# Three ways companies are slashing IT costs with VDI

Citrix XenDesktop helps customers lower operating and capital expenses while avoiding costly security breaches

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In a time of compressed budgets and new strategic requirements such as mobility and business agility, IT faces increased pressure to do more with less. To lower capital and operating expenses, IT must support users and locations with fewer IT staff, reduce purchases and repurpose existing assets. Enabling alternative work strategies like remote work, virtual offices and BYOD is now a top priority to save on real estate, energy and hardware costs. As security continues to grow as a concern in all industries, especially banking and healthcare, it's also crucial to prevent breaches and avoid the virtually limitless costs they can incur. For Citrix customers, desktop virtualization provides a way to address all of these needs while helping people and the business maintain peak productivity.

Traditional distributed computing architectures carry a high cost. By installing hardware locally at each location, IT sets itself up for a burdensome and inefficient support model in which personnel must be deployed in every branch or travel from place to place to address problems. Users are limited in the locations where they can work, and lack the flexibility to choose the places or devices that allow them to be most productive. By the same token, the business doesn't have a simple or secure way to embrace more cost-effective telework or BYOD strategies. With data spread across the organization everywhere people work, security is a constant concern, exposing the business to the risk of data loss or theft, cyberattack or regulatory violation.

With desktop virtualization, IT can shift to a centralized architecture that lowers capital and operating expenses, increases flexibility and improves security. Virtual desktop infrastructure (VDI) makes it possible to:

- **Support cost-efficient growth** by lowering acquisition costs, reducing the infrastructure needed to support a distributed organization and enabling centralized support
- **Save on PC refresh cycles** by allowing IT to deliver up-to-date apps and operating systems on aging endpoints with a great user experience
- **Reduce the risk of costly security breaches** by keeping apps and data secure within the datacenter
- **Reduce overhead** by allowing employees to work remotely or in virtual offices and enabling BYOD to save on real estate, energy and hardware

Citrix helps thousands of organizations around the world lower IT costs with Citrix XenDesktop, a desktop virtualization solution that transforms desktops and applications into a secure

on-demand service available to any user, anywhere, on any device. The Citrix XenApp component of XenDesktop enables any Windows application to be virtualized, centralized and managed in the datacenter and instantly delivered as a service to users anywhere on any device. As highlighted in the Forrester Wave™: Server-Hosted Virtual Desktops (VDI), Q3 2015 report, XenDesktop is a leader in VDI with the highest score in current offering and strategy categories.

The experiences of three Citrix customers are explored in depth below.

### Lifestyle Hearing grows its business—without growing IT costs

#### Overview
The Lifestyle Hearing Network unites many of Canada's leading independent audiology clinics to serve patients throughout North America. Formed in 2008, the company has grown rapidly through acquisitions—expanding from only three people to more than 100 in its first six months. Today, Lifestyle Hearing encompasses more than 150 clinics between Canada and the USA. Its business is supported by around 420 active users.

#### The challenge
Given the geographically dispersed nature of its organization, Lifestyle Hearing needs to be able to support clinics and users in myriad locations without relying on local technicians or high-cost consultants. Says Franco Butera, IT director, Lifestyle Hearing, "Many of our offices are a six-hour drive or a plane flight away from our main office, making it impossible to support them effectively through in-person visits."

#### The solution
Lifestyle Hearing chose XenDesktop for centralized, secure delivery of business apps, desktops and data. Citrix NetScaler provides global server load balancing (GSLB) to ensure a high-quality experience for users in every location. The solution is hosted in public cloud datacenters in both the U.S. and Canada to support compliance with data security and privacy regulations in each country. People can access their apps and desktops using any device they choose—including iPads, PCs and any other personally owned devices—and work the same way anywhere, whether at home or in a clinic.

#### Key benefits
XenDesktop has helped Lifestyle Hearing lower the cost of integrating newly acquired clinics by eliminating the need to provision and configure new endpoints right away. Instead, IT simply allows people access to their apps, desktops and data using their existing PCs, and can refresh the hardware of the acquired company more gradually over time. The company can extend the life of its own PCs as well, keeping them in service well beyond the traditional 3 – 4 year lifecycle while delivering a fully modern, up-to-date user experience.

Central provisioning and control helps reduce license and networking costs. The company can ensure that its software licenses are being utilized efficiently across its organization through concurrency and repurposing. The solution makes it possible to deliver a great experience even

over inexpensive consumer broadband, eliminating the need for a costly WAN or fiber upgrade—a potential cost of $3,000 per location. GSLB directs users to the environment best able to meet their performance needs, including automated failover to an alternate site in the event of an outage.

With minimal on-premises architecture to support in each clinic, Lifestyle Hearing can support users easily through small, centralized groups. The entire IT team consists of two techs in Canada, one in the U.S. and one IT manager who handles help desk and infrastructure. Even a non-technical user can replace a failed router with a new one, without the need for an in-person visit. "We do it all remotely and rarely have to go to clinics," says Butera.

### Kelliher Insurance saves on PC refresh cycles

#### Overview
Kelliher Insurance Group, formerly Kerry London, is a leading U.K. independent broking group offering complete specialist insurance solutions for clients across a range of industries. The group consists of businesses and brands including Kerry London, Trade Direct, Self Build and Professional Direct.

#### The challenge
Kelliher needed to simplify management of applications and desktops and reduce costs across locations while ensuring a great user experience. To ensure user adoption, the solution had to be easy to use and able to support remote offices with limited network quality. With an aging fleet of endpoints, the Group faced the prospect of a costly refresh—especially with Windows 10 coming—an expense it hoped to be able to spread.

#### The solution
Kelliher chose XenDesktop as a secure solution for virtual apps, desktops and data. The Group uses XenDesktop to deliver both Microsoft Office and specialist insurance apps, including some that don't run on Windows 10. Its VDI architecture allows IT to keep legacy server environments alive and make them accessible to users on any device.

#### Key benefits
XenDesktop has enabled Kelliher to mitigate the impact of its aging endpoint fleet. "XenDesktop has saved us the cost of an all-at-once refresh so we can stagger the capex spend over several years and even out our support cycles," says Simon Davey, Group head of IT, Kelliher Insurance. IT can also deliver access on Windows 10 devices to business apps that don't run on that OS, extending the life of its apps and ensuring a consistent and orderly transition to newer devices as they enter the environment.

Citrix also helps Kelliher maintain security and compliance. The centralized VDI architecture keeps data secure within the datacenter where it can be accessed easily by users in branch locations or at home, and on mobile devices and other types of endpoints. No data can be downloaded locally on non-corporate PCs, and a remote wipe capability ensures that a lost device won't compromise corporate or customer data. In this way, VDI powered by XenDesktop helps Kelliher achieve both security and mobility.

**Bank of American Fork reduces the risk of costly security or regulatory breaches**

### Overview
Established in 1913 and now a division of People's Intermountain Bank, Bank of American Fork is Utah's largest community bank based on asset size and deposits with 14 full-service branches. Bank of American Fork promises "Big-City Banking ~ Small-Town Service": all of the technology, products and services that can be found at a large bank, but with the exceptional customer service and friendliness you'd find in a small town.

### The challenge
As a fast-growing community bank, the managers at Bank of American Fork need to be able to open branches quickly, pursue acquisitions and give customers at acquired banks a seamless conversion to its own systems. The bank also has to keep customers' personally identifiable information (PII) safe to avoid security breaches and maintain compliance with regulations including the Gramm-Leach-Bliley Act—even as employees take advantage of popular programs for BYOD and working at home. Of the 400 Bank of American Fork employees, 50 regularly use remote access.

### The solution
Bank of American Fork uses XenDesktop to deliver VDI desktops and published apps wherever employees work, on any device they choose. Most use a thin client, which have replaced traditional PCs in the bank's branches, while others access their business apps on iPads or MacBook.

### Key benefits
VDI lets Bank of American Fork manage security easily from a single location to apply holistic and comprehensive data protection and cybersecurity. The move from PCs to thin clients with USB restrictions has eliminated the need to perform disk encryption on every endpoint in every branch. "If someone's laptop is stolen or gets a virus, it doesn't matter because everything they're accessing is centrally located in our datacenter, not running around on individual devices," says Mark Holley, Chief Security Officer, Bank of American Fork. The bank uses XenDesktop image management technology to deliver pooled desktops. Each time a user logs off, the virtual desktop restores to its original state. As a result, suspected viruses, intrusions and other threats can be dealt with simply by rebooting, without the need to reinstall the OS or root out elusive malware. Instead of allowing VPN access to its systems, the bank requires people working outside the branch to use their virtual desktop. Says Holley, "Bank examiners love that data never leaves the site."

Most members of the Bank of American Fork mortgage department work primarily at home and come into the office only once per week. They can launch their virtual desktop the same way in either place, on any device they use, providing a seamless experience across locations while improving satisfaction by supporting both telework and BYOD.

## Conclusion

The need to reduce cost and simplify IT can't come at the expense of security. By implementing VDI with Citrix XenDesktop, organizations can lower capital and operating expenses while avoiding costly breaches or regulatory fines. By allowing greater flexibility in where people work and the devices they use, XenDesktop improves employee satisfaction and makes it possible for IT to leverage cost-saving strategies like telework and BYOD. The ability to use any device to access desktops lets IT prolong endpoint refresh cycles and lower acquisition costs. To learn how your organization can realize similar benefits to those illustrated by the customers in this paper, please visit www.citrix.com/xendesktop.

## Additional resources

• Try Citrix XenDesktop
• Try Citrix XenApp

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