



How to Cloud-Conquer in the Digital Marketplace

7 Benefits of Building Your Workspace Services Business with Citrix Cloud

Citrix partners, including managed service providers (MSPs), cloud hosters, and independent software vendors (ISVs) are developing Workspace Services offerings. These visionary partners know that becoming a Citrix Service Provider (CSP) and deploying Workspace Services on Citrix Cloud can help them fast-track business growth.

Here's how you can use Citrix Cloud to gain speed to market, expand your portfolio, and drive revenue profitability.

Benefit #1: Capture opportunity with a market-leading Workspace Services platform

Citrix Workspace is a digital workspace solution that gives you and your customers the security, flexibility, and opportunity to realize the full benefits of hybrid- and multi-cloud strategies. It includes:

- **Citrix Workspace** – Increase visibility and simplify the management of all your users, apps, desktops, data, endpoints, and devices.
- **Citrix Endpoint Management** – Deliver enterprise mobile apps and offer IT a secure choice for enabling user email, web browsing, and remote access.
- **Citrix Content Collaboration** – Enable advanced access, collaboration, workflows, rights management, and integration within the secure, contextual, and integrated Citrix Workspace.
- **Citrix ADC** – Improve the performance, security, and resiliency of applications delivered over the web with Application Delivery Controller (ADC) appliances.

All delivered on Citrix Cloud – Simplify the delivery and management of the Citrix product portfolio, extending existing on-premises software.

The Workspace Services market is wide-open for growth. It will reach \$9.41 billion by 2019

Benefit #2 – Serve all markets with an enterprise-grade solution

- **Sell to enterprise:** The appetite for Workspace Services is global and growing, but the market is still wide-open. DaaS adoption by large organizations (>500 seats) grew to 16 percent in 2017.
- **Cash in on the mid-market:** 1 in 2 midmarket firms are still in the beginning and intermediate stages of cloud maturity, meaning CSPs can provide strategy, services, and support to help them grow.
- **Serve SMBs:** Offer DaaS deployments as small as 25 seats and gain traction in the massive SMB market, meeting these organizations' need for cost-effective subscription-based pricing.

Benefit #3 – Ease your path to Workspace Services

Move the workloads that make sense and add the greatest value. Run your business with an on-premises stack, Citrix Cloud, and any other cloud you wish as you progressively go cloud-first. Pay-as-you-grow pricing removes the all-in OpEx burden, enabling you and your customers to capture more opportunity.

Benefit #4: Gain the benefits of Citrix Cloud

Only Citrix Cloud enables you to SaaS-enable Citrix technology and achieve these great results.

- **Simplicity** – End the pain and strain of managing your own technology, with cloud services that have Citrix expertise built-in, are easy to deploy, and are automatically upgraded. Manage Citrix technology from one console, which has an intuitive UI that's easy to learn.
- **Speed** – Meet customer demand for speed by deploying apps and desktops in hours, not weeks. Citrix Cloud is the fastest way to adopt Citrix technology, integrate services, and scale rapidly across multiple locations.
- **Security** – Provide virtualized apps and desktops, with their corresponding data, that remain entirely under the customer control, either in their datacenter or the cloud of their choice. Empower employees to access apps and data from any endpoint via a secure browser.
- **Flexibility** – Deploy on any cloud or infrastructure. Develop the hybrid cloud operating system that works for your business, managing multiple heterogeneous locations in parallel. Use pay-as-you-grow pricing to build your business without constraints.

Benefit #5 – Unleash the power of 80/20 to grow your business

Citrix Cloud gives you a new way to deliver workspaces. Instead of spending 80 percent of your resources on managing technology and only 20 percent on marketing and sales, use Citrix Cloud to spend 80 percent of your time on innovating products, marketing, and driving sales, and only 20 percent managing technology. Imagine what you can do if you unleash more of your team's talent and time to drive your business forward.

Benefit #6 – Boost your profitability by specializing

Customers stay with partners an average of 3.2 years. To build long-lasting relationships, you must partner by solving critical challenges. Bundle services with strategy, recommendations, and intellectual property. Become a specialist to drive your profitability higher.



Offer complete hosted workspaces to capture margins of 45 percent.



Develop vertical offerings with bundled services, to drive margins to 65 percent.



Deliver SaaS services, which are growing 5X faster than packaged software, and 84 percent of net new apps are delivered as SaaS.



Leverage analytics, AI, and machine learning to optimize apps and the customer experience.

Benefit #7 – Use Citrix support to grow your business

Here's how Citrix helps partners:

- **No upfront fees or license costs:** You don't pay Citrix until you bill your first customers.
- **Turnkey sales and go-to-market kits:** Use our resources to help take new solutions to market quickly.
- **Technical guidance:** Let us help you build and scale a multi-tenant Citrix-powered hosted services infrastructure.

ISVs also benefit with:

- A complete enterprise-grade app hosting solution
- No app rewriting or custom coding
- No device, OS, or browser compatibility headaches

The Time Is Now for Workspace Services

Join other Citrix partners making the move to the cloud and run your Workspace Services on Citrix Cloud, gaining the advantage of being a fast mover. As Ray Wang, Founder, Constellation says, "Digital leaders are taking 40 percent to 70 percent of the overall market share and 23 percent to 57 percent of profits." By 2019, 60 percent of IT workloads will run in the cloud. Are you ready to seize your share?



Sources: Citrix, Forbes, Markets and Markets, Michael R. Blumberg Website, Racknap, and TechAisle.

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