



Building your Citrix Practice on Azure

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Technical Account Mgr II, Azure

Housekeeping!



CLOUD SUMMIT X

March 11 - 13, 2019
San Diego, California

The must-attend event of the year for anyone who wants to successfully build, buy or sell cloud and digital technology.

Save \$100 on your
all-access pass
using offer code:

CSX19WEB

ACT NOW

March 11-13
San Diego, CA

Join us at Cloud Summit X on March 11-13, 2019 at the beautiful Hilton Bayfront in sunny San Diego, California

You May Have Seen Some New Product Names

Citrix Recently Updated Naming to...

Simplify
naming and
align with
solutions

Connect
product names
with their actual
function

CITRIX

Citrix on Azure

CITRIX

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Key Takeaways

Achieve Success with Citrix on Azure

- Value, Benefits, Scenarios for Customers & Partners
- Leveraging Citrix on Azure, accelerate time to market and time to revenue
- Realize the flexibility and reliability leveraging Citrix on Azure and discuss the various deployment methods
- Citrix Cloud breaking down barriers to entry – great for your SMB Customers!
- Benefits of working through Ingram Micro for Citrix and Azure



Why Citrix?



CITRIX

Citrix Has Always Powered the Future of Work



1991
Remote
Access



2006
Secure App
Networking



2010
Virtual
Computing



2013
Mobility and
Cloud Services



2017
Secure Digital
Workspace



Citrix
Workspace

Citrix
Networking

CITRIX®

Citrix
Analytics

Citrix Strengths

There are three primary areas where we win over the competition.



Unmatched
User Experience



Security &
Compliance



Greater Choice
& Flexibility

Let's Review Some of Citrix's Key Solutions



Citrix Virtual Apps and Desktops
(Formerly XenApp and XenDesktop)



Citrix Endpoint Management
(Formerly XenMobile)



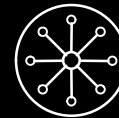
Citrix Workspace App
(Formerly Receiver)



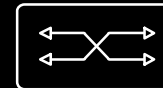
Citrix Content Collaboration
(Formerly ShareFile)



Citrix ADC
(Formerly NetScaler ADC)



Citrix SD-WAN
(Formerly NetScaler SD-WAN)



Citrix Analytics



Why Azure?

Microsoft Azure

Programming languages + tools

.NET, Visual Studio, TFS + Git, Java, NodeJS, PHP, Python, Ruby, C++

IaaS

Windows VMs
Linux VMs
Storage
Networking

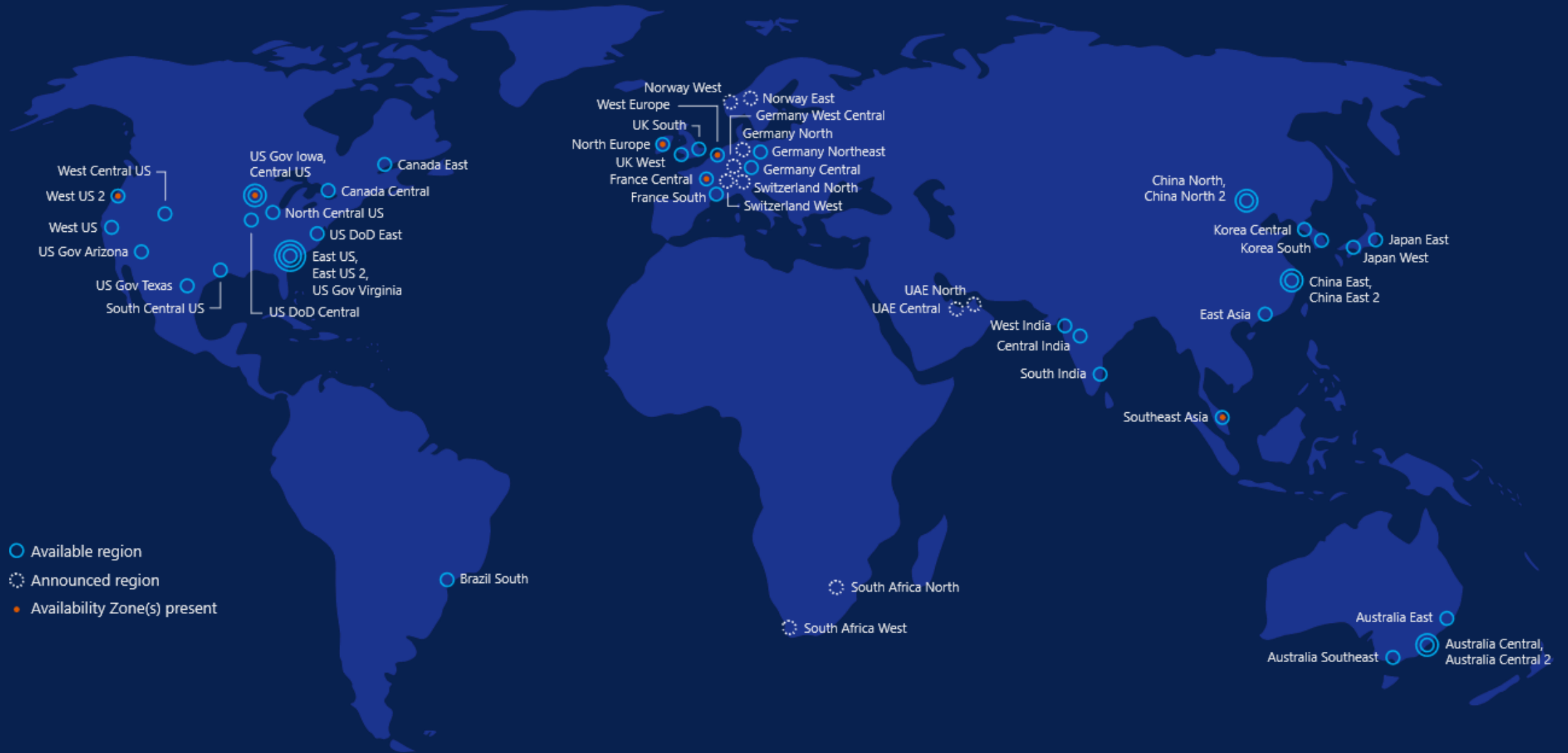
PaaS

Web
Mobile
Gaming
IoT

Data
Analytics
Media
Identity

Microsoft cloud infrastructure

54 Azure regions



The most trusted and compliant cloud



Trust

GLOBAL



ISO 27001



ISO 27018



ISO 27017



ISO 22301



SOC 1
Type 2



SOC 2
Type 2



SOC 3



CSA STAR
Self-Assessment



CSA STAR
Certification



CSA STAR
Attestation

US GOV



Moderate
JAB P-ATO



High
JAB P-ATO



DoD DISA
SRG Level 2



DoD DISA
SRG Level 4



SP 800-171



FIPS 140-2



Section
508 VPAT



ITAR



CJIS



IRS 1075

INDUSTRY



PCI DSS
Level 1



CDSA



MPAA



FACT
UK



Shared
Assessments



FISC
Japan



HIPAA /
HITECH Act



HITRUST



GxP
21 CFR Part 11



MARS-E



IG Toolkit
UK



FERPA



GLBA



FFIEC

REGIONAL



Argentina
PDPA



EU
Model Clauses



UK
G-Cloud



China
DJCP



China
GB 18030



China
TRUCS



Singapore
MTCS



Australia
IRAP/CCSL



New
Zealand
GCIO



Japan
My
Number
Act



ENISA
IAF



Japan CS
Mark Gold



Spain
ENS



Spain
DPA



India
MeitY



Canada
Privacy
Laws



Privacy
Shield



Germany IT
Grundschutz
workbook



Citrix & Azure Made for each other

CITRIX® +  **Microsoft**

BETTER
TOGETHER



Citrix Value on Azure today

Citrix brings value to Microsoft Azure



- Citrix solutions today unblock customer adoption of cloud, drive Azure consumption and accelerate Modern Desktop deployments
- Azure is the **fastest** and **easiest** resource location to consume Citrix workloads
- Customers who deploy Citrix workloads in Azure consume ~\$60 per user per month
- Aligned Cosell resources allow Citrix and our channel to accelerate deal closure and profitability by leveraging Microsoft's strengths
- Customers get increased business **agility**, **reduced capex**, and increased **reliability** from Azure deployments

Citrix selected Azure in 2015
as its preferred and strategic
cloud for its customers and
internal usage

Citrix is one of **Microsoft's top**
IP Cosell ISV Partners
globally with dedicated WW
sales resources

Integrated engineering for
Day 1 support of Microsoft
technology releases

Citrix **SDWAN** preferred
partner for Azure vWAN and
Works with Office 365
partner

Citrix **ADC** preferred partner
for Azure Private DNS



Modern Desktop

Seamless integration into
Citrix Workspace solutions
drives premium M365
SKUs



Azure and Hybrid Cloud

Azure-first solutions and
Day 1 support for
Windows Server 2019



Mobile

Extends EMS/Intune
management to all
devices with additional
policies



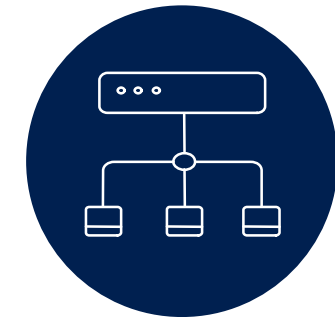
Citrix Desktop as a Service*

End-to-end solution for
Windows Virtual Desktop on
Azure



Citrix Workspace services

Instantly convert any device
into a powerful business tool
with aggregated secure
access to business resources



Citrix Networking

Preferred partner for Azure
Virtual WAN
Seamless integration &
support for Office 365

*Announced, expected launch 1H
2019

Citrix Virtual Apps and Desktops



Choice

Access, manage & support any device, app & cloud



Experience

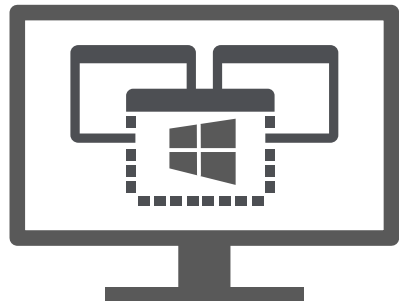
High definition user experience on any device, at any location



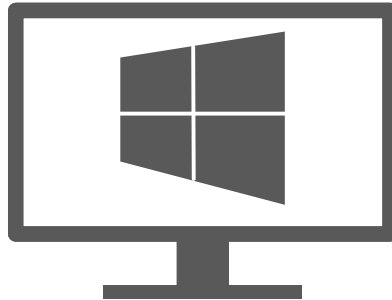
Security

Contextual, containerized & embedded – at rest & in transit

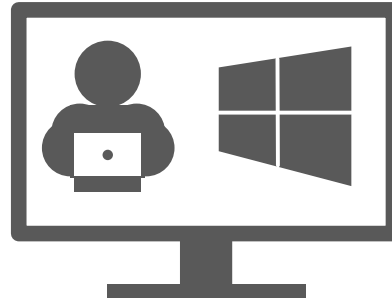
Windows Desktops



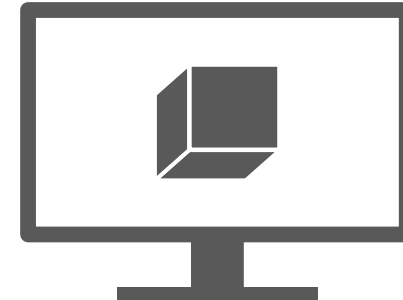
Shared



Pooled



Personal



Pro Graphics

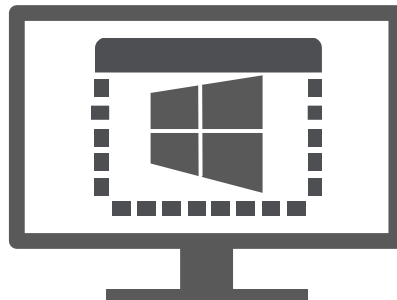


Remote PC

Windows Apps



Server
Virtualized Apps



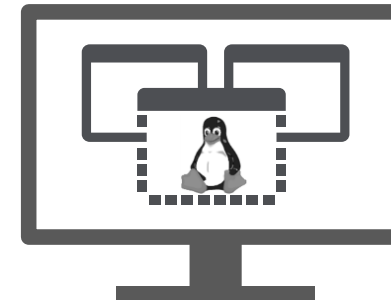
Desktop
Virtualized Apps

Web Apps

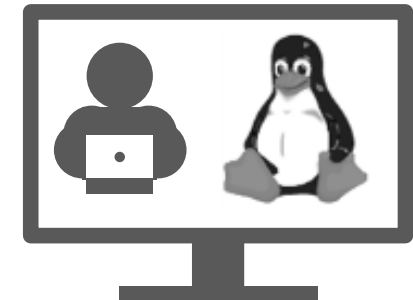


Secure Browser
Apps

Linux Desktops



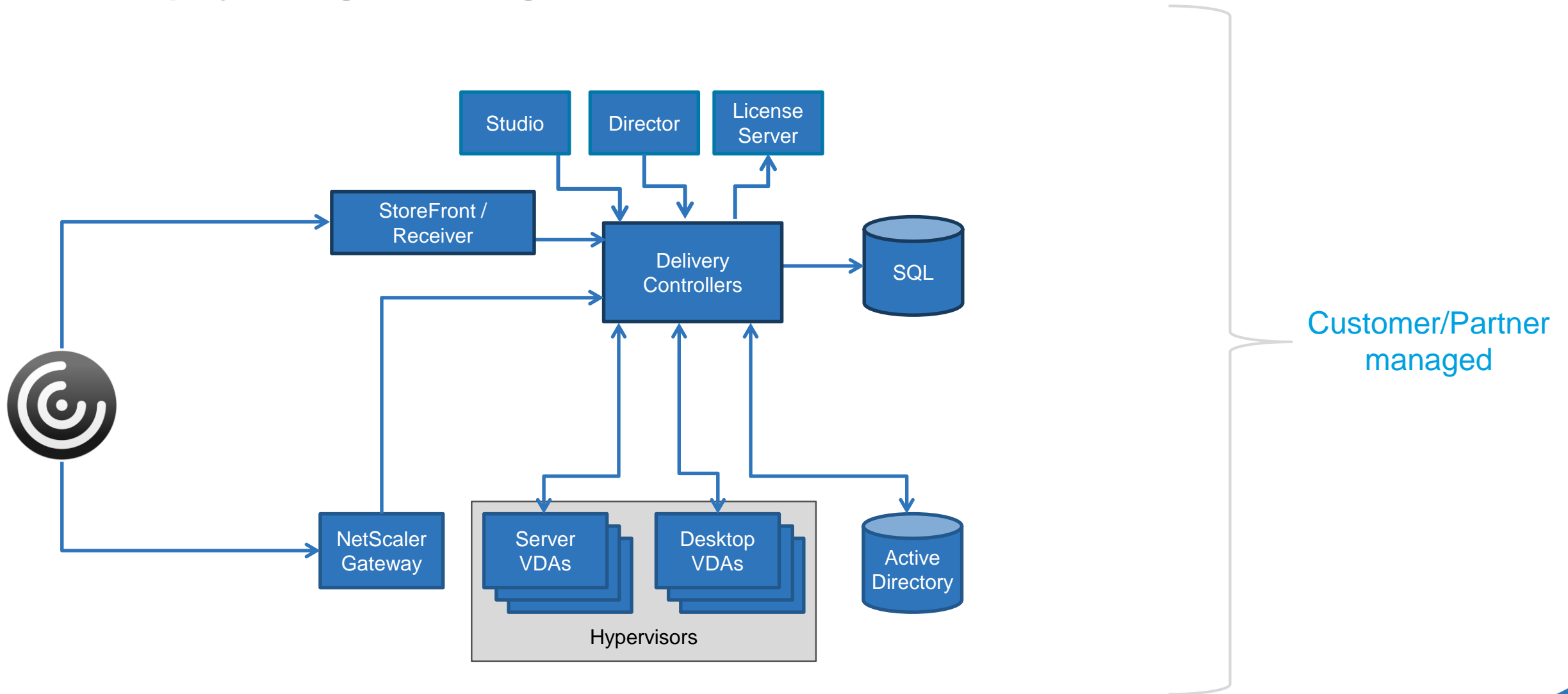
Shared



Personal

Traditional Citrix Deployment (Apps & Desktops)

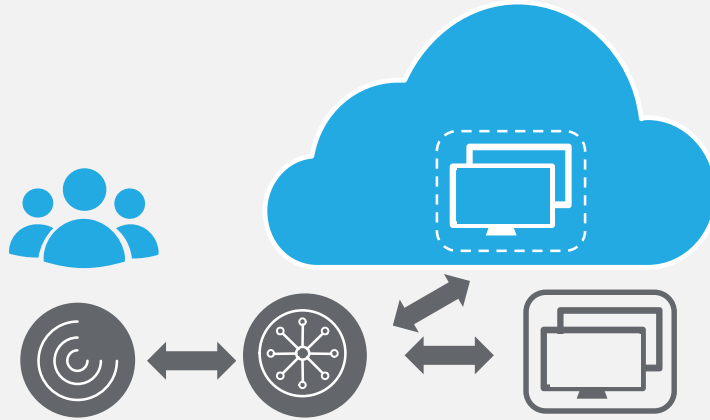
You deploy, configure, manage



HOW can we Deploy Citrix on Azure?

Example - Virtual apps/desktops in Azure

Extend



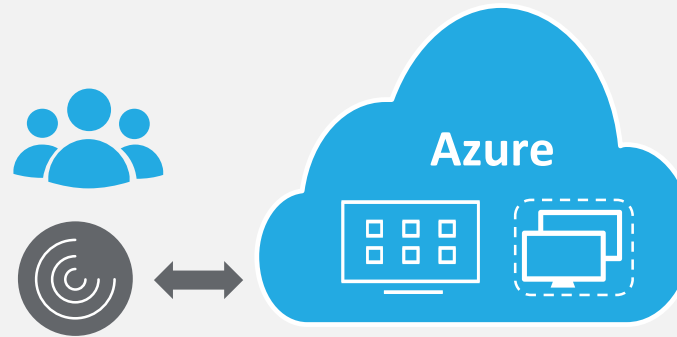
Citrix apps and desktops management on-premises

Virtual app and desktops workloads on-premises and Azure

Managed by Partner/IT

Licensing: perpetual or subscription

Host



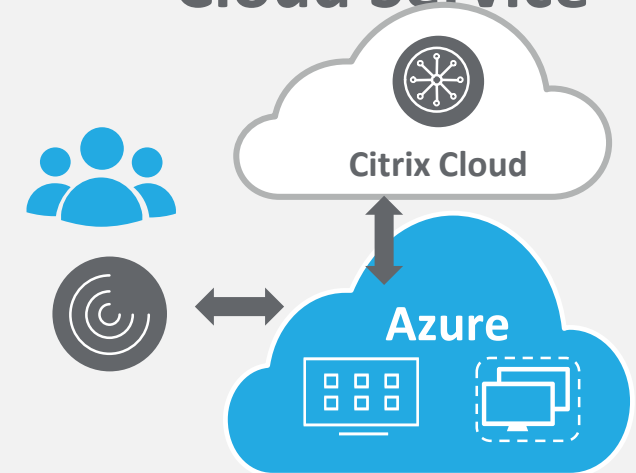
Citrix apps and desktops management on Azure

Virtual app and desktops workloads on Azure

Managed by Partner/IT

Licensing: perpetual or subscription

Cloud Service

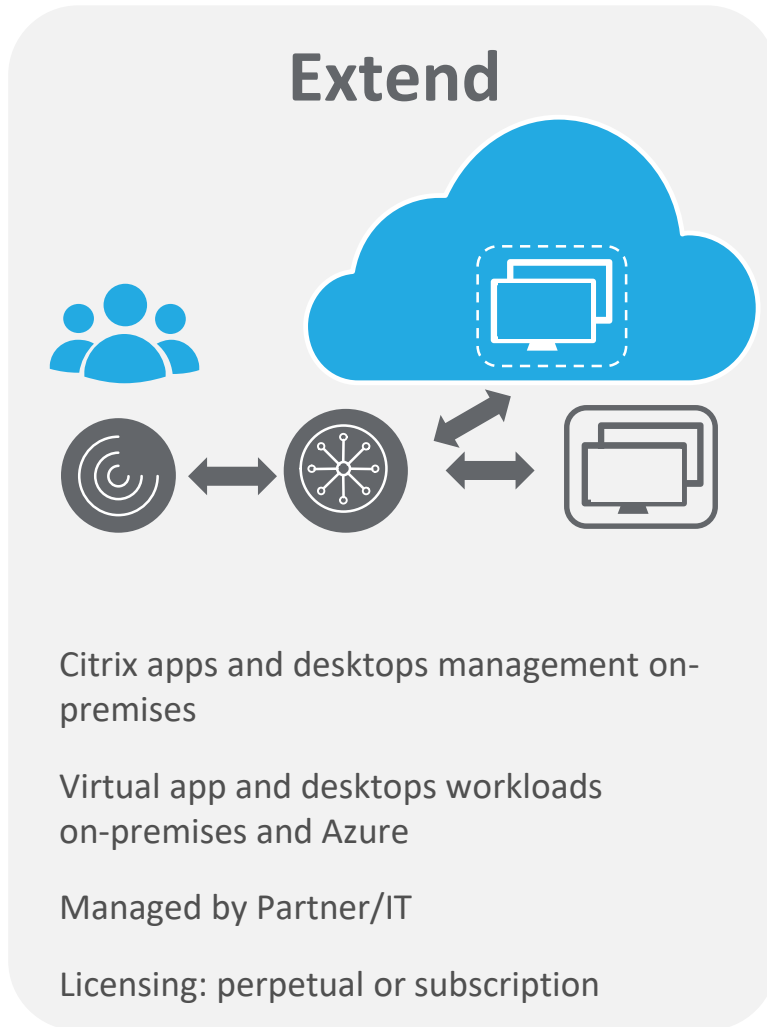


Citrix apps and desktops cloud service on Azure, managed by Citrix

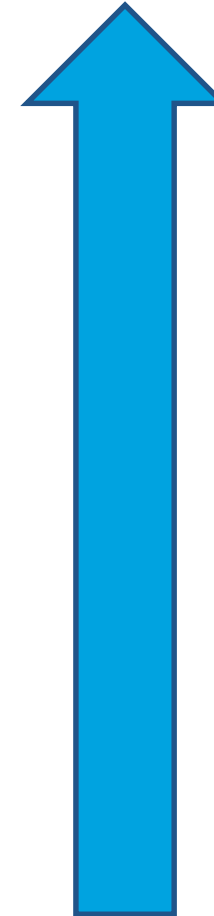
Virtual app and desktops workloads on Azure, managed by Partner/IT

Licensing: subscription only

“Extend” Citrix Deployment

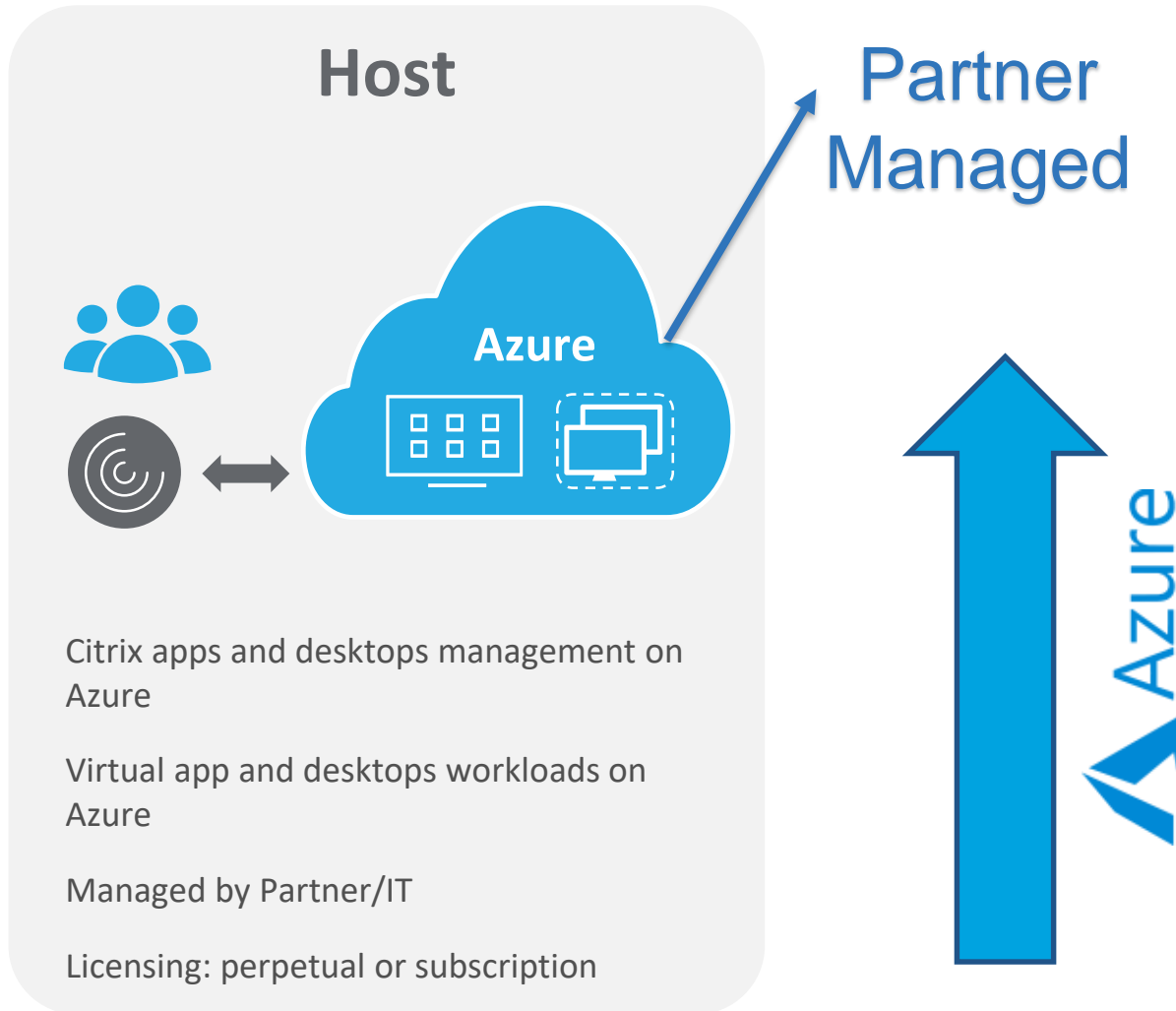



Scale
Up with
Azure



- 100% Classic IaaS
- Peak workloads
Vs.
Steady-State Workloads
- Accommodate additional workloads, quick..
 - Tax Season
 - Law firm big case
- Throw workloads up in Azure, as a piece of your overall solution
- Not exclusive to Citrix

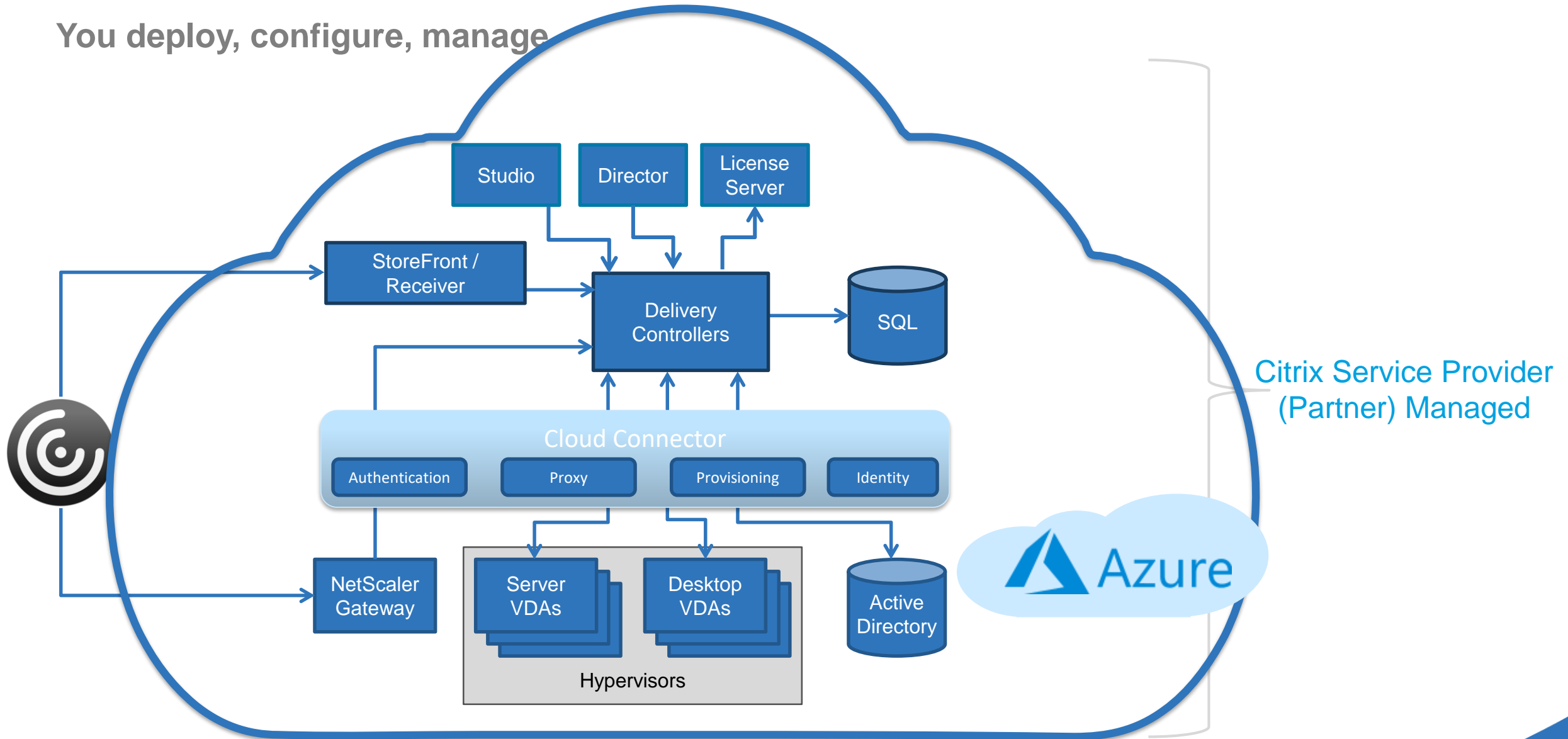
“Host” Citrix Deployment



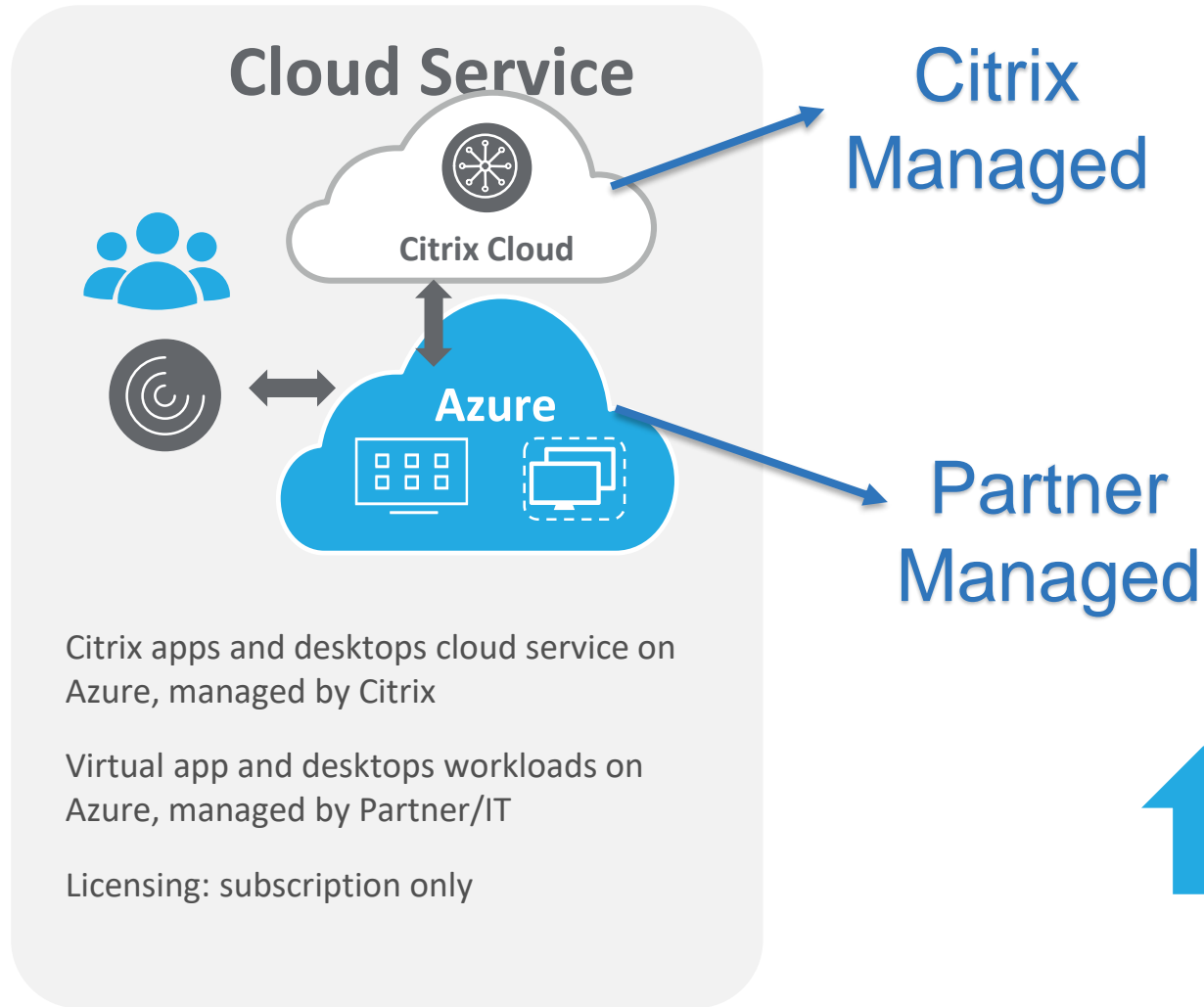
- Thinking about Cloud Infrastructure?
- Avoid upfront CapEx
- Currently a Citrix partner?
 - Citrix expertise?
- Drive **Azure Consumption**
 - Increase program benefits
 -  Consumption-based **discounts**
- “Line in the Sand” vs. license pricing
- **Complete control** of management plane
 - Customization
- Compliance requirements
- Version requirements

“Host” Citrix Deployment

You deploy, configure, manage



Citrix Cloud Service



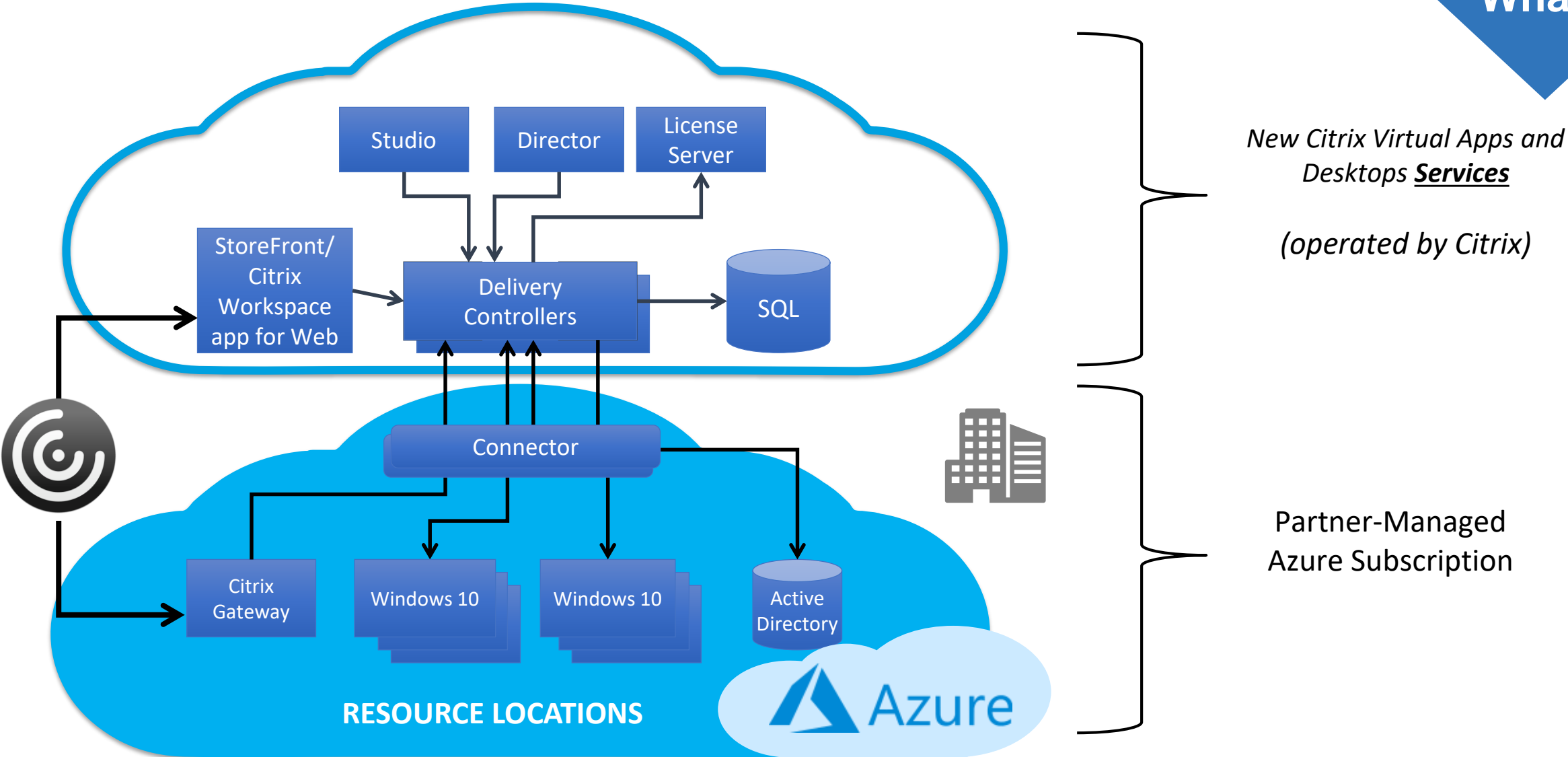
- **Faster** to deploy Citrix technologies
- Increased deployment **flexibility**
- **Integrated** Citrix environments
- No more upgrades - receive new functionality **automatically**
- **Less technical** expertise required to setup and administer
- No need to maintain **physical** infrastructure
- **Less** up-front investment
- Inherently **multi-site**
- Basic maintenance/support **included**

↑ **Time to Market**

↑ **Time to Revenue**

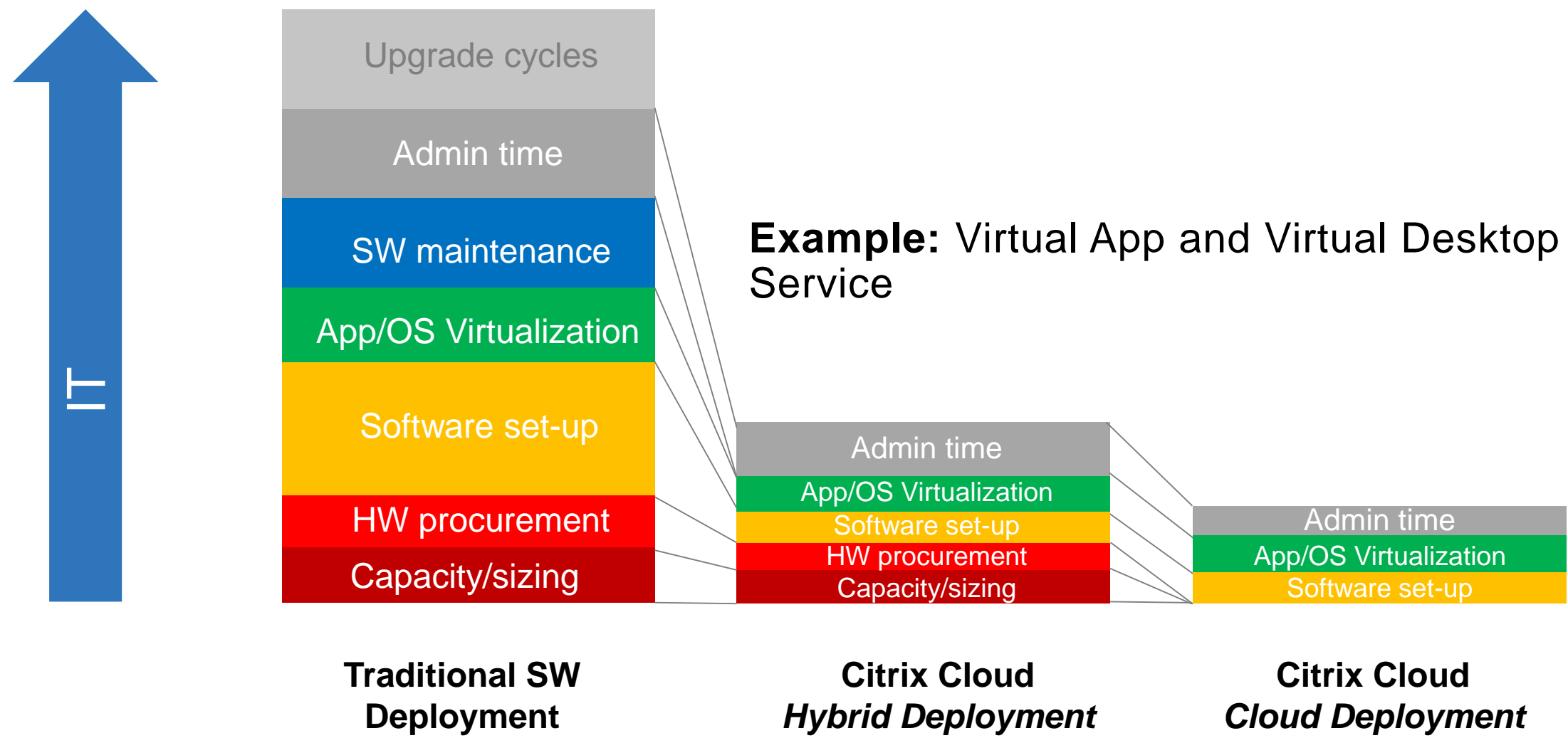
Citrix Virtual Apps and Desktops Service - Architecture

Who
Does
What?

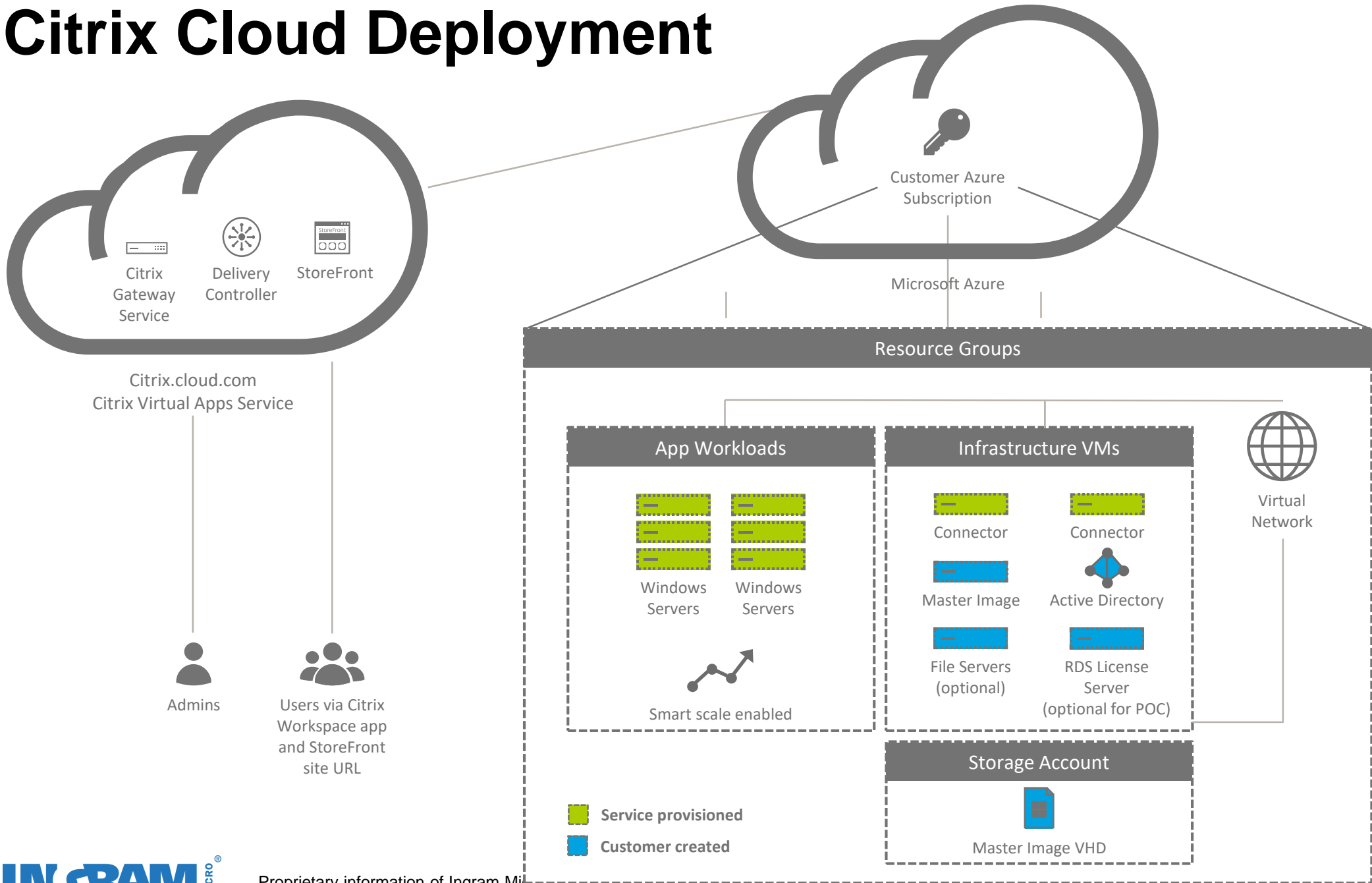


Where Citrix Cloud services Help

Reduction in overall complexity, infrastructure, time



Citrix Cloud Deployment



A photograph of two men in an office environment. The man on the left, with blonde hair and glasses, is wearing a blue and white checkered shirt. The man on the right, with dark hair, is wearing a brown button-down shirt. They are both smiling and high-fiving each other. In the background, a laptop sits on a wooden desk, displaying a 'Company's Growth' report with a world map, a pie chart, and a table of financial data. A black coffee cup is also on the desk. The office has large windows with a grid pattern, and colorful sticky notes are visible on a wall in the background. The text 'How do YOU Start?' is overlaid in a large, blue, sans-serif font across the center of the image.

How do YOU Start?

Citrix Service Provider (CSP) Program

The flexible Month-to-Month Hosted solution

- The CSP program aligns with partners that bundle and sell their own services with Citrix solutions as a cloud service
- As a CSP, you own the solution, end-to-end
- Ideal customer: small to medium businesses with little to no IT staff



Pros and Cons for You

- + Has an existing hosting business and customer base, looking to expand their portfolio and see more as-a-service solutions
- If customers are CapEx focused, this is an OpEx model.

Pros and cons for Customers

- + Predictable Open per use expense
- + Scalable
- + SMB can focus on their business, not IT

Interested in Citrix CSP?

<https://www.citrix.com/partner-programs/service-provider/>

- Select Ingram Micro as Disti
- Approved within 48 hrs.



Citrix Service Provider Benefits

- Recurring Revenue – Predictable
- Pay as you go / as you Grow!
- Free to Join & No commitments
- \$0 to order licenses
- Demos / PoCs
- Updated Software... always
- 24x7 tech support
- Free Service to prevent over-reporting (“LUI”)

How can Ingram Micro help?

Dedicated Sales Teams	Opportunity Qualification, Proposals, Documentation, Marketing Materials	
Training	Sales and Technical Training, Certifications www.IngramMicroTraining.com	
Deployment	Configuration, Pro Services, Testing, Migration	
Operations	Cloud Marketplace, Billing Consolidation, Subscription Management, Vendor and License Aggregation	

Azure... Ingram

Microsoft Territory Map

IaaS Territory Map

IaaS Lifecycle Services – Available on the Marketplace today!

1. Discovery and Assessment Service
2. Architecture and Design Service
3. Proof of Concept Service
4. Migration Service
5. Managed Services

CloudCheckr

- **FREE** for Partners within the Develop and Elite levels of Azure Accelerate

Cloudamize – Available on the Marketplace today!

- Powerful analytics for cloud assessment, migration, and cost management – all in one platform.

HealthCheck for Azure (BitTitan) - Available on the Marketplace today!

- Makes it easy for you to sell Azure by providing the detailed reporting, cost analysis, and tools you need to convince your customers to make the move to Azure.

****Exclusives****

- Accelerate Program
 - Flight Academy / Education
 - Demand Gen
- Creative Financing (Azure RI's)
- PSTS, TAMs, Tech Consultants
- Don't pay for Azure Support

Interested in Azure Accelerate?

<https://microsoft.ingrammicrocloud.com/azure/en-us/>

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CLOUD ONE-STOP TEAM

For all your Microsoft Cloud needs email:

Microsoft-Cloud@ingrammicro.com

Phone: 1-800-705-7057 choose opt 1 then opt 2
(see list for additional extension details)

Partner Development

SPLA

- Anne Zolnowski - (x66148)
- Microsoft-spla@ingrammicro.com

Partner Development

Dynamics 365

- Mike O'Donnell - (x67012)

SkyKick

- Jarod Cabin - (x66615)
- Jonathan Flowers - (x66062)
- SkyKick@ingrammicro.com

Cloud Recruitment

Outbound Recruitment

- Chris Derisley (x67468)

SMB Business Unit - AM, AS, AB, AF

- Open - East
- Jill Idziak - Central (x65360)
- Mike Silbak - West (x67853)

SMB Extension - overlay & all other branches minus the below

- Rafael Garcia - East (x65392)
- Rob Gugliuzza - Central (x65377)
- Tara Radkiewicz - West (x66432)

VAR Business Units - Y2, J2, K5

- Leanne Chapin - (x67156)

Strategic Embedded - CA & TB

- KatieLynn Meyers - (x67767)

Platform Recruit

- Christopher Woz - East (x66379)
- Alissa Brant - Central (x67053)
- Open - West

Market Development Executives

- Amir Sedehi - West (1-714-382-4680)
- Casey Woodlock - East (x66977)

Partner Development

Modern Workplace

- Nick Brooks - (x67397)
- Nick Colca (x65919)
- Jimmy Jahnke - (x66068)
- Tiffany Klin - (x67312)
- Brian Mangione - (x66356)
- Nathan Meutsch - (x65124)
- Rich Taber - (x65125)

Partner Growth

Modern Workplace/Azure/Platform

- Kelly Fink - (x67353)
- Bradley Goetz - (x67357)
- Erin Michaels - (x65194)
- Megan Romeis - (x65211)

Partner Development

Azure

- Carson Ervin - dedicated accounts (x66644)
- Lauren Mack - dedicated accounts (x66066)
- Chelsea Morgan - Y2, J2, K5 (x66298)
- Steve Kolarich - CA & TB (x65262)
- Jamie Rosenberg - AM, AS, AB, AF (x67034)

Cloud Management

- John Dusett - MS Cloud Sales Director (x67370)
- Fred Sponholz - Cloud Partner Manager (x67090)
- Christian Buerk - Sr. MGR MS Cloud Sales - Recruit (x67058)
- Dan Leone - Sr. MGR MS Cloud Manager - PD & Growth (x67250)

MSBU Team Support

Technical Sales Engineer

- David Priebe

Azure Engineers

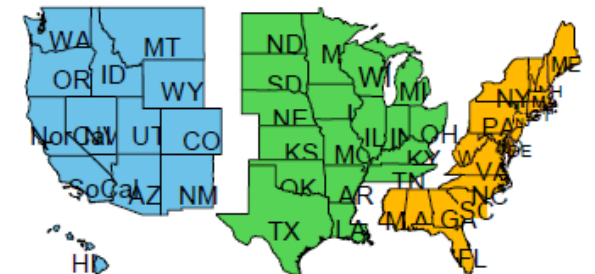
- Rick McClive
- Jorge Wong
- MicrosoftAzureTechnical@IngramMicro.com

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Microsoft Technical Support

1-800-445-5066 x76291



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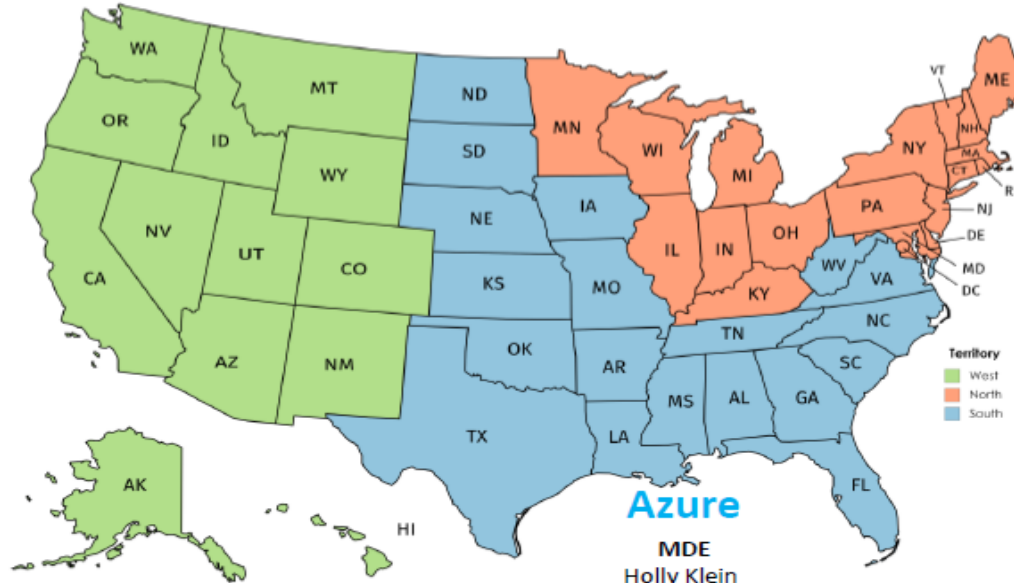
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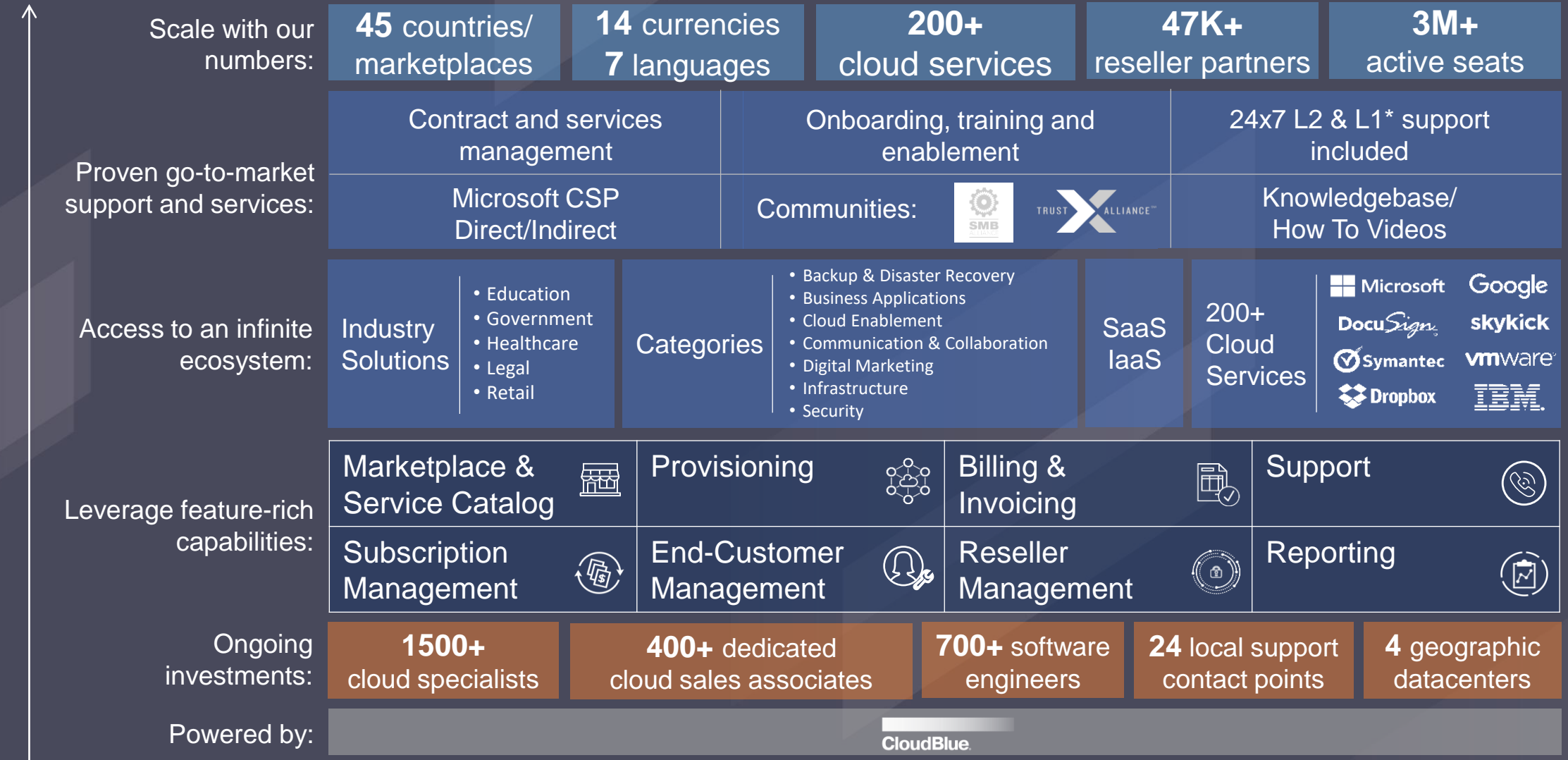
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Promise of
Technology™

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Questions?