

User's Guide

citrix™

Understanding desktops as a service
and how it fits into your business



About this guide

In this age of proliferating remote and mobile workforces, selecting the right desktops as a service (DaaS) solution may be one of the most important decisions you'll make for your company.

Along with a better understanding of the benefits and value of DaaS, this guide provides a closer look at the Citrix solution for delivering desktops and applications from the cloud to enable employees to access their work from any device, anywhere.



Responding to the winds of change

While the movement to virtualization and remote work was well underway before the Covid-19 pandemic, there's no denying its effects on businesses and workers.

What was once a slow and steady migration is now a mass movement with more urgency.

State of the American workspace

43%

of the workforce now works remotely.

Source: Gallup

New challenges for businesses and remote workforces

With these changes come challenges that must be addressed before remote workers can feel productive and businesses can move forward.

Continuity: For employees, the remote office must function as efficiently as the main office.

Security: Access, data, apps, software, and devices all need to be secured and delivered efficiently and safely.

Experience: The employee experience must be consistent across all devices.

Productivity: Collaboration and employee productivity must be maintained, if not fostered.

Happy at home

60%

of the remote workforce
would like to stay that way
most of the time.

Source: The New York Times.

Defining DaaS

To meet new business challenges and the demands of increasingly mobile and remote workforces, organizations of all sizes are turning to desktops as a service (DaaS) solutions and the always-connected workplaces they provide.

DaaS delivers virtual apps and desktops from the cloud to any device or location and enables employees to work remotely while securely accessing data and apps as easily as if working from the main office.

4 out of **10**
organizations leverage DaaS.

Source: ESG Research

DaaS versus VDI: What's the difference?

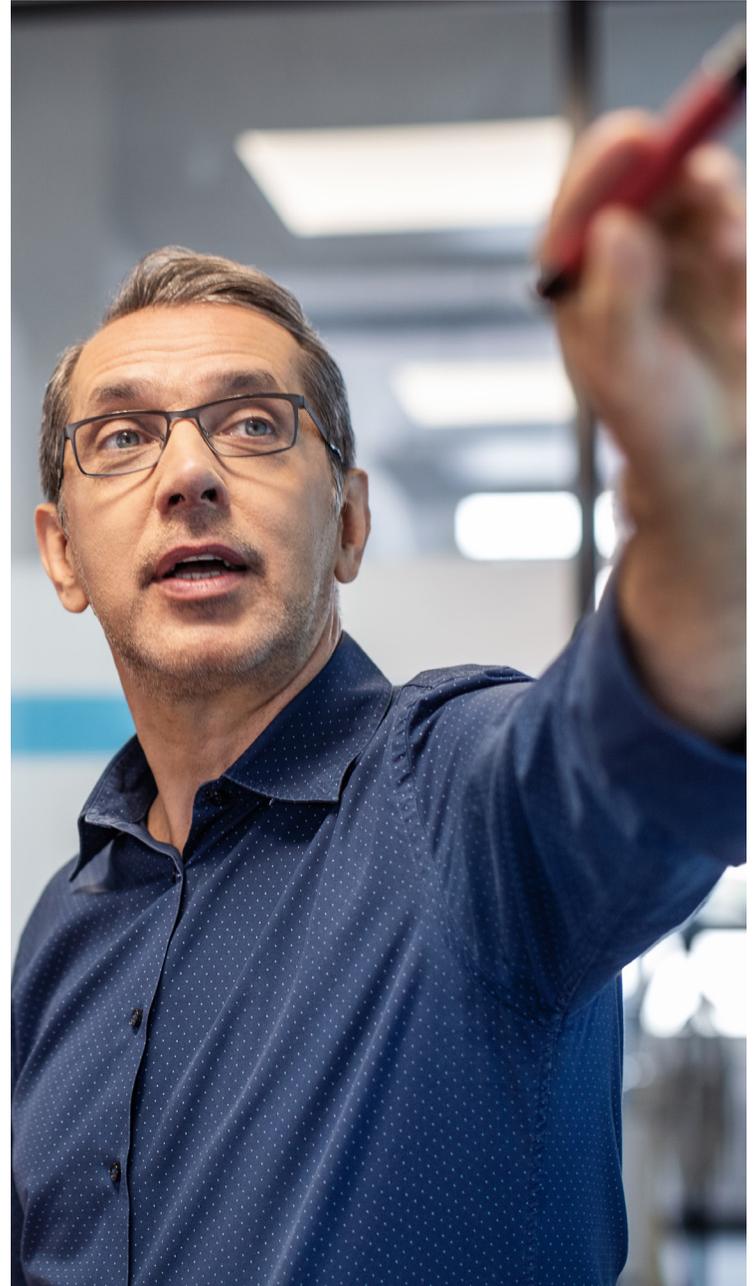
With virtual desktop infrastructure (VDI), an organization deploys virtual desktops from its own on-premises datacenters or in its own cloud subscription. In-house IT teams are then responsible for deploying the virtual desktops as well as purchasing, managing, and upgrading the infrastructure.

With DaaS, the infrastructure is cloud based and is managed by third-party subscription services. Organizations that subscribe to a DaaS solution enjoy vastly simplified management of apps and desktops delivery, as well as more efficient datacenter expenditures leveraged from operational budgets instead of capex.

“

DaaS usage is clearly bolstered by the overall adoption of cloud services.”

Source: ESG Research



Top benefits of DaaS—a deeper dive

Flexibility: DaaS allows for easy environmental shifts and deployment of desktops and apps in just hours, not days.

Pay as you go: DaaS offers a simple and predictable pay-as-you-go subscription model. And you only pay for what you use.

Cost savings: DaaS eliminates the capital expenses on hardware associated with maintaining a datacenter.

Scalability: Using a pay-as-you-go subscription model, DaaS makes it easy to scale up or down on demand.

IT efficiency: With a cloud partner handling day-to-day management and support of the infrastructure, IT time and resources are spent more efficiently.

Security and compliance: Data is stored in the cloud. If a device is lost, is stolen, or becomes infected by a virus, valuable data remains safe and secure.

Turnkey service: With DaaS, a provider helps to manage many of the day-to-day administration tasks that go along with desktop management.

Simplified management: As a turnkey service, DaaS is easy to manage, simplifying many of the IT administration tasks.

DaaS reduces hardware capital expenditures by

56%
annually

Source: IDC

Nearly

two-thirds

of respondents cite either IT efficiency or security and compliance as the most critical investment justification metrics when it comes to getting DaaS projects funded.

Source: ESG Research

Citrix Virtual Apps and Desktops™ Standard for Azure

Built with a focus on simplicity, flexibility,
and experience

Citrix has partnered with Microsoft to offer a fully managed and cloud-hosted DaaS solution.

Citrix Virtual Apps and Desktops™ Standard for Azure, available only from Citrix, is uniquely designed to manage the challenges of remote operations simply and quickly while bringing all-important value to its adoption.



7 ways Citrix Virtual Apps and Desktops Standard for Azure simplifies IT and empowers a remote workforce

1. Cost-effective IT

The Citrix DaaS solution delivers apps and desktops from the cloud and offers a pay-as-you-go model which eliminates the capital expenses associated with maintaining a datacenter.

2. The ability to work from any device

Citrix Virtual Apps and Desktops Standard for Azure enables users to work from any device. Users get the same experience across all devices even when switching from device to device.

3. A great user experience

No matter where work is getting done, users can expect a great experience with access to apps, data, and documents anytime and from any PC, tablet, laptop, desktop, Chromebook, or thin client device. With fast and seamless access, collaboration and productivity soar.

4. Easy, on-demand provisioning

Use hours, not days, to roll out apps and desktops for remote contractors or seasonal workers, or during mergers and acquisitions, and easily close them down when not in use. No more long provisioning cycles or expensive hardware sitting idle.

5. Centralized management

Deliver apps to your workforce with one simple interface, and allow one-click user access with a single-sign-on experience.

79% of respondents indicated that they believe alternative desktop delivery models such as DaaS are more secure.

Source: ESG Research

6. Business continuity

Quickly spin up or scale down employee access at a moment's notice during snow days, a health crisis, or geopolitical events that require a fast change to remote operations.

7. Remote PC access

Unlike other DaaS products, Citrix Virtual Apps and Desktops Standard for Azure includes remote PC access, which provides a simple way for remote workers to securely access their physical office PCs.

The simplest and quickest way to deploy Windows Virtual Desktop

Get support for Windows

Citrix Virtual Apps and Desktops Standard for Azure offers support of Windows Virtual Desktop side by side with Windows Server operating system and Office 365 optimizations to give your workers the Microsoft tools they need to stay productive. Citrix also supports many other options that give you the flexibility to deploy apps and desktops the way you want.

Enjoy an optimal Windows 10 experience

Citrix Virtual Apps and Desktops Standard for Azure offers an updated and optimized Windows 10 experience for your employees. You can easily incorporate Office 365, email, or other software as a service (SaaS) apps directly into your cloud desktop. Citrix optimizes Microsoft Teams for virtual environments, including additional collaboration tools, app integration, and file storage capabilities.

Dial in high-definition audio and video

Citrix HDX™ technology gives employees a high-definition, optimized experience for any unified communications solution with crystal clear audio and the necessary bandwidth for uninterrupted video.

More than

200 million
organizations

are now using Microsoft Office 365.

Source: Microsoft

Supercharge your Citrix Virtual Apps and Desktops

Citrix Virtual Apps and Desktops Standard for Azure was born in the cloud and designed to meet the rapidly evolving needs of businesses today. Our new DaaS options are now part of our fast-growing Citrix Virtual Apps and Desktops family and can be added via the Quick Deploy feature in higher editions of Citrix Virtual Apps and Desktops.

From Microsoft Azure integration to high-quality video and audio, Citrix Virtual Apps and Desktops Standard for Azure offers advantages you won't find with other legacy-driven DaaS solutions.

Keep budgets in check

While other vendors offer only limited cloud-to-device access and turnkey services, Citrix Virtual Apps and Desktops Standard for Azure offers easy and secure access from the cloud to any device, and from anywhere. Full turnkey service and a pay-as-you-go model mean less strain on IT and capex and greater flexibility, speed, and cost efficiency for scaling the workforce when needed.

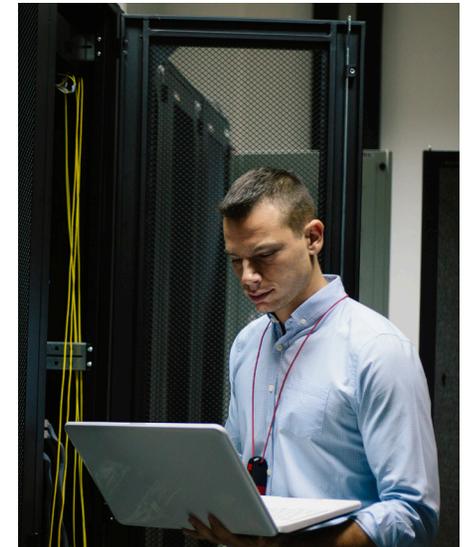
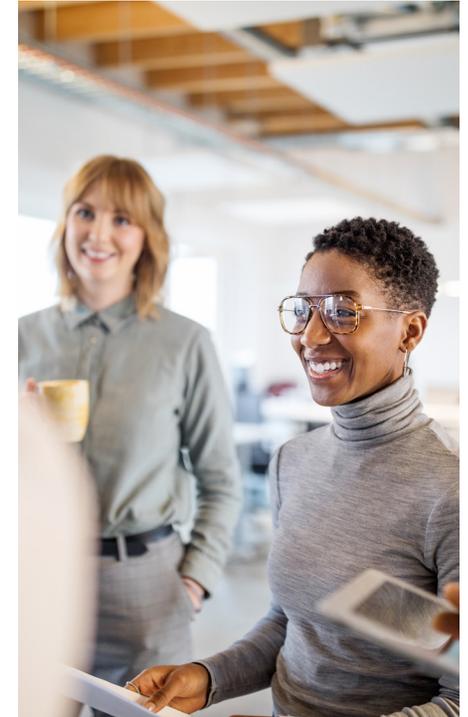
In fact, for users who aren't part of your domain, such as a contractor or seasonal worker, Citrix Virtual Apps and Desktops Standard for Azure is the only DaaS solution that allows you to assign a desktop or app to workers quickly and easily with just an email address.

Customize your all-in-one solution

Citrix handles the full setup, migration, and ongoing management of Citrix Virtual Apps and Desktops Standard for Azure. Each solution is flexible—not one-size-fits-all—so that it can be custom fit with the right desktops and apps for your specific business and remote workforce needs.

Secure data and devices

Users can access their apps and desktops from any device, under endpoint policies you set, and with 24/7 device oversight and incident detection. Because apps and data are stored in the cloud and not on the device, the risk of lost data due to device theft, loss, or damage is eliminated.





Do more and move ahead with Citrix DaaS

Workforces are on the move. Yet employees still expect a fast and responsive workspace experience. Citrix Virtual Apps and Desktops Standard for Azure helps you deliver simple, flexible, and secure desktops and applications no matter where work happens to devices your employees prefer.

With greater IT efficiency, you can focus more on your business while empowering employees to do their best work. Citrix Virtual Apps and Desktops Standard for Azure simplifies IT, modernizes how work gets done, and moves businesses forward.

Learn more at:

<https://www.citrix.com/daas>

Or request a demo at:

<https://www.citrix.com/products/citrix-managed-desktops/form/inquiry/>

[Citrix Virtual Apps and Desktops Standard for Azure](#) is also available through the Azure Marketplace.



Enterprise sales

North America | +1 800 424 8749

Worldwide | +1 408 790 8000

Locations

Corporate Headquarters | 851 Cypress Creek Road, Fort Lauderdale, FL 33309, United States

Silicon Valley | 4988 Great America Parkway, Santa Clara, CA 95054, United States

©2020 Citrix Systems, Inc. All rights reserved. Citrix, the Citrix logo, and other marks appearing herein are property of Citrix Systems, Inc. and/or one or more of its subsidiaries, and may be registered with the U.S. Patent and Trademark Office and in other countries. All other marks are the property of their respective owner(s).