citrix™   Microsoft
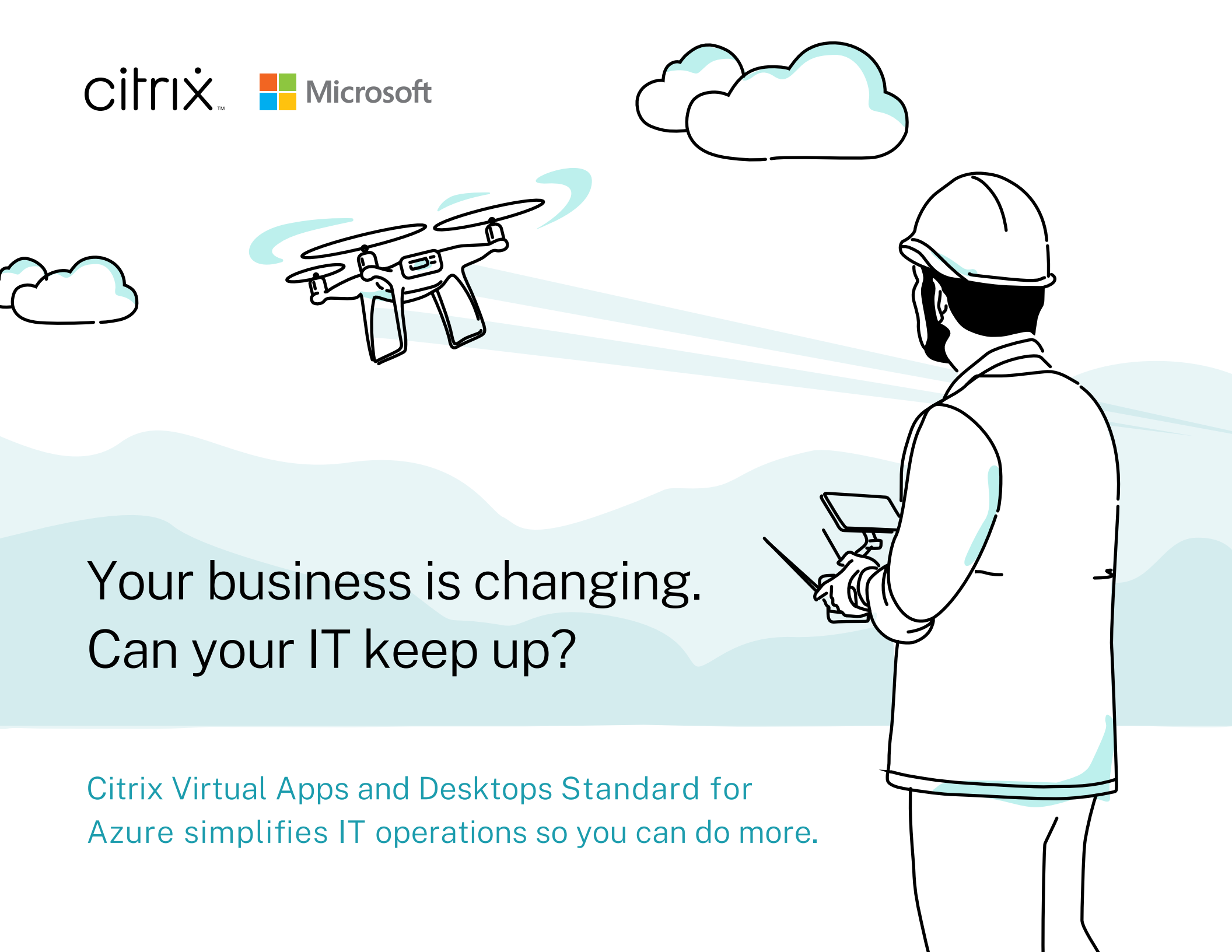
Your business is changing.
Can your IT keep up?

Citrix Virtual Apps and Desktops Standard for
Azure simplifies IT operations so you can do more.

Are you doing IT right?

Microsoft 365 productivity apps and Windows desktops are the technology lifeblood of your business. Whether it is communicating with Outlook, creating content with Office apps, or collaborating over Teams, Microsoft is how your employees get work done.

But to unleash an employee's fullest potential, IT organizations need to think about how these business-critical Microsoft tools and apps are delivered and used by employees. As businesses further their use of cloud services, the need to bridge existing on-premises apps and desktops with new cloud services accelerates the need for a comprehensive digital workspace.

Add to that the fact that the top 3 mid-market IT priorities of 2020 are #1 cloud, #2 security, and #3 mobility, it's no wonder you might be asking, "are we doing it right?"[1]

What if there was a simple technology that helped run your business as smoothly as your favorite SaaS app?

Citrix has partnered with Microsoft to provide a managed cloud-hosted virtual desktop solution for you.
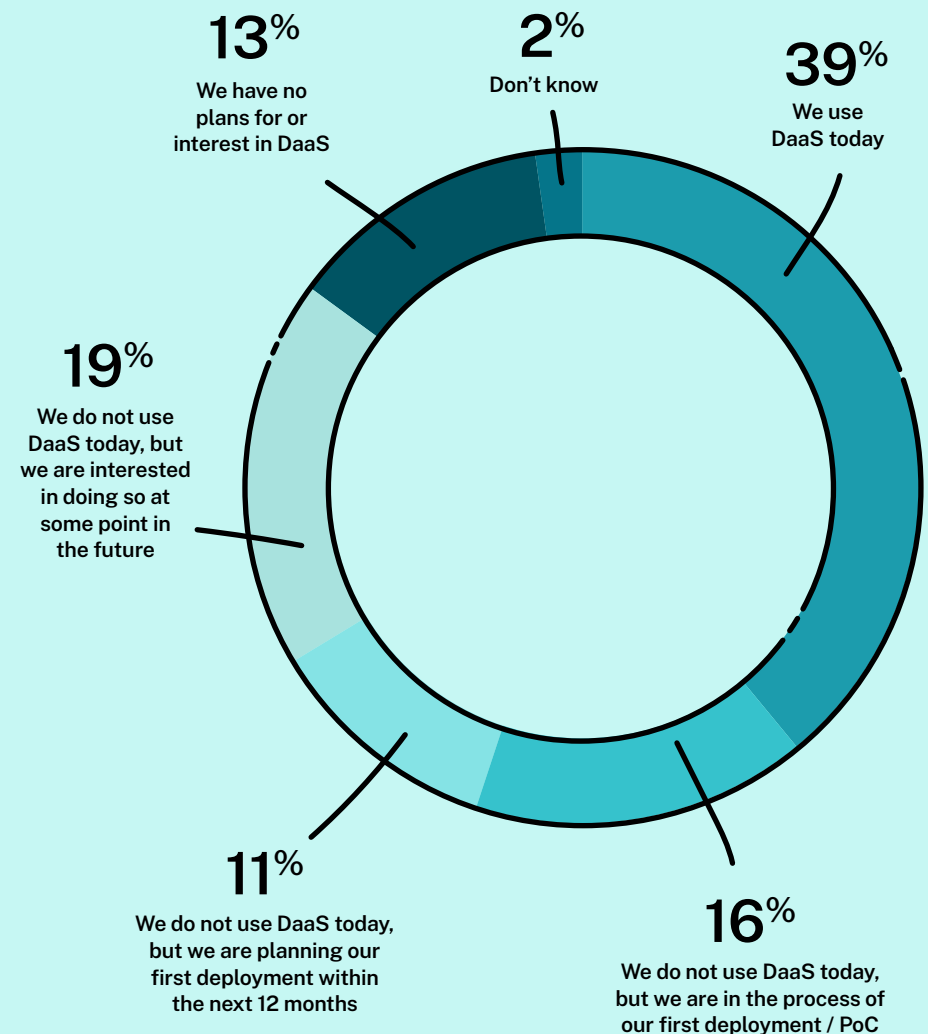
Desktops-as-a-Service is the answer

Desktops-as-a-Service — or simply DaaS — securely delivers virtual apps and desktops from the cloud to any device or location. By using DaaS, companies gain an instant-on to today's most pressing business and employee use cases including remote work, mobile workforces, and business continuity. Finance and IT love DaaS because it uses a simple and predictable pay-as-a-go subscription model, making it easy to scale up or down on-demand. Best of all, with DaaS, a cloud partner can help handle the day to day management and security, while giving you control (and time) to your IT deployment.

Sound impressive? That's why businesses of all sizes, from SMBs to enterprises are adopting DaaS. Enterprise Strategy Group (ESG) reports that in 2020 39 precent of organizations use DaaS today, 27 precent are planning/piloting DaaS, and another 19 percent plan to use DaaS in the future.[2]

"Nearly four in ten organizations leverage DaaS, and like their VDI counterparts, DaaS users have aggressive expansion plans."[3]

—ESG

13%
We have no plans for or interest in DaaS

2%
Don't know

39%
We use DaaS today

19%
We do not use DaaS today, but we are interested in doing so at some point in the future

11%
We do not use DaaS today, but we are planning our first deployment within the next 12 months

16%
We do not use DaaS today, but we are in the process of our first deployment / PoC
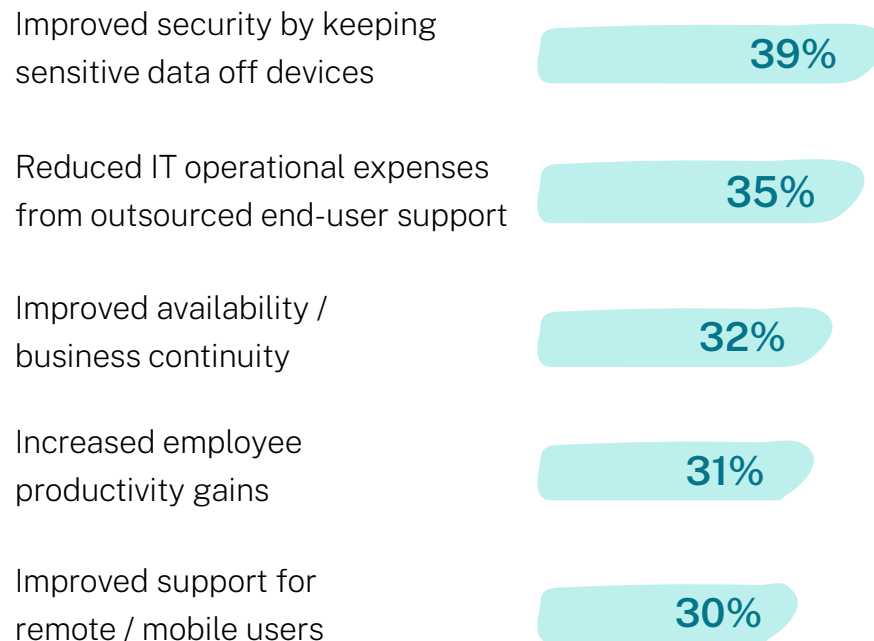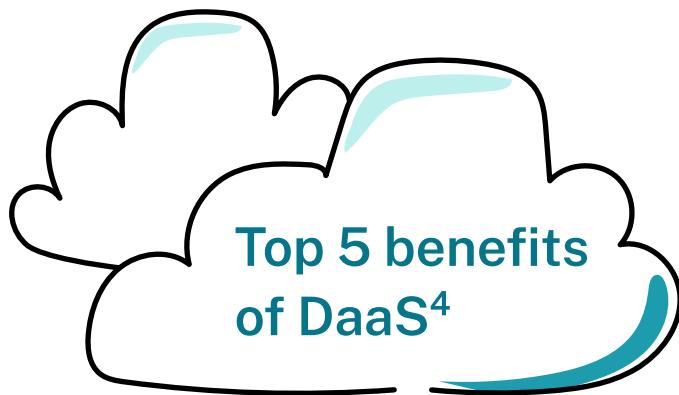
Citrix has the DaaS solution you need

Citrix has designed a DaaS solution that enables businesses of any size to deliver cloud-hosted virtual desktops and apps to any device from anywhere. Citrix Virtual Apps and Desktops Standard for Azure is subscription-based with predictable per-user pricing and is easy to manage because Citrix provides the latest software updates and security patches for you.

By adopting Citrix Virtual Apps and Desktops Standard for Azure, your organization can instantly begin reaping the benefits of a digital workspace and compete on par with larger enterprises.

Top 5 benefits of DaaS[4]

Improved security by keeping sensitive data off devices
39%

Reduced IT operational expenses from outsourced end-user support
35%

Improved availability / business continuity
32%

Increased employee productivity gains
31%

Improved support for remote / mobile users
30%

Here's how DaaS works with Citrix

Virtualization of desktops and apps sounds more complicated than it actually is. Here's how easy it is to get started with Citrix Virtual Apps and Desktops Standard for Azure.

1) IT securely logs into their Citrix management console from any html browser and uses simple workflows to deploy their first catalog of desktops and apps in just minutes.

2) Employee access a catalog of apps and desktops from any device using a browser or the Citrix Workspace app.

3) Employees get a true Windows 10 experience that IT can easily incorporate Microsoft 365 apps, SaaS apps, and even Linux apps directly into the virtual desktop.

4) Apps and data are stored in Azure, not on the device, eliminating the risk of compromised devices, keeping you in control of your data.

5) Your DaaS environment is always updated with the latest Windows 10 version, keeping everything safe and current.

Sound simple? It is!

Desktops-as-a-Service

6 business needs you can solve today with DaaS

DaaS gives you an instant-on to today's most pressing business and IT demands.

Operating during adversity

Whether it's a global pandemic, a weather event, or even a major event coming to town, there are times when it is next to impossible to commute. With Citrix Virtual Apps and Desktops Standard for Azure, employees can safely work from home until things return to normal.

Remote work

Your business needs to support a workforce that is no longer centrally located in an office. Home workers, field staff, contractors, and partners — a dispersed workforce is the norm. Citrix Virtual Apps and Desktops Standard for Azure can instantly provision desktops without the time and complexity of setting up local IT resources. Remote workers are ready to go on day 1.

Business modernization

Running a business 9 to 5 is antiquated. Today it is nonstop 24/7/365 with little to no downtime. Citrix Virtual Apps and Desktops Standard for Azure keeps your business always-on for you, providing access to the collaboration, productivity, and communication tools needed to run a modern business.

Mergers and acquisitions

Mergers and acquisitions have layer upon layer of complexity and can seemingly happen overnight. Citrix Virtual Apps and Desktops Standard for Azure helps the transition run smoothly, by giving everyone equal access to shared company resources.

Temporary workforce

Citrix Virtual Apps and Desktops Standard for Azure makes it easy to rapidly scale up or down temporary workers and contractors, perfect for situations like tax season or seasonal hiring. Once the busy season is complete, you can shut down those desktops and only have to pay for what you used.

Managing cash flow

Subscription-based DaaS makes operational spending more predictable and reduces IT costs. CIOs and finance departments will love it because it means not having unnecessary hardware and software expenditures on the books.

Citrix and Microsoft–the best way to deliver DaaS

Citrix Virtual Apps and Desktops Standard for Azure is one of the many Citrix solutions powered by Microsoft Azure, our strategic cloud partner. With built-in integration, Azure capacity management and provisioning are automated, saving time and money. But the benefits don't stop there.
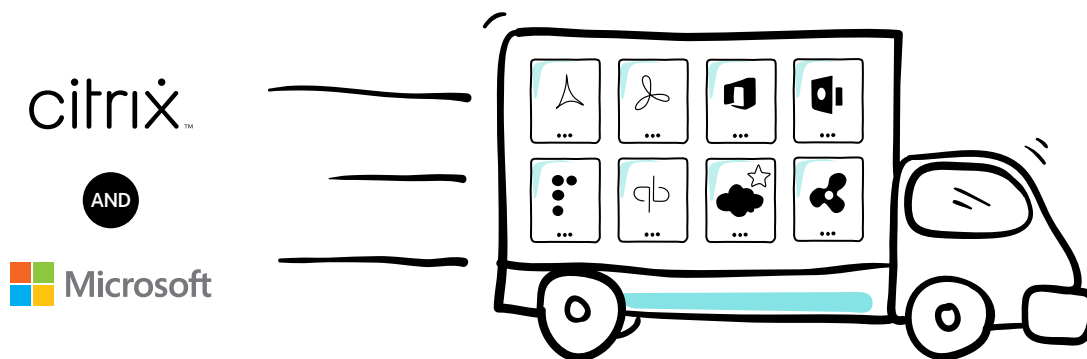
By accessing Microsoft 365 apps and Microsoft Teams through Citrix Virtual Apps and Desktops Standard for Azure, employees gain an even greater user experience. Desktop versions of Office apps and Teams along with OneDrive files inside the virtual desktop give everyone the no-compromise, full-app experience they want. When it's time to collaborate, Citrix HDX technology delivers a crystal-clear Teams video and VoIP experience no matter the device or location.

For businesses with branch offices and remote sites, Citrix SD-WAN overcomes the challenges associated with

accessing cloud and SaaS workloads over a Wide Area Network (WAN). Citrix SD-WAN prioritizes and reroutes Azure, Microsoft 365 apps, and Teams traffic directly to the nearest Microsoft point of presence — not through the virtual desktop or across the WAN. The result: better performance, flawless user experience, and less congestion on the WAN.

"As a global, full-service live broadcast media and event production agency, it's imperative that our employees have access to their work from any-where globally on any device. Citrix Virtual Apps and Desktops Standard (formerly Citrix Managed Desktops) makes it easy for our team to deliver and access our apps and data from the cloud no matter where our work takes us."

— Michael Thuney
CEO | De Tune Company

Reimagine the desktop and app experience today with Citrix Virtual Apps and Desktops Standard for Azure

You've struggled too long to meet the demands of ever-changing technology trends and your demanding employees. Investing now in Citrix Virtual Apps and Desktops Standard for Azure allows you to meet today's expectations, with the ability to grow and scale your business as needed.

Citrix Virtual Apps and Desktops Standard for Azure gives you the flexibility of delivering virtual Windows apps and desktops to employees located anywhere around the world, at any time, with the added benefit of IT management and robust security handled by the public cloud service provider. Start simplifying IT and get back to what you do best — delighting your customers and growing your business.

Keep learning at more.Citrix.com/managed-desktops

▶ Try a demo
▶ Talk to an expert
▶ Find a Citrix partner