citrix™

5 reasons your organization needs Citrix ADC

You need agility to get new products to market fast. While more than 84% of companies have adopted a multi-cloud strategy to increase agility[1], providing fast and secure application delivery across multi-cloud environments is challenging. Citrix ADC is a software-centric application delivery solution that empowers you to provide fast, reliable, and secure application delivery across multi-cloud.

Here are five reasons your organization needs Citrix ADC:

1. Keep your customers happy.

Four in 10 customers will become disloyal when products are unavailable[2], so your applications need to perform with consistency, speed, and reliability. Citrix ADC is highly scalable and provides better performance and lower latency so you can offer customers a seamless experience with every application, every time.

2. Increase agility by moving to multi-cloud faster.

Ensuring consistent, seamless, and secure application delivery across multi-cloud environments can be complex and time-consuming. Only Citrix ADC uses a single code base for all of its portfolio to give you operational and features consistency across multi-cloud. Pair that with pooled-capacity licensing to easily reallocate ADCs wherever you need them, and you enable more agility through simplified application delivery.

3. Strengthen your security posture.

Your applications and APIs are valuable assets, but protecting them from attack is challenging. Given that 92% of reported vulnerabilities are in applications rather than networks[3], you need comprehensive, layered, and proven security for monolithic and microservices-based applications. Citrix ADC Layer 3-7 security features arm you with the arsenal you need to fight the war on bad actors.

4. Gain actionable insights and troubleshoot faster.

To complement Citrix ADC, Citrix Application Delivery Management provides holistic visibility and analytics from one console. It is the only application delivery management platform that equips you with comprehensive automation, faster troubleshooting, and actionable insights from a single pane of glass for all ADCs across your multi-cloud environment.

5. Go cloud native with confidence.

Cloud native application development can improve agility, but 50% of organizations cite lack of skills as the top challenge in adopting cloud native infrastructure[4]. Because microservices deployment and delivery are complex and IT skill sets vary, Citrix provides a choice of architectures to help you balance the greatest benefits and ease of implementation. Citrix ADC integrates with popular Kubernetes platforms and open source tools, giving you enhanced performance, lower latency, and better observability.

[1] RightScale   [2] PwC   [3] PwC   [4] O'Reilly

For more information, please visit www.citrix.com/adc

How does Citrix ADC help?

Increase innovation velocity. Citrix ADC accelerates your journey to multi-cloud for monolithic and microservices-based applications by giving you the flexibility to move at the pace that's right for your business.