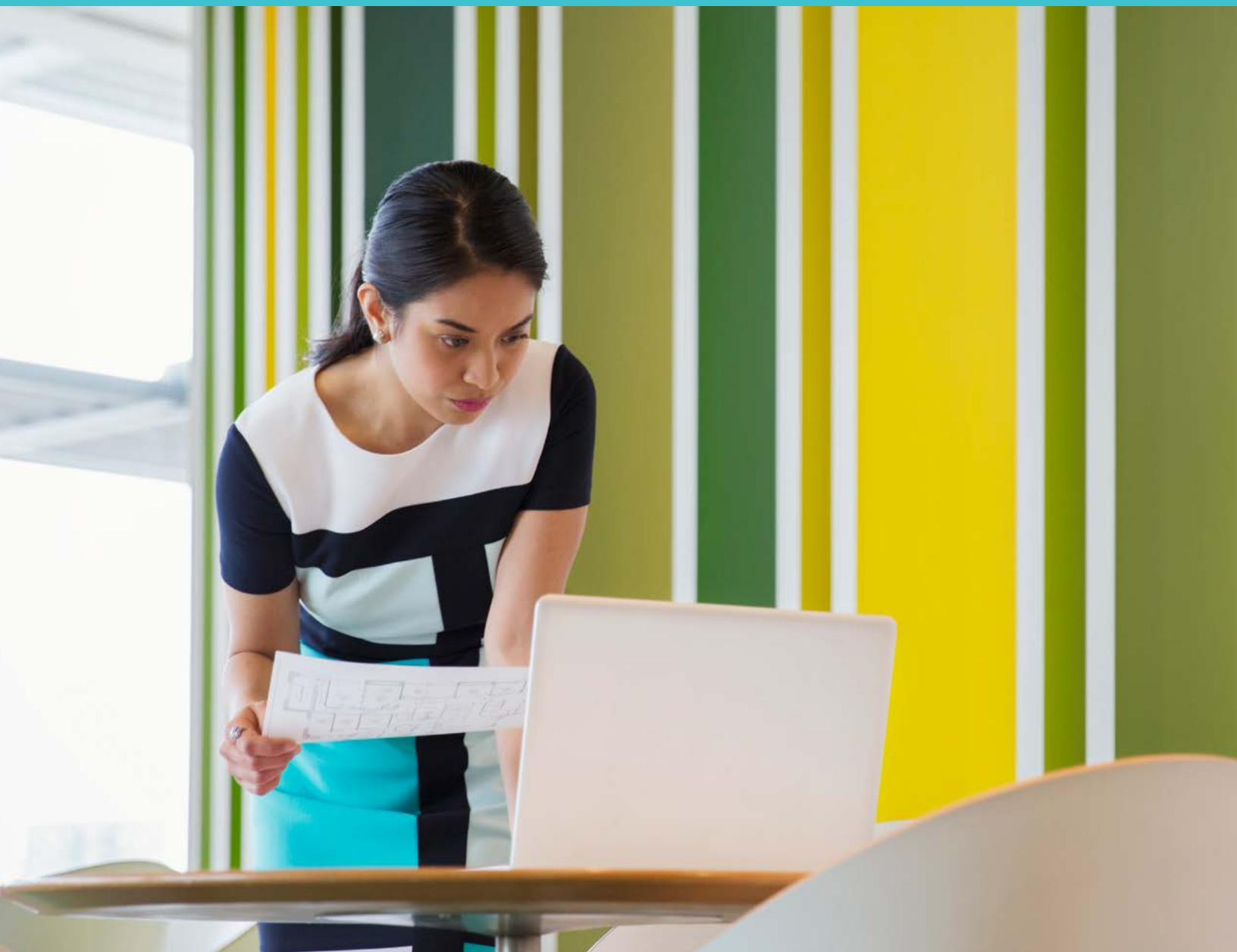


How to measure your Citrix performance

Key metrics to track for immediate and long-term business results



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A new way to measure your success with Citrix cloud services

Investing in the cloud can bring you a host of benefits, including greater agility, security, and productivity. But you won't achieve these results if your workforce is not using the cloud services you've invested in. Driving usage—combined with tracking the right metrics—will turbocharge your success and help you achieve your business goals faster.

This white paper will show you how KPIs have evolved in the cloud era and the new measurements you must track to determine your success with Citrix cloud services.



Improve your IT and business KPIs with Citrix

Citrix provides you with flexibility so you can run Citrix Workspace, Citrix Content Collaboration, and Citrix Virtual Apps and Desktops in any environment.

But when you move these services to the cloud, you will gain a flexible IT infrastructure that quickly scales to help you support new employees and business models.

One of the biggest benefits of the cloud is that it improves your business agility while streamlining your IT management. Instead of using disparate solutions, you can manage your entire Citrix environment from a single integrated platform. Log into the Citrix cloud services console at any time to gain a holistic view of your applications, users, and security.

Centralizing your data in the cloud means that it won't live on insecure endpoints, such as users' personal devices. Since you'll wrap your applications and data in layers of protection, employees can use whatever devices they prefer without putting your organization at risk. Citrix puts you in control of your data, as you can use analytics to spot anomalies and automatically roll out security updates.

The central management platform also helps you perform IT admin tasks faster. It automates your time-consuming processes and allows you to launch services to thousands of employees in just minutes. The platform also minimizes your IT tickets, as users can solve their problems using self-service tools instead of contacting your help desk.

IT admins who use the Citrix cloud services console say they are happier than those who use on-premises solutions. They stated that it's "the easiest and fastest way to deliver resources to corporate users" and love that they can "find everything we're looking for on a single dashboard." ¹

Citrix cloud services also provide many business benefits, including:

- **Reducing your costs**

Since the cloud doesn't require CapEx for hardware and data centers, you can redirect this portion of your IT budget to other business-critical needs. You can also partner with Citrix to handle upgrades and patching, which is more cost-effective than hiring new staff as you scale your IT environment.

- **Enhancing business continuity**

An unexpected event can leave you scrambling to stay up and running. With Citrix cloud services, you can maintain business-as-usual when the world around you is anything but usual. Citrix allows your employees to securely access the apps and data they need to do their jobs—no matter where they are working and what devices they use.

- **Meeting your sustainability mandates.**

When you move to the cloud, you can replace less efficient on-premises data centers with more carbon-neutral computing. The cloud also extends the lifecycle of your devices, decreases e-waste that ends up in landfills, and minimizes commuter emissions.

Ultimately, moving to the cloud makes your organization more agile so that you can quickly seize new opportunities and drive revenue. When your IT team supports business growth, the rest of your organization will see you as a strategic and invaluable business partner—not just someone to call when they need to troubleshoot a problem.

How to measure Citrix performance: The #1 KPI to measure

Moving your Citrix solutions to the cloud offers tangible and intangible benefits. However, the way you measure your cloud success is vastly different from how you measured success in the past.

Your legacy metrics typically focused on financial and operational ROI. But the cloud extends beyond these areas and impacts every part of your organization—from HR to your customer experience. To accurately measure your success, you must engage champions in each line of business (LOB) and understand what metrics matter the most to them.

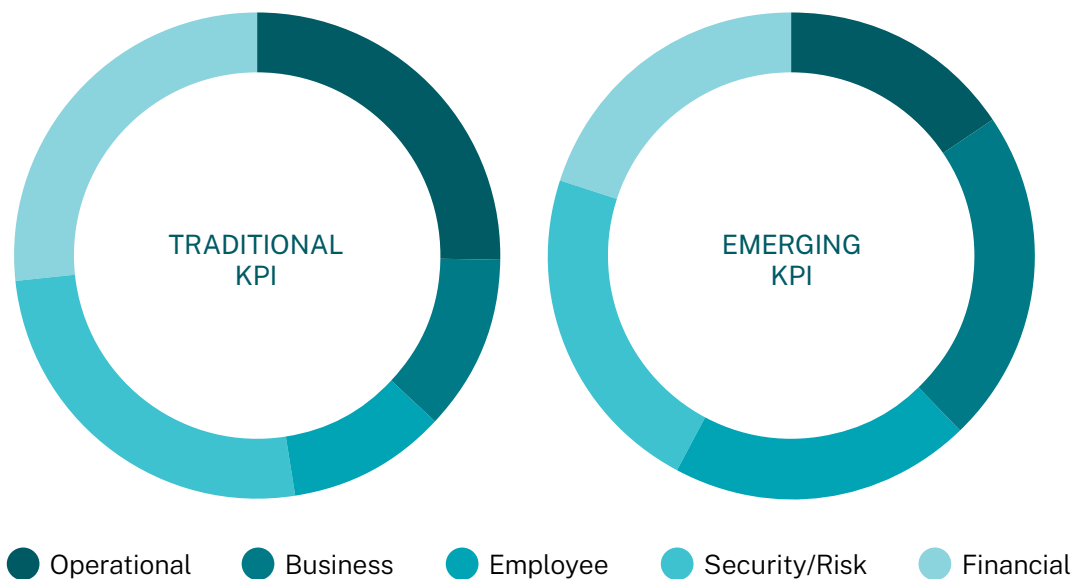
With the cloud, your KPIs will focus more on the employee experience. In fact, the #1 metric is employee usage.

Be sure to track how many employees install Citrix applications, along with how many access sessions regularly. Your cloud rollout will only be successful if employees adopt your new technology quickly and use it daily.

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Citrix cloud services have been proven to improve employee productivity by 5%, as it eliminates delays by giving workers convenient, secure access to company resources. These productivity gains add up to \$1.9 million in savings over three years.²

How the digital workspace can modify the relative weight of the success KPIs



Here are some other employee experience metrics that Citrix cloud services can impact:

- **Productivity rates.** Citrix Workspace centralizes each employee's apps and provides them with a daily, personalized "to-do" list. These features remove distractions so employees can focus on what's important.
- **Employee acquisition and retention.** Citrix allows employees to use their own devices and work remotely. These factors can contribute to a better work experience that attracts and engages top talent.
- **Onboarding times.** Employees can use their own devices to access corporate applications and data securely. This flexibility speeds your time to value, as new hires can start work immediately without waiting for you to provision and ship a PC.

Track these Citrix performance metrics to make your entire organization more efficient

Your employee usage rates will make or break your cloud rollout. However, you should also track other metrics to determine how your Citrix solutions impact your organization as a whole. Here are some measurements that Citrix cloud services can help you improve:

Operational metrics

- **Time savings.** Your IT team can minimize the time they spend managing your applications and Citrix infrastructure.
- **Improved productivity.** Your IT team will have more time for innovation, as they don't need to maintain, update, and patch the Citrix management plane. A consistently maintained platform also minimizes your support tickets.
- **Faster rollouts.** You don't need to test new features or schedule blackout periods when you launch new services.
- **Reduced application install time.** Citrix Virtual Apps and Desktops ensures that users' applications are available on their devices through Workspace. This eliminates the time-consuming process of installing applications on individual endpoints.
- **The ability to scale your Citrix environment quickly.** Citrix cloud services reduce the time it takes to add new services such as Citrix Endpoint Management, Citrix Analytics, and Citrix Content Collaboration.

Security and risk mitigation metrics

- **Improved availability and disaster recovery.** Citrix cloud services provide you with an "always-on" environment that will keep you up and running during disruptions.
- **Fewer data breaches and fines.** Citrix cloud services are continuously patched and updated—reducing your risk of costly web- and browser-based attacks.

- **Stronger compliance.** Citrix solutions comply with industry standards, including PCI, DSS, and GDPR.

Financial metrics

- **Minimize CapEx.** Citrix cloud services will reduce your need for hardware, data centers, and other physical infrastructure.
- **Lower endpoint costs.** You can replace corporate-owned endpoints with thin clients or a BYOD program.
- **Reduced spending on disaster recovery sites.** Citrix cloud services provide a multi-resource, cloud-based infrastructure that reduces your need for an on-premises disaster recovery data center.
- **Fewer licenses.** You can save money by reassigning licenses when they are not in use.

Business metrics

- **Revenue growth.** The highly available Citrix infrastructure allows you to keep pace with the speed of business and seize new revenue-generating opportunities.
- **Faster time to market.** Citrix cloud services can make your business more agile so you can launch new products and services faster.
- **Streamlined mergers and acquisitions.** Onboard your acquired companies and employees faster. Citrix cloud services give new employees immediate access to resources so they can be productive and drive revenue from Day One.
- **Increased customer success.** When employees have fast access to data, they can give customers prompt and responsive service. Over time, this will drive sales and decrease churn.

When it comes to IT metrics, organizations often track help desk tickets. You may think that if you don't get support requests, employees don't have problems with your technology. However, a low number of tickets could mean they're not using your cloud tools. This is why you must focus on employee usage and how it impacts the business KPIs listed above.

Citrix cloud services improve IT efficiencies by 10% and employee productivity by 5%. It also saves you 8 hours every time you onboard a new employee.²

Drive cloud adoption and improve your Citrix ROI with these FREE resources

Measuring your cloud success goes beyond traditional IT and finance metrics. Since the cloud impacts every LOB, you must work with new stakeholders and drive employee usage across your organization. After all, if employees don't use your cloud solutions, you won't see any value.

Check out our [Change Management Kit](#) for FREE templates, roadmaps, and a communications plan that will help you engage key stakeholders and plan a successful cloud rollout.

You can also check out these [planning resources](#) for more information on how to set your Citrix project up for success.

Sources:

1. Citrix NPS surveys
2. Forrester: [The Total Economic Impact™ Of The Citrix Virtual Apps And Desktops Service, 2021](#)



Enterprise Sales

North America | 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

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