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Citrix Virtual Apps And Desktops Service Helps Prepare Organizational IT Infrastructure For The World Of Hybrid Work

Hybrid work is here to stay, and IT managers must balance PC management that not only meet security requirements but also provides employees with resources to get work done without inconvenience. Companies that run the Citrix Virtual Apps and Desktops service with Microsoft Azure have seen the following benefits:

- Cloud flexibility that improves IT and business agility.
- Improved desktop management and security.
- Reduced number of support calls.
- Reduced IT resource needs and other IT cost savings.
- Reduced issues and interruptions for end users, including remote and hybrid workers.

ROI

153%

Citrix Virtual Apps and Desktops service is a desktop-as-a-service (DaaS) solution that allows employees to securely access their personalized desktop environment with customized applications from any device and location. Organizations can modernize their legacy virtual desktop infrastructure (VDI) deployments and leverage multisession features with Windows 10 by adding in Microsoft Azure Virtual Desktop entitlements.[1]

KEY STATISTICS

IT efficiency improvement
10%

Employee productivity improvement
5%

In order to develop a Total Economic Impact™ (TEI) study and better understand the benefits, costs, and risks associated with Citrix Virtual Apps and Desktops service, Citrix commissioned Forrester Consulting to conduct four interviews and collect survey responses from 31 organizations.[2] This document provides a summary of the study's findings.

INVESTMENT DRIVERS

Interviewed and surveyed organizations opted to invest in the Citrix Virtual Apps and Desktop service because the platform would help them overcome challenges and take advantage of opportunities by:

- Providing employees with convenient access to information to do their jobs.
- Improving IT PC management efficiency.
- Designing employee access security controls to minimize accidental loss or malicious exploitation.

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- Reducing software and other costs.
- Supporting their cloud-first strategy.

KEY RESULTS

Representatives from the interviewed and surveyed organizations reported how they were able to reduce IT costs (including help-desk support), improve business agility, speed up employee onboarding, reduce overall IT desktop management resource needs, avoid significant software and hardware costs, and provide employees with a more effective and productive application and desktop experience.

Based on the interviews and survey results, financial results have been estimated for a composite organization of 15,000 employees, with 5,000 regular Citrix Cloud services users. Financial results for the composite organization are summarized as quantified benefits, which are each adjusted for a three-year, risk-adjusted present value (PV). Those benefits include:

“Employees can quickly be working from wherever they need to work. This has been a huge benefit for us — we don’t have to worry about hardware, it just scales.”

Infrastructure manager, US transportation and logistics services

IT management efficiency improvement

10%



IT management efficiency. The Citrix Virtual Apps and Desktops service with Microsoft Azure enables a 10% improvement in IT efficiency.

- Cloud-delivered and virtualized desktop environments can be managed in a streamlined and standardized way by pooling workstation use cases into fewer user personas that can be quickly replicated or updated, allowing teams to meet any scale needs. The infrastructure manager for the US transportation and logistics service provider said, “If you have to patch each workstation, it takes time, you have to coordinate with more people, and you have more chances for failure.”
- With Citrix Virtual Apps and Desktops service and Microsoft Azure, IT managers can streamline PC management by standardizing settings for user groups and locking down security. Moving to the Citrix cloud service also alleviated traditional server, operating system, networking, and database maintenance activities associated with an on-premises deployment.
- For the composite organization, these improvements add up to a savings of $2 million.

Help-desk call savings. There is a reduction of 3,000 help-desk tickets.

- With the Citrix Virtual Apps and Desktops service, access to team documents and tools is easier for users, and it is also easier for admins to standardize settings across cloud deployments, reducing service interruptions and access problems. Thousands of help-desk calls are avoided each year, adding up to about 33% of all PC-related calls. And calls that still occur are resolved in half the time.
- Ninety percent of surveyed organizations agreed that lowering help-desk calls was a very

important or somewhat important priority for their Citrix cloud services investment.[3]

- For the composite organization, this adds up to a benefit savings of $590,000.

Device and employee onboarding. Citrix cloud services enables 8 hours to be saved with each onboarded employee.

- Each new or transferred employee requires a PC, accounts to be set up and configured, plus other physical and software resources. With Citrix cloud services, corporate-owned or personal device setup is significantly streamlined. PC resources can be managed from a central cloud-based source for user access from any device.
- For the composite organization, this adds up to a savings benefit of $1.2 million.

Software and hardware cost savings. Citrix Virtual Apps and Desktops service enabled legacy software and hardware reduction and retirement.

- Citrix cloud services can enable the reduction of on-premises data center needs for some legacy software solutions. This leads to reduced costs related to software licensing, database administration, data center operations services, or onsite server room costs.

"None of our application development leaves our network. Home workers see a remote screen, and they work from that. That enables us to keep everything pretty secure."

Workplace services manager, insurance

- For the composite organization, this adds up to a savings of $1.1 million.

Employee productivity improvement

5%



Employee productivity improvements. Employee productivity improves by 5%.

- Employees with device management or information access problems would often face delays that kept them from getting work done. Citrix cloud services helped reduce interruptions for these workers. With Citrix, employees have convenient, secure access to company resources, allowing them to save significant amount of time, even when working remotely.
- For the composite organization, this adds up to a savings of $1.8 million.

Security. Organizations looked to improve security with a cloud-delivered DaaS approach that would limit both sharing data outside the network and data exfiltration.

- Survey respondents estimated that 44% of revenue was at risk two years ago, based on the number of employees requiring access to company data and the procedures and security tools at that time. Today, this has dropped to 33%.[4]
- With Citrix cloud services, the risk of data leakage is lower as remote employees can use either home or public internet access with less risk of snooping. Organizations can also block employee downloads without impeding work, and

cloud services are continually up to date with the latest patches.

“There are a number of data security issues; data privacy is important.”

IT director, European transportation and logistics services

Cloud flexibility. Organizations are able to streamline disjointed IT functions and systems that previously took up a lot of office space.

- Organizations found themselves with several regional data centers that were managing virtual solutions and other functions for groups of offices. The workplace services manager for the insurance company said, “We had three separate, local implementations of Citrix in Australia, Europe, and North America.” Organizations wanted to centralize data center operations, including virtual desktops.
- Seventy-one percent of survey respondents reported that their high on-premises costs was a very important investment factor. And 65% stated how limited capacity with current, on-premises VM density was also very important.[5]

Employee experience. With the Citrix Virtual Apps and Desktops service and Microsoft Azure, employees are provided convenient tools to get work done with fewer added steps to ensure secure access. Survey respondents rated their organization’s employee experience two years ago at an average of 84%. Today, that has increased 10 percentage points to 94%.[6]

Added Microsoft Azure Virtual Desktop entitlement value. Azure Virtual Desktop enables multisession features that can unlock license cost savings for organizations. Sixty-one percent of survey respondents reported that the Azure Virtual Desktop entitlement was a very important factor in their decision to invest in the Citrix Virtual Apps and Desktops service with Microsoft Azure.[7]

With the Citrix Virtual Apps and Desktops service, organizations found a solution that could deliver streamlined IT management and fewer employee interruptions while delivering high security. The DaaS solution provides remote workers with cloud-delivered screen updates of resources without having to send confidential information down to endpoints.

“The number one benefit is the flexibility that we’re getting through using Citrix cloud [services] on Azure, and being able to rapidly increase or decrease our footprint to meet the needs of the business. The pandemic was a great example of being able to keep up with increased demand.”

Infrastructure services manager, transportation services provider

TOTAL ECONOMIC IMPACT ANALYSIS

For more information, download the full study: "The Total Economic Impact™ Of Citrix Virtual Apps and Desktops Service," a commissioned study conducted by Forrester Consulting on behalf of Citrix, May 2021.

STUDY FINDINGS

Forrester interviewed four organizations with experience using the Citrix cloud services and combined the results into a three-year composite organization financial analysis. Full results can be downloaded at: https://more.citrix.com/citrixtei. Risk-adjusted present value (PV) quantified benefits include:

- A PV of benefits of $6.7 million.
- A net present value (NPV) of $4.05 million.
- An ROI of 153%.



Return on investment (ROI)

153%



Net present value (NPV)

$4.05M

Appendix: Endnotes

[1] Microsoft Azure Virtual Desktop is formerly known as Windows Virtual Desktop.

[2] Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. This TEI Spotlight summarizes results from the full TEI Study.

[3] Source: A commissioned study conducted by Forrester Consulting on behalf of Citrix, February 2021. The percentage referenced in this sentence is based on 31 worldwide IT decision-makers with desktop management responsibility who have responded with "Somewhat important" or "Very important" to the question, "How important was each issue or opportunity in the decision to implement the Citrix Virtual Apps and Desktops service with Microsoft Azure?" for the statement, "Too many help desk support calls."

[4] Source: A commissioned study conducted by Forrester Consulting on behalf of Citrix, February 2021. The percentage referenced in this sentence is based on 23 worldwide IT decision-makers with desktop management responsibility who have responded to the statement: "Please quantify your potential estimated risk exposure as a percentage of revenue that could be at risk. This could be due to employee error, fraud, hacking, natural disaster, or any other potential reason. (Today and two years ago.)"

[5] Source: A commissioned study conducted by Forrester Consulting on behalf of Citrix, February 2021. The percentage referenced in this sentence is based on 31 worldwide IT decision-makers with desktop management responsibility who have responded on a range of "Somewhat important" to "Very important" to the question, "How important was each issue or opportunity in the decision to implement the Citrix Virtual Apps and Desktops service with Microsoft Azure?" for the following statements: "On-premises costs were too high (physical servers, maintenance, etc.)" and "At capacity for virtual machine density."

[6] Source: A commissioned study conducted by Forrester Consulting on behalf of Citrix, February 2021. The percentage referenced in this sentence is based on 25 worldwide IT decision-makers with desktop management responsibility who have responded to the question, "What is the estimated percentage of satisfied employees at your organization? (Today and two years ago.)"

[7] Source: A commissioned study conducted by Forrester Consulting on behalf of Citrix, February 2021. The percentage referenced in this sentence is based on 31 worldwide IT decision-makers with desktop management responsibility who have responded on a range of "Somewhat important" to "Very important" to the question, "How important was each issue or opportunity in the decision to implement the Citrix Virtual Apps and Desktops service with Microsoft Azure?" for the following statement, "Windows 10 Enterprise multi-session."

DISCLOSURES

The reader should be aware of the following:

- The study is commissioned by Citrix and delivered by Forrester Consulting. It is not meant to be a competitive analysis. The full TEI study can be downloaded here: https://more.citrix.com/citrixtei.
- Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the report to determine the appropriateness of an investment in Citrix Virtual Apps and Desktops Service.
- Citrix reviewed and provided feedback to Forrester. Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning.
- Citrix provided the customer names for the interview(s) but did not participate in the interviews.

ABOUT TEI

Total Economic Impact™ (TEI) is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility.

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