the cloud and users to deliver better application performance
- Pass-through of local device information and settings
- Robust printing and voice, image and video optimization while on the go



Bullet-Proof Cloud Security

- Granular access to data, apps, and more based on user, location, and other contextual factors
- Comprehensive monitoring (including screen recording), which helps to achieve proper compliance
- App protection policies, for added defense from malicious key loggers, screen capture malware, and other cyberattack methodology
- Reduce risk by centralizing sensitive, mission-critical apps and data in the cloud or datacenter behind a robust, context-aware policy engine



Streamlined IT Management

- More efficient day-to-day management, with apps and desktops hosted on any public cloud and/or any on-prem hypervisor
- Rapid ramp-up and simplified provisioning
- Simplified authentication and authorization controlled from a centralized location
- Seamless integration of the systems you use and multi-site management, including edge-network compatibility
- Manage workloads across clouds and on-premises
- Balance workloads between cloud and on-prem resource locations, making apps available no matter the situation, with Citrix ADC

These days, IT executives are already juggling a slew of different platforms and solutions that offer to help them run their IT systems more smoothly and efficiently. The last thing you want to do is make compromises because you're locked in with a cloud vendor whose technology dictates the ways you deploy your apps, desktops, security policies, and more.

With Citrix Virtual Apps and Desktops, you don't have to make compromises. You can streamline the many moving parts of your IT stack, while delivering the best features and functionality that will drive your business forward — regardless of your hosting environment. Because, at the end of the day, you need a solution that can flex to help you meet the specific demands of your business, and not the other way around.

Learn more about Citrix's market-leading solutions for virtual app and desktop delivery in a hybrid and multi-cloud world.

Try Citrix Virtual Apps and Desktops today

Sources:

1. <https://www.citrix.com/products/citrix-cloud/>
2. Based on results from the [Rightscale 2019 State of the Cloud Report from Flexera™](#), [Gartner forecasts](#), and other sources
3. According to [Gartner](#), among other sources
4. <https://www.techrepublic.com/article/data-breaches-increased-54-in-2019-so-far/>
5. Quoted in this article: <https://www.cio.com/article/3030171/the-8-most-stressful-jobs-in-tech.html>



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