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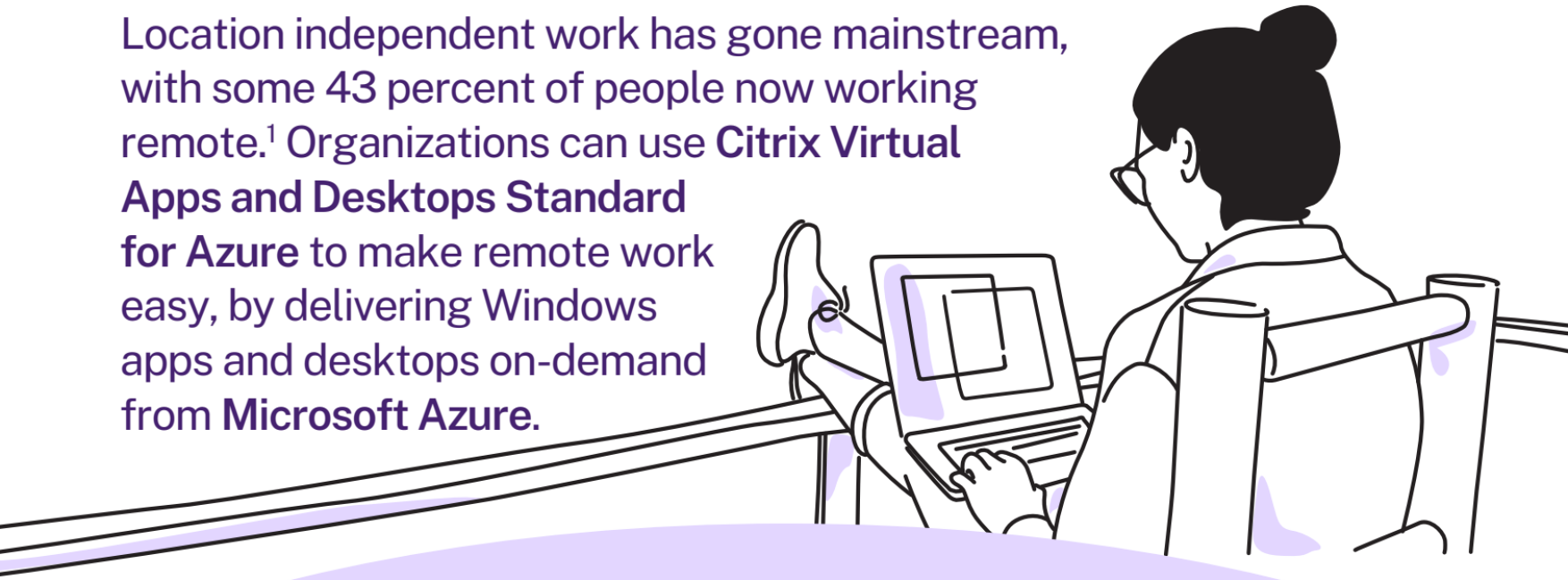
Microsoft

6 REASONS your business and workforce needs Desktops as a Service

Simplify remote work with Citrix Virtual Apps and Desktops Standard for Azure

Location independent work has gone mainstream, with some 43 percent of people now working remote.[1] Organizations can use **Citrix Virtual Apps and Desktops Standard for Azure** to make remote work easy, by delivering Windows apps and desktops on-demand from **Microsoft Azure.**



Supporting remote work was easy for some, but easier said than done for many more.

Companies already using application and desktop virtualization solutions including Desktops as a Service found that supporting a flexible remote work model was a relatively natural transition. Those without, had a different experience.

In 2021, CIOs and IT teams will undoubtedly be focused on three priorities.[2]

Supporting their remote workforce

Safeguarding employees and company IP

Ensuring IT isn't buried in support tickets

Desktops as a Service is ideal for location independent workforces.

4 out of 10 organizations already use DaaS.[3]

Desktops as a Service (DaaS) delivers virtual applications and desktops as a cloud service, allowing employees to access this service from a browser or secure application on a device. DaaS gives people a familiar way to work from anywhere and IT an efficient way to deploy, manage, and fund the service.

27% of organizations will adopt DaaS in the next year.[4]

Citrix Virtual Apps and Desktops Standard for Azure is an easy way for IT to deliver apps and desktops from the cloud. It's an all-in-one way to deliver Windows based apps and desktops from **Microsoft Azure** that simplifies IT operations, streamlines security, and keeps budgets in check with a pay-as-you-go subscription.

Citrix Virtual Apps and Desktops Standard for Azure allows your organization to:

Simplify business operations and processes...

So you can operate during unplanned adversity...

And support a secure remote workforce...

While managing cashflow...

Including on-demand talent...

Without compromising security

1 Business and IT modernization

IT no longer supports a neat and tidy workplace environment that fits into a 9 to 5 model. Business is 24/7/365, workers are everywhere, and the pressure on IT has never been higher. To meet these demands, business need to look no further than **Citrix Virtual Apps and Desktops Standard for Azure** for a remedy to these demands. With more than 95 percent of Fortune 500 companies using Azure, you gain trust, security, experience, and cost savings with Microsoft.

What justifies investing in DaaS?[5]

38% IT efficiency

23% Security and compliance

14% Cost efficiencies

12% Business agility

How does DaaS help?[6]

32%

2 Operating during unplanned adversity

Businesses face the increasing possibility of disruptions of all kinds, from storms to water or power outages, and more. With **Citrix Virtual Apps and Desktops Standard**

Improvement in business continuity and availability

31%

Increase in employee productivity

for Azure it's easy to deliver remote access to mission-critical apps during any kind of business disruption, planned or unplanned—without compromising security. Employees can work from any HTML-5 browser or device including Windows, Mac, iOS, Android, or Chromebook, staying safe, productive, and engaged so your business keeps on running.

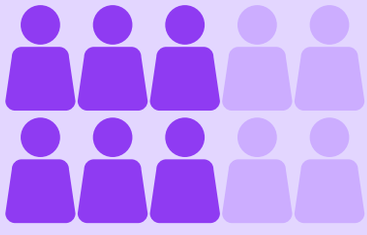
3 Empowering remote workers

Using DaaS for remote work isn't only good for business operations, it's also a great user experience. Employees get a full Windows desktop and app experience without using VPNs, IT setup or installing software. **Citrix Virtual Apps and Desktops Standard for Azure** enables IT deliver customized app and desktop experiences for everyone. From a single solution, IT can securely deliver **Microsoft 365 services**, **Office apps**, resource intensive graphics apps, data demanding engineering services, and simple task worker Windows desktops, empowering employees to do their best work.

The consensus is out, people like working from home.

Prefer to stay remote most of the time.[7]

60%

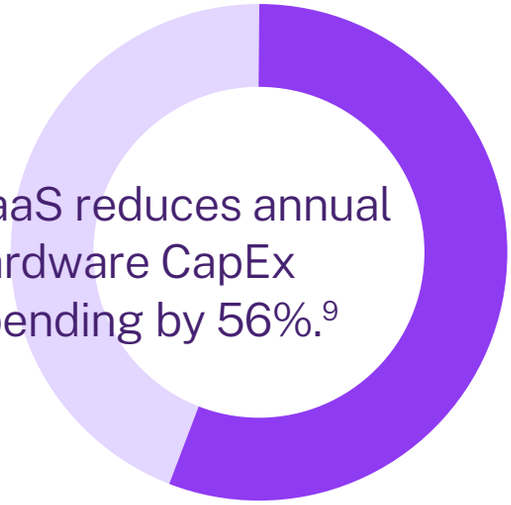


Report being more productive when working remote.[8]

How does DaaS help the bottom line?

4 Managing cash flow and IT spend

Citrix Virtual Apps and Desktops Standard for Azure uses a tiered subscription pricing



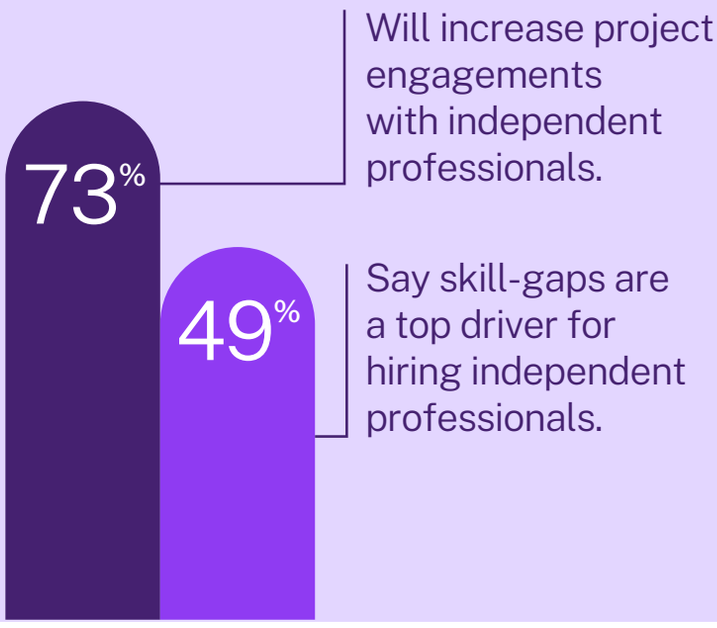
DaaS reduces annual hardware CapEx spending by 56%.[9]

model, available in the **Azure Marketplace** as a single bill for all Microsoft and third-party solutions. CIOs and finance departments like that they can reduce unnecessary hardware and software CapEx expenses and shift IT expenses to OpEx. As your workforce expands and contracts, subscriptions scale on-demand without costly over/under provisioning.

5 Embracing an on-demand workforce

COVID-19 shined the light on the gig economy and moved contract-based hiring to the mainstream. Hiring managers are battling for in-demand skills and filling specific gaps with independent contract talent.
IT can use **Citrix Virtual Apps and Desktops Standard for Azure** to securely provision project specific application toolsets and Microsoft 365 apps on-demand to independent professionals for the duration of their contract.

Hiring managers agree, on-demand talent is critical for success.[10]



Reduce complexity. Increase compliance.

6 Secure everything, trust nothing

With a dispersed workforce, location independence, and personal devices

79% believe alternative desktop OS models like DaaS are more secure than traditional models.[11]

39% say keeping sensitive data off devices is a top benefit of DaaS.[12]

accessing company resources, it goes without saying, security is paramount. With **Citrix Virtual Apps and Desktops Standard for Azure**, all sensitive information — files, data, apps, passwords — is kept off devices because it runs in a secure virtual environment in Azure. It also helps your business achieve GDPR compliance and other data privacy regulations by tapping into more than **90 Azure compliance certifications.**

Citrix and Microsoft are powering the future of work with Desktops as a Service.

For over thirty years, Citrix and Microsoft have pioneered virtual application and desktop delivery, leading the market with over 400,000 customers and 100 million users. Since the inception of DaaS, Citrix has been there too, with some 41 percent of Citrix partners actively providing DaaS style services.[13] It's no wonder that IDC named Citrix a Leader in the IDC MarketScape report for virtual client computing.

Transform...

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