

# Managing Cloud Sprawl in the Age of Cloud Services

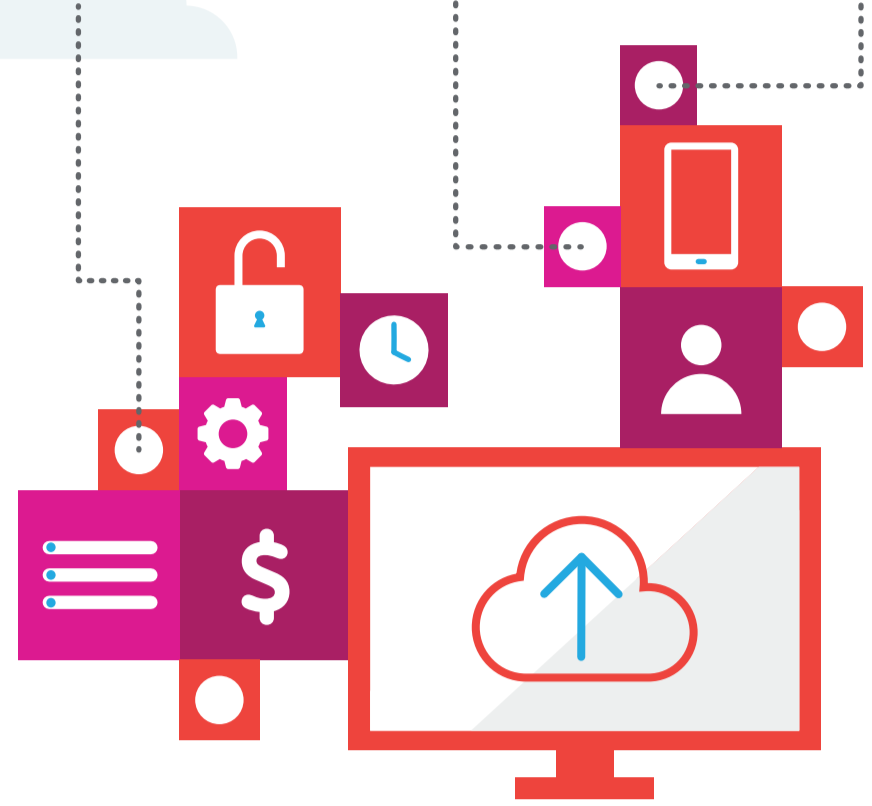
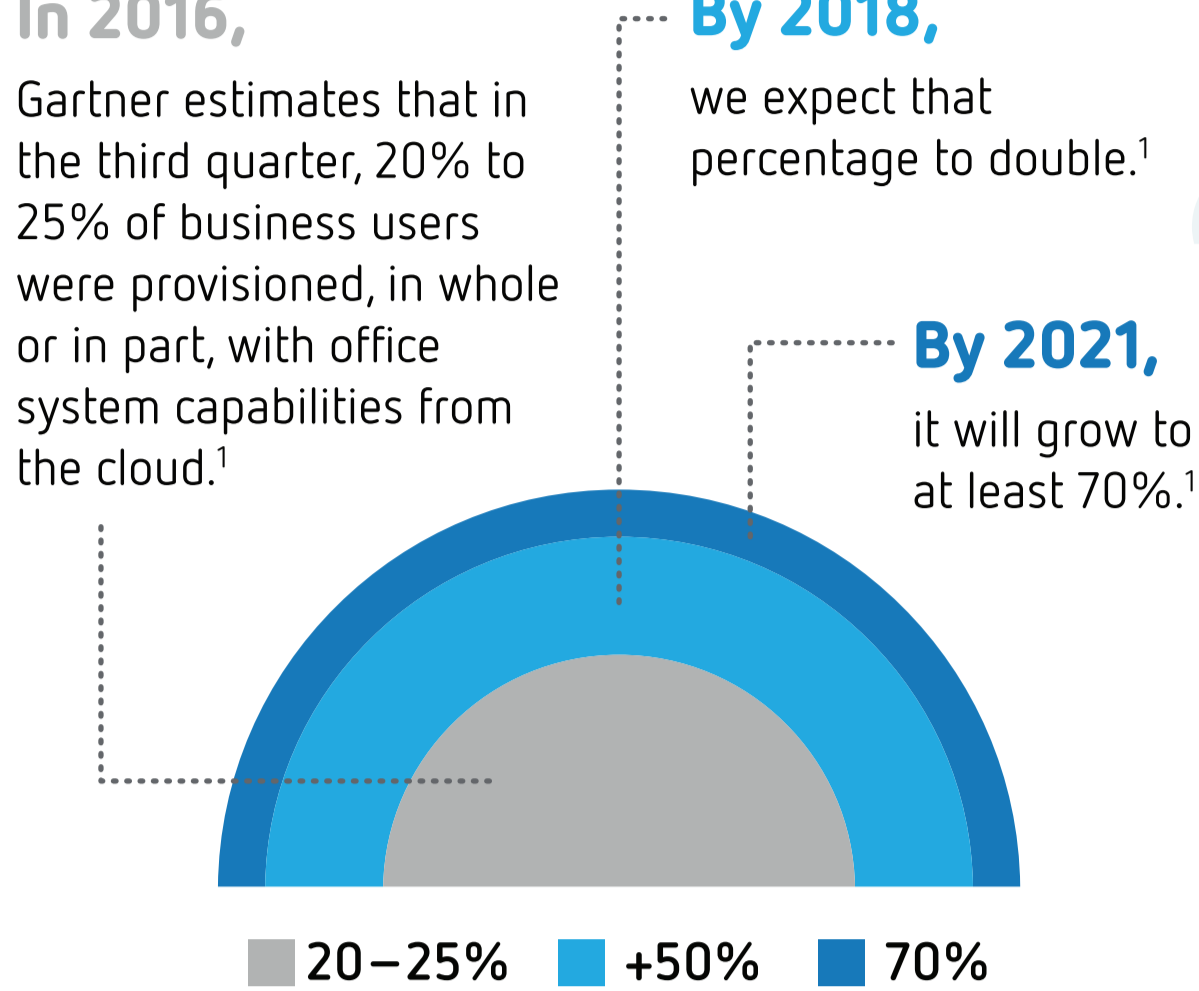
*Say yes to a long-term solution:  
A unified, secure digital workspace*

Cloud computing has become so omnipresent that organizations are adopting it at almost every layer of their business. While these cloud investments deliver immeasurable benefits, they've also had unintended side effects—creating complexity and introducing risk.

This cloud sprawl is a major IT pain point. With cloud services sourced from multiple vendors, security is inconsistent, user experience is variable, and access is fragmented. **But there is a long-term solution: a unified, secure digital workspace.**

## It's a Multi-Cloud World

Organizations see innumerable benefits of working in the cloud.



**95%**

Enterprise respondents who are currently using cloud<sup>2</sup>

**10-16**

Number of off-the-shelf cloud apps that employees access<sup>3</sup>

As companies recognize the benefits of cloud services, it's resulted in a "multi-cloud" business world, with IT departments adopting multiple cloud service providers for a variety of needs.

- Attractive TCO and OpEx Financials**  
Lower with cloud services than traditional non-cloud IT
- Elasticity**  
Scale to needs without added overhead
- Continuity and Line-of-Business Access**  
Data backup, redundancy, high availability, security, and convenient worldwide access
- Agility**  
Resources accessed and released into the cloud
- Simplicity**  
Low administration overhead, ease of use, and effective installation
- Self-Service**  
Provision storage outside of an external cloud service provider
- Consumerized User Experience**  
BYOD (bring your own device) and consumer applications welcome



## The Rise in Cloud Adoption Risk

As multi-cloud adoption grows, so do complexity and risk exposure.

- Lack of consistent security**
  - Inconsistent data governance
  - Opaque security levels
- Inconsistent user experience**
  - Varying degrees of performance
  - Device-specific capabilities
  - Lack of inter-service workflow/context
- Varied Identities**
  - Fragmented access
  - Multiple end-user entitlements

## When IT Has to Say No

To solve the service sprawl dilemma, current solutions monitor, regulate, or deny cloud services to employees. But these are just short-term fixes that negate the benefits of rapid cloud adoption. Demand for continuous cloud adoption isn't slowing; neither is the problem.



## A Real Solution for Cloud Sprawl

In the face of ever-increasing demand, IT departments need an innovative way to aggregate, manage, and deliver diverse services—yet maintain control. The best approach to combat sprawl and empower IT is to use a **unified, secure digital workspace** that consistently delivers and integrates services.

### Helping IT Say Yes to Hybrid Cloud Services

With a digital workspace directly addressing these difficulties, your IT department can head off each pain point at every impasse.

- Security**
  - Maintain consistent policies
  - Prevent data leakage
  - Secure data sharing
- Experience**
  - Ensure consistent presentation
  - Provide adaptive delivery (optimization for performance and content)
  - Map and manage service workflow
- Identity**
  - Provide adaptive policies
  - Supply unified access—only one password to remember

When you unify cloud services in a secure digital workspace, it helps your organization benefit from cloud efficiency, empowers your employees to work from anywhere, and provides IT with additional control, governance, security, and peace of mind.

To start delivering digital workspaces today, visit [citrix.com/cloud](http://citrix.com/cloud)

The Citrix and Intel partnership continues to ensure your cloud solution is optimized to deliver powerful, efficient cloud solutions that deliver better virtualization, security, and analytics. No matter where you are in your cloud Journey—on premises, hybrid cloud, or public cloud—Citrix and Intel partner to meet you there. Leading cloud provider data centers run on Intel® architecture.