citrix | Microsoft

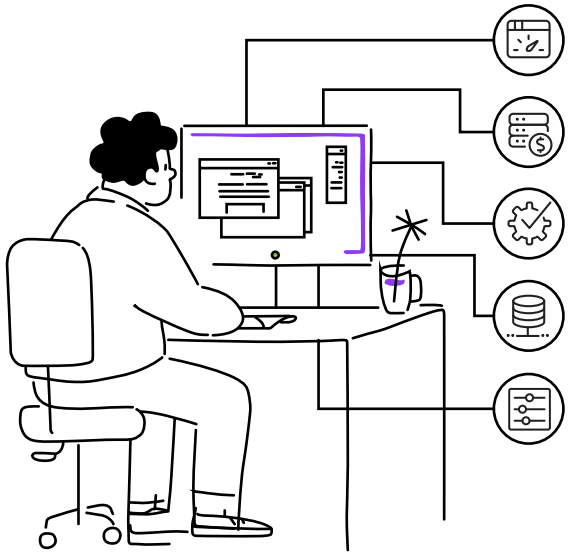
It’s time to create a modern digital workspace experience

Deliver apps and desktops from the cloud with Citrix DaaS on Azure Virtual Desktop.

Is your IT's approach to desktop and app management ready for digital transformation?

IT departments of every size regularly update their desktop management in an effort to strike the ideal balance between user experience, security, and IT overhead. From desktop reimaging and automated deployments to server-based remote desktops and virtual applications, it's been quite an evolution. On-premises virtual desktop infrastructure (VDI) has been a major driver of IT change, and now cloud-hosted virtual desktops and apps offer exciting new benefits in scale, cost, and supportability. How do you get there?

Is your organization addressing the new demands of hybrid work and what it requires to deliver upon IT modernization? Don't overlook these considerations.



Wherever your organization is on the path to a modern employee experience, don't overlook these considerations.

1) **CAPEX driven infrastructure limits scale**
On-premises VDI requires purchasing and maintaining servers, hypervisors, networking, storage, and images. The rigid nature of on-premises infrastructure limits a company's ability to quickly respond to spikes in demand or new use cases.

2) **Cloud simplifies capacity and cost planning**
Unlike on-premises deployments, cloud hosted desktops are designed for time and cost-efficient scaling. Real-time provisioning tools allow IT to be prepared for capacity bursts and long-term growth without costly over or under provisioning of infrastructure hardware.

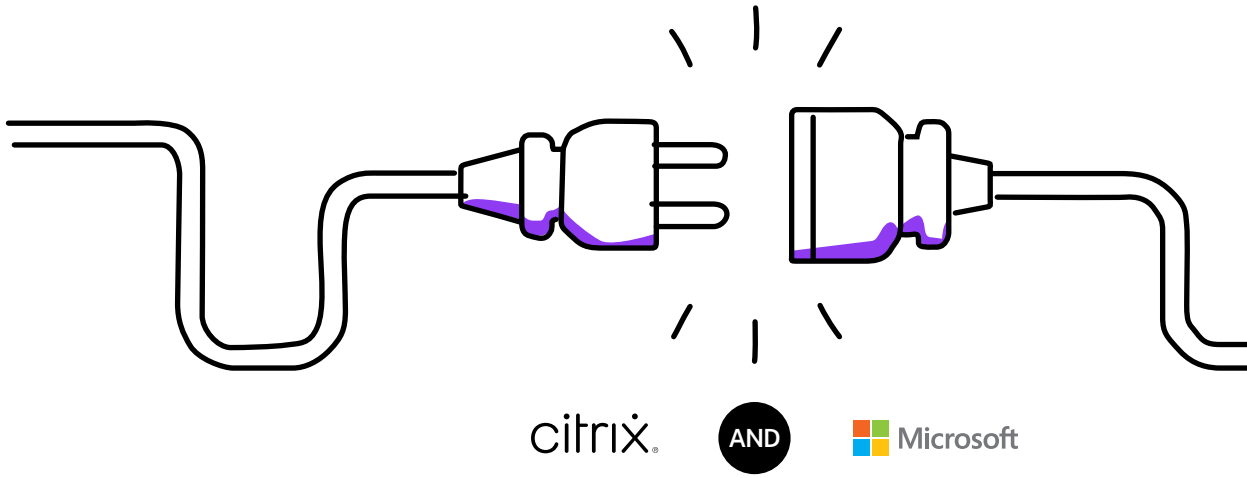
3) **Employee experience is critical**
Inadequate infrastructure, network, and performance planning can lead to slow logins, sluggish apps, choppy videos, and an overall sub-par end user experience, negatively impacting employee adoption and sentiment.

Citrix DaaS and Microsoft make desktop management more secure, flexible, and efficient

A modern digital workspace is built on best-of-breed solutions from Citrix and Microsoft. Sitting at the core for virtualizing Windows 10 and 11 desktops is Azure Virtual Desktop, a Microsoft 365 entitlement that makes cloud desktop virtualization easier than ever. Providing a rich administration layer, the Citrix DaaS solutions give IT all the power and flexibility to deliver any desktop or app—Windows, Linux, web, or SaaS. The high-performance Citrix HDX protocol and a unified, secure, and intelligent workspace experience to your users.

A proven leader in desktop and app innovation

Citrix has been leading the charge to client virtualization for over 30 years. We've partnered with Microsoft every step of the way to overcome these challenges—making cloud-native desktop virtualization easier to manage, more affordable, and a breeze to use.



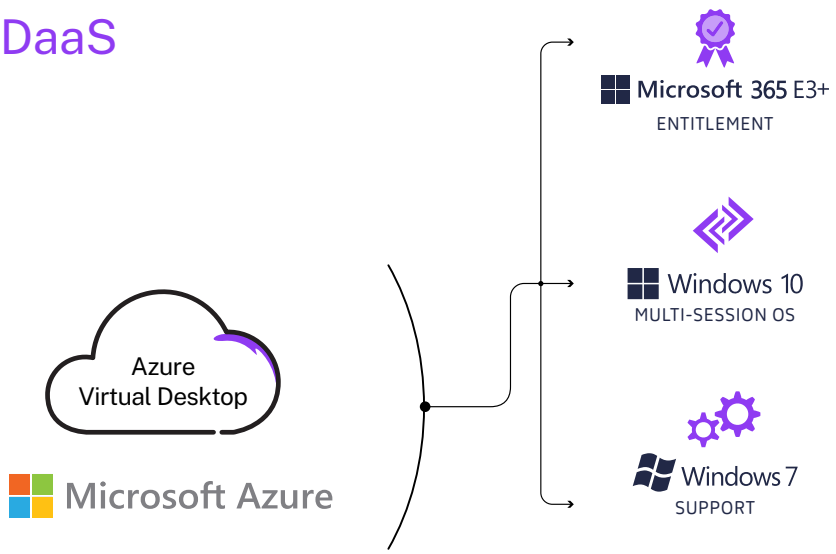
Citrix unlocks the full potential of Microsoft Azure and Azure Virtual Desktop

Moving to the cloud can be a major IT initiative with lots of moving parts. In addition to providing the best unified management of your virtual desktop infrastructure, **Citrix maximizes your cloud investment by unlocking the full potential of your Azure Virtual Desktop license entitlements** so you can support all user scenarios.

Citrix Workspace allows you to fully support Windows 10 and 11 multi-session desktops — available only as part of Azure Virtual Desktop — while maintaining on-premises investments, resources, and policies. Citrix DaaS gives you flexibility through true hybrid management of on-premises apps and desktops alongside Azure Virtual Desktop. These capabilities are essential for smoothly migrating from on-premises to cloud, and addressing additional app and desktop use cases.

Desktop management is better with Citrix DaaS

With Citrix DaaS you get full cloud management of virtual apps and desktops — whether on-premises or in Azure. Accelerate time-to-value by removing bottlenecks with streamlined deployment of virtual workloads. Enable better system administration with Citrix's centralized image management, application layering, and advanced analytics.

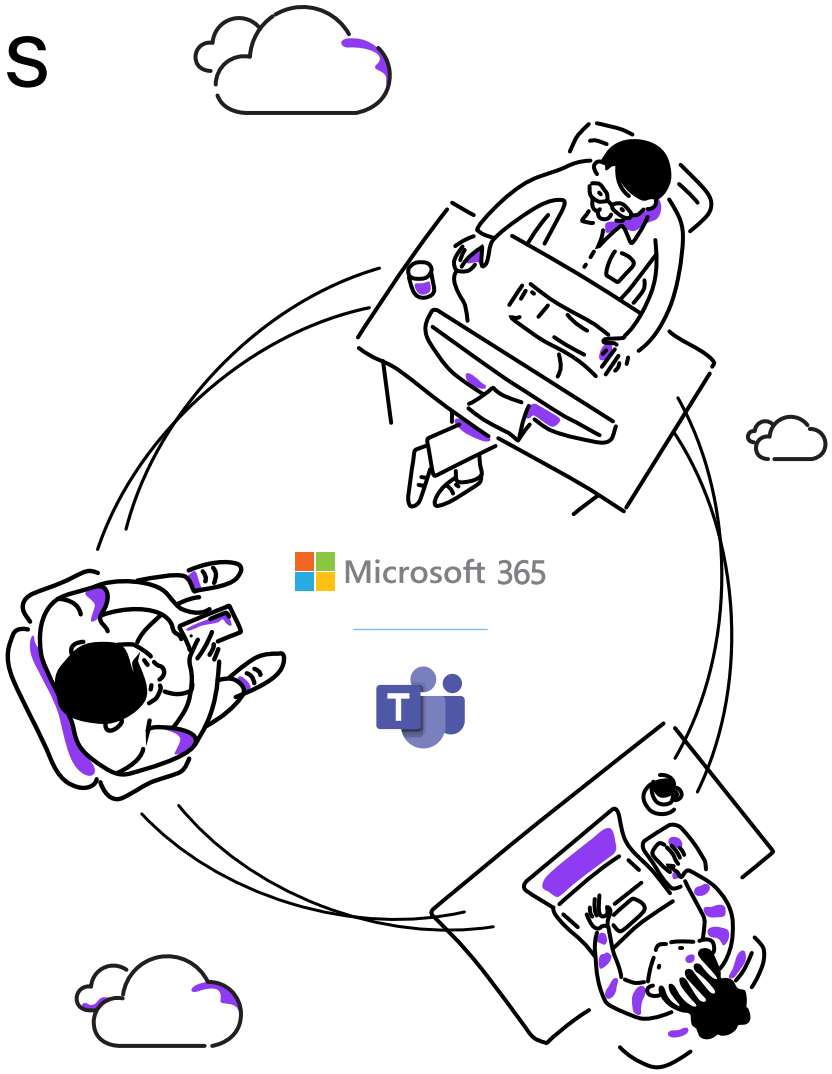


Collaborate better with Citrix and Microsoft Teams

Microsoft Teams usage has soared to 250 million monthly active users as of January 2022.[1] With so much demand for collaborating virtually, IT needs to ensure the employee experience is as natural and friction-free as meeting in person. Dropped calls, buffering video, and lagging apps simply won't be tolerated.

Azure Virtual Desktop with Citrix DaaS solves this by creating the most complete, full-fidelity Teams and Microsoft 365 app experience. Citrix optimizes Microsoft Teams with HDX RealTime Media Engine resulting in clear, crisp, high-definition voice and video calls — and productive, engaged employees who can collaborate securely from any location with any Windows-enabled device.

This same high-definition experience isn't limited to just Microsoft 365 and Teams. Other apps — Windows, Linux, web, or SaaS — gain the same benefits of an improved employee experience along with the security and scalability offered by Citrix DaaS.



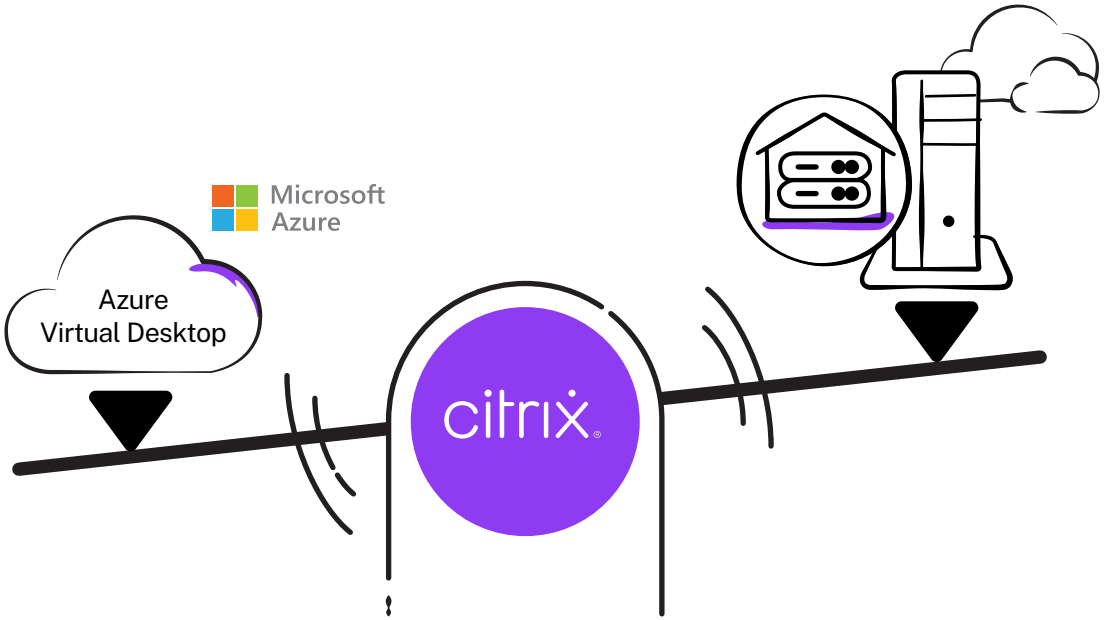
Your desktops and apps aren't in one place, but managing them can be

Most businesses have existing on-premises application and desktop investments including app virtualization and VDI. Transitioning everything to a cloud-only model all at once is neither timely nor cost efficient. The middle ground is a hybrid cloud strategy. A hybrid strategy allows you to transition virtual apps and desktops to the cloud at your own pace, leveraging existing investments and skills along the way. You can begin by sourcing a single application, service, or desktop workload then re-evaluate: will you see greater benefits from going all-in with cloud assimilation or by taking a slower, incremental approach?

Citrix provides full hybrid-cloud management of Azure Virtual Desktop workloads alongside on-premises or existing cloud VDI deployments. Administrators can manage multiple environments with Citrix DaaS and choose the best environment for different user needs or data types. Citrix IT admin tools including image management, application layering, advanced analytics can also be used for Azure Virtual Desktop.

Citrix provides[2]

- *Automatic scaling and provisioning*
- *Optimized performance*
- *Real-time, end-to-end visibility*
- *Improved login speeds*
- *Image and profile management*



Top use cases for digital workspaces

Citrix DaaS with Azure and Azure Virtual Desktop is ideal for modernizing the workplace and solving both short and long-term business requirements.

Mobile workforce

Give every employee a fast, seamless, one-click access desktops and apps from anywhere. By bringing intelligence into the workday, what you need to do is automatically organized into simple workflows, so you can do more.

Business agility

From seasonal hiring and demand spike, to mergers and acquisitions, rapidly deploy virtual desktops and apps to workers without the complexities and costs of traditional desktop management.

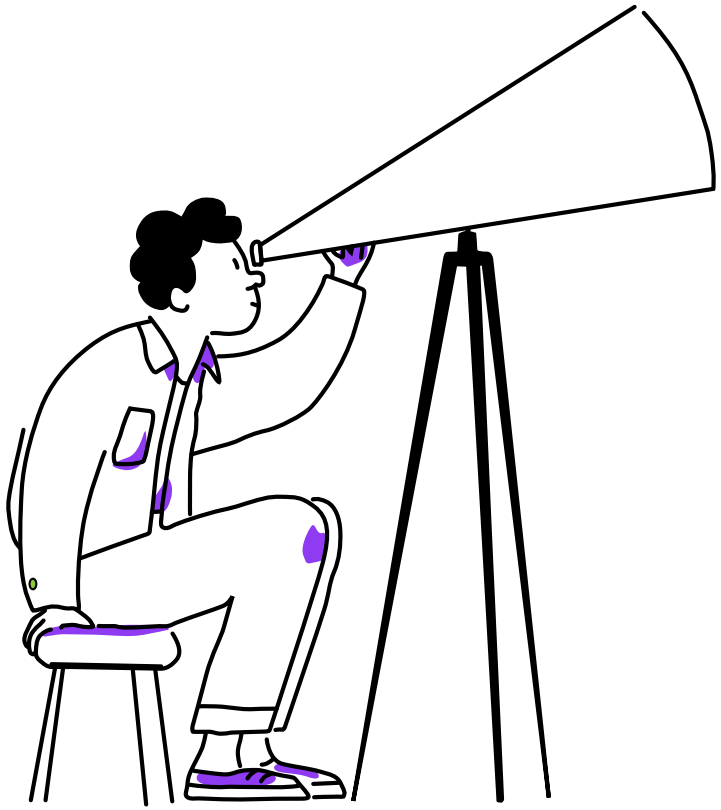
Business continuity

Create a business continuity plan that establishes remote work as the norm — not the exception — allowing your employees to work from anywhere, under all kinds of conditions.

Security and compliance

Keep company data protected without stifling employee productivity. Apps are secured, passwords are protected, and real-time visibility into user behavior finds and stops threats faster. Centralized control of data makes it easier to comply with regulatory laws and policies.

The best app and desktop solution for today, tomorrow, and the future



The future of desktop and app delivery is in the cloud, and the time to initiate your move is now. And you are in good company. Driven by the benefits of cloud, some 76 percent of businesses have committed to a hybrid cloud strategy.[2]

Citrix and Microsoft are committed to making this a reality for businesses of any size. By joining together, Citrix and Microsoft are simplifying cloud transformation and speeding adoption of digital workspaces to enable greater business agility, employee productivity, and security.

By using Citrix and Microsoft to create hybrid digital workspace solutions, you can confidently solve for today, while building for tomorrow.

Begin your move to a modern digital workspace today.

- Visit more.Citrix.com/AVD
- Try a demo
- Talk to an expert

Sources: [1]Microsoft, [2]ESG

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