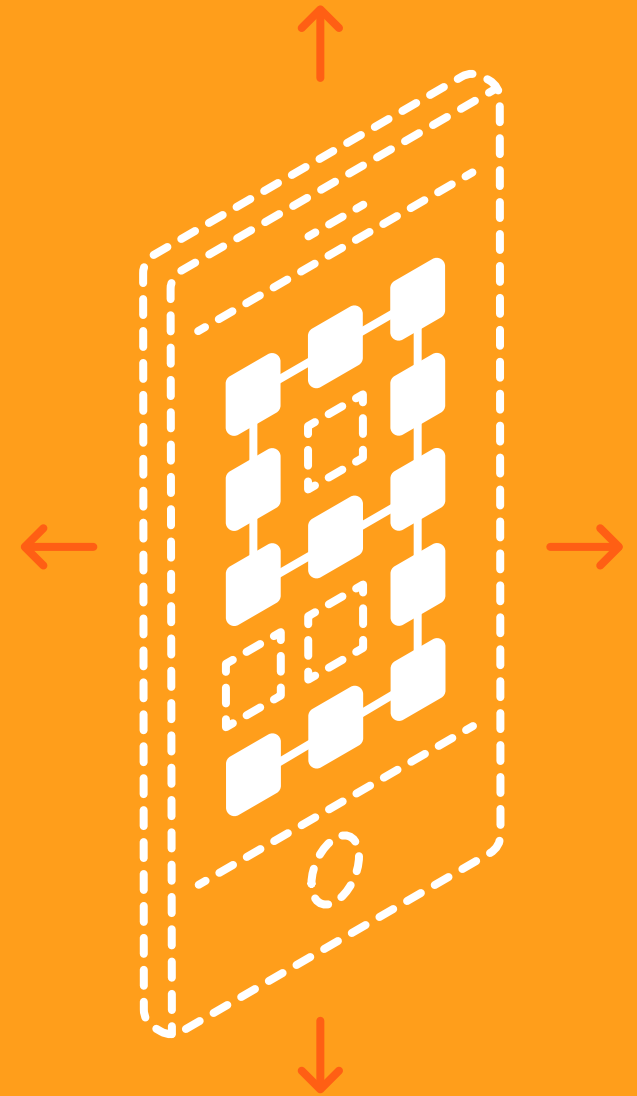


THE CLOUD JOURNEY SERIES

# 9 things application virtualization can do for your growing business

A better way to give your team the apps they need with XenApp



## INTRODUCTION

# Your applications are weighing you down

### The applications that you use in your business every day are a critical determinant of your success.

Get them right and your colleagues fly through their work without thinking about the software helping them do it.

Get them wrong and everything becomes much harder – and your users start making that high-pitched sound that means ‘imminent mutiny’.

**In short, your applications matter. A lot.**

But the way you’re delivering your applications to your users is holding you back:

- **You’re paying too much** – to license, deploy, store, secure, maintain and update.
- **They’re not secure** – because they’re installed on local PCs or in-house servers (both are notoriously vulnerable).
- **They’re hard to update** – forcing you to go from machine to machine, installing updates or patches.
- **They’re not mobile-friendly** – only working on the devices they’re locally installed on.
- **It’s hard to include contractors, partners and suppliers** – because you have to install software just for them (and uninstall when they’re done).
- **They’re often low-performance** – slowing down your processes and workflows.

Most business leaders assume that all of these penalties are just the cost of doing business – so they pay it.

It isn’t: it’s the cost of doing business the old-fashioned way.

Here’s a better way:

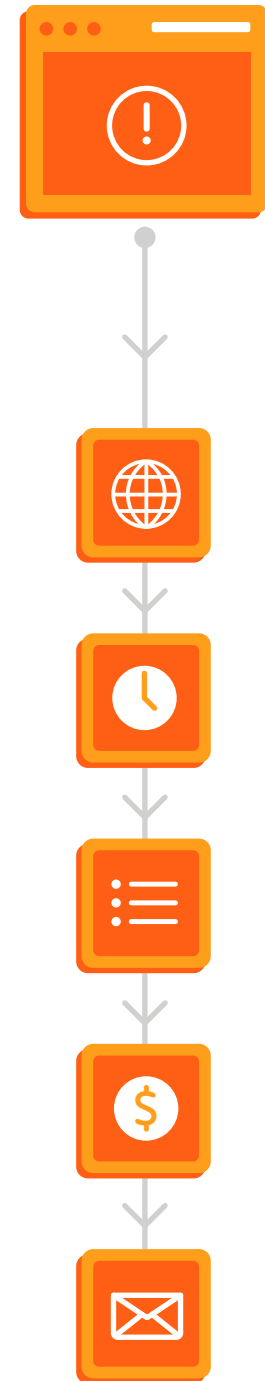
### XenApp is cloud-powered application delivery

XenApp makes it easier to deploy, manage and support your applications – while making them more secure and driving down the cost of ownership.

That’s why Software-as-a-Service is taking over IT.

You’re probably already using native cloud-based applications – like Salesforce or Gmail – but you may not know that you can ‘cloudify’ your existing applications that are currently distributed across your PCs.

That’s what XenApp is all about.



## SECTION 01

# XenApp: a quick introduction

**Citrix XenApp is the world's most popular application virtualization software. It lets you turn your local applications into 'virtual applications', putting them on a secure server in the cloud.**

You get all the benefits of a native cloud app (see next pages) – but now you get these benefits for any Windows or web-delivered app that your staff depend on.

And, as your IT service provider, we can help with every step.

Because we host your apps for you, we take away all of the IT overhead, making it more secure and giving every user a great experience (instead of only the ones on a fast connection in the office).

Let's dig into the nine big benefits to your business.

## Part of your cloud journey

Moving your applications to the cloud is one part of a journey that millions of businesses all over the world are taking today. The journey includes moving your files to the cloud, then your applications, then your desktops – so the entire IT experience is delivered and supported from the cloud.

We can help you take the right steps on your own cloud journey – starting with a Cloud Readiness Assessment that looks at your entire IT set-up, reviews your needs and makes sensible recommendations.

**Let's talk.**

# The 9 reasons to give your business the benefits of XenApp



## SECTION 02

# The 9 reasons to give your business the benefits of XenApp



### 01. Your staff can access applications from anywhere

XenApp empowers staff with remote access to Windows applications for use on any device, anywhere – even on Macs!

It's not just for 'lighter' applications. XenApp even supports real-time, remote access to centralized design resources – like 3D graphics, design, voice, video and engineering applications.

With XenApp, any device can access all of your apps – without depending on virtual private networks (VPNs) or forcing your users to be in the office to use their apps.



### 02. You can give secure access to contractors, partners and remote employees

Your contractors and partners often need to work with your apps. XenApp gives them secure remote access – and gives you granular access control and advanced system monitoring (so you can see who's doing what).

Unlike local app installs, XenApp uses an inherently secure architecture. When the contractors are done, just remove their access. There's no data stored on their devices.



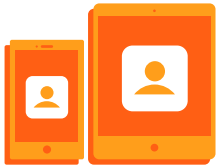
### 03. You'll dramatically simplify application management

There's no need to constantly patch and update every PC, one by one.

XenApp allows you to centrally manage all apps from one location, so you can easily patch and update just once and apply to everyone.

## SECTION 02

# The 9 reasons to give your business the benefits of XenApp



### 04. It supports your bring-your-own-device (BYOD) policy

You save time and money when you let people bring their own devices to work, or use their personal devices to work from home. XenApp makes BYOD easy.

Users can access business apps securely from any device, without compromising their personal data. And if they lose their device, no data is stored locally. No security breach.



### 05. Your business will be more secure

XenApp uses bank-grade security to protect your business applications and files. And it's *much* more secure than having distributed applications.

It reduces the risk of data loss and prevents unwanted intrusions or ransomware, as you're securely delivering access to authorized users only – on demand. Plus, nothing is locally installed or saved on the device.



### 06. You'll expedite industry compliance certification

If you're in a regulated industry, you know all about things like HIPAA, HITECH, CFPB, FINRA, SEC (and many more).

In fact, no matter what business you're in, today's data protection laws apply to you. XenApp helps you meet regulatory demands for the highest data privacy and protection.

They all want to see how well your files are secured and how you prevent intrusion or data breaches. XenApp is a much better answer than any local security that you're using now.

## SECTION 02

# The 9 reasons to give your business the benefits of XenApp



### 07. You'll simplify your disaster – recovery plan

If you keep all of your IT assets on-site, then fire, theft and floods can easily destroy your business.

And the new wave of ransomware specifically targets small business IT set-ups, so you'd better have a fast way to get back up and running.

XenApp stores your critical apps and data off-site, so they're always safe and available. Disaster recovery is as simple as getting new PCs and logging in.



### 08. You'll save money

XenApp offers central management, which means you don't have to manually update and maintain apps on each machine. Plus, you'll no longer need to send valuable IT resources anywhere if a user has a problem with an app – all apps can be managed worldwide from any location.



### 09. You'll never walk alone

XenApp is really easy to use and straightforward to understand. But that doesn't mean you have to figure it all out on your own.

With XenApp, you get all the support you need from us, your local IT service provider. We'll show you the ropes.



SECTION 03

# Sound bites



From independent  
reviews collected by  
Spiceworks.



“Really useful for those applications that require frequent maintenance and lots of ‘admin’ interaction. Great product.”

*Guy6779*

“The perfect solution for quickly distributing applications without installing and configuring them, I’ve also found it’s great for ensuring a stable and known environment for your applications on systems that you have no control over.”

*Raven Hunter*

“Citrix XenApp is a great application-sharing platform. We use it to access some of our legacy software that needs to be kept for compliance reasons.”

*Wil Tulaba*

# Let's do this

**XenApp makes it easier to manage and access the applications that consume so much of your time.**

It's the natural next step on your cloud journey. And an essential part of any IT strategy designed to make your business move faster, aim higher and get more done.

And we're ready to help.

**Let's talk.**