CITRIX®

Safeguard Application Uptime and Consistent Performance

A software-first approach to delivering applications across hybrid and multi-cloud architectures.

Expectations for application delivery are on the rise.

In today's highly complex, distributed, hybrid-multi-cloud and multi-device world, organizations are feeling the impacts to the user experience, the potential risks and loss of control for IT. Users expect the applications they rely on every day to function without error, and deliver the information they need on demand, around the clock wherever they are.

Scaling your workloads to the cloud helps your organization remain agile and data-driven. But even as you gain infrastructure on demand, cloud adoption and the changing hybrid and multi-cloud landscapes bring business challenges, including:

- The need to rapidly innovate and scale to meet customer demand.

- Imbalanced distribution of workloads across workers/partners/contractors scattered around the globe.

- Cloud sprawl brought on by applications and content moving between on-premises and the cloud and between clouds.

- Employees accessing applications from multiple endpoints.

- Lack of centralized visibility, management, and control of dispersed applications.

- Inability to effectively troubleshoot application performance and security issues that come up, as well as enforce security and compliance policies, e.g. SSL enforcement.

Reliability	Performance	Security	Cloud Experience	Costs
Server failures or site outages that can impact application availability	Decreased productivity and loss of revenue due to slow performing applications	Compromised intellectual property and data theft	Lack of centralized control, monitoring, and management across hybrid and multi-clouds	Technical debt and application lifecycle management

Without proper management of your applications' performance (both on-premises and in the cloud as they scale) your users may experience:

- Slow or subpar performance

- Lack of predictability

- Piecemeal delivery of information

- Elevated security risks

In short, your users may be unproductive, frustrated, or worse, experience break-downs in their own operations that are dependent on your applications.

NetScaler ADC on Amazon Web Services (AWS) can deliver your applications with the same security, monitoring, management, governance, and performance no matter where they live — across all types of networks, and at locations beyond the confines of the physical workplace — to keep your customers, and your business, protected.

- The landscape is changing and to stay competitive, organizations need to be more agile, data-driven, and customer-focused.

- New demands on app innovation, delivery, and services mean the modern IT framework must adapt to bridge the multiple legacy, on-premise, and custom applications and data stores upon which businesses continue to rely.

- Diverse app hosting environments are the new normal as organizations host applications in their local data center, in the cloud, and in multi-cloud environments.

- Applications need the benefit of a trusted application delivery solution for optimal performance, availability, and security.

Optimal application delivery, performance, and availability.

Application delivery controllers (ADCs) are devices placed between an organization's firewall and application/web servers to offload common tasks from the servers themselves. ADCs offer functionality including load balancing, SSL offloading, web application firewalling, and more to help you improve the availability and performance of your applications across your AWS and on-premises environments.

Citrix NetScaler ADC seamlessly integrates with AWS Marketplace offering an all-in-one, cost-effective delivery controller that allows you to smoothly and securely transition workloads and applications easily to the cloud while allowing IT to maintain control and provide optimized application delivery.

NetScaler ADC in AWS Marketplace provides flexible delivery services for traditional, containerized, and micro-services applications from your data center or any cloud. It is designed to help your applications perform in optimized environments, adapt to the networks and protocols that are in place for peak performance and availability, prevent cloud lock-in, and reduce risk for both users and your business.

As the data center evolves towards a software-defined model, orchestration of supporting networking services is essential for deploying infrastructure on demand.

NetScaler ADC in AWS Marketplace helps:

- Safeguard app delivery to all locations

- Redirect users automatically and seamlessly to a secondary cloud or data center during failover

- Maintain high availability of core applications and services

- Enable organizations to use cloud resources as a backup data center

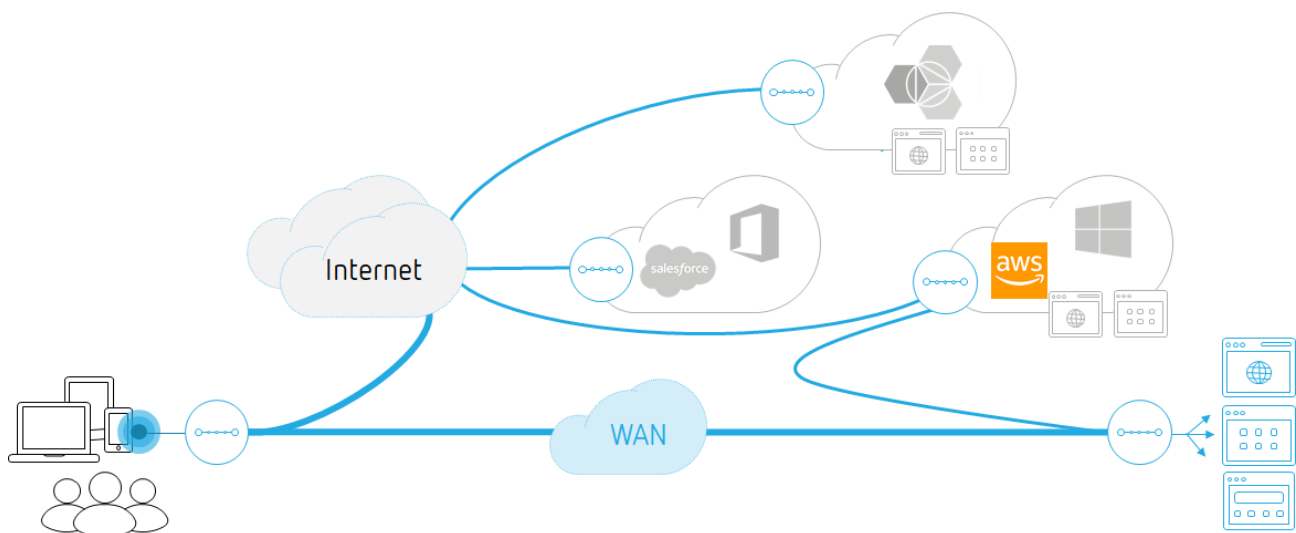**Find Citrix NetScaler ADC in** AWS Marketplace.

Take application performance and delivery to the next level.

NetScaler ADC is one of the easiest ways you can transform your infrastructure to a software-defined network, and experience greater visibility, agility, control, and performance. With AWS Marketplace, NetScaler ADC allows your datacenter network to become an end-to-end service delivery fabric to optimize the delivery of all web applications, cloud-based services, virtual desktops, enterprise business apps, and mobile services.

NetScaler ADC provides load balancing and content switching, application offloading, attack protection, application firewalling, and more. With it you can:
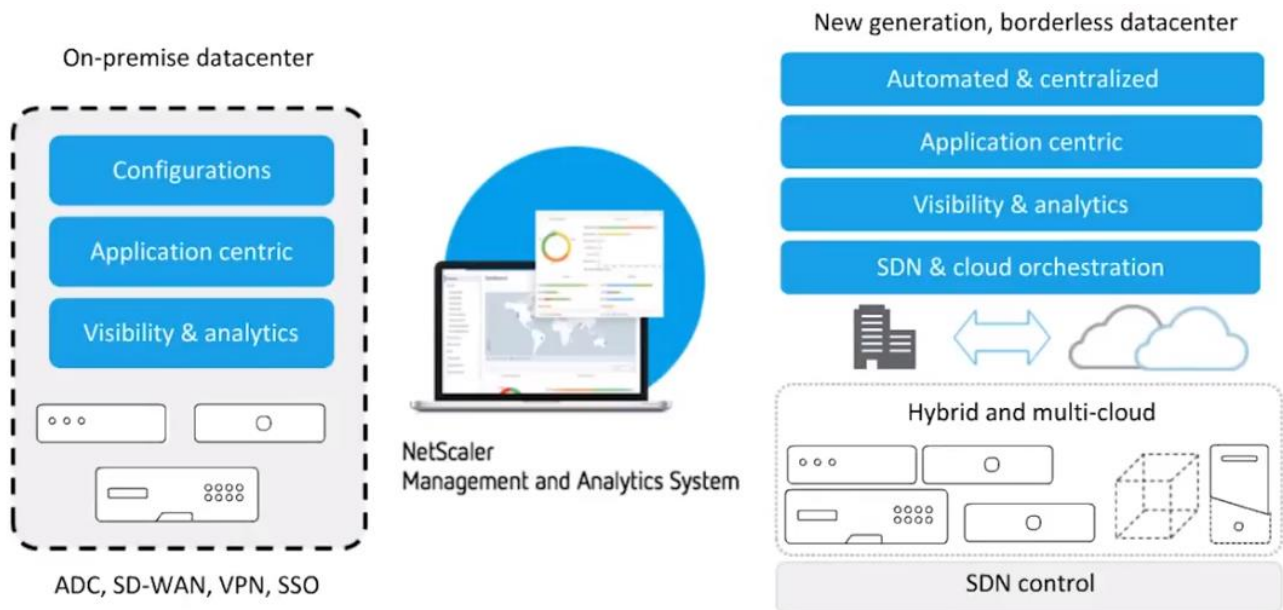
- Accelerate application performance.

- Enhance application availability with advanced L4-7 load balancing, providing seamless failover.

- Secure mission-critical applications from attacks and lower server expenses by offloading computationally intensive tasks.

- Unify L4-7 network services into an application control layer, and make L2-3 architectures completely app-driven.

- Gain policy-based automation administered through a single console, for more efficiency, higher performance, and lower OPEX costs.

All these capabilities are combined into a powerful, software-driven virtual appliance for increased productivity, with lower overall total cost of ownership than industry competitors.

How NetScaler ADC in AWS Marketplace gives your organization effective support.

- **Transitioning applications to hybrid cloud**. Security, availability, and performance become difficult when your applications are in the cloud, on-premises, and sourced as SaaS or developed in the cloud. Citrix NetScaler ADC in AWS Marketplace offers an application delivery solution that simplifies application deployments in a hybrid cloud delivery scenario. NetScaler Management and Analytics System (MAS)—a centralized network management, analytics, and orchestration solution—makes managing and transitioning workloads simple while providing visibility into workload and ADC performance.

- **Building a micro-services architecture.** Business agility requires you to transform your monolithic applications into containerized applications, ship code faster, and migrate from a single data center to a multi-cloud environment. A cloud-native, DevOps-friendly ADC like NetScaler can help empower IT Operations teams and provide line of business (LOB) app developers with the visibility they need for developing and troubleshooting their applications.

On-premise datacenter

Configurations

Application centric

Visibility & analytics

ADC, SD-WAN, VPN, SSO

NetScaler Management and Analytics System

New generation, borderless datacenter

Automated & centralized

Application centric

Visibility & analytics

SDN & cloud orchestration

Hybrid and multi-cloud

SDN control

- **Auto scaling.** Ensuring optimized application availability is critical for application workloads in the AWS cloud. You also want to minimize costs by deploying only as many instances as necessary during any given period-of-time. NetScaler leverages the AWS Marketplace Auto
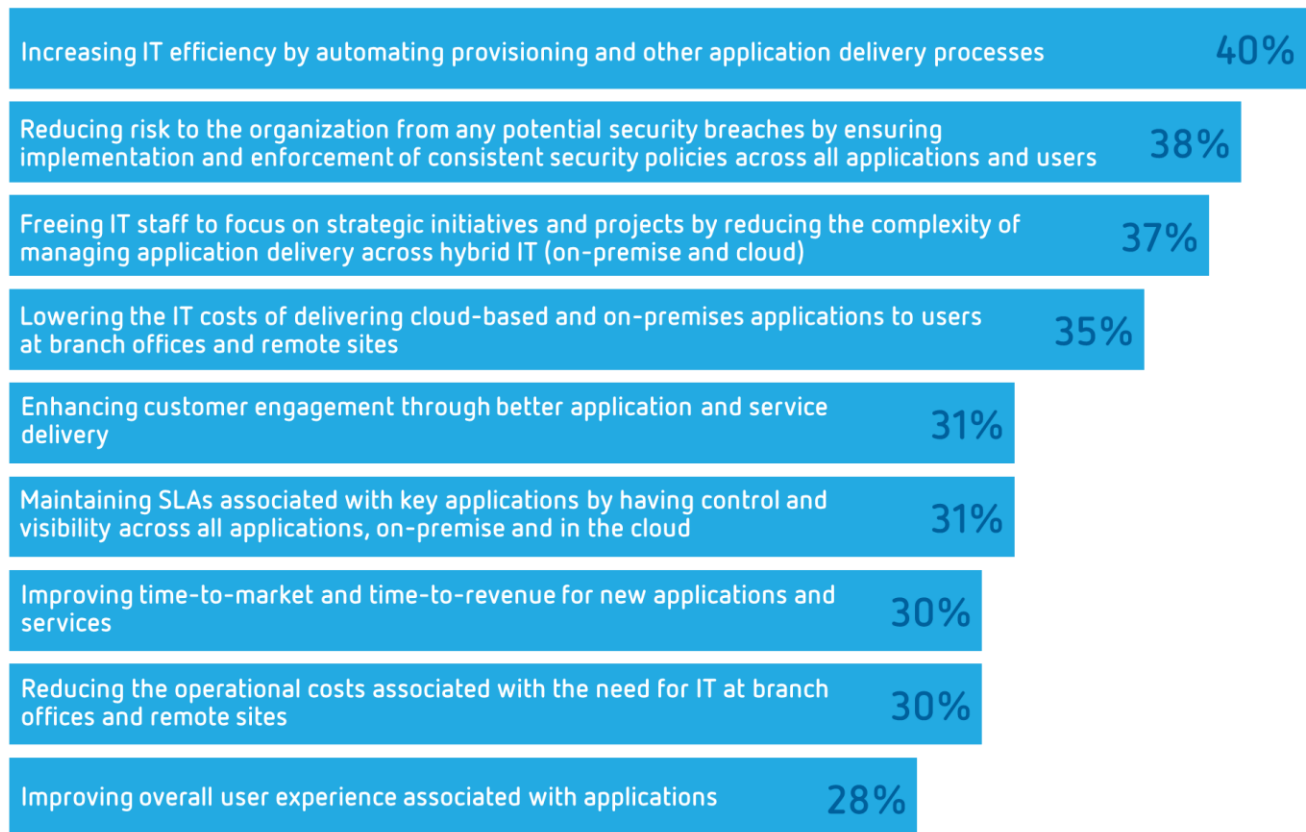
Scaling service to automatically load balance the traffic between servers and ensure that your applications always have the right amount of capacity to handle current traffic demands. It also provides zero touch configuration, better load and cost management, and smooth connection termination.

- **Production delivery scenarios.** Front-end production applications with an ADC can provide L4-7 load balancing, extensive offloading, web optimization, and acceleration and security capabilities to enhance performance and reduce costs. Global Server Load Balancing (GSLB) ensures availability across AWS cloud locations and on-premise data centers.

- **Dev and test.** Enterprises running production delivery on-premise but using AWS Marketplace for development and testing, can use NetScaler in their AWS test environments, speeding time-to-production due to better mimicry of the production implementation within their test environments.

- **Business continuity.** Enterprise companies using AWS Marketplace as part of their disaster recovery and business continuity plans can continuously monitor availability and performance of both enterprise data centers and AWS environments, ensuring users are always sent to the optimal location.
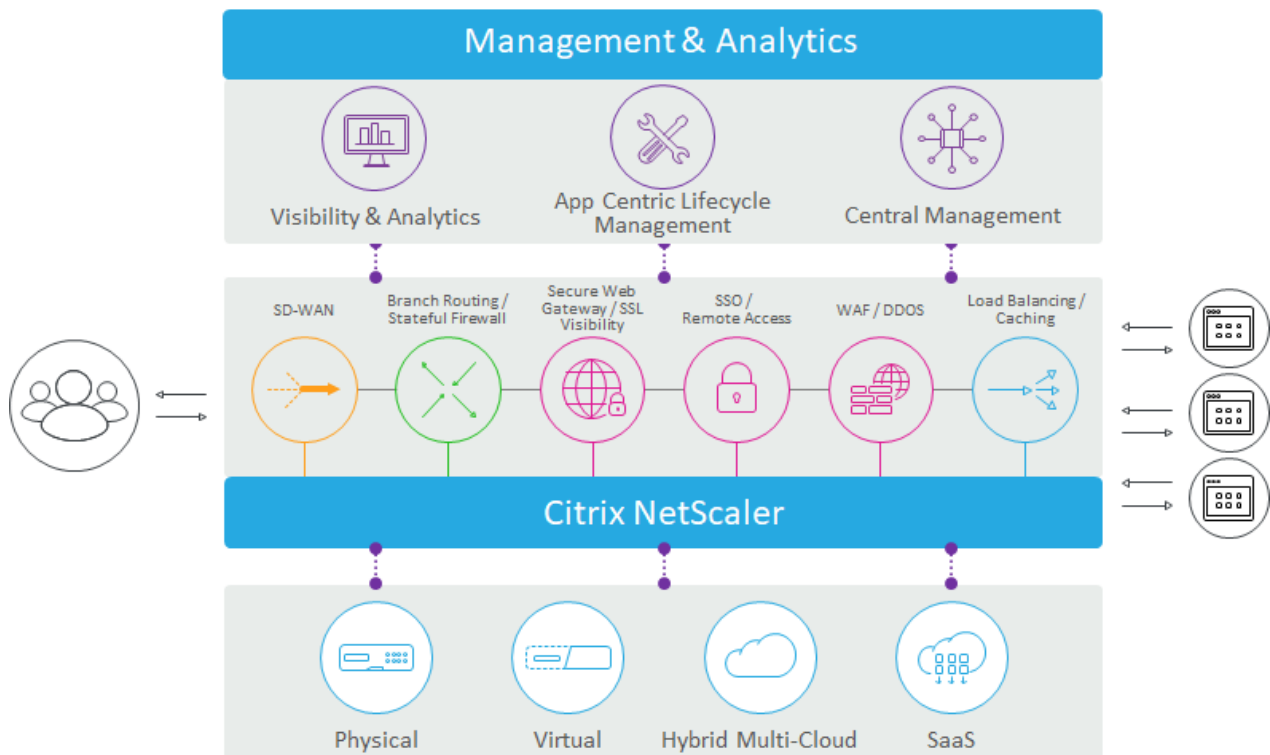
What cloud adopters with multi-cloud environments say they want.

The IDC recently surveyed 900 global organizations that identify themselves as cloud adopters with multi-cloud environments, for a report sponsored by Citrix, to understand challenges of application delivery in hybrid and multi-cloud environments. The group was asked to identify the benefits they would expect to realize from an application-delivery strategy (that extends from their on-premises datacenter(s) out to the public cloud and across the WAN to branch offices and remote sites). They gave the following responses in order of importance:

Increasing IT efficiency by automating provisioning and other application delivery processes	40%
Reducing risk to the organization from any potential security breaches by ensuring implementation and enforcement of consistent security policies across all applications and users	38%
Freeing IT staff to focus on strategic initiatives and projects by reducing the complexity of managing application delivery across hybrid IT (on-premise and cloud)	37%
Lowering the IT costs of delivering cloud-based and on-premises applications to users at branch offices and remote sites	35%
Enhancing customer engagement through better application and service delivery	31%
Maintaining SLAs associated with key applications by having control and visibility across all applications, on-premise and in the cloud	31%
Improving time-to-market and time-to-revenue for new applications and services	30%
Reducing the operational costs associated with the need for IT at branch offices and remote sites	30%
Improving overall user experience associated with applications	28%

Source: IDC InfoBrief, *Sponsored by Citrix*, How do Organizations Plan to Assure Application Delivery in a Multi-Cloud World?, October 2017.

Read the IDC InfoBrief, to learn more about the survey.

NetScaler ADC is redefining application delivery control.
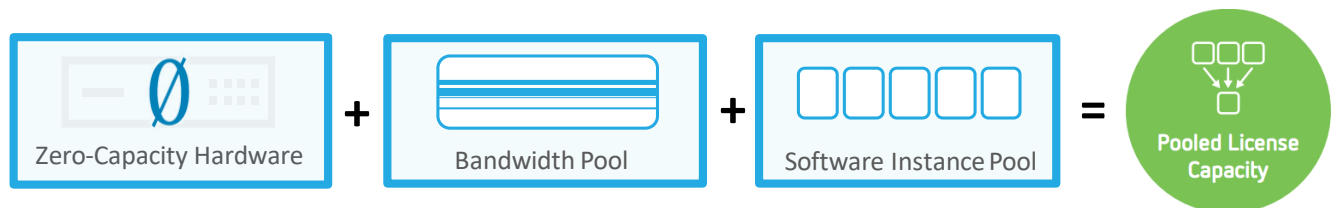
NetScaler ADC in AWS Marketplace offers a unified application delivery solution designed to meet the needs of cloud adopters with hybrid, multi-cloud environments, and support them in scaling and evolving with future trends.

Key benefits and features:

- **A software-first ADC.** In the face of new application architectures and evolving data center technologies, our software-based ADC simplifies deployment across any form factor, any hypervisor, and any cloud environment with a single code base. NetScaler ADC has a single API and a management platform that provides interoperability with any orchestration platform.

- **Hybrid/multi-cloud manageability.** NetScaler provides GSLB support across all multi-cloud and hybrid deployments, high availability (HA), centralized end-to-end management/visibility and analytics with NetScaler MAS across clouds, and delivery control for simplified management across hybrid clouds. In addition, it enables troubleshooting across hybrid clouds and you get real-time analytics and end-to-end visibility of your entire application infrastructure— regardless of where the applications live.
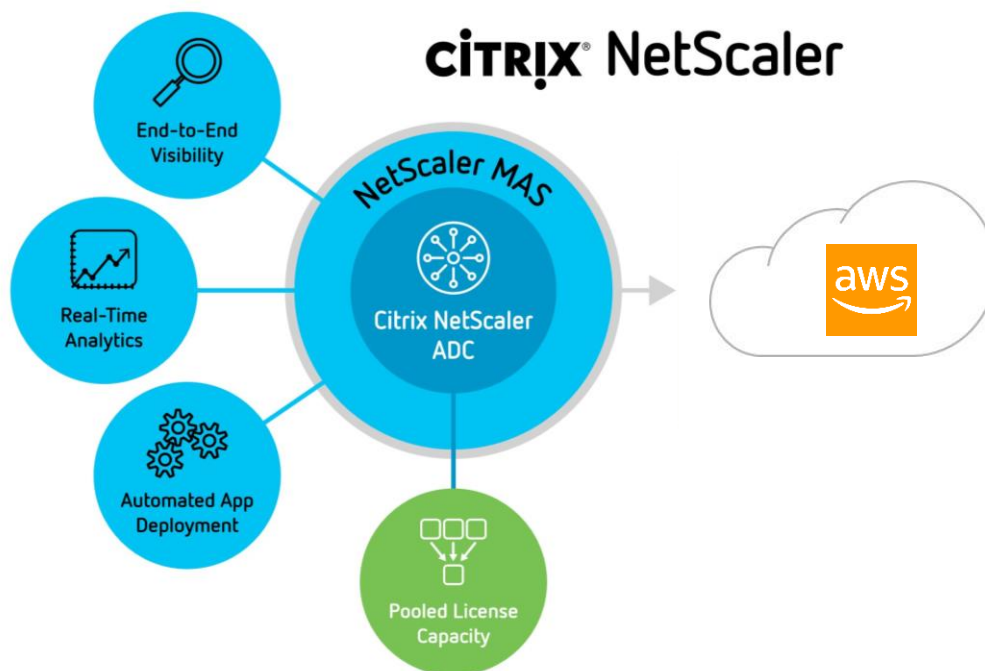
- **DevOps app delivery.** Citrix NetScaler ADC allows you to bridge the gap between your traditional and microservices applications by providing unified capabilities and management through a single console.

- **Application and infrastructure intelligence.** With Citrix NetScaler ADC, you can harness application and infrastructure intelligence to become more data-driven and improve the user experience. Manage, monitor, and troubleshoot your entire infrastructure from a single, unified console. Use real-time analytics to identify and address app performance and security issues.

- **Pooled capacity.** NetScaler ADC offers a flexible license model that allows you to dynamically scale your application delivery infrastructure to respond quickly to changing conditions resulting in protection of your investment. All your NetScaler appliances share the same pool of licenses, whether they're in use at one data center or are distributed around the world.

| Zero-Capacity Hardware | + | Bandwidth Pool | + | Software Instance Pool | = | Pooled License Capacity |

- **Application security efficacy.** NetScaler ADC defends against cyber threats — both on-premises and in the cloud — with full application security capabilities. An industry-leading web application firewall gives you complete Distributed Denial-of-Service (DDoS) protection, strong identity and access management, and deep threat visibility.

- **SSL VPN and SSO.** NetScaler Unified Gateway helps transition IT to hybrid cloud and SaaS environments. It provides users with one access point and SSO to business applications and data deployed in a data center, the cloud, or delivered as SaaS across a range of devices. It provides consolidation and helps reduce the footprint of remote access infrastructure. It also helps reduce cost, and provides ease of management and a better end-user experience.

The Citrix NetScaler ADC and AWS Marketplace advantage.

Citrix NetScaler ADC in AWS Marketplace enables enterprises to rapidly and cost-effectively leverage world-class NetScaler application delivery capabilities within their AWS Marketplace deployments. You get a single, integrated solution for increased security and productivity, with lower overall total cost of ownership than industry competitors, that:

- Enables frictionless inoperability between applications deployed on-premise and in the cloud.

- Provides management and monitoring, and troubleshooting of your entire NetScaler infrastructure from a single, unified console.

- Offers pooled capacity licensing which allows workloads across the datacenter and in cloud to be scaled up and down easily and on-demand making the transition to the cloud more cost effective.

- Supports application environments with high bandwidth requirements and micro-service architectures.

- Ensures security and compliance for all applications and data.

- Offers integrated WAF and SSL VPN solutions.

- Enables faster application rollouts and deployments.

- Helps IT operations gain control across their hybrid cloud deployment and empowers them to engage their developers by providing visibility into their applications.

Organizations need an AWS-partnered ADC solution that keeps and expands the benefits of the cloud while providing the central control and security inherent to on-premises deployments. NetScaler ADC in AWS Marketplace combines the elasticity and flexibility of the AWS Cloud with the optimization, security, and control that NetScaler provides.

Explore NetScaler ADC in AWS Marketplace**.**

About Citrix

Citrix aims to power a world where people, organizations and things are securely connected and accessible to make the extraordinary possible. We help customers reimagine the future of work by providing the most comprehensive secure digital workspace that unifies the apps, data and services people need to be productive, and simplifies IT's ability to adopt and manage complex cloud environments. Citrix solutions are in use by more than 400,000 organizations including 99 percent of the Fortune 100 and 98 percent of the Fortune 500.

Learn more at https://www.citrix.com.

About AWS

For more than 11 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 100 fully featured services for compute, storage, databases, networking, analytics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 49 Availability Zones (AZs) across 18 geographic regions in the U.S., Australia, Brazil, Canada, China, France, Germany, India, Ireland, Japan, Korea, Singapore, and the UK. AWS services are trusted by millions of active customers around the world — including the fastest-growing startups, largest enterprises, and leading government agencies — to power their infrastructure, make them more agile, and lower costs.

To learn more about AWS, visit https://aws.amazon.com.

About AWS Marketplace

AWS Marketplace is a curated digital catalog that makes it easy for customers to find, buy, deploy, and manage third-party software and services that customers need to build solutions and run their businesses. AWS Marketplace simplifies software licensing and procurement, with 4,200+ software listings from more than 1,280 software sellers in software categories like Security, Networking, Storage, Business Intelligence, Database, and DevOps. Customers can use 1-Click deployment to quickly launch pre-configured software and choose software solutions in both AMI formats and SaaS subscriptions, with pricing options such as hourly, monthly, annual and multi-year, all on one AWS bill.

Learn more at https://aws.amazon.com/marketplace.

Learn more about Citrix NetScaler ADC in AWS Marketplace

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