



# Your company's journey to the cloud

A roadmap for mid-sized businesses



## INTRODUCTION

# This is big

In most markets, the biggest enterprises used to hold all the cards.

- They had economies of scale.
- They had money to invest in R&D and growth.
- And they had the best, most advanced IT systems to automate and streamline their processes.

Today, a major revolution is turning these advantages upside down as the most progressive mid-sized companies are seeing amazing growth and successfully taking on the giants in every market.

The driver behind all of this change is out there for all to see: new applications, processes and technologies; all powered by the cloud.

## INTRODUCTION

# This is big

### The great equalizer

Today, every business has access to incredibly agile, easy-to-deploy, secure, affordable IT.

In fact, mid-sized companies actually have a big advantage: the largest enterprises know that their legacy IT systems are holding them back, so they're rushing to the cloud too – but it's a lot harder for them.

Today, companies like yours are leveraging the power of the cloud every day.

And the cloud changes everything.

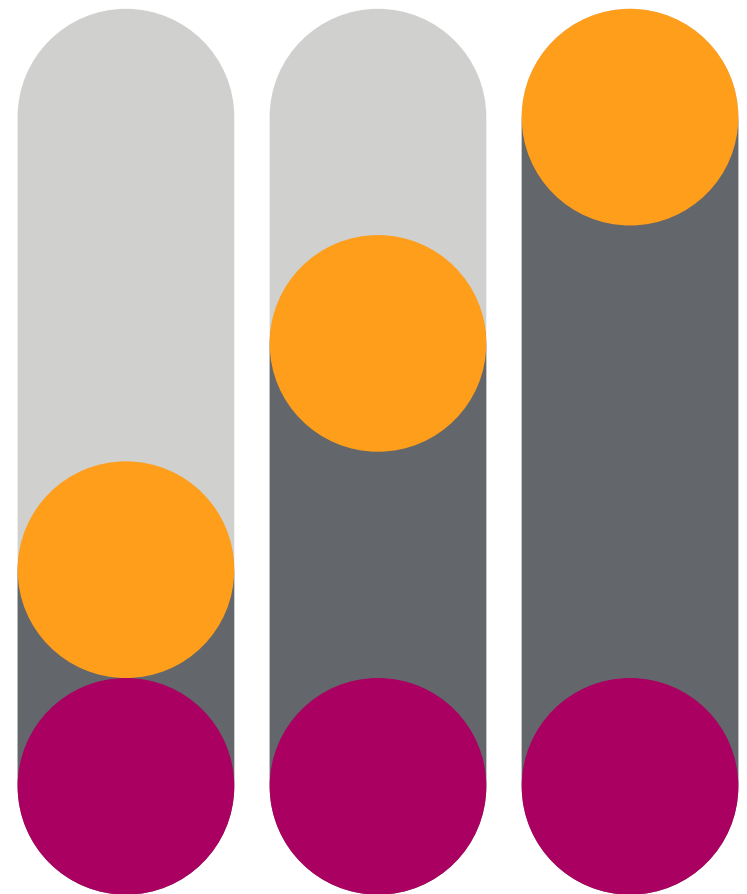
### Start where you are

Leveraging the cloud is easy for pure startups. They can deploy all of their IT from the cloud from day one (as many are).

But if you're running the IT department of a mid-sized company you have to take it one step at a time, in a sensible, systematic journey that fits your business.

**This eBook is about how to plan your own cloud journey and get the many benefits of cloud – but do it sensibly, at your own pace and with minimal risk, disruption and cost.**

We hope it clarifies the road ahead for your business – and, of course, we stand ready to help.



## INTRODUCTION

# This is big

### Don't go it alone

Just because a lot of cloud applications and services are self-service, doesn't mean you have to go it alone. There's a lot to figure out as you move more and more of your IT to the cloud. Thankfully, there's also a lot of help available.

Citrix Services offers Support, Consulting and Education to help companies like yours transition to the cloud intelligently.

### You're already on your way

Chances are, you're already on the journey to the cloud.

Maybe you have business apps that employees can access through their mobile devices. Maybe your line-of-business teams are 'bringing their own clouds', by accessing software services online – anything from Gmail, to Salesforce CRM and Office 365, or web-based apps for things like HR, timesheets or expenses.

Now it's time to ramp that up, with bigger and bolder moves that deliver positive impact on the things that matter most: efficiency, agility, security and profitability.



## THE PROBLEM

# Outdated IT is weighing you down

Make no mistake: information technologies – from PCs and networks to the internet and smartphones – have given a massive boost to mid-sized businesses.

But today, many companies are struggling to manage and maintain all of the technologies they've acquired and inherited over time.

- **You've got to choose, deploy and manage desktops, servers and software.**
- **You've got to support users and their PCs, laptops, smartphones and tablets.**
- **You've got to update, upgrade, patch and secure the whole set-up, forever.**

For a lot of businesses, this means big investments *just to keep standing still*. The majority of your IT budget is dedicated to maintaining aging systems, and you're left with very little to invest in new tech.

The fact is, if you want your IT professionals to innovate, your existing, on-site tech actually makes it harder.

**As work changes, technology accelerates, security threats multiply and data regulations grow, even the best IT teams are struggling to keep up.**

If you're like the vast majority of mid-sized businesses, you've been forced to throw more and more time, money and resources at simply maintaining IT services. That diverts resources from the true potential of IT: driving transformation, innovation and new customer experiences.

The cloud changes all of that.

## CLOUD CASE

### InTown Suites keeps IT lean to fuel growth

InTown Suites, America's largest economy, extended-stay hotel chain, has 189 locations in 22 states.

By moving their IT to the cloud, they can add acquired and newly built hotels – without growing IT staff.

"We centralized apps and databases, gained greater control and security, improved efficiency and reliability for our staff, and reduced capital expenditures and operating costs," said Jeff Robinson, InTown Suite's IT director.

[Read the case and watch the video here.](#)

## THE OPPORTUNITY

# The cloud: a new value equation

There's a lot of hype and misinformation about the cloud.

But it's actually a simple concept:

- **The cloud offers internet-delivered computer processing, storage, applications and services.**
- **It lets authorized users access these resources on demand, from any device.**
- **With a predictable subscription model – and without the up-front costs of traditional licensing.**

These simple ideas, powered by some remarkable technologies – dramatically change the way businesses approach their IT needs.

The benefits are no longer in dispute:

- **Tighter security**  
Because you benefit from enterprise-grade security – everything from full encryption and firewalls to instant updates, patches and 24x7x365 monitoring.
- **Higher availability**  
Your cloud provider is bound by an SLA, meaning they have to pull out all the stops to minimize downtime.
- **Less admin**  
Cloud IT makes it easier and faster for your IT teams to deploy services to users – and the management and maintenance of applications are taken care of by the provider.
- **Greater agility**  
You can spin up new services as needed and close them down when they're not – much more flexible than traditional locked-in licensing. Even better, you're only paying for what you use.
- **Enhanced mobility**  
Cloud-based data, apps and services are always available to everyone in your business, no matter where they are or what device they're using.
- **Built-in future-proofing**  
Cloud providers manage software updates, patches and upgrades, so you're always on the latest version.

In short, the cloud lets you get out of the low-value parts of IT so you can focus on the things that really drive business success.

And that's why so many mid-sized companies are eager to accelerate their move to the cloud.





## Your market is going cloud right now

Not surprisingly, medium-sized businesses in every industry are moving more and more of their IT systems to the cloud.

- **Accounting firms** are using cloud accounting software and securing and managing client files in the cloud.
- **Construction companies** are moving to cloud-based project management for on-site project visibility.
- **Retailers** depend on their cloud-based eCommerce, CRM and customer service tools to grow their customer bases.
- **Regulated industries** are simplifying their compliance processes, as there are now clouds designed specifically for individual compliance objectives, such as FedRamp.

Every industry in every country is going the same way. Look around: yours is too.

# Your cloud journey

It's important to think of your move to the cloud as a planned journey instead of an overnight switch. And, as with all journeys, the key is to establish where you are, where you want to be and how you'll get there.

It's also important to find a travel guide who can help you design a journey that's right for your business. You need a roadmap that takes into account the specifics of your business, your goals, your current IT, your available resources and your staff.

A well-designed journey will pay dividends all along the way:

- **You'll get the benefits of the cloud faster.**
- **You'll improve security and business continuity.**
- **You'll decrease risk and minimize disruption.**
- **You'll lower and better control your costs.**
- **You'll bring your users along with you.**

And that's where a partner like Citrix can help. Our focus is on helping businesses just like yours plan the most sensible and highest value steps – then help you switch over and support your users.

## A natural progression

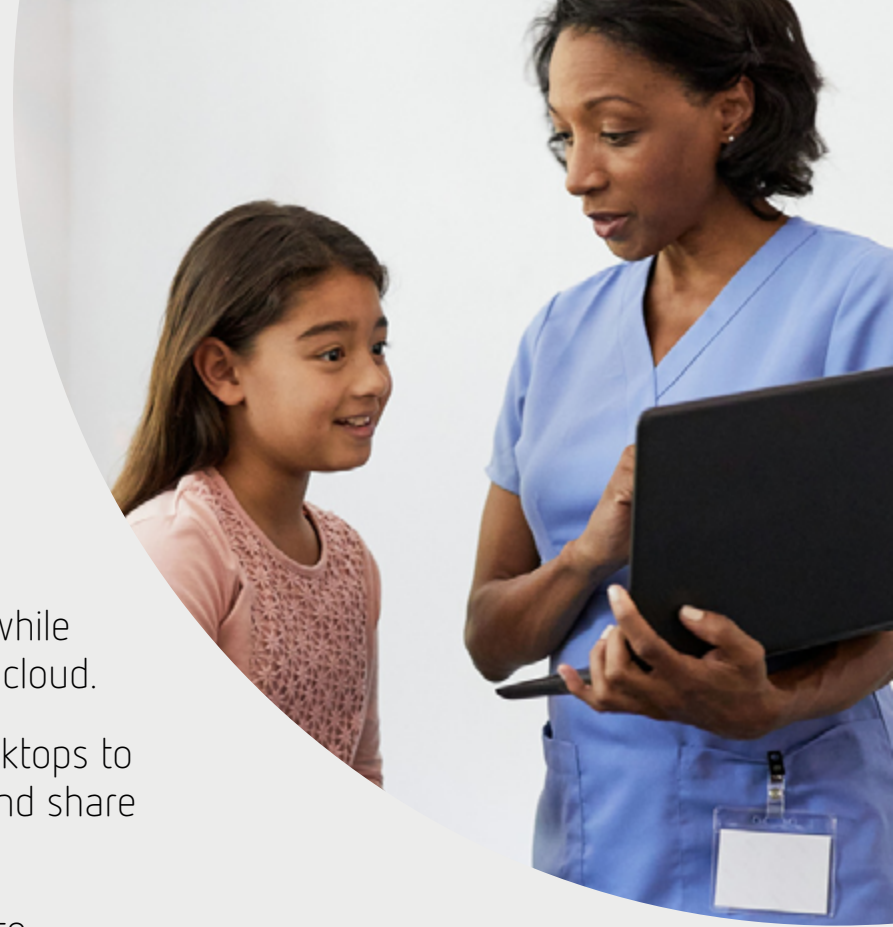
Wherever you are on your cloud journey, you can benefit from the many companies that have gone before you. For a lot of them, the journey progresses in three natural steps:

- **Move your files to the cloud**  
To secure your files, make them more available, and streamline teamwork.
- **Move your applications to the cloud**  
Improving the security, availability and performance of your core business apps.
- **Move your desktops to the cloud**  
So you can stop installing and maintaining operating systems, software and applications on every computer.

The three steps don't have to go in order – it's just that this is how many successful companies have found themselves going. In fact, you can start anywhere and progress through the three steps at your own pace.

Let's look at each of these steps, one at a time.





## A few use cases

- **Nationstar Mortgage** integrated acquired companies faster while staying compliant by streamlining desktop provisioning in the cloud.
- **Nicklaus Children's Hospital** uses cloud-based apps and desktops to support a telehealth platform that helps doctors collaborate and share patient data securely and easily.
- **The Lucas Metropolitan Housing Authority** in Ohio moved to the cloud to mobilize staff, reduce operating costs, avoid capital expenditures, enhance IT performance, and create a new, resilient IT infrastructure.
- **The University of South Florida** supports more than 47,000 students with secure, 24/7 access to computing resources from their mobile devices.

STEP 01

# Cloud file sharing and content collaboration – an ideal start



## STEP 01

# Cloud file sharing and content collaboration – an ideal start

Your business runs on information, stored in files. But the way those files are stored and shared now, in all probability, is outdated, unsecure and inefficient.

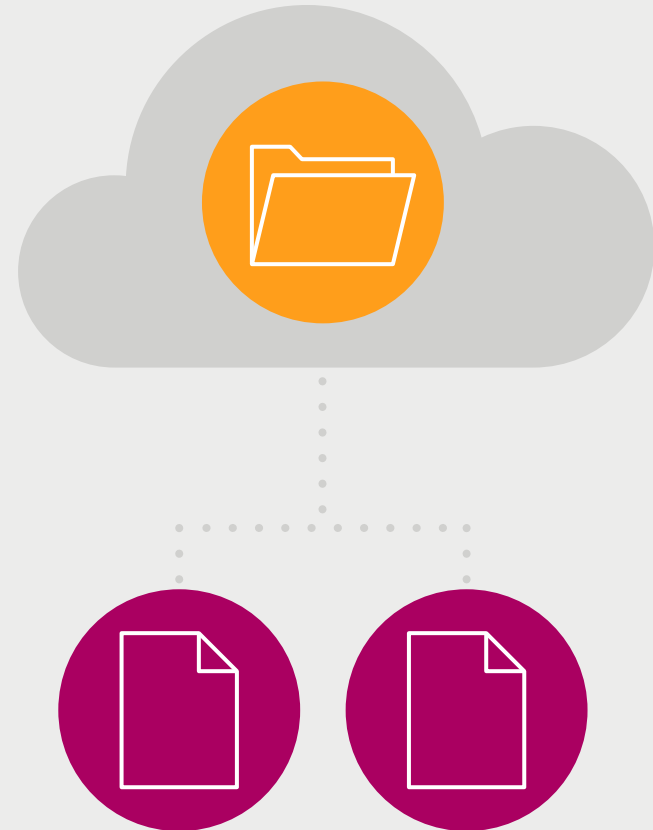
That's why cloud-based file sharing is a natural foundation for any company's journey to the cloud. It requires minimal change and you get a fast return on investment. Plus, because file sharing touches every department and process, you make a big impact with very little cost or effort.

Cloud file sharing allows your staff to store and synchronize documents, photos, videos and other files in the cloud – and share them with other people, synchronizing files across multiple devices.

**But sharing is only the start. The cloud can also enable content collaboration – letting you work with people inside and outside your business, on the same documents, in real time.**

It's important to take control of file sharing and content collaboration early on. If you don't provide users with a single, business-class solution, they'll resort to personal apps and services with limited functionality and compliance features. As the use of such 'Shadow IT' grows, your IT team's control diminishes, and risk goes up and up.

Business-class cloud file sharing and content collaboration is more secure, richer, and likely to prove better integrated with the way you work.



## STEP 01

# The benefits of cloud file sharing and content collaboration

The case for business-class cloud file sharing and content collaboration writes itself:



### Secure your files better

A solution that's secure by design will help protect encrypted data at rest, in transit and during use. It'll also protect your data, wherever it is, with company-owned encryption keys and a file-level authentication process.



### Prevent data loss

Gain new power to enforce compliance with industry regulations, data privacy and residency laws, and internal governance policies.



### Switch data sources with ease

Manage documents across cloud, on-premises and hybrid IT infrastructure, all through a single pane of glass.

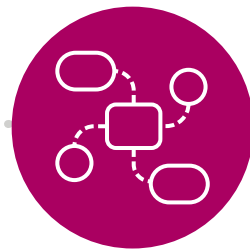
## STEP 01

# The benefits of cloud file sharing and content collaboration



### Safeguard business continuity

With remote back-up for fast recovery from disaster. And your admins won't need to take back-up drives home anymore.



### Simplify teamwork

Click. Tap. Share. This is collaboration made easy (even on files bigger than 10GB). Everyone works on the latest version, whether they're in a web browser or mobile device. And with built-in co-authoring, feedback and approval processes, everyone can get more done faster – creating, reviewing, modifying and adding legally binding signatures in real time.



### Support mobile workers

With easy read-write access to data from all mobile devices, secure sharing – and remote locking or wiping if the device is lost.

**That's why cloud file sharing and content collaboration is such an important part of every company's cloud journey.**

### What to look for

Cloud-based file sharing services may sound alike at first glance. But for business use, choose one that's strong on security and collaboration.

Consumer-grade file sharing apps aren't designed for the full rigors of daily business use.

STEP 02

# Moving your applications to the cloud



## STEP 02

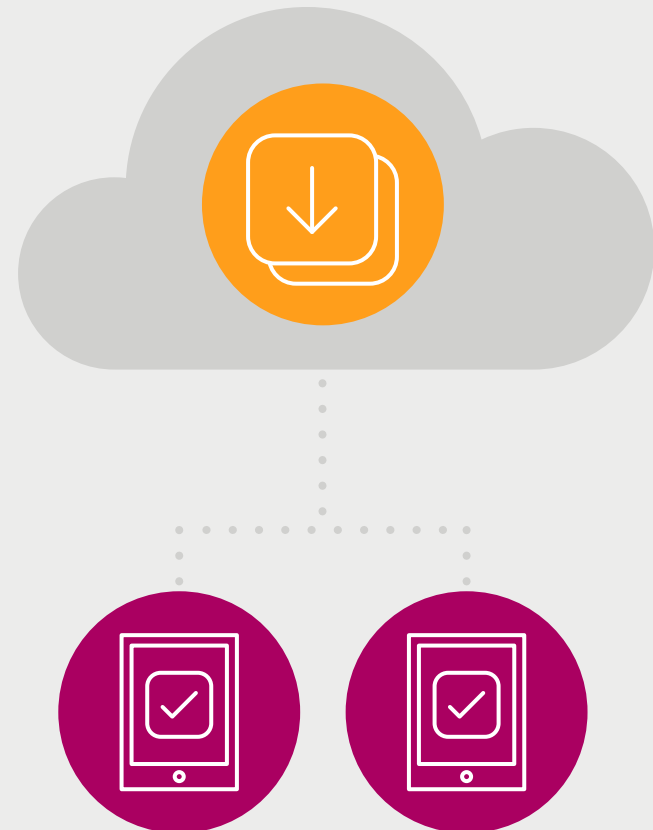
# Moving your applications to the cloud

Once your files are secure and accessible from any device, you're ready for the natural next step: cloud-based applications.

Applications are where your users meet your business processes.

They deliver great functionality – but in the cloud, their management is centralized instead of distributed. That means they can be patched once for all users and updated quickly and easily to enhance security and ensure compliance.

And depending on the age, implementation and management practices currently in place, the applications hosted on your local servers can present new performance and security challenges every day. Moving to the right cloud solution will address these challenges, allowing you to focus on your core business.



## STEP 02

# Moving your applications to the cloud

### Two kinds of cloud apps

There are two ways to use cloud-based applications:

01

#### Cloud-native apps

Also called Software-as-a-Service, these are cloud applications that replace the ones you'd otherwise have to install on local servers or on your staff's computers. Examples include Salesforce CRM and Microsoft Office 365.

Instead of an annual, multi-user license, you pay monthly, per user.

02

#### Virtual cloud apps

These are traditional applications that you move to the cloud, making them available 'as a service' – just like cloud-native apps.

You get the apps you know and love centrally managed and made available to all users on all devices – without having to install, secure and maintain them on each one.

**In other words, you don't have to wait for the applications your business depends on to offer a cloud version (or spend a lot of your limited IT resources moving your in-house apps to the cloud).**

**Instead, you can 'cloudify' your traditional applications: using app virtualization with cloud-based deployment, provisioning and management.**



## STEP 02

# The benefits of cloud apps

The benefits of cloud computing in general and the ones listed in the file sharing section are all true of cloud-based applications. But moving entire apps to the cloud has other benefits too:



### Reduce your IT overhead

Focusing your IT department's time, money and resources on things that impact your core business – like improving processes or creating new products.



### Support every worker, everywhere

Your office-based users and your road warriors or home-based workers: they all get instant, secure access to the apps they need to do their jobs.



### Protect your business

From disaster, attacks, ransomware, data leaks and regulatory breaches.

## STEP 02

# The benefits of cloud apps



### Control your budget

IT departments spend too much on just 'keeping the lights on'. And, chances are, your business overspends on software licenses it never uses. Cloud apps drive down IT and software licensing costs.



### Improve application performance

Local servers may be under-powered and not optimized to support lots of users. Hosting your apps in the cloud can significantly improve performance and availability.





## Snapshot

Hosting your apps in the cloud ensures your apps are running on the latest, high-performance hardware. No more disruptive costly updates.

STEP 03

Bringing it all together in one place:  
putting your desktops in the cloud

A large, stylized graphic of the number '03'. The '0' is white with a grey outline and contains a grey dot on its left side and an orange dot on its right side. The '3' is white with a grey outline and contains a grey dot on its top right side. The entire graphic is set against a dark red background.

03

## STEP 03

# Bringing it all together in one place: putting your desktops in the cloud

Once you're getting the benefits of moving your files and applications to the cloud, you're ready for cloud desktops (sometimes called 'virtual desktops' or 'hosted desktops').

Cloud desktops virtualize everything that loads when a user fires up a PC: the latest version of Windows, the applications and files. In short, it's the user's whole computer – as they've personally set it up – presented on their preferred device.

**Once you get your users' desktops to the cloud, you've pretty much become a cloud company, with little or no on-premises infrastructure to buy, manage, maintain and secure. You've arrived.**



## STEP 03

# The benefits of cloud desktops

Cloud desktops accrue all of the benefits listed under cloud file sharing and cloud applications, but with even greater returns:



### Simplify your entire IT estate

Freeing your IT team from management and maintenance tasks so they can focus on adding value.



### Transition easily to the Windows 10

Cloud desktops make the transition super simple, with no disruption to your users or the business (and no going around installing Windows one PC at a time).



### Give secure access to employees from anywhere

Even if an employee loses their PC, there's nothing to steal from it, so there's no security breach. Just give them a replacement – and their personal desktop is there, ready for action.

## STEP 03

# The benefits of cloud desktops



### Turn IT capex into opex.

With no up-front capital expense, just a predictable subscription model suited to your business.



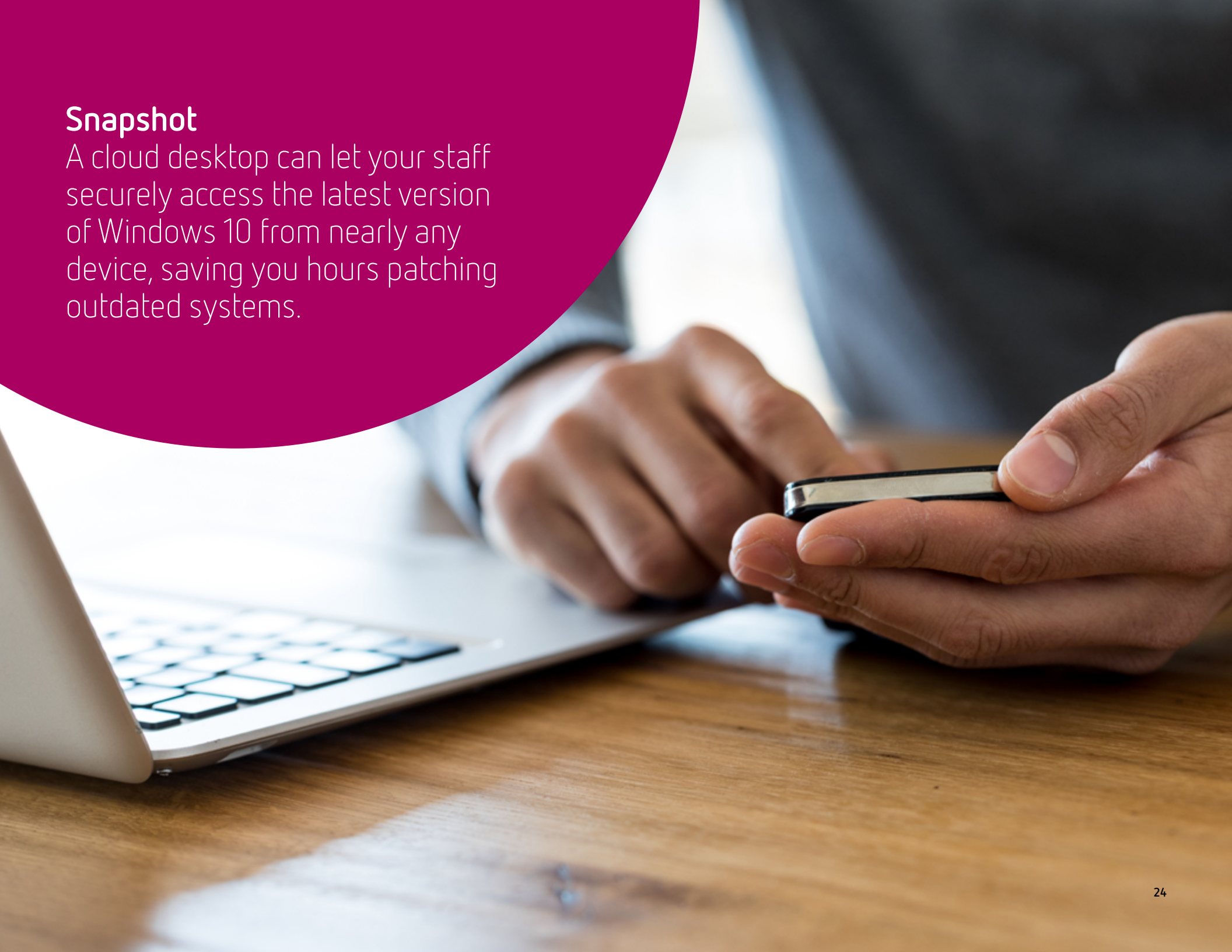
### Work even when you're offline

With options that let you run the desktop offline and work even when there's no internet connection.



## Snapshot

A cloud desktop can let your staff securely access the latest version of Windows 10 from nearly any device, saving you hours patching outdated systems.





# Citrix Cloud services

## Your unified platform for deploying and consuming Citrix technologies – as pre-integrated, fully-managed services

Virtualization of your applications and desktops is the natural bridge to a cloud-first infrastructure that supports your business better.

When you virtualize apps and desktops, you separate the OS, firmware and software from the physical machines. That means you can host them anywhere: on-premises, in the cloud or as a hybrid deployment.

With Citrix Cloud services, you manage any or all of these deployment options from a single, cloud-based management plane.

You can manage all of your files, virtual apps and desktops from one management plane in the cloud. Deliver great user experiences on their preferred devices. Simplify your migration to Windows 10. And reduce the cost of your public cloud infrastructure.

**Citrix Cloud services meet you where you are on your cloud journey.**

**“Citrix Cloud services allow us to function more efficiently. InTown Suites runs on controlling costs and fully-leveraging all available resources. Citrix Cloud services allow us to do that.”**

Jon Pertchick  
CEO, InTown Suites

**“I might cry a little bit if you took Citrix Cloud services away from me.”**

Ryan Parker,  
CTO, Clint Newell Auto Group

## CONCLUSION

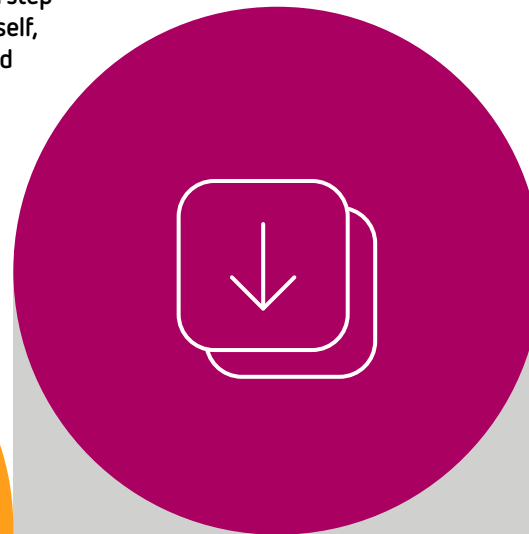
# You're ready: let's go

Mid-sized businesses are under enormous pressure – from above and from below.

Transforming your business isn't an option, it's a mandate. But in the past, making changes to your business IT systems was a recipe for pain and disruption.

With the cloud, the opposite is true. When you move from a high-maintenance model to a no-maintenance model, everything gets easier, faster and more flexible.

**That's why so many mid-sized businesses – across all industries – are accelerating their journeys to the cloud. Each step of your cloud journey pays for itself, in business benefits, security and real, hard savings.**



# Let's talk

Citrix can help you plan the right journey at the right pace for your business.



We do it for companies just like yours and we're ready to do it for you.

- We'll take the time to get to know you
- Design your best path
- Eliminate deployment and management hassles
- Report regularly on how everything is working
- Support your users
- And keep your systems always up to date

So you and your team can focus on better, more strategic things – like innovation, process improvement, customer experience and digital transformation.

# About Citrix

Citrix aims to power a world where people, organizations and things are securely connected and accessible to make the extraordinary possible. We help customers reimagine the future of work by providing the most comprehensive secure digital workspace that unifies the apps, data and services people need to be productive, and simplifies IT's ability to adopt and manage complex cloud environments. Citrix solutions are in use by more than 400,000 organizations including 99 percent of the Fortune 100 and 98 percent of the Fortune 500.

Learn more at [www.citrix.com](http://www.citrix.com).

