



Technology is complex. Desktops-as-a-Service is not.

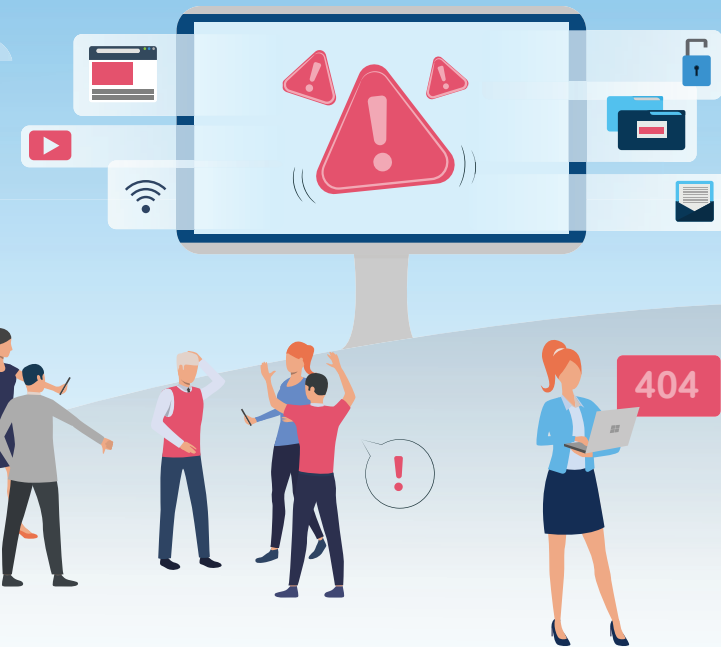


Citrix Virtual Apps and
Desktops Standard for Azure
simplifies IT operations
so you can do more

Is your tech dragging you down?

Your Windows desktop and Microsoft productivity applications are the technology lifeblood of your business. It's where you run your business and how your employees get work done. From communicating with customers and processing orders to managing finances and working on your most sensitive documents—Microsoft is front and center.

But when your ability to get things done plummets the moment you step away from your traditional Windows desktop, leaving you unable to work on-the-go, it's far from ideal. And most work these days is completed out of the office. A Gallup “State of the American Workplace” report found that **43% of the workforce now work remotely.**



Add to that the fact that the **top 3 SMB IT challenges are #1 security, #2 infrastructure maintenance, and #3 budget constraints**, it's no wonder you might be thinking, “there has to be a better way!”¹

What if there was an affordable technology that helped run your business as smoothly as your favorite SaaS app? Citrix has partnered with Microsoft to provide a fully-managed cloud-hosted virtual desktop solution for you.



Desktops-as-a-Service could be the answer

Desktops-as-a-Service—or simply DaaS—securely delivers virtual apps and desktops from the cloud to any device or location. DaaS uses a simple and predictable pay-as-a-go subscription model, making it easy to scale up or down on-demand. Best of all, with DaaS, a cloud partner handles day-to-day management and support for you, freeing up your companies' IT team.

Sound impressive? That's why businesses of all sizes, from SMBs to enterprises are adopting DaaS so fast that the market is growing at an impressive 49.38% CAGR.²



“Desktop-as-a-Service reduces hardware capital expenditure by 56% annually.”³

— IDC



Citrix Virtual Apps and Desktops Standard for Azure: DaaS designed for today's business

Citrix Virtual Apps and Desktops Standard for Azure is a DaaS solution that enables small, mid-size, and enterprise-level businesses to deliver cloud-hosted virtual desktops and apps to any device from anywhere, securely from Microsoft Azure. It is subscription-based with a predictable per user fee structure and easy to manage because there are no software updates, installs, or security patches for IT (or you) to maintain.

Citrix Virtual Apps and Desktops Standard for Azure offers many advantages over traditional desktop operating systems, and gives businesses the ability to compete on par with larger enterprises.

Citrix Virtual Apps and Desktops Standard for Azure gives you a competitive edge by:



Delivering Windows desktops and apps instantaneously from the cloud to any PC, tablet or mobile device.



Handling security and administration issues, taking on the difficult IT challenges for you.



Simplifying complex, specialized infrastructure and networking operations.



“62% of small businesses are already using cloud-based services because they are easier to access, more secure, and reliable.”⁴

— Gartner





How Citrix Virtual Apps and Desktops Standard for Azure works in five easy steps

Virtualization of desktops and apps sounds more complicated than it actually is. These five steps describe how Citrix Virtual Apps and Desktops Standard for Azure works in simple terms.

1. A Citrix partner handles the setup, migration, and management for you.
2. Users can access their apps and desktops from any device using an HTML browser or simple, intuitive app.
3. Citrix Virtual Apps and Desktops Standard for Azure offers a true Windows 10 experience your employees will enjoy. Customers can easily incorporate Office 365, email or other SaaS apps directly into your cloud desktop.
4. Apps and data are stored in the cloud, not on the device, eliminating the risk of lost data due to endpoint theft, loss or damage.
5. With Desktops as a Service you always have the latest updated Windows 10 version available to keep your desktop and app up to date.

Sound simple? It is!



What's virtualization?

Software virtualization allows an application or desktop operating system (OS) to securely run in the cloud or datacenter, not on a local device like a laptop. The virtualization software runs the workload on a server and presents the users with a virtual instance of the app or OS on their device, sending only screen, keyboard, and mouse updates over the network. Multiple users can access the same virtual application, which is always up-to-date with the latest version and settings, eliminating the need for installing software on every laptop or PC.



“Over 75% of organizations utilize some form of virtualization.”⁵

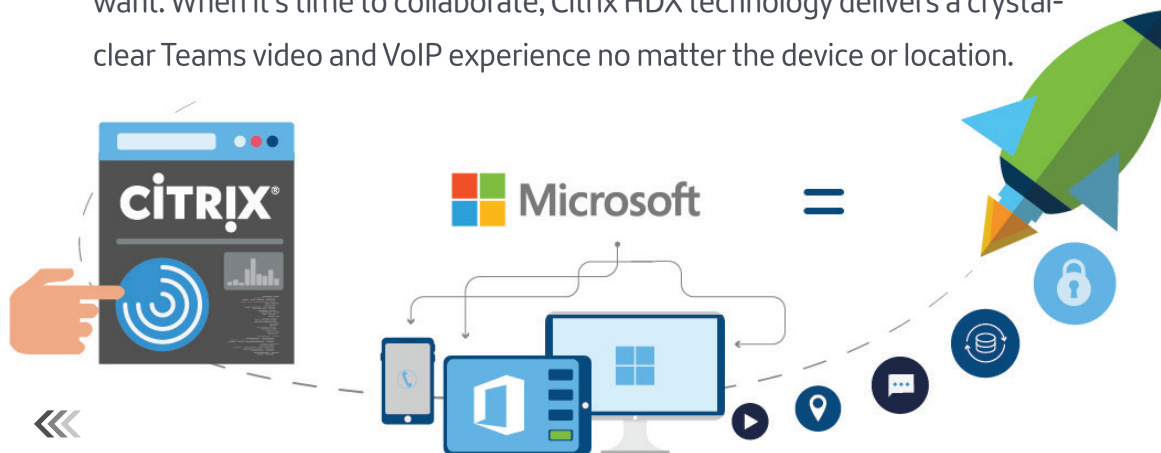
— TechGenix



Citrix and Microsoft — the best way to deliver virtual desktops

Citrix Virtual Apps and Desktops Standard for Azure runs on Microsoft Azure, the strategic cloud partner of Citrix. With built-in integration, Azure capacity management and provisioning are automated, saving time and money. But the benefits don't stop there.

By accessing Office 365 and Microsoft Teams through Citrix Virtual Apps and Desktops Standard for Azure, employees gain an even greater user experience. Desktop versions of Office apps and Teams along with OneDrive files inside the virtual desktop give everyone the no-compromise, full-app experience they want. When it's time to collaborate, Citrix HDX technology delivers a crystal-clear Teams video and VoIP experience no matter the device or location.



For businesses with branch offices and remote sites, Citrix SD-WAN overcomes the challenges associated with accessing cloud and SaaS workloads over a Wide Area Network (WAN). Citrix SD-WAN prioritizes and reroutes Azure, Office 365, and Teams traffic directly to the nearest Microsoft point of presence—not through the virtual desktop or across the WAN. The result: better performance, flawless user experience, and less congestion on the WAN.

“More than 200 million organizations use Office 365”⁶

— Microsoft

With high-value, deeply integrated solutions like these, it's no wonder Citrix and Microsoft have been partnering for 30 years to give businesses the best Windows desktop and application experience. Since the inception of Microsoft Remote Desktop Services (RDS) and virtualization software, Citrix and Microsoft have given over 500,000 joint customers a better way to work.

5 ways Citrix Virtual Apps and Desktops Standard for Azure can benefit your business

Offloading day-to-day IT responsibilities to a Citrix partner is immensely appealing to a business owner, for many reasons. Here are five ways Citrix Virtual Apps and Desktops Standard for Azure can benefit your organization:

1. Simplicity

A turnkey service that delivers apps and desktops in the simplest way possible. Anyone, regardless of IT experience, can deliver a virtual workspace to their workers on demand.

2. Managed service

Everything a business needs to deliver apps, desktops, and data with minimal assembly or maintenance required.

3. High performance

Citrix HDX technology gives employees a high-definition, optimized experience with crystal-clear audio and the necessary bandwidth for uninterrupted video.

4. Network connectivity

It's easy to connect to your business resources and data at all times with a single sign-on experience. Enter your user credentials once and you're in, ready to start working.

5. Security and compliance

Store sensitive data securely in the cloud, not on devices or file servers. If a device is lost, stolen, or becomes infected by a virus, your company's valuable data remains unaffected.



Common use cases for Desktops-as-a-Service.

Do any of these look familiar?

DaaS is used by organizations of all sizes, with large or small budgets, in every industry. A few of these use cases are:



Temporary workforce

Citrix Virtual Apps and Desktops Standard for Azure makes it easy to rapidly scale up or down temporary workers and contractors, perfect for situations like tax season or seasonal hiring. Once the busy season is complete, you can shut down those desktops and only have to pay for what you used.



Expanding workforce

Your business is growing, with offices opening up in new territories or even new countries. Now you can use Citrix Virtual Apps and Desktops Standard for Azure to instantly provision desktops without the time and complexity of setting up local IT resources. New locations are ready to get to work on day 1.



Running a business 24/7

Running a business 9 to 5 is the old norm. Today it is nonstop 24/7/365 with little to no downtime. Citrix Virtual Apps and Desktops Standard for Azure keeps your business always-on for you, providing access to the collaboration, productivity, and communication tools needed to run a modern business.



Mergers and acquisitions

Mergers and acquisitions have layer upon layer of complexity, and can seemingly happen overnight. Citrix Virtual Apps and Desktops Standard for Azure helps the transition run smoothly, by giving everyone equal access to shared company resources.



Operating during an adverse event

Whether it's a hurricane, snow storm, or even a major sporting event coming to town, there are times when it is next to impossible to get to the office. With Citrix Virtual Apps and Desktops Standard for Azure employees can safely work from home until things return to normal.



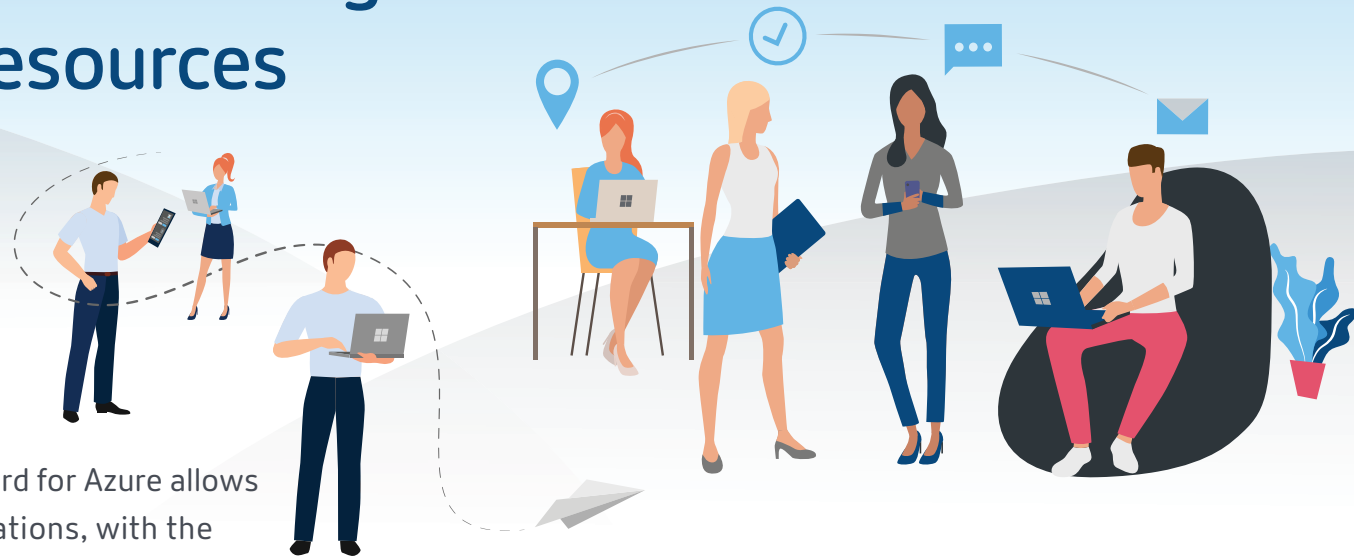
Predictable IT expenses

Subscription-based DaaS makes operational spending more predictable and reduces IT costs. CIOs and finance departments will love it because it means not having unnecessary hardware and software expenditures on the books.



Citrix Virtual Apps and Desktops Standard for Azure works for all businesses regardless of budget or IT resources

You've struggled too long to meet the demands of ever-changing technology trends and your demanding employees. Investing in cloud-based Citrix Virtual Apps and Desktops Standard for Azure allows you to meet and exceed these expectations, with the ability to grow and scale your business as needed.



Citrix Virtual Apps and Desktops Standard for Azure gives you the flexibility of delivering virtual Windows apps and desktops to employees located anywhere around the world, at any time, with the added benefit of IT management and robust security handled by the public cloud service provider. Start simplifying IT and get back to what you do best—delighting your customers and growing your business.

- ▶ [Learn more](#)
- ▶ [Try a demo](#)
- ▶ [Talk to an expert](#)
- ▶ [Find a Citrix partner](#)

more.citrix.com/managed-desktops





Sources: 1. TechAisle Top 10 SMB Challenges of 2019 2. HTF 3. IDC 4. Gartner 5. TechGenix 6. Office365ITpros.com