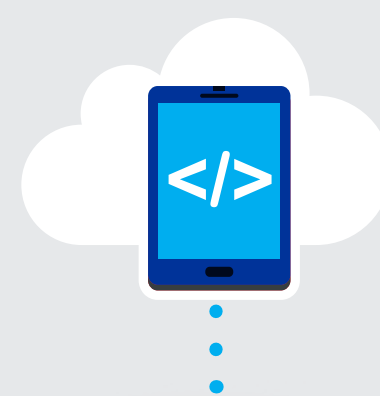


THE INFINITY OF VIRTUALIZATION

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HOW THE CLOUD GIVES YOU SCALABILITY FROM ONE CENTRAL LOCATION



THE FUTURE OF WORK IS EVOLVING – FAST

Work isn't a place anymore. It's an activity, spanning time, space, and matter. If that sounds futuristic, consider tech's pace of exponential development. The future arrives faster every day.

Today's employees can work seamlessly from separate time zones. They're between offices and home, in coffee shops on tablets, in airplanes on laptops, in Ubers on their smartphones. In the United States alone, 43% of the workforce has spent at least some time working remotely, and that [number continues to rise](#).

Even hierarchical structures in companies are becoming fluid – because everything is. That's why the cloud has become indispensable. Aptly named, the cloud is the most changeable form of water. Its capabilities are infinite. And virtualization is a way to tap into that infinity to solve problems weighing down your IT.

Consider data security: those words are enough to spike a heartbeat. It's one worry you don't want – or need – on your plate, because onsite data storage is a security risk that the cloud can alleviate. That's one simple example. As you read on, you'll see how many other issues the cloud can solve simultaneously.

No matter where you are in your digital transformation, it needs to move quickly or the transformation itself becomes a liability. Virtualization achieves this by enabling fully personalized desktops for each user with all the security and simplicity of centralized management. And it's an incredibly cost-effective way to shift quickly.

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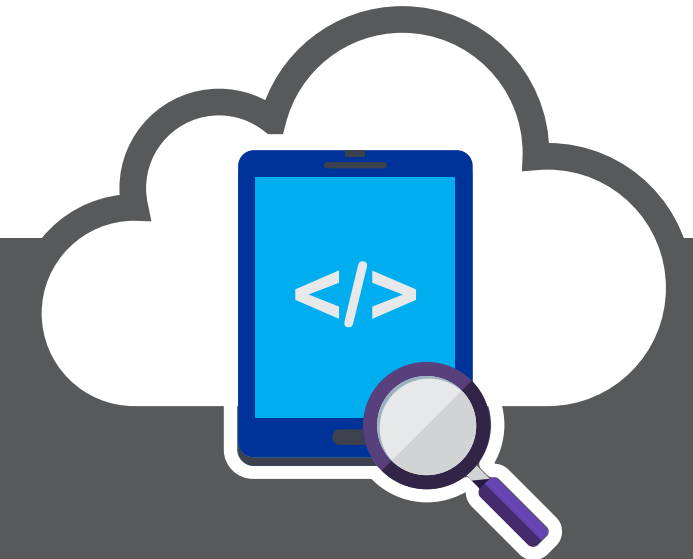
HOW OUTDATED INFRASTRUCTURE IS COSTING MORE BY THE DAY

It's no longer a banner of achievement to have hardware onsite. For a workforce that adapts – and that includes many who bring their own devices – it's slowing you down. Those overflowing closets, drawers, and corners? Yup. Today, maximizing functionality means reducing or eliminating hardware entirely.

Citrix uses virtual desktop infrastructure (VDI), which is the process of running a user desktop inside a virtual machine that lives on a server in the datacenter. This means you can manage everything from one place and do maintenance like remote software updates with ease. You have multiple deployment options, like virtualized apps, desktops, data, and networking – all without capital expense, setup costs, or maintenance costs. Even infrastructure costs like powering hardware and keeping it cool are eliminated.

VDI dramatically reduces software costs, too. According to Gartner, software is either the first or second largest cost in the IT budget and software support and maintenance account for 50% to 60% of that overall software cost.

How much of your time and budget are spent on compliance and licensing? Those resources could be spent innovating. Compliance is extremely easy and cost-effective in the cloud. Citrix with Azure covers these details. **Securely.**



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SMALL TO MASSIVE – WHY SCALABILITY IS CRITICAL TO EVERY COMPANY

Your company's needs fluctuate. Even daily, from subtle to big ways depending on your vertical, clients, and other factors. An infinitely scalable cloud with a pay-by-use structure ensures that you can always deliver on those fluctuations, and never pay for more than you need. Contrast that to the guesswork involved in onsite infrastructure: predicting what's needed, course-correcting as you go, and draining precious resources daily.

All those resources could be channeled into exploration, innovation, and development – furthering the company, employee job satisfaction, and your own career.



And there's no structure you need to adjust to. The cloud adjusts to *your* needs. You can choose a hybrid approach or go full cloud. Citrix on Azure has a complete portfolio of solutions that can fit any size company and its needs. XenDesktop is one Citrix solution that makes VDI easy and affordable for simple IT organizations. It delivers fully functioning virtual desktops (less expensive than PCs) and all the apps employees need.

Infinite scalability is just that: uniquely-scaled solutions for companies of all sizes, delivering the right experience for every user, every time.

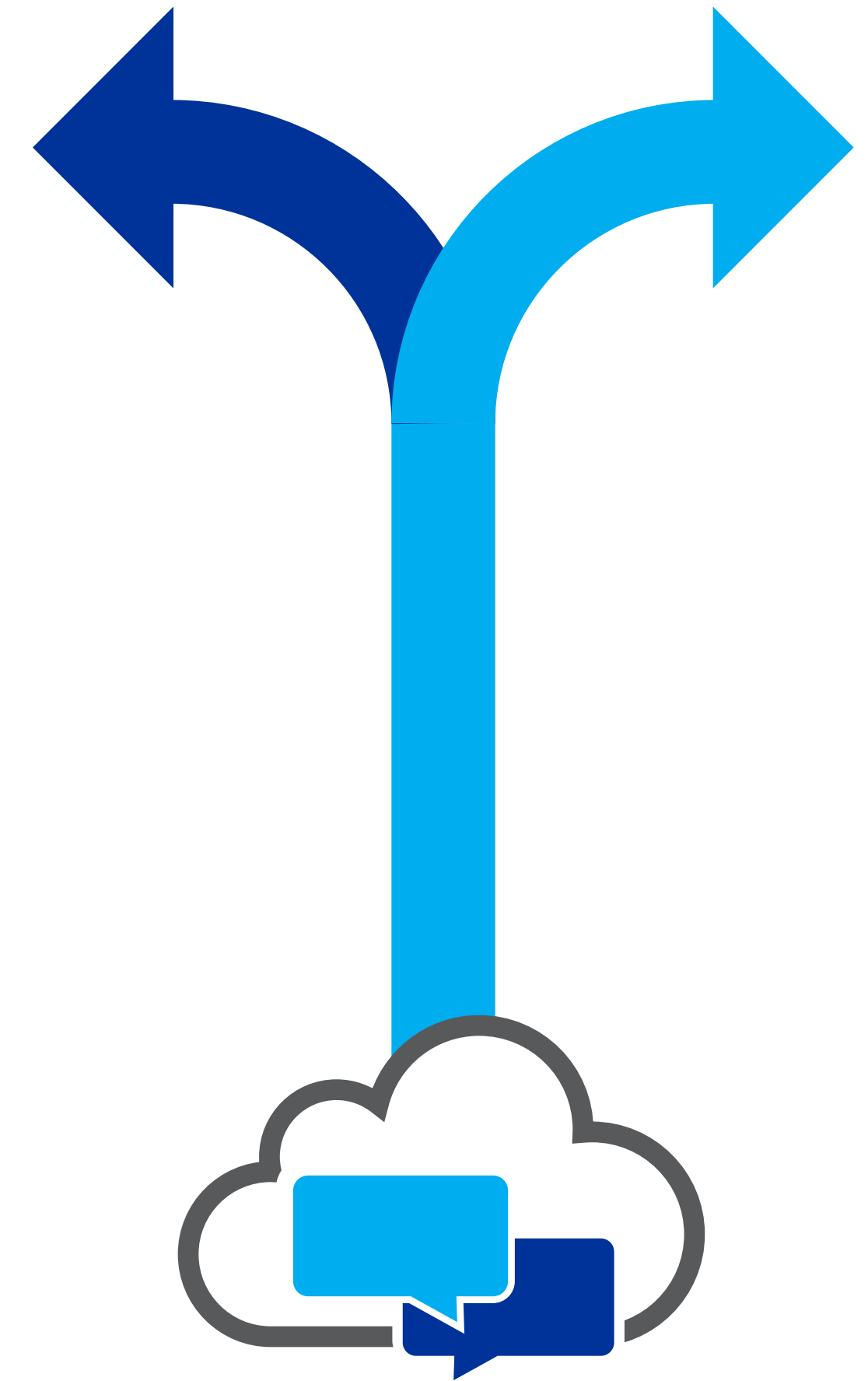
AGILITY MEANS BEING READY FOR CHANGE. AND THERE'S A LOT OF IT.

A lot of changes are things we barely notice until they become a landslide. The key is adapting to them while they're happening – and anticipating them when possible.

Remote workers used to be an exception to the rule. Having a range of devices was, at one point, a novelty. Now these are intrinsic parts of work-lives that flow and differ from person to person and place to place. The more agile your IT is, the more your company can thrive on these differences rather than get snagged on them.

There is also more awareness now of how generations differ in their needs and wants. Being able to easily fulfill them? A huge asset. Virtualization allows for individuals' work habits and preferences. As changes continue to shape the modern workforce, Citrix and Microsoft's partnership is an advantage. Their level of integration gives you enterprise strength and support you can rely on from day one.

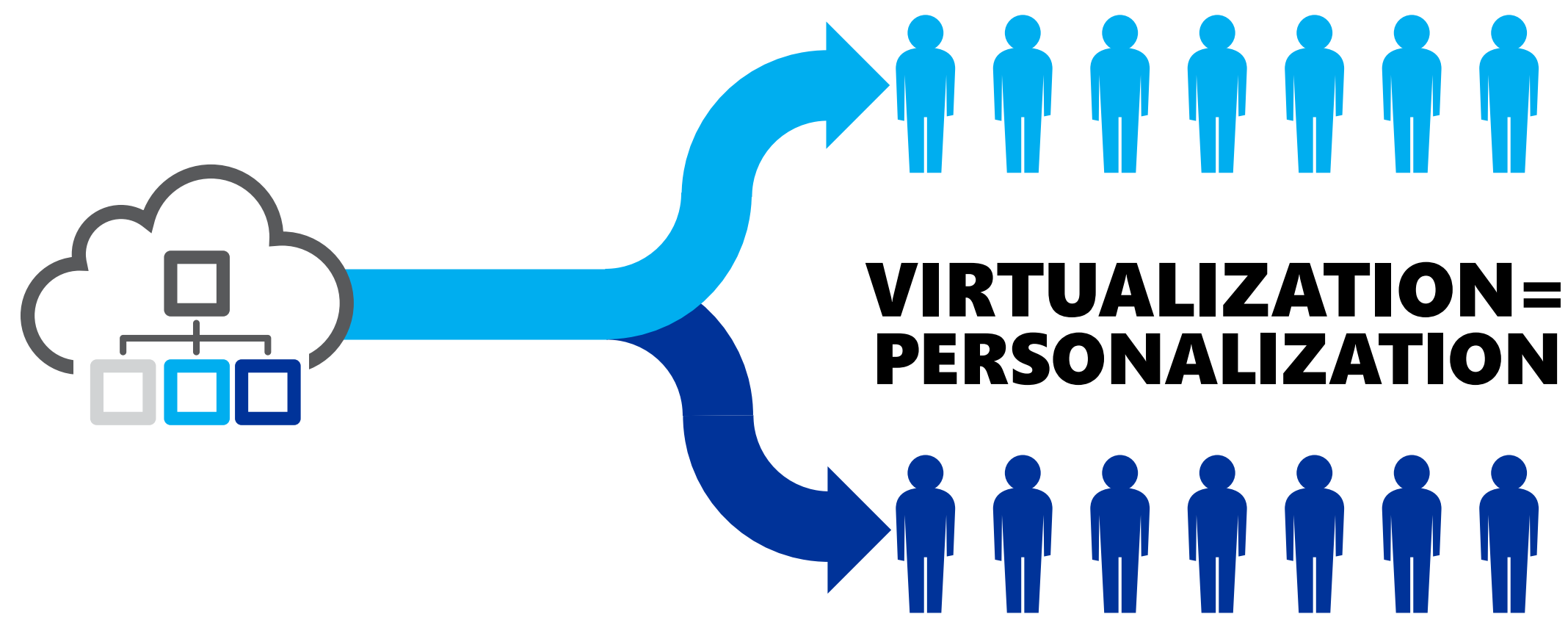
It's startling, really, when you consider how the cloud can serve up exactly what someone needs, when they need it, instantly and on any device. Productivity? Through the roof. And with this level of adaptation to details and user needs, you're freed up to focus on the big picture.



CUSTOMIZATION IS FOR EVERYONE, ALL THE TIME

There's no question: at this point, everyone expects customization. And it's a reasonable, necessary expectation. It's not just personal preference; it's become critical to optimal productivity.

Users need access to the tools that fit their tasks. They need to hop from one device to another and pick up where they left off, securely and without a hitch. Working with multiple employees onsite makes quality assurance difficult to achieve. But workers around the globe? How do you achieve it for them?



Virtualization means all users get personalization, everywhere. You can deploy and manage Windows 10 virtual desktops easily. You can quickly deliver secured apps to any device, anywhere. It's a nimble, powerful solution. And a massive headache relief.

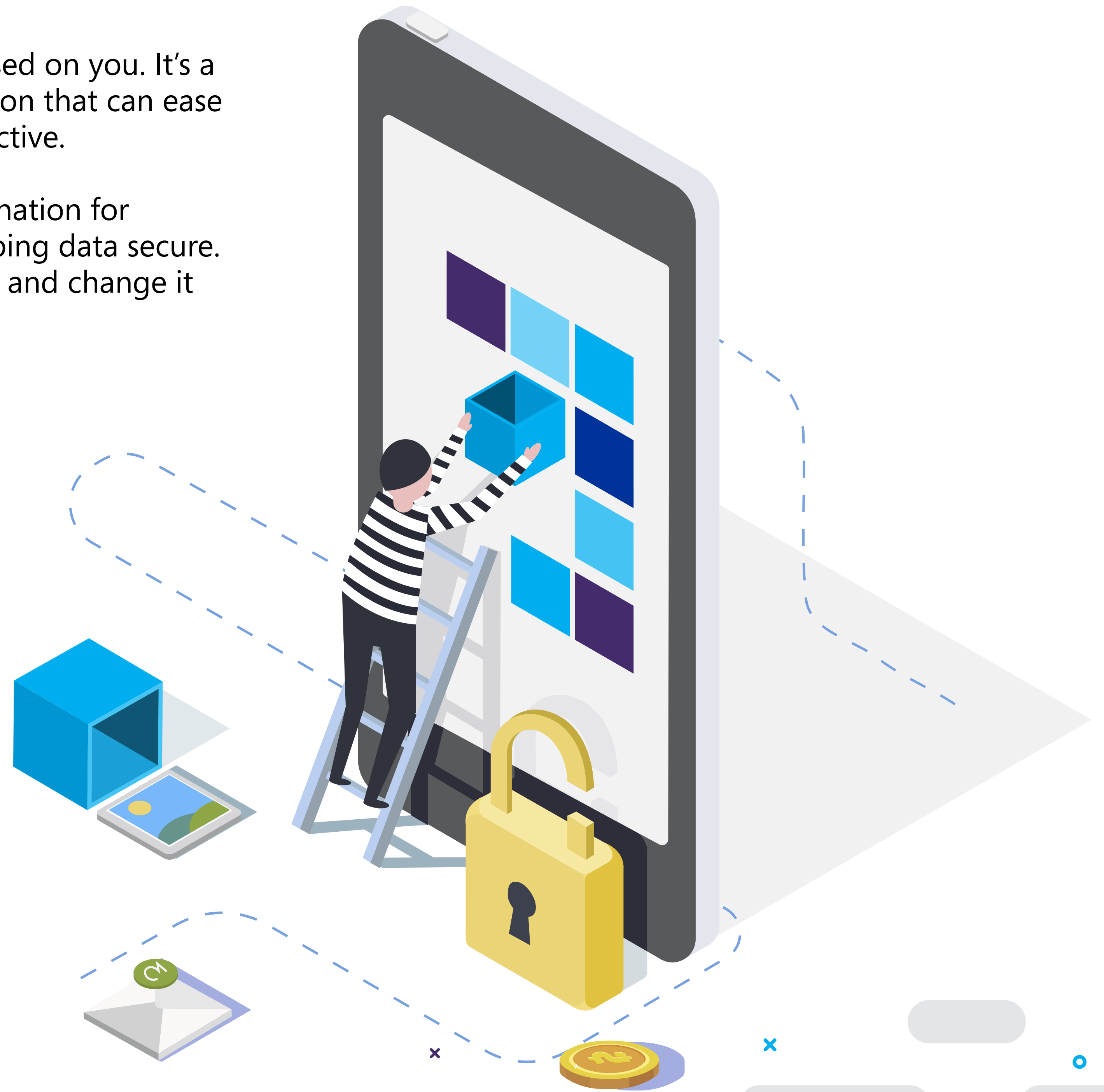


DIVIDED ATTENTION LEAVES VULNERABILITIES

As an IT manager, the topic of security has all eyes focused on you. It's a weighty responsibility and it's worth investing in a solution that can ease the risk. Amazingly, the safer road is also more cost-effective.

Citrix with Microsoft Azure is a powerfully secure combination for virtualization. It's centralized management – key to keeping data secure. It also allows you to create levels of employee clearance and change it quickly, should the need arise.

Since cloud tech is inherently adaptable, it scales with you, securely. That's something that aging onsite infrastructure just can't do. And when your resources are pulled in different directions, triage-style, there's no way to be vigilant 24/7.





LEADING U.S. INTERNATIONAL LAW FIRM

A US law firm with 3,600 users, including 1,600 attorneys, needed to integrate mobile technology for their international business. When asked about their desired experience, they responded that they wanted, “what I get in the office.”

It was a clear request and a high bar. Their IT architect implemented Citrix XenDesktop on Azure, and the results fulfilled – and surpassed—their request.

The law firm maintained high-bandwidth connectivity across offices in the US, Europe, and Asia. They had access to all the same applications and files remotely with an identical visual experience. Transitions between devices were seamless and didn’t require time-consuming sign ons or restarts. In fact, one attorney calculated 20 saved seconds per sign-in – saving hours each month, which they devoted to billable hours instead. In addition, the firm saved \$140,000 on licensing fees.

Employees now have secure access to their nearly 4,000 devices in the company, spanning laptops, tablets, and smartphones, plus the flexibility to work anytime, anywhere – including offline in courtrooms. Those who bring their own devices also get a personalized experience that matches their office computers.

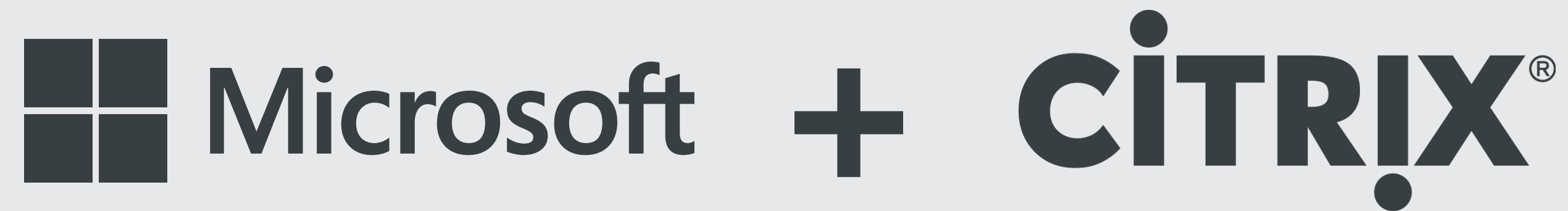
Legal work, of course, requires top-notch security. In addition to the high security of the Citrix plus Azure combo, the firm implemented Microsoft Azure Multi-Factor Authentication, for superfast fingerprint sign-in.

All this efficiency relieved admins from deploying software device by device and freed them up for more valuable, fulfilling work.

“Citrix is a strategic technology for us,” says the law firm’s IT architect.

“We couldn’t be competitive in our market without this kind of remote access technology.”





Built upon a multi-decade partnership, the Citrix plus Azure joint desktop virtualization portfolio enables businesses of all sizes to deliver the right type of virtual desktop for every user, every time. Accelerate and secure your transition to the cloud, no matter where you are in your journey.

MOVE UP TO THE CLOUD TODAY.

A solid blue rectangular button with the text "GET CONNECTED" in white, uppercase, sans-serif font. To the right of the text is a white right-pointing triangle (arrowhead). A decorative dotted line is positioned above the button, extending horizontally across the page.

GET CONNECTED ▶

ZONES

For more information, contact your
Zones account executive, or call 800.408.ZONES.