

Six organizations. One complete solution.

Discover six unique stories where Citrix Virtual Apps and Desktops™ powers success

Overseeing your organization's IT infrastructure can be complicated even on its simplest day. That's because there are external and internal factors that make maintaining peak user experience and productivity, security and compliance, and flexibility and scalability moving targets.

Whether your workforce is remote, geographically dispersed by nature, or in a fast-paced office setting, Citrix Virtual Apps and Desktops is the right modern digital workspace solution to provide reliability, security, and flexibility across a wide range of use cases.

Explore how Citrix addresses key challenges on an IT leader's mind with comprehensive solutions from Citrix Virtual Apps and Desktops.

A great modernized user experience that drives productivity and engagement

Citrix Virtual Apps and Desktops enables your organization to securely deliver everything your users need to be more productive to any mobile device, laptop, or desktop computer. Users can expect a seamless, unified experience, regardless of the device they're using and whether they are working from home or in the office. Since applications and desktops are all now

centrally managed and delivered, IT no longer has to manually address software patches and updates for individual endpoints, saving them time, ensuring business operations remain continuous, and ensuring users get the latest updates without diminishing their productivity.

By leveraging Citrix Virtual Apps and Desktops, you can deliver any app or desktop — whether Linux, Windows or SaaS apps — to any device, but most importantly, with an optimized experience ensuring little latency or degradation of performance. Users can get a native-like experience for all of their applications, whether those are graphically intensive applications or online communication tools such as Microsoft Teams, as Citrix Virtual Apps and Desktops ensures session reliability and optimization, even if users are on a poor connection.

A big challenge many admins face with virtualization is ensuring a quality user experience. Users expect real-time response from their apps and desktops, regardless of their location or network quality. Citrix Virtual Apps and Desktops leverages HDX (high-definition experience) technology which ensures a high-definition, native-like experience on their virtual apps and desktops. Audio and video are optimized, enabling users to collaborate with pixel-perfect imagery even in the presence of packet loss, congestion, high-latency, and jitter.

You also have additional tools at your disposal to ensure you're providing an optimized experience. With Citrix Virtual Apps and Desktops, you can gain insights into how your infrastructure is performing, such as user log-on times and the amount of time it takes to apply group policies and proactively diagnose those issues. This benefit helps users stay productive, while it also frees up help desk calls.

Case in point: Sage Dental improves user and patient experience with Citrix

When the pace of your business is outrunning its infrastructure, your future growth depends on an immediate solution. That's the situation in which Sage Dental, a rapidly expanding Dental Service Organization (DSO), found itself. Sage turned to Citrix Virtual Apps and Desktops to enable them to deploy Dentrix Enterprise, an electronic medical record (EMR) system.

Known for their caring and personal approach to family dentistry, and with 60 dental surgery locations across Florida and Georgia, Sage Dental needed to create a cohesive and unified solution for its large enterprise. Thus, they replaced old-fashioned paper-driven processes with the market-leading Dentrix. However, Sage Dental's network was undersized. Inefficient processes wasted time, which prevented the organization from taking on more patients. This affected business growth and, ultimately, the bottom line.

"That was the main reason we needed to have Citrix, to be able to deploy Dentrix in a way that was consistent, that was scalable, and the performance was improved," shared Dan Mirsky, VP Information Technology for Sage Dental.

After implementing Citrix Virtual Apps and Desktops, Sage Dental saw a boost in productivity from its staff. Via the Citrix Workspace app, end users were able to access Dentrix from devices that normally would not be supported. Staff could also quickly send dental X-rays and 3D images — typically very large files — to the data center for processing, then bring them back into the application so the dentist could work on the patient without missing a beat.

"That's something we didn't have before. Creating an end-user experience that's simple, allowing them to, for example, take a scan, view a scan, send to the datacenter, process and bring back up in the application," said Mirsky.

IT admins were able to gain insights on how their Citrix environment was performing, giving them information on how long it would take a user to log on, and determine what may slow down access. This decrease in latency and the ability to allow users to quickly access patient data on any device allowed them to fit more patients into the schedule. Meanwhile, the patient experience was more efficient, which improved patient satisfaction, built loyalty, and increased revenue.

Get the big picture.

[View the Sage Dental case study](#)

Case in point: Creating a better work-life balance for employees is a priority for Greenberg Traurig

Delivering world-class legal representation isn't always possible on a 9-to-5 schedule. When the work is this demanding, it often needs to be addressed across time zones, after traditional business hours, while attorneys are out of the office, or in the evenings at home. This was the reality for law firm Greenberg Traurig, but with Citrix Virtual Apps and Desktops, the firm was able to provide their attorneys and staff flexibility, while maintaining the necessary security.

Greenberg Traurig is a large global law firm with more than 2,200 attorneys in 41 offices in the United States, Latin America, Europe, Asia, and the Middle East. With the core values of connection and collaboration, Greenberg Traurig is driven by the mantra "better serve clients."

Citrix Workspace, which includes Virtual Apps and Desktops, made it easier for the firm to serve clients anytime, anywhere by empowering the team to access work securely on their own devices, but from their choice of device and location with a native-like experience. This solution also improved the work-life balance of Greenberg Traurig employees.

“It allows people to work and to be with their families and to be productive in a way that suits their life,” said Sarah Vogt, Remote Systems Engineer for Greenberg Traurig, LLC.

At the same time, IT knew that Citrix Virtual Apps and Desktops ensured the firm’s data would be secure no matter what device they were using, as sensitive data would not be on the user’s device. This solution allowed Greenberg Traurig to give full access to their content, data, products, and services from anywhere, on any device as IT has complete control of corporate data and can remove access in the event a user misplaces a device or it is stolen.

“Citrix allows us to give access to our content, our data, our products, our services without having to worry about what’s on their home machine,” shared Vogt. “Because we know that the only traffic that’s coming through to and from their machine is Citrix.”

Users now have a better quality of life, while IT still maintains control of data without impacting end-user productivity.

Get the full story.

[Read the Greenberg Traurig case study](#)

Citrix secures your remote workforce — wherever their work takes them

As the protection of sensitive data and intellectual property — your own or your clients’ — becomes increasingly more important, it becomes exponentially more difficult when your workforce is using their own devices, working on unmanaged devices, or on a personal or public internet connection. And you don’t even want to think about the possibility of a worker losing their personal device.

This is where the right virtual desktop infrastructure becomes essential to your peace of mind. With Citrix Virtual Apps and Desktops, your organization’s sensitive information never lives on a device, yet your users still have seamless and reliable access. Citrix Virtual Apps and Desktops securely separates sensitive data and intellectual property from end-point devices by keeping all data in a data center. When policies are enabled to allow data transfer, all data is encrypted.

By leveraging Citrix Virtual Apps and Desktops as part of your security strategy, you help limit your risk exposure and allow a zero trust framework without the need for a VPN, which exposes your servers to open access. A VPN can open the doors for malicious actors who can obtain sensitive corporate information, such as IP or consumer data.

Citrix Virtual Apps and Desktops gives IT finely tuned governance and control, including a centralized audit trail to determine who accessed what applications and data, the flexibility to regulate who has access to what with granular policy controls, multifactor authentication, and even the power to disable printing and copy/paste as needed.

Additionally, many industries insist on certain accreditation or security compliance. Citrix products offer substantial security features and options to help safeguard sensitive data and intellectual property, ensuring business compliance.

Case in point: The Arizona Department of Environmental Quality secures their entire mobile workforce with Citrix

For organizations in the public and government sectors, the responsibilities are critical and security is of the utmost importance. With more workers accessing data and apps from more places and devices, ADEQ implemented Citrix Virtual Apps and Desktops, part of Citrix Workspace, to standardize access and reliability while providing the highest levels of governance and security.

The ADEQ administers Arizona's environmental laws and a number of programs delegated by the federal government. It's a massive job, and in the last 25 years ADEQ has grown to 400 employees who support the agency's wide range of responsibilities to the people of Arizona.

With an entire state under their purview, the Arizona Department of Environmental Quality supports a highly mobile workforce. They are frequently in the field or the office and need reliable, non-vulnerable access to various applications, including cloud-based applications and data.

Citrix Virtual Apps and Desktops instantly united their corporate resources under one protective umbrella. Citrix solutions enabled employees to access applications, desktops, and data (on premise or cloud-based) through a single sign-on experience.

"A big part of IT security is simply knowing what's in your environment," said David Crowfoot, Infrastructure Architect and Chief Information Security Officer (CISO). "Our system resets every morning, wiping any unwanted downloads from the desktop, eliminating associated security risks."

Citrix Virtual Apps and Desktops gave IT the power to execute updates quickly and easily, thus reducing the department's security vulnerabilities. Meanwhile, data remained off the device and was centrally managed by IT, who controlled the environment and provided contextual access.

"Generally speaking, the more we can put into the VDI the better," said Crowfoot. "It's not necessarily always about cost; it's also about efficiency — easier maintenance, fewer things to deal with at a patching level, and going forward supporting our continued efforts to move to the cloud. The cloud's not a goal; it's a mandate."

Get the whole story.

[Read the Arizona Department of Environmental Quality case study](#)

Case in point: Citrix helps Aston Martin Red Bull Racing protect their technical secrets.

Protecting intellectual property from data leaks is on everyone's mind, especially when the nature of your industry requires you to take those vulnerable trade secrets on the road. The 2016 union of an energy drink and a British supercar builder into the Aston Martin Red Bull Racing (AMRBR) team produced some supercharged Formula 1 appearances, as well as confidential information that needed to be secured.

Using Citrix Virtual Apps and Desktops via Citrix Workspace, enabled AMRBR's trackside engineers to collaborate and implement new designs and affect turnkey decisions in real time with rapid access to the tools the employees need to systems, apps, and data, while staying under the purview of IT.

"We need to get the data maps to people when they need them, and we need to do that in a secure way. We have confidence that Citrix technology allows us to do that," said Matt Cadieux, CIO of Aston Martin Red Bull Racing.

While providing this access, IT has the ability to really ensure all systems, apps and data are up to date and to reduce the threats to their environment, without limiting the end user experience or productivity. Access control must be stringent and the security of remote sessions must be zero trust. This means it is based on contextual awareness that adaptively grants access to authorized personnel based on patterns such as identity, time, and device posture. Access security is strong, yet it gives users their choice of devices and apps.

Zoe Chilton, head of technical partnerships, described how users interact with it: "What Citrix Workspace promises is a platform to make those apps and tools so much more readily accessible — and easy to flip from one job to another with minimal time wasted. If there's one thing Formula One teams care about, it's making every millisecond count, and giving our team members the best working environment to focus on the important things."

See what drives best-in-class security.

[Read the Aston Martin Red Bull Racing case study](#)

Citrix prepares organizations to pivot and scale quickly with flexible deployment options

Modern times call for modern solutions. As more organizations realize the benefits of a move to the cloud, Citrix Virtual Apps and Desktops continues to lead the way with a unified digital platform that companies of all sizes can use to quickly and easily deliver the applications their employees need anytime, anywhere from any cloud.

Citrix Virtual Apps and Desktops empowers flexibility by taking a multi-cloud and multi-platform approach to fit IT strategies and meet companies wherever they are on their cloud journey. That is why Citrix Virtual Apps and Desktops can be delivered from any of the major hypervisors – Citrix Hypervisor, Microsoft Hyper-V, Nutanix AHV, or VMware vSphere – or public clouds – Microsoft Azure, Amazon AWS, Google Cloud Platform, and Oracle Cloud. This allows IT to spin up virtual desktops (VDI) and virtual applications wherever they choose.

The ultimate goal is productivity and agility without compromise, such as the flexibility and efficiency that come with always being prepared to scale up, scale down, or go remote while giving IT admins powerful management tools to ensure optimized delivery of corporate resources without excess overhead.

Case in point: Citrix ensures QBE Insurance Group provides uninterrupted customer service during a pandemic.

There are few occasions that create more uncertainty than a global pandemic. When Covid-19 led to a worldwide quarantine, QBE Insurance Group suddenly had 11,000 employees forced to work outside the office environment. Fortunately, the company had already been in the midst of a digital transformation with Citrix Virtual Apps and Desktops, so they were able to rapidly transition to remote work and provide seamless customer service when clients needed it most.

Headquartered in Sydney, Australia, QBE Insurance Group is a multinational company that employs more than 11,700 people in over 27 countries and offers commercial, personal, and specialty products and risk management solutions.

In early 2019, QBE underwent a Citrix transformation project that involved moving three regional on-premises Citrix sites onto a single, global cloud environment.

The main goal was to enable a hybrid cloud set up that could run virtual workloads in Microsoft Azure, as well as their on-premises data center, giving them deployment flexibility that aligned with their business initiatives.

“All in all, the combination of Microsoft technology and Citrix Virtual Apps and Desktops is the right ‘sweet spot’ for us,” declared Jethro Eastwood, Workplace Services Manager for QBE Australia Pacific and Asia.

CVAD enabled a single consistent global platform for all regions and it allowed the company to have a flexible hybrid cloud environment – including infrastructure on-premises, as well as cloud-based desktops. In the final stages of their project, the Covid-19 pandemic struck, requiring them to rapidly scale their remote users. Thanks to their investment with Citrix, QBE enabled a great work-from-home experience for the employees in a short time frame.

QBE quickly onboarded thousands of remote users to Citrix Virtual Apps and Desktops so that they could work from home during the pandemic, including call center representatives, financial professionals, HR team members, actuaries, and many other job functions.

“We had Citrix Virtual Apps and Desktops in place in our on-premises data center,” shared Eastwood. “Now we could rapidly spin up workloads in Azure and take advantage of capacity that we didn’t have on-premises before.”

Learn more about this multifaceted success story.
[Read the QBE Insurance Group case study](#)

Case in point: Cloud migration with Citrix gives Rain for Rent the flexibility of choice

A company can only be as productive and efficient as its network. Rain for Rent, a leading provider of temporary liquid handling solutions in the U.S. and Canada, was experiencing the impediments of outdated servers when they decided to ditch the hardware and move to the cloud with Citrix Virtual Apps and Desktops.

Family owned and operated since 1934, Rain for Rent handles projects that range from flood sites to construction sites. It’s a 1,400-person company, but when you look at the challenges the several-person IT team must manage, the scope is massive.

Many of the on-premises data centers had an infrastructure that was more than five years old. The company’s servers were running 24/7, which was 12 hours more than necessary, and the problems were exacerbated by local power outages that made the system unstable. Finally, the system for remote access that Rain for Rent had in place was a VPN, which by nature leaves the organization open to security breaches.

“Instead of replacing outdated hardware, we decided to move to the cloud,” Ken McNeil, director of IT infrastructure, explained. “Citrix Virtual Apps was a necessary part of our strategy because we needed it to run our company’s two-tier ERP system — a SQL back end/fat client front end solution. This provides real business value for us,” he continued.



The team's vision was to transition on-premises Citrix Virtual Apps to run on Amazon Web Services (AWS). Citrix ADC and Citrix Gateway would round out the company's solution in its initial steps transitioning to the cloud.

When the work from home mandate went into effect because of Covid-19 pandemic, Citrix workloads were already up and running in Amazon Web Services (AWS).

"We were able to scale up our solution very quickly with the architecture we had put in place," McNeil explained. "Although we were at a point where we were still measuring capacity, it was very easy to accommodate extra users and we could make changes very quickly," he added.

Since the switch to the cloud, a range of 400-500 concurrent users have begun to access Citrix Virtual Apps and Desktops in AWS, more users than when the work from home mandate began.

Learn more about this transformation.

[Read the Rain for Rent case study](#)

Improve user experience, security, and flexibility for your organization.

Citrix Virtual Apps and Desktops centrally manages apps and desktops within a public cloud or on-premises data center giving authorized users the flexibility to securely access business resources from any device while giving IT increased control, visibility, and security over sensitive business data.

For more than 30 years, Citrix has made it easier for people to access the applications and content they need to do their very best work — wherever and whenever work needs to get done. Today, more than 100 million users across 400,000 organizations – including 98% of the Fortune 500 — trust Citrix to power a better way to work.

To learn more, visit

citrix.com/products/citrix-virtual-apps-and-desktops



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