



Partner  
Service  
Provider

# Service Providers: Here's How to Conquer the Digital Gold Rush

Digital transformation pressures are creating a “cloud gold rush.” Managed Service Providers (MSPs), Hosters, and Cloud Solution Providers are in prime position to stake their claim by helping customers solve critical business pains with cloud services. Become a Citrix Service Provider (CSP) partner today to capture your share of the exploding cloud market. You'll mine riches for years to come.

**Let's get started.**

## Your Business Case in 7 Steps

You want to future-proof your business in a highly competitive market. Meanwhile, your customers need help going digital-first. Deliver Workspace Services to empower company workforces and unleash innovation. Here's help building a business case for your decision makers.



By the end of 2018, 80 percent of all IT budgets will be committed to the cloud. The market is moving away from on-premises applications and infrastructures at a blistering pace.



The public cloud market will soar to \$277 billion (B) by 2021. The good news is that global MSPs and Hosters will capture most of it, seizing \$179B in annual sales by 2021.



Multi- and hybrid cloud infrastructure is the "new operating system," but can increase IT complexity. As a result, 90 percent of IT decision makers say they would pay a major premium to service providers to manage hybrid cloud environments.

Enterprise leaders are going all in on digital, and mid-market and small and medium-sized businesses (SMBs) are fast followers. Some 1 out of every 2 SMBs is planning to transform their business digitally, and 1 in 3 is doing so already.



With digital pressures growing, there is no time to waste. Some 60 percent of organizations say they would spend 2X as much to have a single trusted advisor manage their digital transformation projects.

Workspace Services, including Desktops as a Service (DaaS), is in the early days of adoption. Use Citrix solutions to extend your offerings and seize share of a \$9.41B market that is sure to grow.

Early movers grab most of the market share. "Digital leaders are taking 40 to 70 percent of the overall market share and 23 to 57 percent of profits."  
– Ray Wang, Founder, Constellation.



## What Your Customers Need

Companies of all sizes are developing digital businesses to compete effectively across multiple verticals. They want the speed, scale, and security of cloud services – and the services offered by technology companies.

Here are just some of the problems customers are looking to solve:



Improving operational security



Enhancing workforce productivity



Modernizing network infrastructure



Increasing customer engagement and insights



Helping bring innovative solutions to market

## Add Value to Grow and Thrive

Technology companies can deliver Workspace Services, including DaaS, file sharing and sync, mobile device security, and networking, to help customers achieve digital transformation goals. Here's your strategy for success.

### What You Should Offer:



Realize margins of 45 percent on complete, business-hosted workspaces.



Develop vertical offerings, with bundled services, to drive margins to 65 percent.



SaaS-ify legacy applications to future-proof your business. SaaS sales are growing 5X faster than packaged software.

### Who You Should Serve:

#### Enterprise

The appetite for Workspace Services is global and growing, but the market is still wide-open. DaaS adoption by large organizations (>500) grew to 16 percent in 2017. The global 2000 has money to spend, notching \$39.1 trillion (T) in annual sales.

#### Mid-market

Companies in the \$10 million (M) to \$1B range represent a "gold rush" for software companies. In the U.S., the mid-market numbers 200,000 companies, or three percent of the nation's total, with \$6T in annual revenue. Overseas, 4 in 10 companies in China, Southeast Asia, and Australia are targeting double-digit growth.

#### SMBs

CSPs can use Citrix technology to provide enterprise-grade solutions to small and medium-sized businesses (SMBs). There are 28.8M SMBs in the U.S. Some 13 percent have budgets of \$1.2M or more.



### Use Cloud Economics to Grow and Scale:



Use Citrix to gain fast, easy access to solutions your customers need to grow. Gain enterprise-grade solutions for customers of all sizes. Onboard, scale, and diversify with ease!

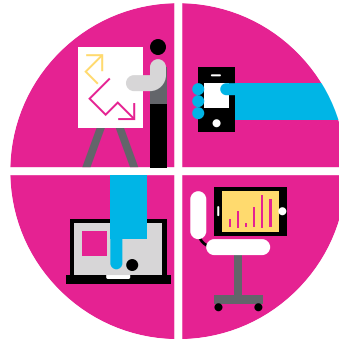
Grow faster with pay-as-you grow pricing while ending CapEx investments and data center hassles.

Hosted service providers are 1.5X more profitable, have 1.8X more recurring revenue, and grow 2X faster than those not offering cloud hosting services. CSPs achieve margins of greater than 50 percent with Citrix-hosted solutions.

## Helping Manufacturers Reduce Digital Complexity

### A Citrix Service Provider Partner Case Study

CompuData, a Managed Service Provider, helps manufacturers reduce complexity and ensure consistency with cloud-hosted enterprise resource planning (ERP) solutions. "Traditional ERP applications use a thick client that can be difficult to implement and maintain on different devices spread across a large geographical area," explains Ed Guarrieri, Vice President of Technology, CompuData.



#### Fast Facts:

- CompuData has been a Citrix Service Provider partner for five years.
- The company provides Citrix virtual apps and desktops and Citrix Gateway from virtual private clouds.
- CompuData hosts several of the most popular ERP systems, including Sage, Macola, Microsoft Dynamics, and Epicor.
- The company ensures 99.9999 percent uptime for these vital solutions.

### Citrix Empowers You to Grow Your Business!

Join the CSP program to access all of our solutions and deliver subscription based services. You can:

- Offer complete hosted workspaces, with apps, desktops, mobility, file sharing, networking, and more
- Differentiate yourself in the market with advanced solutions and customizable offerings for market verticals
- Drive value and reduce risk by scaling with best practices, reference architectures, and turn-key sales and marketing tools
- Keep flexibility, by delivering services in the Citrix Cloud or on hybrid environments

"We can host and deliver the ERP client from the cloud to any device or location as a published application using Citrix virtualized apps and desktops.... Onboarding is fast and easy – we just roll out Citrix Workspace App to the endpoint and the user is good to go," says Ed Guarrieri.

"We believe a unified experience is the key to success in cloud hosting, and Citrix gives us the ability to centrally control and manage that experience on behalf of our customers."

– Ed Guarrieri,  
Vice President of Technology, CompuData

## Learn more today.

[Become a Citrix Service Provider.](#)

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