



# Why your organization needs the cloud

There are a lot of needs to consider when deciding on the technology to support your enterprise. Employees need secure access to your data any time, anywhere. Your IT teams need an infrastructure that's flexible enough adapt as IT needs change, and you need a path to cloud adoption that won't force you into solutions that aren't right for your business. Fortunately, Citrix cloud services offer adaptable technology that can flex to meet all the needs of your organization.

## How do Citrix cloud services work?

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Citrix cloud services simplify delivery and management of Citrix solutions into one centrally managed console. This enables you to give employees secure access to the tools they need to be engaged, productive, and efficient — from anywhere.

Here are the top reasons your organization needs the cloud.

### **Your organization needs a solution to support business continuity.**

As we've seen recently, unexpected catastrophic events can leave organizations scrambling, however, it is possible to maintain business as usual during unprecedented times. With Citrix cloud services, your employees are able to securely access the apps and data they need on any device, from anywhere — regardless of what's happening in the world around you.

### **You need to ensure exceptional employee experiences.**

Citrix cloud services deliver the tools your employees need to be engaged and productive. Built-in analytics provide insights to help your IT teams optimize performance, and centralized management allows for fast, high-definition connections across any device or network. So, your employees have exceptional experiences in the office, at home, or anywhere work takes them.

### **Security concerns keep you up at night.**

Your employees are accessing more apps, websites, devices, and networks than ever making it extraordinarily difficult to safeguard your sensitive information. Citrix cloud services let you centralize data, gain IT greater control, use analytics to help spot anomalies, and automatically roll out updates with the latest security features — so you can substantially decrease security risks to your organization.

### **You're always in need of ways to cut costs.**

In addition to all the IT benefits the cloud offers, it also saves on operational costs. The cloud decreases tech interruptions to employee workdays, increases IT efficiencies, and minimizes overhead by reducing the number of time-consuming incidents your IT teams need to respond to. Additionally, organizations save on capital expenditures, like minimizing the need to replace expensive equipment, freeing up budget for other needs.

### **Sustainability is good for business.**

Sustainability has positive implications for organizations, such as improving employee and customer perceptions and cost savings. Moving to the cloud supports sustainability by replacing less efficient on-premises data centers to more carbon-efficient cloud computing. It also extends the lifecycle of devices, decreases e-waste that often ends up in landfills, allows for devices with low environmental impacts, and decreases commuter emissions.

Enterprises continue to move to the cloud because of all the benefits — IT flexibility, improved employee experiences, and scalability that make it easier to meet fluctuating business demands. But migrating to the cloud can also come with complexity, security risk, and increased cost. Citrix cloud services let you move to the cloud as needed while streamlining infrastructure management and minimizing additional costs.

Find out how [Citrix cloud services](#) can help your organization adopt a cloud model at a pace that's right for you.

