



Citrix-on-Azure

A partnership to drive your business forward



World class technology

Paired for performance.

"We partner with world-class technology providers to bring our customers first-class services that meet their ambitious business goals. Which is why we've partnered with both Microsoft and Citrix to bring you Citrix-on-Azure."



Azure
Expert
MSP



Partner
Service
Provider



Citrix-on-Azure

What does this mean?

Citrix-on-Azure helps organisations along their cloud modernisation journey.

By moving servers applications and desktops to Citrix-on-Azure your operation sits within a secure and easy to manage environment.

Securely access workstations and apps from anywhere on any device whilst only paying for what you consume.



Citrix-on-Azure

Challenges you're facing...

Large Capex costs

Large costs of hardware as your business needs to power an extensive suite of data and applications.

Leaves little Opex budget for other projects.

Slow data and application speeds

Large number of users cause speed issues especially when working with powerful applications and large datasets.

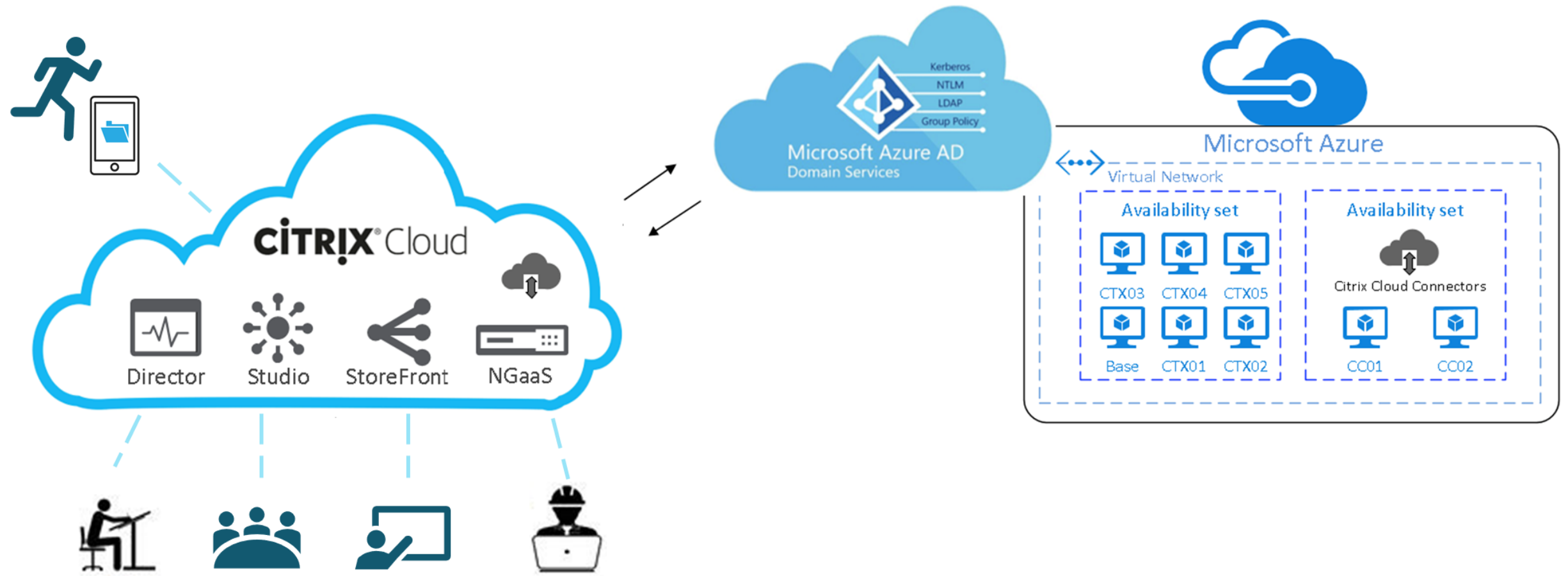
Mobile Working

Flexibility is a key part of a modern workplace and can help attract the best talent. If you need heavy duty workstations this is impossible.



How we do it

Technical Overview



End Benefits

Citrix-on-Azure: A complete cloud solution

Economics

Shift from large one time capex costs to easier to manage opex.

Pay for what you use, when you need it and with the ability to scale up and down.

Security

Critical business data off devices and into Azure.

Leverage Microsoft Azure 99.9% guaranteed availability.

Conditional access controls.

Improved user experience

Increased productivity with flexible and personalised desktops

Configure, monitor and manage your entire estate through a single pane of glass



End Benefits

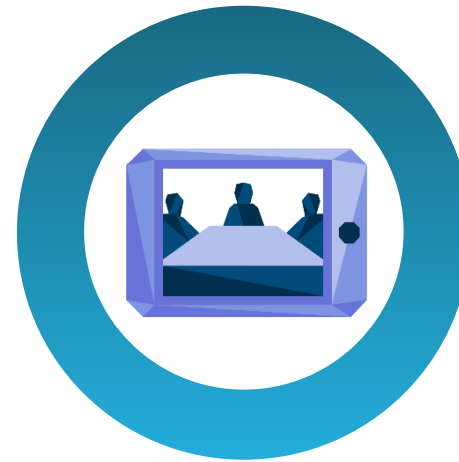
In brief



Project-based IT
scaling and costing



Faster project
delivery



Work from any
device, anywhere



High resilience
and security



Citrix-on-Azure win with Edmund Carr



APPROACH

Customer Situation

Customer: Edmund Carr
Industry: Finance

- Edmund Carr is a Chartered Accountants firm providing business and finance consultancy.
- Following a smooth migration to Office 365 Edmund Carr wanted to move the rest of their applications/infra into the cloud.
- Pain points: Too much time was being spent managing IT. Needed to take mobile working beyond Office 365.

IMPACT

Key Drivers

- They had previously been victims of a cyber attack and wanted to ensure security for key business services
- Their servers were approaching end-of-life and they wanted to move to public cloud rather than invest but had no experience of managing this 'new world'
- They wanted staff to be able to access company data and key applications away from the office when visiting customers.

Win Insights

- This is a great example of how a combination of business drivers can be tackled with a move to Azure. Enabling remote working with Citrix in Azure has been complimented by increased security, DR and back-up in the cloud and savings on hosting and hardware. A real win-win story.

Partner Solution & Microsoft Technology

- Cloud Direct migrated then optimized Edmund Carr's DC in Microsoft Azure.
- A partnership between Cloud Direct, Microsoft and Citrix meant their core business applications are hosted in the cloud and available to staff anywhere, anytime via Citrix in Azure.
- Back-up and Disaster Recovery is also provided through Azure Recovery Services.
- Cloud Direct provide on-going support and management of their service.

Value Provided, Outcomes

- Saved over £20,000 of upfront investment on server modernization.
- Citrix in Azure is the final piece in the puzzle for their remote working policy.
- "We knew Microsoft could give us the security levels we require, and that we could leave the brunt of the IT work to Cloud Direct, letting us get on with servicing our clients."
- Significant savings achieved through a combination of no in-house servers, support and back-up along with hardware being replaced by lower-cost devices that just need internet connection to access apps in the cloud on Citrix.

Lessons Learned

- Being able to offer multiple Azure services increases the value we can provide to the customer and their overall spend in Azure.
- Leveraging 3rd Party IP (Citrix Smart Scale) to offer dynamic scaling environments



Our process

We go above the cloud.

Consultancy



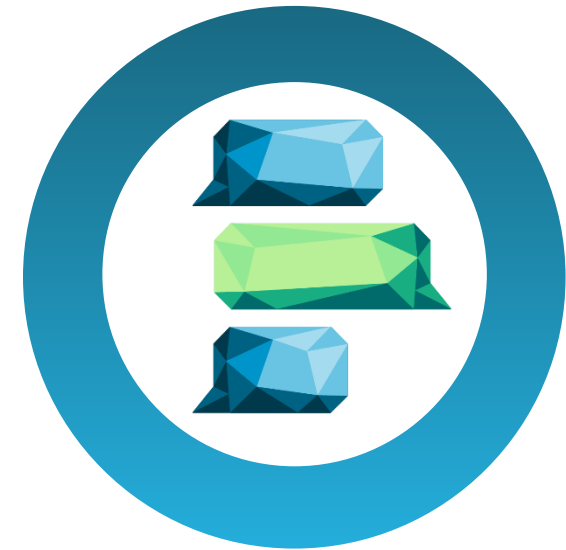
We can spot the opportunities for IT to transform your business.

Migration



A seven-stage plan to make your migration simple.

Support



Our support team are there to help whenever you need it 24/7.

