Leverage infinite scale and flexibility across private and public clouds.

Cloud computing is perhaps the most talked-about approach to IT in recent years – revolutionizing the industry and quickly becoming a critical element of every enterprise IT strategy. The Citrix Cloud Convergence Solution helps organizations build, deliver and manage cloud services with efficiency, scale and best-in-class economics, whether running in the enterprise datacenter or in an external cloud.
Enterprise IT organizations have long been focused on delivering consumable business services to end users, including employees, partners and customers. However, with the emergence of cloud computing, leaders from every corner of the globe are reevaluating their IT strategies looking for new ways to innovate, differentiate and gain efficiency in their organizations. When used to its full potential, cloud computing goes well beyond scalable, elastic computing. It empowers users to be more productive with self-service access to computing resources on demand. It supports innovation by providing inexpensive compute power for experimentation. It enhances business agility, enabling fast response to changes in business conditions. Cloud computing modernizes IT and transforms the way services are delivered and consumed.

**Why Cloud computing now?**

Business stakeholder demands are increasing and just about every organizational decision impacts IT. Caught between shrinking resources and growing business needs, IT is looking to cloud computing to provide a more flexible and cost-effective model for computing—one that allows IT to operate much more efficiently and respond faster to business opportunities. In fact, the goal is to enable IT as a Service (ITaaS) and cloud computing is becoming instrumental in shaping the next-generation IT organization. Even large organizations with heavy regulatory burdens, such as the US federal government, are embracing cloud computing. For example, in 2011 the US federal Chief Information Officer (CIO) called for moving $20 billion, or one quarter, of all federal IT spending into the cloud. With the right cloud strategies, solutions and technologies, enterprise organizations can:

- Increase agility, improving responsiveness to new customer needs, competitive threats and other changing market conditions

- Improve efficiency, becoming more cost-effective and utilizing economic models which are better aligned with revenue

- Expand flexibility, allowing existing resources to be used for new projects while still meeting day-to-day requirements

- Optimize control, ensuring security and compliance while empowering users to serve themselves

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1Harvard Business Review, November 2011
These benefits are not all obtained through a single product or service. Enterprises must understand their full range of options—including private, public and hybrid clouds—and ensure the right mix of flexibility, security, control and cost efficiency. They must balance on-premise and off-premise solutions, resolve governance and data location issues, and arrive at an integrated solution that seamlessly leverages existing capital investments and incorporates on-demand services. Enterprises need the Citrix Cloud Convergence Solution.

**Citrix Cloud Convergence Solution**

Virtualization alone does not make a cloud. Instead, a comprehensive cloud strategy must extend well beyond virtualization. It must provide orchestration, automation and management, secure connectivity and ensure scale and elasticity. The Citrix Cloud Convergence Solution does all this. It helps organizations build, deliver and manage cloud services with efficiency, scale and optimal economics whether running in the enterprise datacenter or in an external cloud.

Together, the following components are the fundamental building blocks for a successful cloud:

- **Turnkey, Amazon-style cloud**
  Build private and public clouds the way the world’s most successful clouds are designed—simple, automated, elastic and efficient

- **Community-led, open-source platform**
  Leverage a standards-based architecture that is created by a large developer and user community and is governed by the Apache Software Foundation

- **Simple, self-service provisioning**
  Provide users with a simple and intuitive portal to shop for cloud services and rapidly provision compute resources on-demand

- **Automated cloud operations**
  Simplify and automate the business and operations of running a cloud service, including provisioning, access management, billing, metering and customer service

- **Cloud-ready network**
  Optimize the network for multi-tenancy and scale while enabling a single point of control for security, traffic management and application visibility

- **Secure enterprise-to-cloud connection**
  Connect your datacenter to a vast array of external cloud services with full transparency, security and performance, making it a seamless extension of your enterprise network

**The Enterprise of the future–today**

Citrix enables enterprises to meet the needs of the cloud era. With the Citrix Cloud Convergence Solution, your organization can:

- Accelerate IT service delivery with self-service, on-demand provisioning of resources
- Reduce IT costs by eliminating upfront infrastructure investments for new projects
- Increase agility by rapidly responding to emerging business and capacity requirements
- Enable innovation by shifting focus from maintenance to strategic growth initiatives
Flexible cloud deployment models
As enterprises hear more about the value of adopting cloud computing, the next question is private or public? Public and private clouds share several common benefits including self-service, rapid provisioning, flexibility, agility and elasticity. However, each deployment model also offers unique benefits of its own. For example, private clouds offer direct access to physical infrastructure, enabling visibility and control over architecture, configuration, security and other decisions. Public clouds, on the other hand, offer ITaaS, low pay-as-you-go pricing, and can meet the resource requirements of the largest web-scale applications.

Private and public clouds each have advantages and enterprises are increasingly turning to a combination of these models to gain the benefits from both. Formed by closely integrating private and public clouds, hybrid clouds leverage existing IT infrastructure to cut costs, maximize value and modernize the way IT services are delivered. They also let enterprises decide which applications and which usage scenarios fit best in private and public cloud environments. This converged approach offers the best of both worlds for many enterprises, allowing them to mix and match various elements of hosted, internal, and public cloud computing for best-in-class economics and efficiency.

To learn more about the Citrix Cloud Convergence Solution, visit citrix.com/solutions.