

Citrix Consulting

Cloud Strategy Assessment

Cloud computing models offer the prospect of increased efficiency and flexibility for IT organizations seeking to orchestrate compute, networking, and storage resources. But that is only part of the cloud story. There are opportunities to provide more dramatic business impact by offering user self-service, dynamic resource provisioning, and increased visibility into resource utilization and service metering. The Cloud Strategy Assessment is a new offering from Citrix Cloud Services that enables customers to get a realistic view of the benefits of Cloud Computing models, while pointing out some of the risk areas that need to be mitigated.

The Cloud Strategy Assessment (CSA) starts with a review of your business motivations and current priorities. It identifies the current versus desired state of your cloud business processes. By exploring the Cloud Computing models that other organizations have leveraged, you can benefit from recommended practices and reduce time to value. The CSA also provides a framework to approach the business and technical considerations that will help you determine the optimal path forward for your cloud business.

Target Audience

The CSA is designed to help customers in multiple segments of the Cloud market landscape. This includes Telecommunications providers (“Telcos”), Infrastructure Service Providers, and Enterprise customers. The CSA is tailored for each customer, and the emphasis will vary based on your specific business drivers and success criteria.

Telcos and Service Providers	Telcos and Service Providers looking to provide new cloud services to their customers and interested in gaining insight into cloud monetization strategies. The Cloud Strategy Assessment explores business models, go-to-market strategies, and pricing options in an effort to focus on new revenue streams.
Enterprise	Enterprise customers looking to expand and gain benefit from, more cost-effective IT infrastructure management through Private, Hybrid, or Public Cloud capabilities. The Citrix Strategy Assessment will focus will be on the organization and implementation of flexible Cloud technologies and how to transform the delivery model.

Key Activities

The CSA is a discovery process exploring 8 key areas vital to a successful cloud strategy.

Business Drivers	Review of the Company’s business drivers Current state of technology and technology trends
Business Challenges and Requirements	Identification and impact of challenges to the Company’s business. Review of current business requirements. Review the Company’s current cloud direction.
Customer Success Criteria	Identify business success criteria Identify technology success criteria Identify operational success criteria

Key Activities (Continued)	
Cloud Business Processes	Detail the current state of business processes, use cases, environments, workloads Detail the desired state of business processes, use cases, environments, workloads Gap analysis and documentation
Cloud Computing Models	Public vs. private vs. hybrid clouds Cloud computing model Orchestrating compute, networking, and storage Provision and de-provision resources on-demand Gain efficiency with right workloads Smart integration with loose coupling Business continuity planning Identify impact of challenges to their business
Industry Practices	Discuss the Company's previous cloud experiences, if any Discuss cloud approaches in industry/vertical markets Competitive framework (Telco and Service Providers only) Discuss project approach and methodology
Cloud Considerations	Identify high level cloud services Determine cloud offering goals Positioning of cloud offerings in the organization or marketplace
High level technology requirements	Determine high level technology requirements based on target cloud strategy: Infrastructure as a Service (IaaS) Operational Support Systems / Business Support Systems (OSS/BSS) Desktop as a Service (DaaS) Storage as a Service (STaaS)

Key Deliverables

The CSA provides you with a set of documented deliverables to transform your organization's infrastructure resources from a traditional computing paradigm to dynamic infrastructure delivered as a service. This service accelerates your Company's cloud implementation of a technology to transform its delivery model.

Executive Summary Presentation	Provides an Executive Summary presentation documenting the conclusions around the development of a Cloud Strategy and determination of next steps.
Cloud Strategy Assessment	Provides the supporting detail for the Cloud Strategy Assessment documenting the topics covered throughout the working sessions.

Getting Started

The Cloud Strategy Assessment is an 88-hour professional services engagement. If you are interested in engaging Citrix Consulting to perform a Cloud Strategy Assessment project for your organization, please contact your Citrix Sales representative or contact Citrix Consulting directly by visiting <http://citrix.com/contact/consulting.html>.



About Citrix

Citrix (NASDAQ:CTXS) is the cloud computing company that enables mobile workstyles—empowering people to work and collaborate from anywhere, accessing apps and data on any of the latest devices, as easily as they would in their own office—simply and securely. Citrix cloud computing solutions help IT and service providers build both private and public clouds—leveraging virtualization and networking technologies to deliver high-performance, elastic and cost-effective services for mobile workstyles. With market-leading solutions for mobility, desktop virtualization, cloud networking, cloud platforms, collaboration and data sharing, Citrix helps organizations of all sizes achieve the kind of speed and agility necessary to succeed in an increasingly mobile and dynamic world. Citrix products are in use at more than 260,000 organizations and by over 100 million users globally. Annual revenue in 2012 was \$2.59 billion. Learn more at www.citrix.com.

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