



CITRIX®

Boost margins by 45% with hosted apps and desktops

Hosted workspaces business opportunity overview



As businesses turn to the cloud to embrace new mobility initiatives such as flexible work styles, mobile and remote access or bring-your-own-device (BYOD), they need a scalable, end-to-end solution that includes virtual desktops, applications, and secure file sharing.

As a Citrix Service Provider Partner, you will offer a complete, business-ready solution that meets customer demands for secure access to business applications and data from any device or location. Differentiating your services with Citrix primes you to deliver cost effective, scalable solutions for IT that can help you avoid getting stuck with low-value commodity services.

What are hosted apps and desktops?

They combine to create a complete mobile workspace solution that includes virtual desktops, email, office productivity, line of business applications, and secure file sharing and sync.



Hosted Workspaces



Security



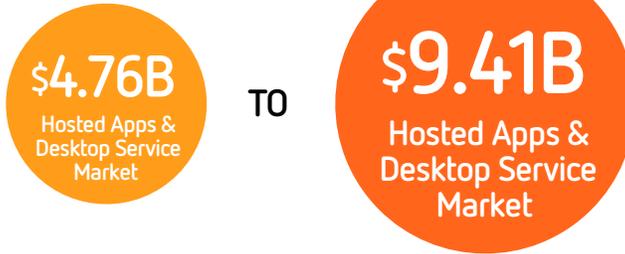
Mobility

Supply the demand for secure access to everything from everywhere

Workers want simple, secure access to their specialized applications and data from wherever they are. As a Citrix Service Provider Partner, you will offer best in class, enterprise grade IT, infrastructure and reliability at SMB prices with a predictable pay-as-you-go model. These services easily scale to meet customer demand, ensuring users have the same in-office experience they expect while data and applications are kept safe and secure.



Improve your bottom line and future growth potential



Expected growth in 2019

The hosted apps and desktop service market is expected to grow from \$4.76 billion to \$9.41 billion in 2019. Capture your share of this opportunity with services that sell for an average of \$100 per user per month with average margins of **45 percent**. The opportunity for growth doesn't stop there: **71 percent** of existing Citrix partners anticipate significant **revenue growth** in hosted applications and desktops over the next 12 months.

Cloud focused partners are experiencing **50 percent** of their revenue from recurring revenue sources. You too can grow your service provider business when you expand your portfolio to include new monthly recurring revenue streams with Citrix.



How to get started

From technical guidance for building and scaling a multi-tenant hosted apps and desktops infrastructure to go-to-market resources, turn-key sales presentations, infographics, videos, and tele-guides – Citrix has everything you need to get started.

Are you ready to supply the demand? Differentiate your business, increase your revenue and grow your margins with hosted apps and desktops.



Partner
Service
Provider

Contact CSP@citrix.com to learn more and become a Citrix Service Provider Partner, today. Citrix.com/DaaS

Sources:

IDC 451 Research Webinar for Citrix, July 2015

Citrix, 2015 Desktop-as-a-Service Global Market Trends Report

Microsoft, Cloud OS Partner Ecosystem Research, 2014

MDC Research, Microsoft Cloud Profitability Scenarios Research Summary Report, May 2015

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