



Partner  
Service  
Provider

# Software Companies: 7 Reasons to Move Apps to the Cloud Now

The market for Software as a Service (SaaS) apps is skyrocketing. Software companies (also called Independent Software Vendors or ISVs) need to move their apps to the cloud now – or risk losing business to competitors that do. Grab your share of the exploding cloud services market by becoming a Citrix Service Provider (CSP) partner today.

**Let's get started.**

## Your Business Case in 6 Steps

Your software teams want to develop, deliver, and manage highly profitable apps. Here's help building a business case for your decision makers:



Some 96 percent of global businesses are actively using cloud services already. The market is moving away from on-premises applications and infrastructures at a blistering pace.



The SaaS market offers ISVs the greatest growth opportunity, accounting for two-thirds of all cloud spending – or \$100 billion (B) in 2018. SaaS apps meet real needs, are easy to sell, and are infinitely scalable.



It's not surprising that an astounding 84 percent of net new software is already being delivered as SaaS. Companies can't get enough of these highly consumable, subscription-based apps that empower their mobile workforces.



The high-growth SaaS market is now attracting a wide array of competitors, including Managed Service Providers, Value-Added Resellers, and System Integrators. Everyone wants in on this profitable market.



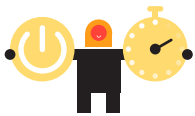
The greatest opportunity is in SaaS-enabling your on-premises vertical solutions and bundling them with services.



Early movers grab most of the market share. "Digital leaders are taking 40% to 70% of the overall market share and 23% to 57% of profits."  
– Ray Wang, Founder, Constellation.

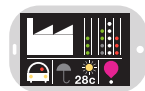
## What Your Customers Need

Companies of all sizes are adopting SaaS solutions. Here's what they value:



### Speed to market

SaaS apps can be deployed in minutes or days, not months or years like traditional software.



### Legacy features

SaaSifying legacy apps enables users to retain great features and customization for their business, while gaining anywhere, anytime access to solutions.



### Pay as you grow pricing

The low cost of SaaS enables customers to try and buy, as well as scale globally without large commitments.



### Up-to-date software

SaaS apps are continually updated, providing users with great new features, as well as enhanced reliability and security.



### Mobile and easy to use

SaaS apps are typically user-centric in design and can be used anytime, anywhere.



### Reduced endpoint management

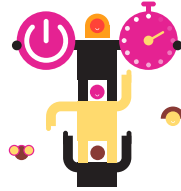
Companies can exit the application management business. There's no need to install, update, and patch software across every device and desktop.

## Add Value to Grow and Thrive

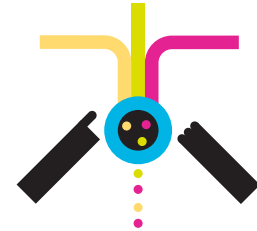
Leading software companies are moving their business to the cloud. Here's your strategy for success.



Offer SaaS solutions to future-proof your business. SaaS sales are growing 5X faster than packaged software.



SaaSify your legacy applications to retain existing customers and capture new opportunities.



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

### Your Market Opportunities:

#### Enterprise

Enterprises are increasing their dependence on cloud services. Companies in discrete manufacturing, professional services, and banking are the biggest spenders as they pursue transformation goals.

#### Mid-market

Companies in the \$10 million (M) to \$1B range represent a "gold rush" for software companies. In the U.S., the mid-market numbers 200,000 companies, or three percent of the nation's total, with \$6 trillion (T) in annual revenue. Overseas, four in 10 companies in China, Southeast Asia, and Australia are targeting double-digit growth.

#### SMBs

Software companies can use Citrix technology to provide enterprise-grade solutions to small and medium-sized businesses (SMBs). There are 28.8M SMBs in the US. Some 13 percent have budgets of \$1.2M or more.



### Use Cloud Economics to Grow and Scale:

- Cloud partners are 1.5X more profitable, have 1.8X more recurring revenue, and grow 2X faster than those not offering cloud hosting services.

### Cloud-Enable Your Business Easily

Citrix technology helps you SaaSify your apps! Gain a complete enterprise-grade app hosting solution with:

- Quicker time to market and lower costs
- No app rewriting or custom coding
- No application or endpoint compatibility headaches
- No need to build, sell, and support two versions of your apps

Use SaaS apps to simplify your business and scale!

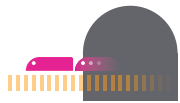
## Making the Transition: CSP Case Study



### Net Computer Group: MSP Becomes Cloud Host for SMBs and ISVs

Net Computer Company, an IT service company, located in Belgium sought to scale its business cost-effectively. The company offers Citrix Workspace Services to SMBs and ISVs, white-labeling hosting services as Cloudbizz. The solution includes:

- Citrix Workspace app, to access hosted apps
- Tools to simplify and automate business and operations support
- Citrix ADC, to improve the performance, security, and resiliency of cloud-based apps



### Their customers benefit with fast, simple, and secure access to cloud-hosted apps. Other benefits include:

- Speed to market and scalability
- An exceptional user experience
- The ability to use IT resources for growth, rather than operations
- Easy-to-use reporting and monitoring tools

## Citrix Empowers You to Grow Your Business!

Join the CSP program to access all of our solutions and deliver subscription based services. You can:

- Use Citrix to move applications to the cloud and host them easily and cost-effectively
- SaaSify your technology, meeting market needs while providing exceptional performance and reliability
- Drive value and reduce risk by scaling with best practices, reference architectures, and turn-key sales and marketing tools
- Keep flexibility, by delivering services in the Citrix Cloud or on hybrid environments



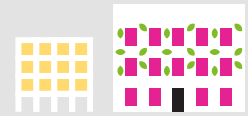
“We are growing faster and with a bigger volume now that we have resellers. Partners want to offer cloud, but they don't have the solution, so we invite them to join us.”

- Nicholas D'Hondt

## Finding Success as a CSP

[Using Citrix cloud services]  
“was the beginning of all the business growth,”

- Nicholas D'Hondt, Managing Director/Co-Founder, Net Computer Group



1,000 companies



One platform



New customers every week



Citrix and Microsoft solutions

## Learn more today.

[Become a Citrix Service Provider](#)

[Read the Net Computer Group case study](#)

[Contact csp@citrix.com](mailto:csp@citrix.com)

[Visit www.citrixserviceprovider.com](http://www.citrixserviceprovider.com)

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