

Citrix Virtual Apps and Desktops Standard for Azure is an easy way for IT to deliver apps and desktops from the cloud. It's an all-in-one way to deliver Windows based apps and desktops from **Microsoft Azure** that simplifies IT operations, streamlines security, and keeps budgets in check with a pay-as-you-go subscription.

Citrix Virtual Apps and Desktops Standard for Azure allows your organization to:

Simplify business operations and processes...



So you can operate during unplanned adversity...

And support a secure remote workforce...



While managing cashflow...

Including on-demand talent...



Without compromising security

Business and ITmodernization

IT no longer supports a neat and tidy workplace environment that fits into a 9 to 5 model. Business is 24/7/365, workers are everywhere, and the pressure on IT has never been higher. To meet these demands, business need to look no further than **Citrix Virtual Apps and Desktops Standard for Azure** for a remedy to these demands. With more than 95 percent of Fortune 500 companies using Azure, you gain trust, security, experience, and cost savings with Microsoft. What justifies investing in DaaS?⁵

 $38^{\%}$ IT efficiency

 $23^{\rm \%}_{\rm Security\ and\ compliance}$

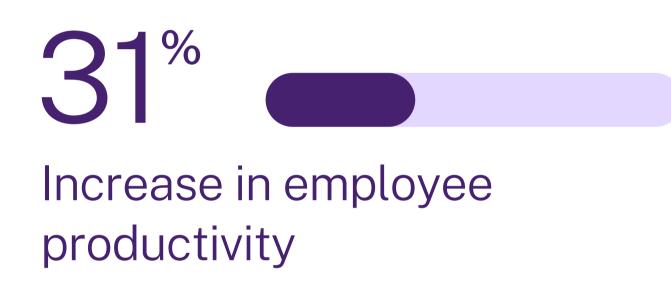
14[%] Cost efficiencies

12[%] Business agility

How does DaaS help?⁶



Improvement in business continuity and availability



Operating during unplanned adversity

Businesses face the increasing possibility of disruptions of all kinds, from storms to water or power outages, and more. With **Citrix Virtual Apps and Desktops Standard for Azure** it's easy to deliver remote access to mission-critical apps during any kind of business disruption, planned or unplanned without compromising security. Employees can work from any HTML-5 browser or device including Windows, Mac, iOS, Android, or Chromebook, staying safe, productive, and engaged so your business keeps on running.

3 | Empowering remote workers

Using DaaS for remote work isn't only good for business operations, it's also a great user experience. Employees get a full Windows desktop and app experience without using VPNs, IT setup or installing software. Citrix Virtual Apps and Desktops Standard for **Azure** enables IT deliver customized app and desktop experiences for everyone. From a single solution, IT can securely deliver Microsoft 365 services, Office apps, resource intensive graphics apps, data demanding engineering services, and simple task worker Windows desktops, empowering employees to do their best work.

The consensus is out, people like working from home.

Prefer to stay remote most of the time.⁷



Report being more productive when working remote.⁸

How does DaaS help the bottom line?

DaaS reduces annual hardware CapEx spending by 56%.⁹

4 Managing cash flow and IT spend

Citrix Virtual Apps and Desktops Standard for Azure uses a tiered subscription pricing model, available in the Azure Marketplace as a single bill for all Microsoft and third-party solutions. CIOs and finance departments like that they can reduce unnecessary hardware and software CapEx expenses and shift IT expenses to OpEx. As your workforce expands and contracts, subscriptions scale on-demand without costly over/under provisioning.

5 Embracing an on-demand workforce

COVID-19 shined the light on the gig economy and moved contract-based hiring to the mainstream. Hiring managers are battling for in-demand skills and filling specific gaps with independent contract talent. Hiring managers agree, on-demand talent is critical for success.¹⁰



Will increase project engagements with independent professionals.

IT can use **Citrix Virtual Apps and Desktops Standard for Azure** to securely provision project specific application toolsets and Microsoft 365 apps on-demand to independent professionals for the duration of their contract.

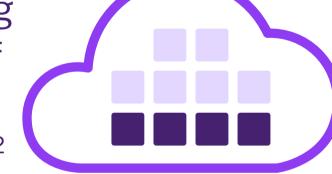
Say skill-gaps are a top driver for hiring independent professionals.

Reduce complexity. Increase compliance.



79[%] believe alternative desktop OS models like DaaS are more secure than traditional models.¹¹

39[%] say keeping sensitive data off devices is a top benefit of DaaS.¹²



Secure everything, trust nothing

With a dispersed workforce, location independence, and personal devices accessing company resources, it goes without saying, security is paramount. With **Citrix Virtual Apps and Desktops Standard for Azure**, all sensitive information — files, data, apps, passwords — is kept off devices because it runs in a secure virtual environment in Azure. It also helps your business achieve GDPR compliance and other data privacy regulations by tapping into more than **90 Azure compliance certifications**.

Citrix and Microsoft are powering the future of work with Desktops as a Service.

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For over thirty years, Citrix and Microsoft have pioneered virtual application and desktop delivery, leading the market with over 400,000 customers and 100 million users. Since the inception of DaaS, Citrix has been there too, with some 41 percent of Citrix partners actively providing DaaS style services.¹³ It's no wonder that IDC named Citrix a Leader in the IDC MarketScape report for virtual client computing.



SOURCES: ¹Gallup | ²EasySend | ³ESG Research | ⁴ESG Research | ⁵ESG | ⁶ESG | ⁷New York Times | ⁸InfoWorld | ⁹IDC | ¹⁰Upwork | ¹¹ESG | ¹²ESG | ¹³Citrix

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