Build your cloud, build your profit

Deliver profitable, differentiated cloud services with proven, turnkey cloud solutions.

Cloud computing is not only the biggest technology disruption in decades, it is also fundamentally changing the way businesses are consuming IT services. For service providers, this translates into a tremendous opportunity to access new customers and revenue sources. Using Citrix cloud solutions, which are purpose built for service providers, you can quickly and profitably seize this opportunity by delivering a full spectrum of cloud services ranging from traditional, scale-up workloads to cloudnative scale-out workloads.
Cloud-based infrastructure as a service (IaaS) is already a multi-billion-dollar industry and growth is continuing. While web 2.0 and Internet-centric businesses are at the forefront of the initial wave of cloud adoption, enterprise IT offers even greater potential.

To win your share of the market, you must quickly establish a presence with differentiated cloud services. At the same time, for optimal efficiency, you need a single cloud architecture that can accommodate both traditional scale-up and cloud native scale-out workloads in order to gain the full range of customers’ cloud requirements.

Citrix cloud solutions, including Citrix CloudPlatform, Citrix CloudPortal Business Manager and Citrix XenServer, are powering clouds used by some of the largest and most innovative providers in the world, from global telcos to managed service providers, and from web hosting companies to local cloud providers. Our experience with these cloud pioneers has helped us deeply understand the unique technology and business challenges that you face and create a cloud orchestration platform that solves them.

A proven cloud orchestration solution for your business

When building clouds to meet the distinctive requirements of both traditional enterprises and web 2.0 organizations, service providers must offer more than just the basics, such as resource pooling, on-demand self-service, rapid elasticity, automation and multi-tenancy. You need to monetize and productize cloud services while responding quickly to new customer demands and changing business models. You must deliver seemingly infinite scale and choice, allowing resources to be consumed through storefronts, Amazon Web Services (AWS)-compatible APIs and open architectures. Private cloud services require isolation from shared public infrastructures and hybrid clouds must transparently and securely bridge from enterprise datacenters.

Your cloud solution should accomplish all of this and more:

• Speed time-to-value. Establish your cloud presence quickly by using a turnkey cloud orchestration platform that enables you to quickly and efficiently build new cloud solutions.
• Scale efficiently. Grow your average revenue per user (ARPU) and scale beyond 40,000 hosts per region without adding more staff just to keep pace with growth.
• Extend existing investments. Leverage existing infrastructure and automate current services and systems such as billing and CRM within your cloud.
• Deliver a range of cloud services. Capture the enterprise cloud opportunity by providing the services customers want, including hybrid clouds, seamless access, flexibility, ease of use and infrastructure choices.

A differentiated solution for service providers

The cloud solutions you choose will have a large and long-term impact on the success of your cloud business. Your cloud architecture and the types of workloads it can support directly map to the types of customers you can attract and retain. When
considering the vastly different characteristics of traditional scale-up versus cloud native scale-out workloads, service providers have a critical decision to make. Should your strategy focus on enabling traditional workloads in the cloud and attracting enterprise customers? Or, should you build for cloud native workloads and the needs of Internet-centric, web 2.0 and cloud-focused customers?

Unfortunately, this either/or approach fails to address the larger, long-term opportunity because it narrowly focuses on one customer segment. It is all too tempting to select an architecture that fits just one scenario, but down the road, when customer requirements change or expand, the cloud architecture may prove too restrictive and require you to rethink and redesign your infrastructure. Instead, consider the value and flexibility of a single orchestration layer that supports both traditional and cloud native workloads.

Citrix CloudPlatform, powered by Apache CloudStack, is the industry’s only application-centric cloud solution proven by the world’s largest clouds—Korea Telecom, British Telecom, Tata Communications, Bell Canada—to accelerate results and reliably orchestrate both today’s existing workloads and tomorrow’s cloud native workloads. CloudPlatform combines the best private cloud foundation for enterprise workloads, such as CRM and ERP, with true Amazon-style scale, elasticity and operational efficiency for the new generation of cloud native workloads, such as social applications, big data and HPC. In the highly competitive cloud market, CloudPlatform enables service providers to differentiate their offerings, increase their market share and drive customer stickiness.

Open, flexible architecture

Cloud infrastructure is not a one-size-fits-all solution and cloud builders need choice and flexibility to use the best suited infrastructure layers for their particular use cases and workloads. CloudPlatform offers a solution that is both open and open source. The no-lock-in architecture allows you to run a multi-hypervisor environment, adopt different networking and storage technologies and support industry-standard APIs such as those provided by Amazon Web Services. Open source means you can add valuable, differentiated intellectual property to the cloud platform and incorporate a broad array of solutions from the CloudPlatform ecosystem of active partners and community enthusiasts.

Seamless enterprise connectivity

As enterprises begin to move traditional scale-up workloads to the cloud, they want to leverage existing investments and expertise. CloudPlatform and Citrix NetScaler work together to address this demand by making your cloud network look like a natural extension of the enterprise network, so you can provide private cloud isolation and best-of-breed virtualization, networking and storage solutions. This allows enterprises to continue meeting corporate SLA, access, security and compliance requirements for mission-critical workloads while minimizing the need for major network changes and application reconfiguration.

Cloud native scalability and operations

Designed for the new generation of cloud native workloads, CloudPlatform delivers AWS-like availability, storage and networking. Proven at clouds with more than 40,000 hosts per region, CloudPlatform provides scalability, elastic and management efficiency. You can create AWS-like availability regions for increased scalability and lower latency. Amazon S3-like object storage works seamlessly across regions or zones for increased workload availability, operational efficiency and management simplicity. Advanced cloud networking capabilities allow you to deliver networking as a service offerings including portable IPs, global server load balancing, AWS-like health checks and dedicated network resources.
Complete business operations

Building a well-architected cloud that meets customer requirements is just one step in becoming a cloud service provider. You must turn that cloud into a consumable, revenue-generating service. Simply put, you need to turn your cloud into a business. Citrix offers a comprehensive business operations suite, CloudPortal Business Manager, which works in conjunction with IaaS clouds running on CloudPlatform. CloudPortal Business Manager unifies and simplifies the commerce, user management, server provisioning and operational aspects of running a cloud into a single, comprehensive cloud business platform. In turn, it empowers your customers with simple, self-service capabilities to shop for, configure and manage their cloud services and accounts.

Start building a profitable cloud

Citrix cloud solutions are already driving success for some of the biggest brands in the world, with more than 200 production clouds. Major service providers and telcos around the globe are building public and private IaaS clouds with Citrix technologies. Web 2.0 companies such as Spotify and Edmunds.com are running core business services on Citrix-powered clouds. Similarly, enterprises are connecting their on-premise private clouds to Citrix-powered public cloud services for workloads such as development/test, big data, trainings and demos, and production applications. No other cloud platform in the industry even comes close.

But cloud isn’t all about technology. Citrix understands that your business is unique, with challenges and requirements different from those of the enterprise customers you serve. We offer our partnership to build not just your cloud infrastructure, but also your cloud business. We want to help you provide differentiated services on top of your cloud, such as Windows apps and desktops, platform as a service, monitoring, big data and many more.

Now is the time to take advantage of this tremendous business opportunity in the cloud space. Citrix can help get you there—quickly and profitably. Let’s work together to build a solution that’s right for you and your customers.