

Citrix DaaS and Google Cloud

Power a smarter, more flexible way to work





Freeing employees to do their best work

Technology is the foundation of how work gets done, but the overload of apps, devices, data, passwords, and notifications increasingly gets in the way of getting things done.

The key challenge for IT now? Streamlining technology to deliver a more productive employee experience, wherever work happens.

Together, Citrix and Google Cloud improve productivity with the apps that employees use most in their work. Citrix DaaS offers a secure way to deliver virtual apps and desktops from Google Cloud. You can manage both on-premises and Google Cloud deployments from a single, unified control plane, allowing you to transition to the cloud at your pace.

Citrix ADC

When moving workloads to the cloud, organizations must also consider the application delivery layer, responsible for resiliency and performance.

Offering enterprise-grade application delivery, microservices integration, advanced security, and load-balancing, Citrix Application Delivery Controller (ADC) keeps your apps, including Citrix DaaS, running fast and reliably on Google Cloud.

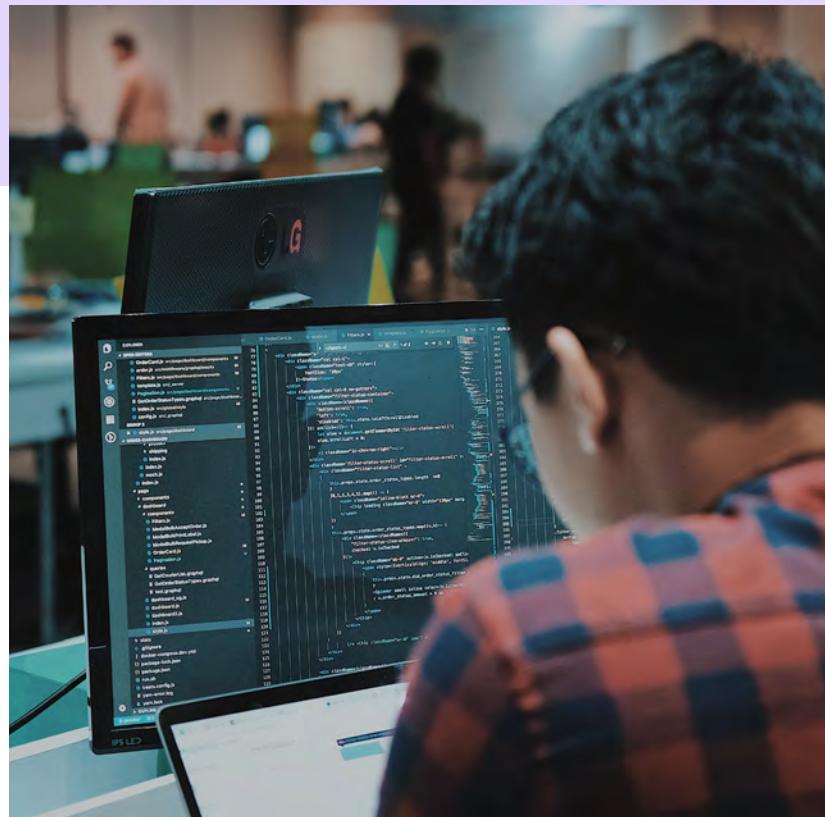
Citrix ADC also helps the Google developer community utilize containers and the Kubernetes orchestration system to easily build, deliver, and scale secure cloud applications. Citrix ADC provides workloads running in Google Cloud with:

- **Authentication and access controls**, including multi-factor authentication, SSL VPN, ICA, and RDP proxies.
- **Application acceleration**, including content switching, caching, compression, SSL offload, and URL rewriting.
- **Comprehensive security**, including web application firewall, bot management, DDoS protection and security analytics.
- **Enterprise-grade workload availability**, including Layer 4-7 load balancing and global server load balancing.

Citrix DaaS

Citrix DaaS is the industry's leading solution for application and desktop delivery, with over 100 million users worldwide. Citrix DaaS enables secure, remote access to Windows applications, virtual desktops, as well as Linux, web, and SaaS applications from any device, over any network. This hybrid work solution strengthens data security, reduces costs, and increases user productivity.

Deploying Citrix DaaS on Google Cloud takes advantage of cloud elasticity for provisioning and delivering virtual apps and desktops and gives IT departments more flexibility to deliver enterprise-class, secure access.



Citrix Analytics for Security

Using real-time machine learning, Citrix Analytics for Security can quantify a user's virtual app and desktop experience for IT, detect health anomalies, and issue an automated, proactive response. It also increases security with automated threat detection and mitigation, taking action without relying on constant IT monitoring.

Google Cloud

Google Cloud enables IT to expand and contract computing resources on demand, as well as provision the exact resources required for enterprise workloads, including DaaS and virtual apps. This elasticity simplifies infrastructure management and reduces costs because customers pay exactly for what they use.

Google Cloud runs on the best-in-class global infrastructure, which is engineered to handle the most data and computation intensive workloads on the planet. This infrastructure gives customers the flexibility to scale quickly while still maintaining administrative control. Google Cloud also frees customers from the overhead of managing infrastructure, provisioning servers, and configuring networks in order to focus on the business.

Google Cloud is designed, built, and operated with security at its core. Google Cloud protects customer data and intellectual property by monitoring data health, detecting anomalous behaviors, and proactively

preventing security incidents by utilizing machine intelligence. Google Cloud regularly receives independent verification of security, privacy, and compliance controls to ensure ongoing compliance with stringent global standards for data protection. With Citrix Analytics for Security, customers gain visibility into user actions in Google Workspace, such as Google Drive. The service detects user anomalies including unusual data downloads and accessing data at unusual times. Citrix Analytics for Security can take autonomous preventative actions such as blocking user access to applications based on dynamic risk assessments. User actions on unsanctioned SaaS applications (e.g. Dropbox) and unusual data uploads can also be monitored and proactively controlled, which helps maintain the compliance and security of company-confidential information.

BeyondCorp zero trust security

Google Cloud's BeyondCorp coupled with Citrix DaaS enables enterprises with access to applications from anywhere and any device with the peace of mind from layers of world-class security. All applications in a customer's environment — on-premises, Google Cloud, and SaaS — can be exposed through Citrix DaaS, adding to BeyondCorp's VPN-less access and policy enforcement.

Unlike other zero trust network access vendors, who push their customers to reinvest from scratch and rip and replace, Citrix and Google BeyondCorp offers the choice of reusing existing investments customers have made in their infrastructure.





Why customers run Citrix workloads on Google Cloud

- Enable smooth transition from on-premises to Google Cloud deployments.
- Deliver best-in-class user experience with Citrix HDX capabilities across Google Cloud's private global network.
- Provide secure, ubiquitous access from any device with Citrix DaaS.
- Use Citrix ADC for delivering secure, high-performance, and globally available access to cloud apps.
- Take advantage of Google Cloud's purpose-built, scalable infrastructure with security at its core.
- Benefit from the multiyear technical, product, and go-to-market collaboration of Google and Citrix.



Key benefits of Citrix DaaS and Google Cloud

Deploying Citrix DaaS on Google Cloud provides agility in provisioning applications and desktops. In combination with the Google Cloud Infrastructure as a Service (IaaS) architecture, enterprises can use Citrix DaaS to supplement the resources of existing on-premises data centers.

This agility helps IT easily and seamlessly satisfy sudden workload demands and support business needs such as rapid geographic expansion. Other key benefits of Citrix running on Google Cloud include:

On-demand capacity

- Efficiently scale up and down applications and environments, especially during busy seasons.
- Host virtual apps and desktops on Google Cloud to reduce capital expense and scale as needed.
- Dramatically simplify IT management across on-premises systems and the cloud by providing a hybrid cloud solution.
- Allow organizations to connect to their environments from anywhere, with the same "look and feel" experience for all employees.



Multi-layered security

- Protect company-confidential information stored in Google Drive and other file repositories with features such as watermarking, controlled clipboard access for users, and controlled printing.
- Integrate session recording capabilities with security analytics to automatically record a user's session when a risk or malicious event is identified for IT review.
- Help prevent security risks by restricting user traffic from blacklisted and/or malicious websites.
- Provide automatic enforcement of zero trust security policies based on user behavior and machine learning.

Cost-efficient cloud options

- Enable customers to leverage and deploy on current and familiar infrastructure for quick and simple deployments, reduced capital expenses, and optimized investments.
- Expand cloud resources at the pace of business growth without the cost of additional infrastructure.
- Manage costs through custom virtual machine (VM) sizing and resource sizing recommendations from the platform to pay only for what is used, when it is used, with zero waste.

Top enterprise use cases for Citrix DaaS and Google Cloud

- Use the cloud to increase capacity on-demand during peak usage periods.
- Reduce or eliminate on-premises infrastructure to avoid the large capital expense associated with new build outs.
- Link premises-based environments to virtual deployments using hybrid scenarios based on Google Cloud.
- Provide business continuity during any business disruptions caused by unforeseen events.
- Leverage an existing Google Cloud account to rapidly deploy Citrix DaaS.
- Deploy a temporary environment to test new or updated applications prior to production rollout.
- Use Citrix ADC and Citrix Gateway to improve performance and access to SharePoint and other Microsoft apps.
- Deploy Citrix ADC to manage reliable, highly available secure authentication, access, and delivery of any application deployed on Google Cloud.
- Create a workspace user experience that's simple, secure, and easy to manage.

Pre-production validation

- Leverage flexibility of Google Cloud to move to the cloud at your own pace.
- Quickly set up new OS workloads to introduce users to new systems and increase adoption.
- Secure and optimize application access in Docker containers.



Why Citrix and Google Cloud?

Integrating Citrix solutions like Citrix DaaS and Citrix App Delivery and Security with Google Cloud delivers the flexibility and security today's businesses need to stay productive and competitive. From reducing the administrative burden on IT to streamlining users' daily workflows, Citrix and Google Cloud empower the entire organization with:

- Flexible, integrated solutions for DaaS and hybrid cloud networking
- Reliable connectivity and trusted multi-layered security
- Unparalleled analytics, artificial intelligence, and data insights

Learn more at Citrix.com/Google



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