

# 5 reasons to migrate to Citrix Virtual Apps and Desktops on Microsoft Azure

Today's IT executives are tasked with finding ways to use technology to increase employee productivity and enable flexible work environments, while keeping business data secure. However, with budgets being constrained while organizations look for expense cuts, they must also keep their organization's tech spend in check. To accomplish this, many IT leaders are choosing to take more of their key workloads to the cloud.

Citrix and Microsoft are helping customers find value by simplifying and accelerating your journey to the cloud. Citrix and Windows Virtual Desktop enables you to deliver secure experiences to any device, while simplifying and optimizing IT operations. But did you know that when you transition your deployment to Citrix Cloud and Windows Virtual Desktop hosted on Microsoft Azure, you can unlock even more advantages and cost savings — all while reducing your reliance on physical infrastructure?

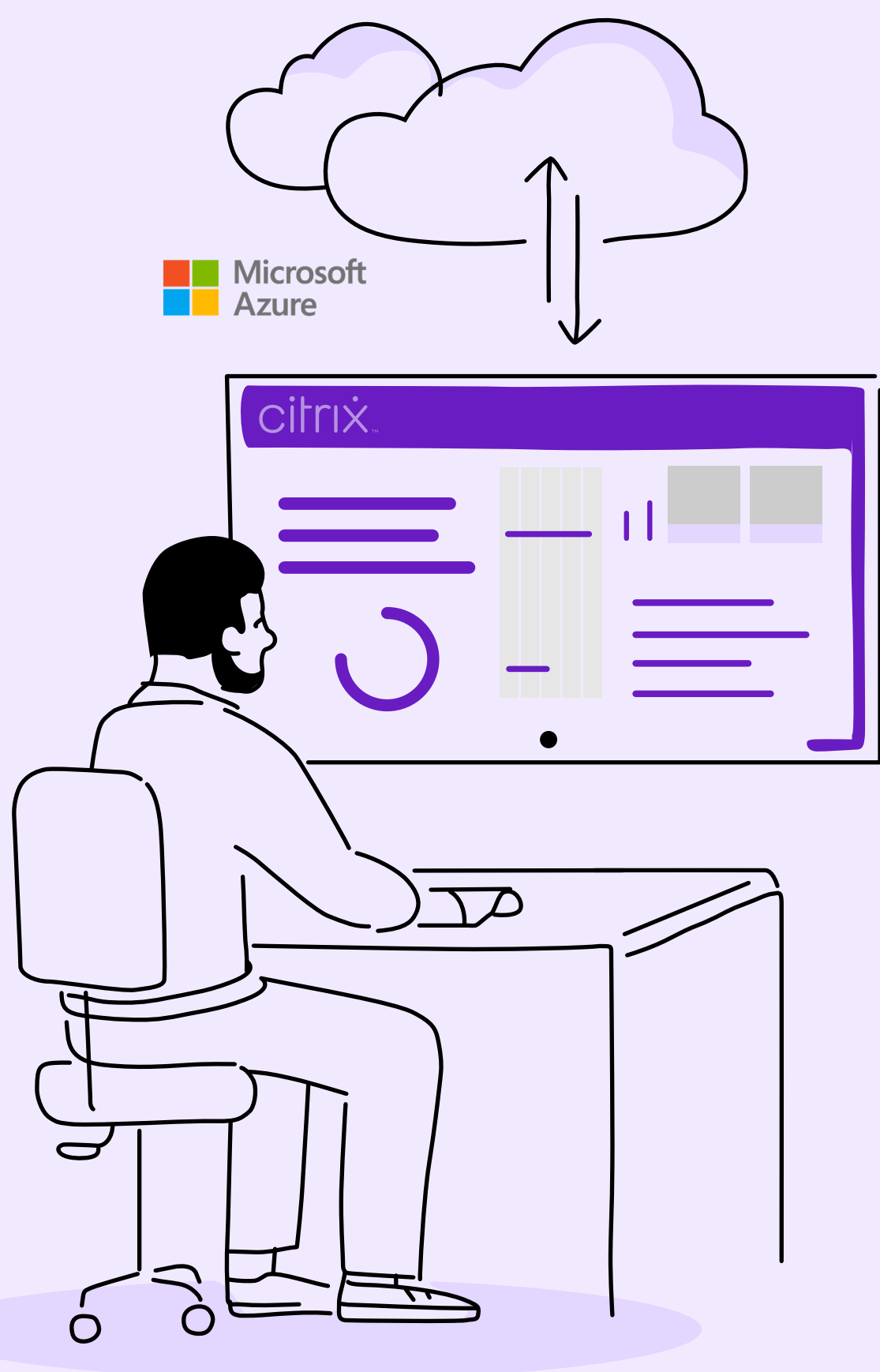
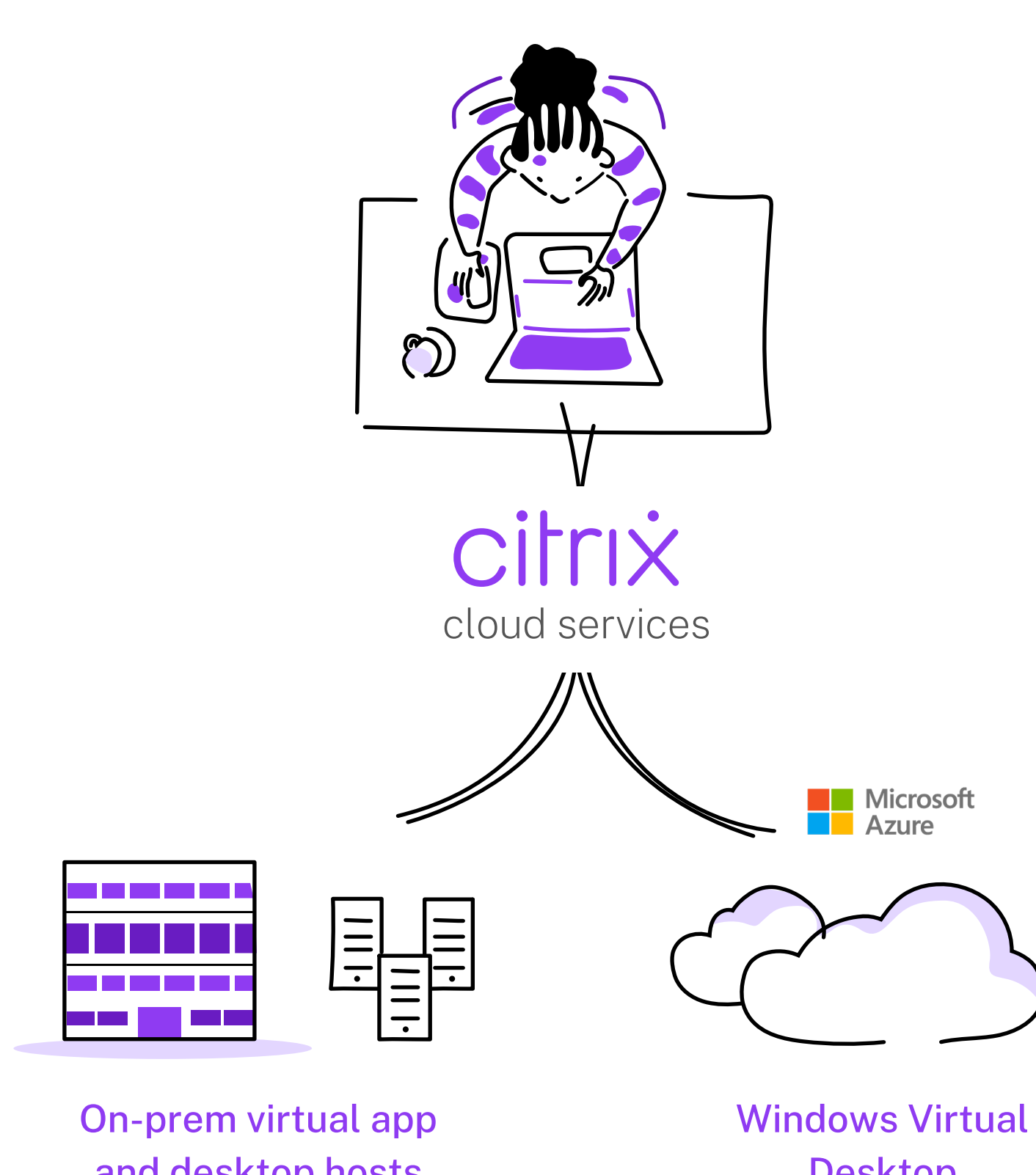
If you run some or all of your Citrix workloads on-premises, here are 5 great reasons why migrating to Citrix Virtual Apps and Desktops on Microsoft Azure can accelerate your digital transformation and amplify IT cost savings.



## 1 | Migrate on your terms

When migrating to the cloud, datacenter investments may keep you grounded. Only Citrix cloud services enable you to manage existing on-premises Citrix deployments alongside new Windows Virtual Desktop VMs in Azure. Deploy a hybrid cloud mix of technologies or go all-in with a fully cloud-hosted deployment, so you can make the most of existing datacenter investments while leveraging the cost savings benefits of Citrix Cloud with Azure and Windows Virtual Desktop. Customers can realize savings of up to \$98 per-user per-year compared to other standalone management, performance, or monitoring add-ons.

Savings of up to **\$98 per-user per-year**



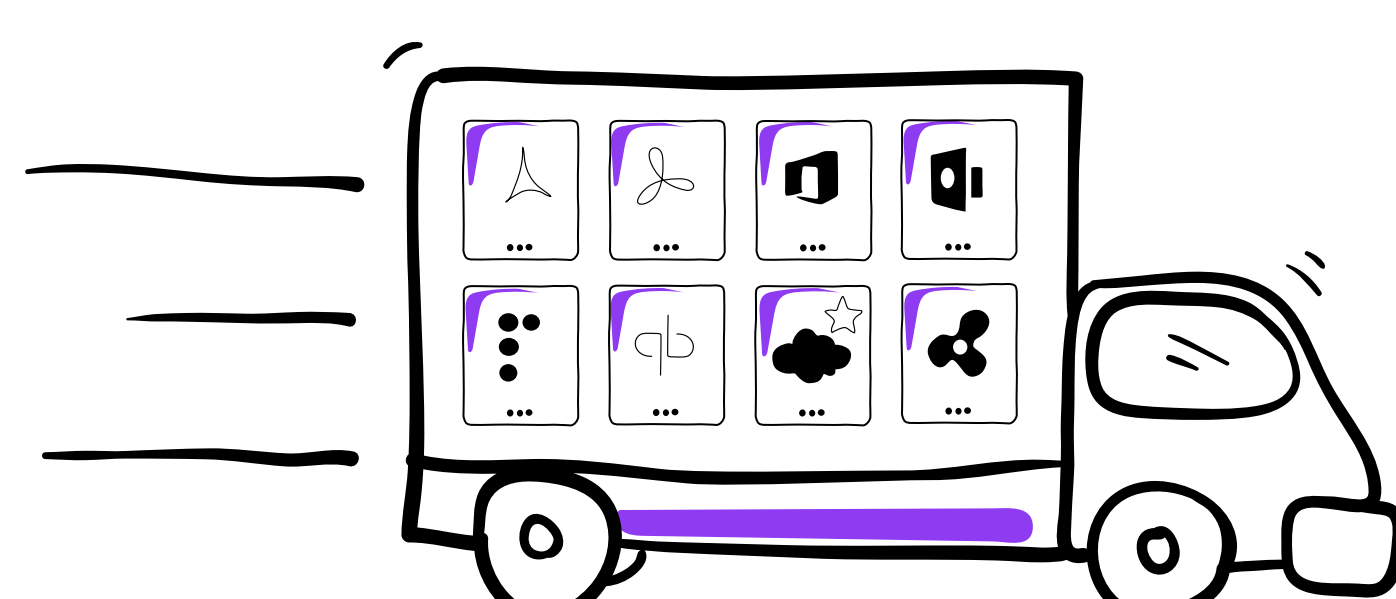
## 2 | Simplify management and adapt faster

Using the Citrix centralized management plane, business disruptions don't have to mean service interruptions. In times of global uncertainty, or even routine maintenance, you can deploy additional workloads on Azure across multiple regions or data centers. Scale to the cloud with flexible IT management, maintaining on-premises investments, resources, and policies. Simply put, you can extend the reach of IT while maintaining business continuity and keeping users productive.

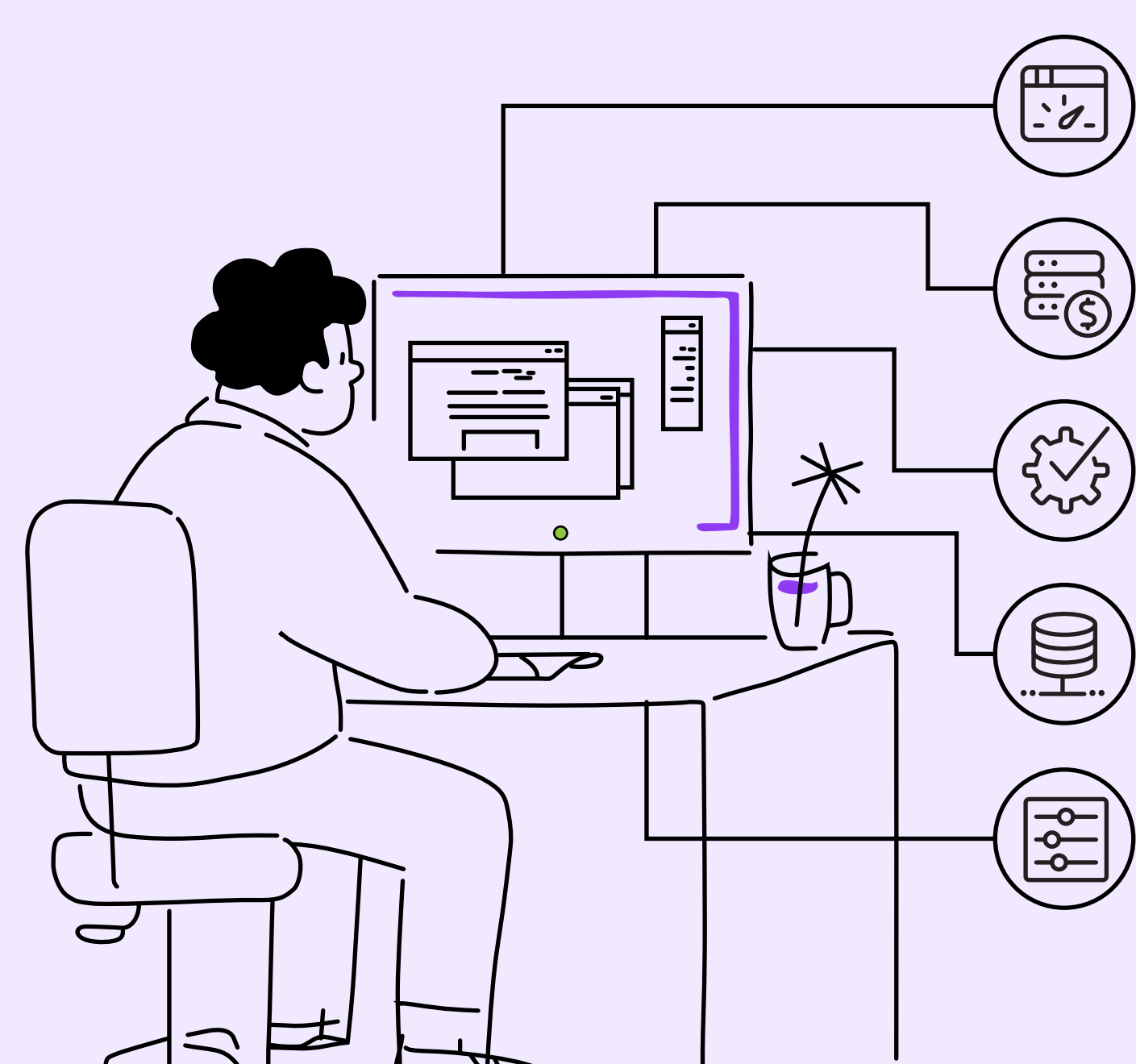
## 3 | Accelerate Azure time-to-value with Citrix Cloud

Deploying traditional software on-premises can be complex and time consuming. Hardware procurement delays, manual installation, configuration, and staging steps all take up valuable time and resources. But with streamlined cloud-based deployment and operations tools, customers can increase the speed with which services can be deployed. Citrix Cloud services on Microsoft Azure vastly reduce (or eliminate) the costs and delay associated with deployment, so customers can quickly serve their internal line-of-business customers. When migrating Citrix workloads to Azure, customers can save up to 30-50% on operational costs over three years.

**30-50%** savings on operational costs



## 4 | Deliver secure workspace experiences

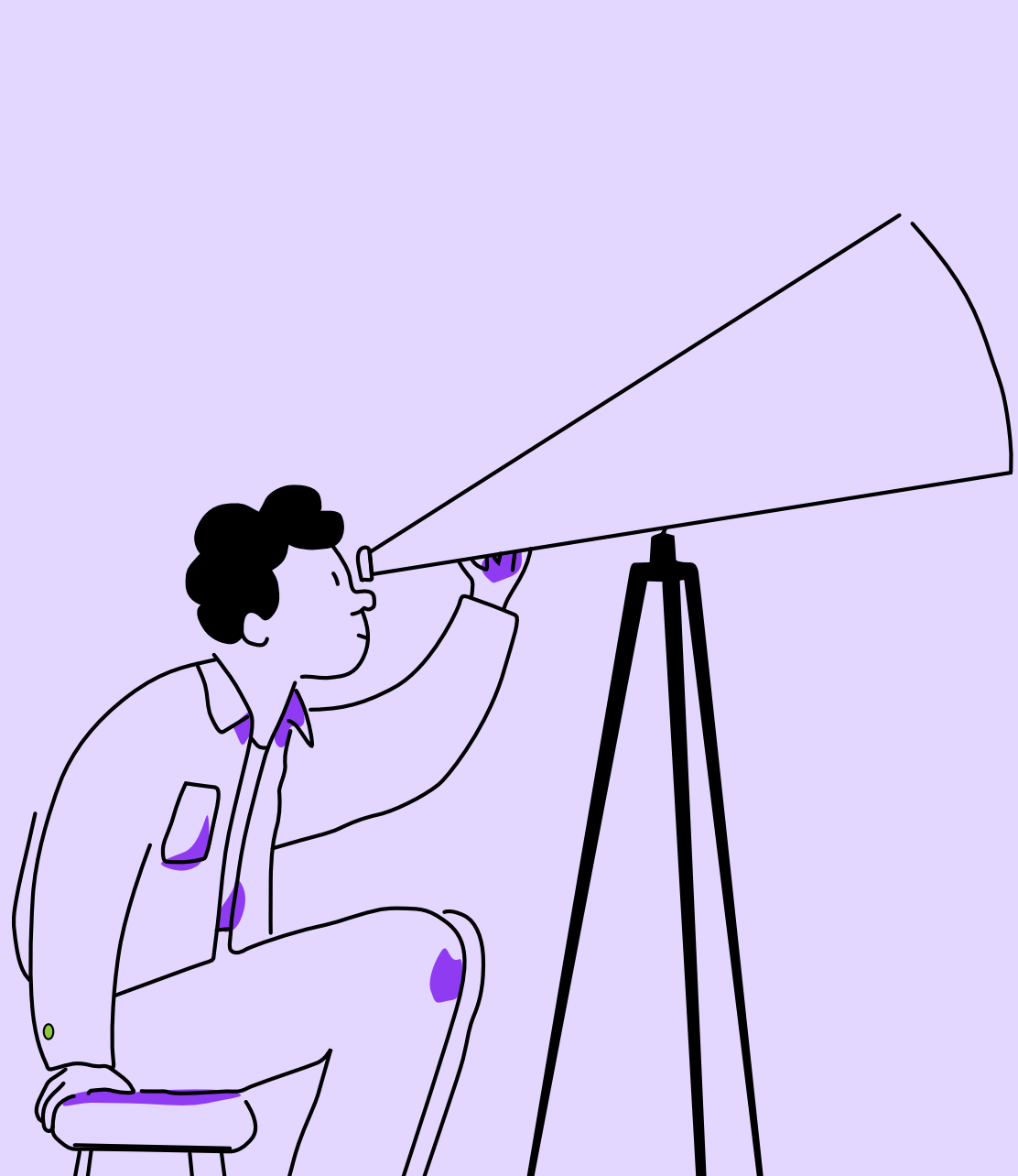
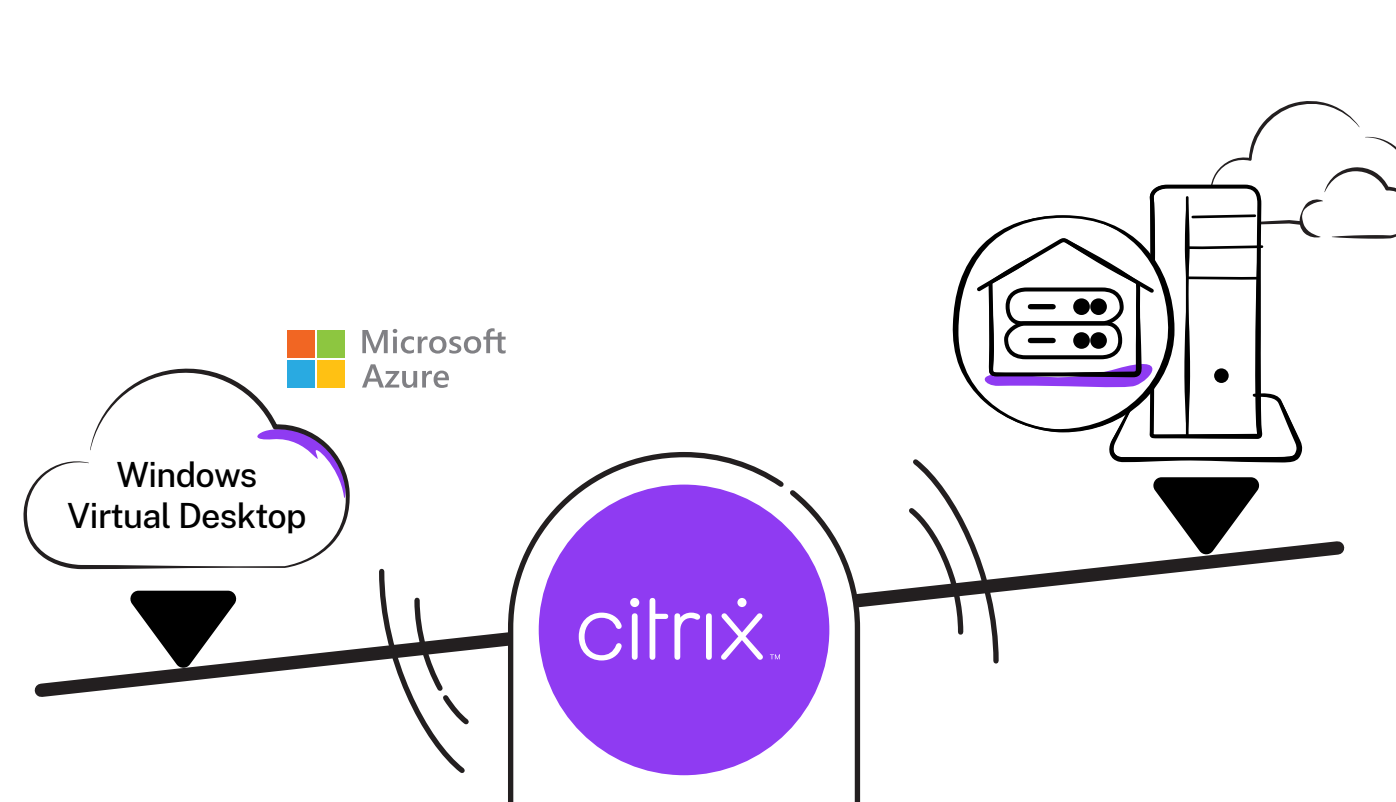


Stop spending hours installing the latest feature updates, security enhancements, and performance optimizations. Using our service offerings, your key Citrix infrastructure components are always up to date. Your end users always get the best experience, and your environment stays secure without having to manually run updates and patches. The Citrix real-time policy engine adapts to changing access conditions, including location, identity, device, and threats. Adaptive security and performance settings are automatically applied on-premises and in Azure.

## 5 | Maximize ROI

With dynamic workload management tools that help you balance on-premises and cloud deployments, you can optimize operating expenses while delivering a high-performance environment for your users. Burst to cloud from on-premises when needed, maximizing the utilization of your current datacenter investments and keeping the CFO off your back. Additionally, optimize Microsoft Teams and Office 365 to take collaboration to the next level. Unlock up to 70% savings over three years by leveraging Citrix Cloud with Windows Virtual Desktop as compared to a legacy, on-premises Citrix and Microsoft deployment.

Unlock **70%** savings with Citrix cloud services on Azure



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

A modern digital workspace is built on solutions from Citrix and Microsoft, including Microsoft Windows Virtual Desktop, the Citrix Virtual Apps and Desktops service, and Citrix Workspace.

## Ready to modernize your virtualization deployment?

Migrate to Citrix Virtual Apps and Desktops on Microsoft Azure today.

**Learn more now.**

Speak to a Citrix Virtual Apps and Desktops expert today.

**Get in touch.**