Gold
**Microsoft**
**Partner**

Microsoft

**CITRIX** **Partner**
Platinum
Solution Advisor

# Microsoft Azure & Citrix:
## Simplify your journey
## to the cloud

ultima

# How Ultima can simplify your journey to the cloud running Citrix on Microsoft Azure

## Citrix cloud solutions are secure, fast to deploy and easy to manage on Azure

Microsoft Azure and Citrix services are uniquely integrated, so they can be customised to meet your exact needs. Design and deploy solutions wherever they are needed, whether your preference is in the cloud or a hybrid deployment. You can enjoy unprecedented benefits and a fast return on investment, however complex your environment.

Best of all, solutions can be introduced at a speed and scale that suits you, so you'll always feel in control and can move at a pace that suits your business.

Microsoft Azure is a cloud platform designed specifically to **serve enterprise demands**, and Citrix specialises in **delivering enterprise-grade business applications** to any location and device.

The combined power of Microsoft Azure and Citrix provide the **reliable, seamless virtual infrastructure** and services required to keep business moving - and your employees will never be without the tools they need.

**Read on to find out how**  ❯

## Ultima's extensive experience in both Citrix and Microsoft technologies helps you best exploit the benefits of their partnership

**Regardless of where you are in your Citrix or Azure journey, Ultima can help maximise its value by:**

✓ Demonstrating the technology
✓ Providing business value justification
✓ Setting up the right subscription model
✓ Extending functionality across your whole organisation

**Proof of Concept**

Experience the solution in your own environment; utilise trial licensing to evaluate and determine if it will meet your needs.

**Full End-to-End Delivery**

Ensure the most effective and appropriate service from a range of available options to suit your requirements.

❯ Confidently navigate the Microsoft and Citrix licensing programs
❯ Provision your Azure hosting and server infrastructure effectively, properly integrating Citrix into your environment
❯ Our efficient and flexible delivery framework allows a cost effective approach tailored to you

Ultima's breadth of skills means that our experienced consultants can deliver the end-to-end solution.

**Managed Services**

Eliminate uncontrolled change through standardisation and configuration management.

Our UK-based, ISO 27001 certified 24x7 Technical Service Centre includes service desk, proactive monitoring and management of any hybrid infrastructure

## The case for cloud is now well established - and many enterprise organisations are already taking advantage.

**Economic volatility, shrinking budgets, a mobile workforce, exponential data growth...these factors and more are driving the transformation of IT infrastructure and services - fast.**

Cloud adoption rates continue to rise, with the worldwide public cloud services market expected to grow 18% this year[1]. Recent research from cloud solutions provider RightScale reveals that 93% of businesses are using cloud technology of some kind in their daily activities[2].

**The benefits of outsourcing to a cloud hosted model are understood by enterprise CTOs and CIOs, with several critical factors driving cloud's rapid uptake:**

### Compete to win

Be faster to market, with better solutions; stay agile and responsive to change

### Security

Keep information, employees and your reputation protected, wherever it resides and whomever is using it

### New business models and digital capabilities

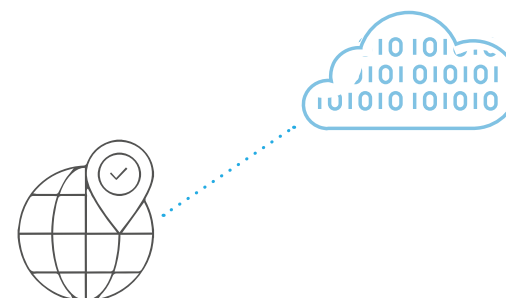Reduce costs, streamline operations, improve employee and customer experience

**Organisations are keen to offer scale on-demand; maintain the ultimate in performance and achieve global reach.**

**However, in an ideal world,** whilst all of this is certainly possible, the majority of enterprises do not live in such a utopia. Existing infrastructure is not necessarily capable of embracing cloud technologies, which hinders progress and can prevent migration.
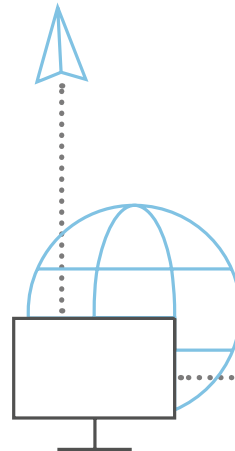
## As such, a 'real-world' strategy is required...

**The issue is not about persuading your business to make the move, but rather, in ensuring you're confident you're making it in the right way.**

**Existing and complex technology and infrastructure means most organisations are unsure about how to introduce new cloud services in a way that will integrate with less flexible legacy resources.**

With budgets under close scrutiny and physical space diminishing, enterprise organisations are faced with a difficult dilemma: they must move quickly to take advantage of the cloud, but without losing competitive edge or jeopardising security or productivity.

In response, many are still operating a significant on premises IT footprint while migrating some resources to the cloud - therefore managing multiple environments.

**90%**

# Ninety percent
of Fortune 500
companies trust the
Microsoft Cloud

**Microsoft is the**

**first global provider**
**to deliver the complete cloud**
**from data centres in the UK**

# The benefits of a managed migration

Azure has comprehensive compliance coverage with **more than 60 compliance offerings,** and was the **first major cloud provider** to contractually commit to the requirements of the General Data Protection Regulation (GDPR)

**By taking advantage of the unique integration between Microsoft and Citrix, your enterprise organisation can migrate to the cloud faster, more easily, and with minimal risk.**

Deploy customised solutions and applications, delivered on premises, in the cloud or as a hybrid model, and you can significantly reduce the time and cost associated with your migration projects.

Citrix has 30 years' experience in delivering enterprise business applications remotely from any location, to any device. Combined with Microsoft Azure - cloud designed specifically for the enterprise - you can deliver seamless, scalable and secure virtual infrastructure and services.

Citrix builds on its long-standing partnership with Microsoft and offers multiple VDI deployment options for Citrix solutions on Microsoft Azure - including virtual apps, desktops, data and networking.

Customers can provision and deliver workloads on Microsoft Azure's cloud platform - reducing overall IT costs and increasing efficiency - or choose to deploy VDI with Citrix Cloud services on Microsoft Azure.

Microsoft and Citrix give you the freedom to make your own journey to the cloud, your way, according to the intricacies of your business.

Migrate at a speed and scale that suits you to make the most of new opportunities, while also maximising your existing and legacy technology investments.

## The benefits of a managed migration

> Ensure business continuity, with **legacy apps**

> Ensure comprehensive **security**

> **Plan a timetable** to fit around you

> Manage **BYOD** effectively

> Choose what to **migrate,** when

> Meet **budget** requirements

## Your transition to the cloud can be broken down and mapped out according to your business priorities.

**Your suite of Citrix tools, allied to the power of Microsoft Azure, simplifies delivery, management and maintenance from day one, using a central console with easily integrated hybrid IT environments.**

### Embrace digital workspaces and enterprise mobility

- Combine the full Citrix suite of technologies to deliver an **outstanding user experience** with expanded mobile capabilities - regardless of application needs - whether virtual, native, web, Software-as-a-Service or cloud
- Microsoft Azure already has a **global network** of data centres

### Accelerate migration

- Deliver **immediate access** to core business applications on Windows 10 devices
- XenDesktop Essentials with Citrix AppDNA can **reduce the cost** and complexity of application upgrades, migrations and updates by up to 90%
- Both Windows 7, Windows 8, Windows 8.1 and Windows 10 can be supported while **employees transition** on their own timeline

### Enable secure, mobile cloud productivity

- **Collaborate and communicate** using the full remit of Office 365 and Skype for Business, while enjoying peace of mind and protection from Citrix Cloud XenApp and XenDesktop Service
- Co-author and edit documents using **Citrix ShareFile** - and enable full file tracking alongside encryption before sharing – maintaining enterprise document security levels
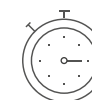
### Reduce cost and increase efficiency

- **Meet the demands** of your growing workforce through Citrix Cloud XenApp and XenDesktop Service to provision apps and desktops on Microsoft Azure
- Extend Azure to offer **file synchronisation and sharing** with Citrix ShareFile, and add Citrix NetScaler to increase the efficiency of your cloud-based network deployment
- Citrix Cloud XenApp and XenDesktop Service allows **Windows 10 roll-outs** to be structured to fit requirements, using test groups, departments in order, apps in order or everything together

# Stay ahead
## with Azure

**Massive scalability**
with thousands of cores
being added every day

**Hundreds of different VM sizes**
available allowing you to target
specific user or business needs

**Cloud capabilities**
not available elsewhere -
such as per minute billing, a
consumption charging model,
auto-scaling and disaster
recovery in the cloud

**If your organisation is specifically gearing up for - or in the process of - cloud migration, there's some great products and tools available to help you...**

### XenApp and XenDesktop Service

Cost effective, secure delivery
of Windows applications and
desktops to any device.

### AppDNA

Provide instant application
compatibility reporting and
layer reordering for assigned
AppDisks, before distributing
applications to the workforce.

### ShareFile

Secure, enterprise-grade
data sharing, and sync
services on premise
and in the cloud.

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# With Citrix and Microsoft working together your organisation will simplify IT, reduce infrastructure and increase employee productivity.

**Mobilising your workforce increases productivity, but it shouldn't mean sensitive business data walking around outside your corporate network and firewall.**

**Your IT team will sleep at night knowing that, with Microsoft and Citrix working together, you can be confident that your applications and sensitive data are secure.**

Security and privacy are built right into the Azure platform beginning with the Security Development Lifecycle (SDL). The SDL addresses security at every development phase and ensures Azure is continually updated to make it even more secure.

Operational Security Assurance (OSA) builds on SDL knowledge and processes to supply a framework that helps provide secure operations throughout the lifecycle of cloud-based services. Azure Security Center makes Azure the only public cloud platform to offer continuous security-health monitoring.

Azure also provides the security-hardened infrastructure to connect virtual machines (VMs) to one another.

NetScaler Gateway Service provides secure, encrypted authentication and access to your apps.

XenApp and XenDesktop service protects against data leakage and loss by reducing the risk associated with lost, stolen and compromised devices.

**Beyond XenApp and XenDesktop service: Your journey into the cloud**

XenApp and XenDesktop service is the fastest, easiest way to securely deliver Windows apps from Azure to any device, and the ideal first step in your journey into the cloud.

Citrix and Microsoft are leading the digital transition for organisations of all sizes. They offer flexible solutions for virtualisation and secure, mobile workspaces that provide instant access to apps, desktops, data, and communications on any device over any network.
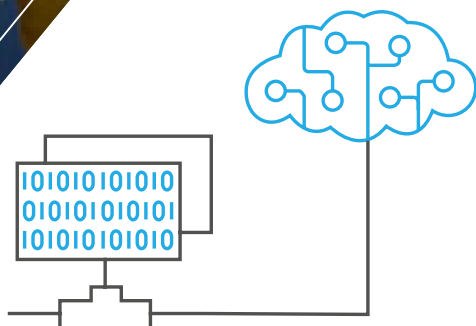
## Casestudy
### From steam to cloud, ÅF leads engineering innovation

**ÅF was founded in 1895 as The Southern Swedish Steam Generator Association and has been at the forefront of engineering, energy, and industrial design ever since.**

ÅF's engineers use resource-heavy applications like CAD, but it is not simply computing horsepower that drives the firm's success. It also relies on the intellectual horsepower of its 9,000 employees, drawing experts from around the world to work on client projects.

For greater versatility, it turned to Citrix Cloud and Microsoft Azure.

Combining Citrix Cloud with Microsoft Azure gives ÅF the agility it needs to respond to business needs, whether that's a large project requiring additional servers and international headcount, or the acquisition of a specialist consulting firm.

XenApp and XenDesktop Essentials provisions virtualised desktops and applications onto Azure for ÅF's engineers to access wherever they are.

XenApp Essentials delivers those resource-heavy CAD applications, ensuring adequate computing resources are provided in the cloud - rather than the end device.

*For more info, read now:  www.microsoftandcitrix.com*

# Jumpstart your own
## cloud journey

## Cloud Value Workshop

Spend time with an Ultima Solution Architect to learn how you can leverage Microsoft and Citrix Cloud technology to transform your Citrix environment into an optimum hybrid cloud solution.

During the half day interactive workshop, quickly understand the options available for your journey into the cloud, with Citrix and Microsoft.

Walk through the various considerations and migration options available, identifying their respective strengths and weaknesses - including cost models.

## Workshop Format

Half-day interactive workshop - held at your office or Ultima - driven by our Modern WorkSpace Solution Architects.

### *Analyse*

Clarity on existing infrastructure, business requirements and current challenges. Determine how you would like to see this transformed in the future.

### *Review*

Identify and select the most appropriate solution to satisfy business requirements, including hybrid if appropriate, detailed with options driven by business requirements.

### *Define*

Convey a new, appropriate Citrix strategy - compatible with your business to enable success. Develop an agreed action plan in collaboration with your team.

> ❯ **Soak up our expertise – join us for a 1:1 workshop**

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■■ Microsoft

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