



BENEFITS

Citrix on Azure Design & Roadmap Engagement

Your organization has been using an on-premise Citrix environment for a number of years. It's been a great investment, with many benefits being provided to your organization. But now, the on-premise hardware and software you're using is aging, and upgrading your Citrix software, servers and storage will be a critical project for your organization in the next 12 months.

If you're considering an upgrade, then it may be time to consider switching your on-premise Citrix environment to a Cloud-based Citrix on Azure environment instead.

Why Citrix on Azure instead of Citrix On-Prem?

Switching from Citrix on-premise to Citrix on Azure provides organizations with flexibility, elasticity, performance and **cost-savings (in many cases, savings of up to 50%)**, making the switch to Citrix on Azure very attractive for decision-makers.

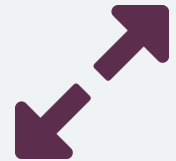
If your current Citrix on-premise environment isn't yet at end of life, consider a hybrid approach. Your current Citrix workloads and features can be seamlessly shifted over to Azure, while still maintaining your existing investment.

DELIVERABLES

- Complete Citrix Design
- Topology Diagram
- Migration Recommendations (Best Practices / Next Steps)
- Citrix on Azure Solution Pricing



Significant cost benefits from using Smart Scale



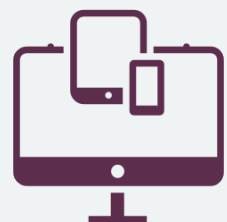
Increased scalability and elasticity with Azure



Shift to a monthly OpEx model, rather than CapEx



Decrease your administrative requirements



Device agnostic mobility





Citrix on Azure Top 5 Benefits: A Guide for Management

Why You Should Upgrade Your Citrix On-Prem to the Cloud



Benefit #1: Significant Cost Benefit from Using Smart Scale

Using Smart Scale, you can reduce the costs of running your XenApp or Xen Desktop environment when they're housed in a public cloud, such as Microsoft Azure. Using Citrix on Azure provides flexibility, elasticity, performance and cost savings (up to 50% in many use cases).



Benefit #2: Moving to Monthly OpEx Costs vs Massive CapEx

By moving to Citrix on Azure, your organization will only pay for the compute, storage and network resources that you use, allowing for increasing and decreasing server and storage usage as your business evolves.



Benefit #3: Reduce your Admin Requirements

Citrix on Azure helps you to reduce your administrative requirements in two major ways: 1) The onus of maintaining the required physical servers is taken away from your IT team; and 2) Your IT team can easily scale up or down with a few clicks of a mouse.



Benefit #4: Scale Easily

Many organizations need to be able to scale up and down easily. The elasticity of the Azure platform enables your organization to expand and contract computing resources on-demand, simplifying management & reducing costs.



Benefit #5: Device Agnostic Mobility

Another major benefit of upgrading to Citrix on Azure is the level of device agnostic mobility available. Citrix's new receivers include Chrome & HTML 5, Mac 12.6, Windows 4.8, Linux 13.6 and 7.3 for iOS. With these receivers, you can enable mobility, BYOD, flexibility and employee choice while still maintaining the same level of security.