

CUSTOMER SUCCESS MANAGEMENT

Outcomes Guide

Explore measurable outcomes for your Citrix products and solutions

Plan

Build

Rollout

Manage

Optimize



An important aspect of success planning is defining your use cases and desired outcomes.

Use cases outline the ways your users will leverage your product or solution to accomplish a goal. You can also think of use cases as the the “so what’s?” behind technical specifications. They ground product features and functions in tangible human and business needs.

Outcomes are the specific objectives or milestones you hope to achieve through using a product or solution. They’re the quantifiable criteria you will assess your progress against, and how you will determine whether your project is successful or not.

Aligning your outcomes to your use cases helps ensure you’re using the right technologies to solve the right challenges. It also creates a clear correlation between the achievement of tactical, day-to-day objectives and strategic, high-level goals across your organization—tying the “how” to the “why.”

This guide details **five core use cases** for Citrix solutions, along with a sampling of associated outcomes and success measures used by organizations similar to yours:

1. Enable flexible work
2. Enhance security
3. Simplify IT infrastructure and management
4. Ensure business continuity
5. Increase productivity

Use this document to help guide planning discussions with your team, to learn new ways to leverage Citrix to achieve your goals, and to help define what success means to you.

USE CASE #1

Enable flexible work

Many organizations choose Citrix products to enable hybrid work models so their staff can seamlessly work in offices, at home, in remote locations, or anywhere else work needs to get done. You might want to:

- Support new physical workplace strategies and designs
- Enable staff to work more flexibly—from home, the airport, or trade shows
- Leverage Citrix identity for secure access to apps, desktops, and content
- Provide secure browsing to and content control of SaaS apps
- Let employees or contractors bring their own devices (BYOD) to save time and resources

OUTCOME: We will enable remote access

- Provide _____ with remote access to _____ applications, formerly only available in-network
 - List your target applications:
- Decrease office space costs by _____ %
- Other:

OUTCOME: We will provide access to SaaS apps without exposing our network to web-borne threats

- Increase employee productivity by _____ % with secure browsing from shared terminals or kiosks
- Save _____ by reducing vendor complexity with single sign-on for all secure browsing to SaaS apps
- Other:

OUTCOME: We will implement a BYOD program

- Provide _____ with the option to use essential productivity apps on their own hardware without compromising security
- Save _____ each year on hardware for employees
- Expand current “Bring Your Own Device” (BYOD) policy to streamline impromptu access, adding _____ new access points in the following common areas:
- Reduce time to completion of new hire onboarding by _____ days
- Other:

USE CASE #2

Enhance security

Organizations also leverage Citrix products to improve security. You might want to:

- Protect against internal and external threats
- Gain more control over access, adjusting to user location and behavior
- Achieve regulatory compliance and a broad and integrated view of distributed IT

OUTCOME: We will improve access management

- Gain the ability to instantly remove user access to critical business applications and/or desktops
- Reduce the time IT spends setting up new hires by _____ %
- Gain the ability to restrict access to various components based on employee needs, roles, or access methods (e.g. applications, data, or hardware capabilities including printing, recognition of USB drives, etc.)
 - List the applications/functions/data you want to restrict access to:
- Other:

OUTCOME: We will support compliance with regulations and internal policies

- Greater adherence to industry-specific regulations and internal policies
 - List the applications/functions/data you want to restrict access to:
- Reduce time spent on tasks associated to end-user controls in an effort to maintain security and compliance by _____ %
- Reduce costs associated with data and security breaches by _____ % compared to the last 12 months
- Other:

OUTCOME: We will have contextual access controls and new visibility

- Use of multi-factor authentication (MFA) or one-time password (OTP)
- Use of single sign-on (SSO)
- End-to-end visibility of authentication and SSO transactions
- Other:

OUTCOME: We will use intelligent analytics

- Improve ability to detect, act against, and halt ransomware attacks
- Develop a list of blacklisted websites and effectively prevent access
- Gain the ability to proactively halt non-compliant behavior
- Other:

USE CASE #3

Simplify IT infrastructure and management

For other organizations, moving to Citrix cloud services is all about reducing IT footprint, workloads, and costs. You might want to:

- Stop maintaining on-premises servers
- Decommission secondary data centers
- Free up key staff to work on improving business processes and performance
- Ensure routine updates don't get neglected, safeguarding user experience over time

OUTCOME: We will reduce infrastructure complexity and cost

- Decommission a minimum of _____ virtual machines related to a legacy on-premises environment
- Standardize on a single Citrix Workspace App version
- Consolidate identity access and management and terminate prior solution
- Reduce data center costs by _____
- Improve operations efficiency by _____ %
- Gain the ability to easily burst to another resource location when necessary
- Other:

OUTCOME: We will reduce in-house IT maintenance

- Migrate _____ Citrix sites to the Citrix Virtual Apps and Desktop Service
- Use Citrix Gateway for the Citrix environment, ending the need to update/maintain server(s) to support an on-premises Citrix ADC
- Convert _____ images to Citrix App Layering
- Free up _____ hours of IT time to work on other projects
- Other:

OUTCOME: We will make sure our software is evergreen

- Use the latest version of our Citrix software
- Reduce time spent performing Citrix upgrades by _____ hours
- Reduce licensing costs by _____ as certain infrastructure upgrades (e.g. SQL server) are managed by Citrix Cloud
- Other:

USE CASE #4

Ensure business continuity

Other organizations turn to Citrix to help with disaster recovery (DR). You might want to:

- Create your organization's first DR strategy
- Reduce the complexity of your existing DR strategy
- Reduce the cost of your existing DR strategy

OUTCOME: We will create a disaster recovery (DR) strategy

- Define services that require and are capable of DR
- Define recovery time, recovery point objectives, and recovery capacity for various user groups
- Document our implementation prerequisites
- Project lost business savings of _____ based on our Citrix-enabled DR strategy
- Project infrastructure cost savings of _____ at DR location
- Other:

OUTCOME: We will deploy key DR services

- Put implementation prerequisites in place
- Create a second resource location in Citrix Cloud and build Citrix Machine Catalogs
- Other:

OUTCOME: We will validate our DR plan

- Complete a successful failover test
- Other:

USE CASE #5

Increase productivity

Finally, some organizations switch to Citrix to create an intelligent end-user experience for all users that improves productivity, wherever they are. You might want to:

- Improve user experience and productivity
- Deliver a single point of entry for apps, desktops, and content
- Enable effortless interactions and collaboration with others

OUTCOME: We will provide employees with a single workspace—and secure, contextual access to apps, desktops, and data

- Reduce number of applications needed to be productive by _____ %
- Improve user experience and increase security posture through _____ % increase in adoption of Citrix
- Other:

OUTCOME: We will deliver a smarter work experience with an intelligent workspace

- Surface insights that help my employees work smarter
- Improve user experience by _____ points
- Other:

OUTCOME: We will enhance end-user experience

- Increase employee satisfaction by _____ % points
- Reduce the number of support tickets opened by end users by _____ %
- Improve launch speeds from over _____ to under _____
- Provide _____ with single sign-on for internal and SaaS applications
- Other:

Next steps

If you need guidance or have questions about where to go from here, please reach out to your Citrix Customer Success Manager (CSM) or email CSM@citrix.com.

Also be sure to check out our [product and solution pages](#) to explore new use cases, and the [Success Center](#) to access a variety of additional project planning tools and resources.



Enterprise Sales

North America | 800-424-8749

Worldwide | +1 408-790-8000

Locations

Corporate Headquarters | 851 Cypress Creek Road, Fort Lauderdale, FL 33309, United States

Silicon Valley | 4988 Great America Parkway, Santa Clara, CA 95054, United States

©2020 Citrix Systems, Inc. All rights reserved. Citrix, the Citrix logo, and other marks appearing herein are property of Citrix Systems, Inc. and/or one or more of its subsidiaries, and may be registered with the U.S. Patent and Trademark Office and in other countries. All other marks are the property of their respective owner(s).