



## Enable secure hybrid work for financial services with Citrix DaaS and Azure

The banking and financial services industry (BFSI) has undergone significant transformation, streamlining business processes, developing modern technology architectures, and improving digital services such as mobile banking, digital payments, online brokerage, robo-investing, and more. At the same time, hybrid work and distributed teams have made business operations more resilient and reduced on-site dependencies. Even traders, who rely on sophisticated technology to execute high-volume trades, are now working from home.

Yet, many firms are struggling with legacy application and desktop infrastructures, security and compliance challenges,

### Leading financial services organizations trust Citrix

- Top 10 largest banks
- Top 10 investment companies
- Top 10 property insurance companies
- Top 10 life insurance companies

and sub-par employee experiences that hamper productivity and customer satisfaction. This makes purpose-built solutions like Citrix Desktop as a Service (DaaS), Microsoft Azure, and the Microsoft Cloud for Financial Services more relevant than ever.

## Manage hybrid cloud desktop deployments with Citrix and Microsoft

Citrix DaaS and Azure improve employee productivity and business continuity by providing trusted, secure access to virtual apps and desktops that scale across business units, geographies, and locations. Citrix DaaS brings tools, apps, content, and devices into simple experiences that can be customized to fit personal preferences and evolving hybrid work styles. Citrix DaaS fully integrates with Microsoft 365, including Microsoft Teams, Office apps, OneDrive, and SharePoint, to fuel workforce productivity and collaboration.

Citrix also helps maximize your cloud investment by ensuring you get the most out of your existing — or new — Microsoft license entitlements, including Azure Virtual Desktop. FIs that already have experience with virtualization can expand their hybrid deployments with Citrix, while those just getting started can use the speed and simplicity of Citrix DaaS Standard for Azure to go cloud-first.

Together, Microsoft and Citrix help you run and grow your business in any market condition, while empowering IT teams with advanced capabilities and robust tools that simplify and standardize DaaS and VDI management.

# Citrix DaaS and Azure improve financial services IT operations

With Citrix and Microsoft, IT can build the hybrid infrastructure that makes the most sense for your organization. Citrix makes it easy for IT to fully support Windows 11 multi-session desktops, maximize the value of **Azure Virtual Desktop**, migrate apps to the Microsoft Cloud for Financial Services faster, and manage hybrid deployments more easily. Citrix admin tools provide rich provisioning capabilities, image management, application layering, and advanced analytics, which boost IT efficiency and scale. In fact, **Citrix DaaS with Azure can yield savings of up to 70 percent over three years.**

## BFSI use cases Citrix and Microsoft solve

### Boost employee productivity and customer service

Brokers, tellers, advisors, agents, call center operators, and other employees can work anywhere and get the same high-quality experience regardless of location or device being used. Citrix DaaS allows BFSI employees to securely access applications, customer data, and PII anywhere while ensuring continuous data protection.

## Reimagine financial services IT

Citrix and Microsoft offer your financial services organization the opportunity to harness the scale, simplicity, and economics of cloud services. IT is empowered to do more with adaptive security, simple processes, and centralized visibility and control. Finally, Citrix DaaS allows you to capitalize on existing investments, enable new user scenarios, and transition additional workloads to Azure, easily driving business growth while meeting your cost objectives.

### Evolve your hybrid work strategy today.

- ▶ [Learn more about Citrix and Microsoft](#)
- ▶ [Take a 7-day Citrix DaaS trial](#)
- ▶ [Schedule a demo with an expert](#)

### Secure your most sensitive apps and data

Security teams can set granular and contextual access policies based on a zero trust architecture. Apps and data are encrypted in-motion and at-rest, policies can restrict data-sharing, and web apps are protected from known and unknown attacks.

### Improve business continuity and disaster recovery

Ensure seamless operations and an exceptional customer experience with minimal downtime. Protect your brand as a industry leader by providing continuous access to digital services and minimizing the impact of outages and cyberattacks.

### Increase business agility and flexibility

Respond to changes such as increased trading volumes, investor video calls, and M&A with ease. IT can manage and scale on-premises and Azure deployments from a single platform with Citrix DaaS, increasing scale and responsiveness.

### Ensure regulatory compliance and facilitate audits

Citrix DaaS means that apps and desktops run in Azure, not on endpoint devices, making it easier to comply with regulations such as the Gramm-Leach-Bliley Act (GLBA) in the United States, General Data Protection Regulations (GDPR), FIPS 140-2, Common Criteria, PCI, SOC 1, and SOC 2. Citrix and Microsoft dramatically reduce your institution's audit footprint.



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