



Digital Transformation:

Where challenge
meets opportunity



The world is your digital oyster

Digitisation for differentiation

Digital transformation is sweeping every industry. The pace of change is exponential. And for businesses willing to embrace this brave new world, the possibilities are limitless.

New ways to engage with customers, more innovation in the workforce, the chance to attract and retain the best talent, the ability to harness data insights: these are just some of the opportunities to be had.

And the benefits are clear: they impact the top line for customers and create differentiation if delivered successfully.

Never before has an enterprise's IT strategy been so fundamental to its business strategy. Whatever a company's vision for the future, it must include digital transformation in order to grow and compete effectively. The need for IT to support the ambition of the business is paramount.

But the expectations of both the workforce and the customer are greater than ever. With more and more business conducted online and the rapid growth in the number of connected devices, delivering on-demand services alongside great customer experience is absolutely critical. Capitalising on this ever-rising expectation is the key to making digital transformation a success.

For today's CIO, that's a challenge.

To date, the expectation to deliver more agile and responsive IT services has been addressed through cloud strategies. Typically this has led to the adoption of a hybrid cloud-based IT service delivery model. But with more business applications, more connected devices, higher customer expectations and a greater need for differentiating the business in their digital engagements, a 21st Century strategy is required: one that can deliver on-demand services and great customer experience.

In short, today's CIO must operate at the same pace as the front end of the business – and that's no easy task.

Delivering on-demand

Today's customer, internal or external, expects the same kind of experience they have with technology in their personal lives.

For a business, achieving this is no mean feat. There have never been more choices, both in terms of how and where to deliver applications from, and who to partner with in the delivery of services.

Businesses increasingly demand more agile hybrid IT services and agile networking capability. But for today's CIO, the need to maintain the operational discipline around security and performance remains front of mind.

Attracting the brightest talent

Workforce engagement is a hot topic. Employers are looking for new ways to create productivity improvement, with digital technology playing a pivotal role in helping employees to become more effective in their primary roles.

The network's role in supporting innovation – by enabling remote working and providing access to technology and services on demand – is critical to delivering an environment that enables employees to achieve.

But the pressure to deliver consumer-level experience, great performance and enterprise-grade security, mean that on-demand services can rapidly become a millstone for today's CIO.

Cyber security in a mobile world

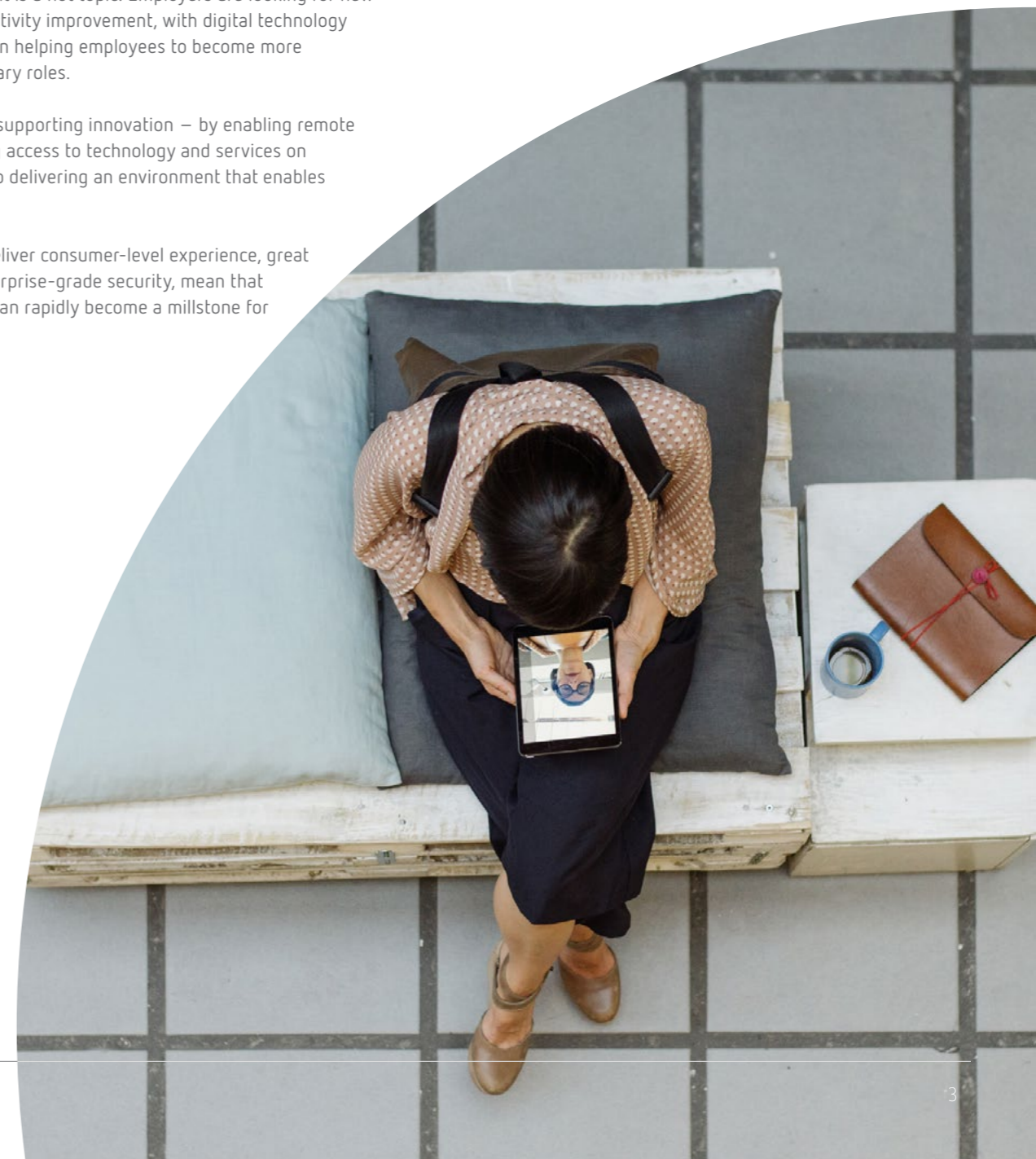
One of the biggest headaches for many IT leaders is how to place more data at the edge of their networks, while keeping that data secure.

This is an increasingly complicated task, requiring rigorous enforcement around access, a compliant approach to protecting mobile data and a proactive approach to addressing attacks. But even the most stringent security measures are useless if an underperforming network forces staff to go elsewhere for more flexibility or faster speeds.

It is essential that progressive businesses implement a security strategy consistently across all networks, applications and data, whatever services or service providers are being used.

- By 2018 there will be 20.6 billion networked devices worldwide*
- 50% will be mobile-connected, contributing towards an 800% growth in mobile data between now and 2020*
- By 2020, 25% of the global gross domestic product will be generated as a result of digital activity**
- To add to this explosion in connected devices and data, a 400% growth in applications is predicted by 2018**

Source: * Cisco, Visual Networking Index | ** Gartner



The future is hybrid

Customer experience at the heart

More and more businesses are recognising the need to adopt cloud as a business strategy to create agility, rather than simply to save costs. In today's customer-driven market, organisations are looking at performance and security. They are making decisions about how they store data and consume applications, based on end-user experience.

With that, the need for flexibility in application and service delivery is greater than ever. Owning large datacentres, or using restrictive infrastructure and legacy networking technology that cannot scale or adjust to business needs, is no longer seen as a viable long-term solution.

The convergence of cloud managed services

Service providers are moving away from specific areas of expertise in IT infrastructure, networking or mobility, to offer more varied choice and value-added services. The lines have been blurred for businesses looking for strategic suppliers.

Today's CIO must navigate this complex landscape to choose one or more suppliers who can support their user requirements in terms of customer experience, performance and security. And that's a tough job.

Software-defined means agility

The old hardware-based approach to IT is fast becoming obsolete. There's a pressing need to address the demands of cloud strategies, the growth in connected devices and the explosion in data. And that is often seen as counterproductive to other business drivers and strategies, such as cloud and DevOps.

But by adopting a more software-based or virtual approach to networking, organisations can begin to design strategies aligned with agility, demand and end-user experience.

- Cloud adoption remains high with 78% of organisations using Cloud services today*
- This is likely to increase to 85% within the next two years*
- Around 63% foresee a time when they will move their entire estates to the Cloud*

Source: *Cloud and the Digital Imperative, Cloud Industry Forum, 2015

The rise and rise of DevOps

Customers are demanding real-time access to applications and services. Web and mobile technologies are accelerating the need for continuous improvement. It is little wonder enterprises are struggling to keep up.

Increasingly, businesses are looking to adopt a more flexible infrastructure: one that allows DevOps to deliver on their business goals with an agile networking approach. Scaling infrastructure and networking in tandem, with the many choices available for commoditised infrastructure as a service, is pushing DevOps to the fore.

The disaggregation of applications and data

Many enterprises are already locating telemetry data on public cloud service provider infrastructure to save costs. Infrastructure in a public cloud – especially for non-critical data – is an even cheaper option. But up to now, businesses have been either unable or unwilling to move business-critical data to a secure public cloud.

Increasingly, CIOs are looking for choice in where they locate their applications and data, while seeking to future-proof their networking and security capabilities.



Case studies

For the digital enterprise, the advantages of a high-performing network are clear. A powerful network supports mobility and a remote workforce with digital media. It manages high volume and traffic peaks. It maintains uptime and security.

In the following case studies, we explore how we helped some of our clients deliver on their business objectives via Citrix technology.

bet365

bet365's leading eGaming website handles tens of millions of transactions per day, many of which occur in time-sensitive peaks and surges. This means their website has to handle a huge amount of data in real time, with thousands of changes per second and minimal latency. Any drop in performance, accuracy or reliability of the bet365 website has an immediate and serious impact on their bottom line. Without a way of proactively monitoring and managing their network, it would be impossible (or enormously expensive) for their website to handle the sheer demand for data and severe fluctuations in traffic.

To guarantee their application performance, bet365 now deliver 90% of their content through Citrix NetScaler. This allows their website to automatically react to surges, by increasing and decreasing its capacity based on traffic. Not only does this guarantee a cost-effective and lag-free service that never goes down, it also improves the overall performance of the site and protects it from service disruptions, even during periods of routine maintenance. Should bet365 want to expand the capacity of their website in the future, they can do so quickly, easily and without risking the increase in latency that typically results from increased traffic, all of which helps ensure that potentially fickle customers receive the best possible service.

ITV

ITV, the largest commercial television network in the UK, created a flexible IT system that gives their creative workforce the ability to work anywhere, while keeping their data secure. Using Citrix's networking and virtualisation solutions, ITV's applications now work on any device, anytime, anywhere. This allows their employees to work on their own devices, wherever they are, and be as effective as they would be at their desk in the office.

Storing data on remote servers also gives ITV complete control over who can access what. Should an employee accidentally leave their laptop on a train, for example, any sensitive information can be locked or deleted remotely. The employee could then use a new machine (perhaps provided by an on-site vending machine) and immediately regain secure access to all the information and applications they need to do their job.

By utilising the flexibility and security of virtual networking, ITV have created a genuinely mobile workforce that can work, meet and collaborate from anywhere in the world – entirely securely. This is saving them a huge amount of time and money, and making their workforce far more effective and productive.

“The business case around this was one of absolute transformation, about mobility. We've created a genuinely mobile workforce enabling a new production process and new creative processes.”

Paul Dale | Chief Technology Officer | ITV

XXL

Nordic Sports Chain XXL manage to provide an exceptional online experience, despite having to provide quick and easy access to over 2000 product lines, each with its own unique information, high quality photography, and real-time price and stock data. They achieve this by using Citrix NetScaler to store images and information temporarily when it is requested, so it doesn't have to be re-retrieved from the database for every individual user who wants to view it.

This reduces demand on the server from thousands of requests per second to just one every two minutes, resulting in 75% faster page loading time and 87% reduction in data centre traffic flow. This ensures the best possible customer experience, with maximum security and minimal downtime. More tangibly, they also saw a 68% increase in ecommerce sales within a single year.

AgriFish

The Danish AgriFish agency inspects fishing activities in areas where mobile coverage is limited. Instead of using costly satellite connections, Citrix supplied Citrix SD-WAN to create a virtual wide area network (WAN) aboard their ships, which automatically selects cellular or satellite communication links depending on local conditions.

This has increased their mobile data coverage from 5-8 nautical miles from shore to up to 23 nautical miles, so their crews can focus on their inspection work instead of searching for mobile connections. It also supports both their professional and personal communications, which makes them happier while away at sea.



A better way

At Citrix, we believe there is a better way to power the digital enterprise.

We've spent years consolidating infrastructure, integrating our solutions and enhancing product performance. We've invested and innovated in workspace services, networking and secure file sharing. And we're now able to secure and deliver apps, data and network - all from a single and integrated platform.

Our mission is to power a world where people, organisations and things are securely connected and accessible, so that you can make the extraordinary possible.

Talk to us today about how we can help your business and your infrastructure confidently scale for the future.

Citrix NetScaler

Within the delivery network segment, Citrix NetScaler offers a strong product portfolio that is consistently ranked by analysts as one of the market leaders.

In a recent study, Forrester identified cost savings and business benefits including lower licensing, device acquisition and management costs, alongside increased revenue opportunities.



ROI
88%



Payback
9 months



NPV
\$879K



Avoided purchases
15 ADC

Source: Forrester Total Economic Impact™ of Citrix NetScaler, October 2015

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