Executive Summary:
The Business Value of Hybrid Citrix Infrastructure



Shannon Kalvar
Research Director,
IT Service Management
and Client Virtualization, IDC



Matthew Marden
Research Vice President,
Business Value Strategy Practice, IDC

IT infrastructure continues to grow ever more complex, with a dispersed ecosystem of digital resources required to execute digital business operations. Equally, a simple fault or a malicious attack can bring this ecosystem to a halt, as seen in both the CrowdStrike error in July 2024 and the ransomware attacks on the U.S. healthcare system in early 2024. IT organizations face the challenge of securing and normalizing this fragile ecosystem and presenting it to users as a coherent digital workspace so that they can get their work done.

Hybrid infrastructure management platforms, such as those that Citrix provides, are a key tool for meeting this challenge. They allow the organization to selectively control resources, organize and present capabilities, and recover quickly from both structural and security events. These same capabilities translate into the ability to organize the digital workspace so that users can focus on things other than looking for the right application.

However, providing these capabilities in a way that requires extensive and expensive human intervention does not meet the needs of the moment. IDC continues to project a worldwide shortage of experienced IT operations and support staff until at least 2030. Management platforms must therefore also allow the organization to move the remaining staff to meet new challenges, such as those that new AI initiatives and new forms of business create.

BUSINESS VALUE HIGHLIGHTS

370% three-year ROI

13 months to payback

44% lower infrastructure and solution costs

35% more efficient infrastructure management

41% lower three-year cost of operations

99% faster to deploy new compute capacity

72% less unplanned downtime

17% higher employee productivity, improved accessibility of virtualized resources

IDC evaluated the impact for organizations of establishing a Hybrid Citrix Infrastructure by moving certain applications and workloads to a Citrix public cloud environment while leaving others in an on-premises Citrix environment. Interviewed Citrix customers reported achieving significant cost, operational, and business benefits through the implementation of a Hybrid Citrix Infrastructure. They reported not only better addressing the needs of their hybrid- and digital-based businesses but also optimizing the costs of running these environments.

Based on these interviews, IDC calculates that interviewed Citrix customers will achieve yearly benefits worth an average of $10.29 million per organization ($55,300 per 100 users) by:

- **Optimizing infrastructure and solution costs** by better tying procurement and use to actual business needs and leveraging cost-effective cloud capacity for disaster recovery environments
- **Enabling IT teams to work more efficiently** using automation and other capabilities available with public cloud infrastructure and establishing a more streamlined, unified virtualized desktop and application environment
- **Delivering new capacity and providing users with new virtualized desktops and applications** with greater agility and flexibility
- **Providing a stronger user and customer experience,** which results in higher employee productivity levels and increased revenue

Read the full white paper

Produced by: IDC Custom Solutions

Business Value Executive Summary, sponsored by Citrix | September 2024 | IDC #US52439124

IDC Custom Solutions produced this publication. This IDC material is licensed for external use and in no way does the use or publication of IDC research indicate IDC's endorsement of the sponsor's or licensee's products or strategies.

©2024 IDC. Reproduction is forbidden unless authorized. All rights reserved. CCPA