

# We are your cloud experts. Partnering with Liveroute will realize your cloud vision

## About LiveRoute:

We are a focused, diverse team of cloud experts designing and delivering the next generation of cloud solutions. We are committed to delivering outcomes not just software, licenses, and services.

## What we offer

With Citrix Universal subscription, organizations can use both IT-managed Citrix Virtual Apps and Desktops and Citrix DaaS cloud services for the duration of their subscription. This is different from hybrid rights where organizations had a limited timeline to migrate to the cloud. Additionally, organizations can run their Citrix Universal environments on-premises, in IT-managed “lift and shift” public cloud, private cloud, or with Citrix DaaS cloud services. They are also able to mix “customer-managed” components with cloud services.

Citrix Universal editions include features from both Citrix DaaS cloud editions and Citrix Virtual Apps and Desktops on-premises editions. Here are the details:

Citrix Universal Advanced includes Citrix DaaS Advanced and Citrix Virtual Apps Advanced

- Citrix Universal Advanced Plus includes Citrix DaaS Advanced Plus and Citrix Virtual Apps and Desktops Advanced
- Citrix Universal Premium includes Citrix DaaS Premium and Citrix Virtual Apps and Desktops Premium
- Citrix Universal Premium Plus includes Citrix DaaS Premium Plus and Citrix Virtual Apps and Desktops Premium

Adaptive Authentication is a Citrix Cloud service that enables advanced authentication for customers and users logging in to Citrix Workspace. The Adaptive Authentication service verifies the user identity and authorization levels based on factors such as location, device status, and end user context. Using these factors, the Adaptive Authentication service intelligently chooses the appropriate authentication methods and enables access to authorized resources.



# Why LiveRoute, CITRIX and Azure?

## Simplified procurement process:

Microsoft Marketplace offers a streamlined procurement process that allows customers to purchase and manage their subscriptions in one place. This eliminates the need for customers to navigate multiple vendor websites and portals, saving them time and effort.

## Access to system integrator expertise:

SI's like LiveRoute, can provide customers with expert guidance and support throughout the subscription period. We can help customers choose the right subscription plan, provide technical support, and offer training and education services. This ensures that customers get the most out of their SaaS subscription.

## Commercial Marketplace Benefits

Customer can take advantage of customers' Azure consumption commitment benefit. This benefit makes it possible for customers to purchase qualified offers from the commercial marketplace and receive credit against their Consumption Commitment. This streamlines purchasing and budgeting for customers with existing enterprise agreements (EA) or Microsoft Customer Agreements (MCA).

## Customer Experience

Customer gets better onboarding experience on purchasing software subscription through marketplace, as it can provide integrated solution of product, professional service and managed services. Reducing procurement hassle.

LivRoute

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## Microsoft Azure

Microsoft Azure is an ever-expanding set of cloud computing services to help your organization meet its business challenges. With Azure, your business or organization has the freedom to build, manage, and deploy applications on a massive, global network using your preferred tools and frameworks.

Learn more at [www.azure.com](http://www.azure.com)

# citrix™

Citrix pioneered remote access, the technology enables people to work anywhere and in any way they need. The company is committed to powering new ways to work and providing customers with fast, easy access to the resources they need to do their best work.

Learn more at [www.citrix.com](http://www.citrix.com)

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SYSTEM INTEGRATION