



RoundTower helps SAS elevate training experience with Citrix solutions

Citrix Cloud Virtual Apps and Desktops and Citrix ADC ensure consistent user experience, lower cost and simplified management.

SAS
and Citrix

Citrix partner



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– Mark Dowell
IT manager
SAS

For more than 40 years, SAS, a leader in business analytics, has helped customers worldwide drive relevant change based on data insight. In its words: Identify what’s working and fix what isn’t.

Its own data revealed the business had an issue that needed fixing. SAS operates from 90 global locations, running workshops in 140 classrooms, and the manual process of managing hardware and updating software had become unworkable.

“We needed a more flexible, less costly and more tightly managed approach,” says Mark Dowell, IT Manager, SAS. “We had allowed individual locations to manage their own IT, which left us siloed.”

SAS relied on its technology partner, RoundTower, to find a solution that would provide the greater flexibility and standardization it required. The systems integrator turned to Citrix to find the ideal solution. “RoundTower has been partnering with Citrix for years, so when we heard SAS’ requirements, we knew that Citrix technology was the right approach,” explains Eduardo Molina, EUC Practice Lead at RoundTower.

By adopting Citrix Cloud Virtual Apps and Desktops and Citrix ADC, SAS established a more agile platform on which to control its global desktop estate. Citrix ensures a consistent user experience and allows SAS to deploy new applications much faster. Long term, the solution also creates flexibility to move workloads from on-premises to the cloud.

Dowell says the impact of the solution has been transformative: “The biggest difference is speed. We’re now able to conduct business in a standardized manner with far greater automation. We’re doing things quicker and with fewer people.”

Automation and standardization create speed advantage

The solution enables SAS to be consistent in the way it delivers training to clients and staff, resulting in a more consistent experience for global users, with access to the latest and best applications across all 140 classrooms.

By switching to thin clients, with just a simple monitor, mouse and keyboard, global hardware is cheaper to purchase, longer lasting and simpler to maintain.

“But the best thing,” says Dowell, “is that the agility we now have. In the past, we were limited by different hardware or local management. Today, we can flex up really quickly.”

The solution

- Citrix ADC and Citrix Virtual Apps and Desktops as a cloud service streamlined user experience across 140 global classrooms
- The new Citrix solution improved IT deployments for 90 locations worldwide, reducing costs and simplifying management

Flexibility aligns with cloud-first IT strategy

With RoundTower's support, the Citrix solution aligns to SAS' cloud-first strategy. While there will always be elements that SAS would prefer to keep on-premises, the business is constantly exploring which workloads it can take to the cloud.

Molina says, with Citrix, SAS can act quickly and efficiently once a decision has been made. "It was clear SAS wants speed. They do not want to be discussing a solution for months, then rolling out over a year. With Citrix ADC and pooled licensing, SAS can move ADCs from on-premises to the cloud as needed, and when not needed just put it back in the pool."

Enables SAS to be more creative in how it delivers training

Dowell says the effectiveness of being able to deliver high-performance apps to users worldwide may even lead to SAS rethinking its approach to training. "It may be that we need fewer physical classrooms in the future. We can be more creative, more flexible in how and where we deliver training and with RoundTower's depth of knowledge, we have the support we need."

Citrix partner



RoundTower is an elite systems integrator known for providing innovative business solutions backed by timely and personable support. Recognized and awarded by CRN, Forbes, Ernst & Young, and Deloitte on multiple occasions for delivering consistently outstanding customer support. Over 1,500 clients have chosen RoundTower as their technology partner.

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