Modern application delivery for an adaptive, reliable network

With applications shifting to the cloud and DevOps becoming more complex, how do you maintain network visibility and control while delivering a reliable, flexible user experience?
**Accelerating innovation and expansion with a cloud-first model**

Organizations are embracing a cloud-first model that allows them to leverage modern application delivery while simultaneously optimizing their existing resources. However, the onset of distributed workloads and microservices application infrastructure has added new layers of network complexity — challenging digital transformation and global expansion efforts.

IT leaders list networking and security as the biggest challenges they face when architecting a flexible infrastructure that provides both business agility and a reliable user experience. As a result, they are adopting a single platform that enables innovation and workforce mobility while offering the security and visibility they need to confidently manage risk.

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**Simplifying complexity**

*See this U.K. global insurer’s story.*

> “The hybrid cloud has really enabled us to simplify our management plane. It’s not a massive infrastructure that we are overly concerned about.”

Dale Steggle, Architect, End User Technologies at Beazley
By 2020, over 90% of enterprises will use multiple cloud services and platforms - IDC Futurescape: Worldwide Cloud 2018 Predictions
Enhancing workforce productivity and efficiency
To win in today’s cloud-first world, organizations need to manage and deploy modern applications in parallel with their legacy applications. While traditional app delivery solutions can help ensure availability, performance, and security, not all solutions can bridge the gap between modern and legacy application environments.

Organizations without a cloud-first strategy — where the cloud is primary, prioritized and promoted — will likely fall behind competitors.

Santhosh Rao, Senior Director Analyst, during Gartner Symposium/ITxpo in Dubai

Organizations need an app delivery solution that eliminates infrastructure complexity, delivers a seamless user experience, and provides the overarching visibility, control, and security they need. **The app delivery solution should have the following features:**

→ **One platform for traditional and modern application delivery**
  * Single platform for agile development and delivery of both traditional and microservices applications.
  * Ability to convert and mitigate legacy apps to microservices application architectures
  * Support physical, virtual, containerized, and bare metal form factors to meet the demands of diverse environments.
  * Integration with automation and orchestration systems to simplify application deployment
→ **Support for hybrid cloud environments with visibility into current internet conditions**

- Cloud-first approach to application delivery and deployment, allowing you to deploy on all cloud environments including on-premises and on public clouds such as Microsoft Azure, AWS, and Google.
- Ability to visualize internet conditions and intelligently steer traffic to the best, most accessible content source for optimal user experience on the apps being delivered.
- Developers can convert services built with legacy architectures into containerized microservice applications. They can then push verified load balancing configurations and security policies into production easily to enable agile software development.

→ **A centralized system that provides enterprise-wide application visibility and control over legacy and DevOps microservices**

- With global expansion and an increasingly distributed workforce, IT organizations need a centralized management system that not only simplifies operations, but also provides complete visibility over their network architectures and the state of the internet. This lets them harness app and infrastructure intelligence as well as visibility into internet conditions to enhance app performance and the user experience.

→ **A software-centric design with one code base**

- Simplifies deployment across different form factors, hypervisors, and cloud.
- A single API and management platform provided interoperability with any orchestration platform.

→ **A flexible license model**

- Allows networking teams to dynamically scale their application delivery infrastructure to respond quickly to changing conditions. It shares the same pool of licenses, whether they are in use at one data center, or are distributed to their global offices.

To achieve modern app delivery, you need a solution that provides a simplified management plane for your complex environment, the ability to adopt and easily deliver the apps your end users want, and capabilities to seamlessly control for variables like internet blind spots and changing capacity needs. Together, Citrix Application Delivery Controller (Citrix ADC) and Citrix Intelligent Traffic Management (Citrix ITM) enable you to break down the barriers to creating the modern, adaptive enterprise you need. Visit citrix.com/networking to learn more.