citrix™

App delivery simplified

How Citrix ADC and Microsoft Azure simplify and secure hybrid, multi-cloud app delivery for an enhanced user experience

Digital transformation is driving change—not only in your business, but in how you deliver services to your users and customers in the cloud and mobile era. This change can make or break your business' brand and reputation. Transitioning to a hybrid, multi-cloud deployment brings considerations such as multiple cloud instances, new services with containerization of microservices, visibility across the entire infrastructure both on-premises and in the cloud, flexibility to scale, and security. This requires a flexible and consistent approach to app delivery that balances the challenges without neglecting user experience.

You can control the applications at the heart of your business and take advantage of the benefits of the cloud with an Application Delivery Controller (ADC). An effective ADC, along with a management and orchestration platform, provide complete visibility into your entire application infrastructure.

Citrix (ADC) works together with Citrix Application Delivery Management (ADM) to provide simplified application delivery of Microsoft applications, including

SQL, web apps, and vital corporate applications, to your end users, quickly and securely from a hybrid, multi-cloud deployment.

To ensure fast application development and delivery with Citrix ADC, and reliable performance in a hybrid cloud environment, the differentiating factor is Microsoft Azure.

Here's how it works for you:

Increase flexibility and consistency

Considering that enterprises are relying on a growing number of different SaaS applications, your users want to choose the apps they want on the devices they prefer. At the same time, your ADC needs to be flexible enough to deliver their apps across a variety of environments: physical, virtual, containers, private, cloud, and hybrid cloud--all while ensuring operational consistency.

This is why Citrix ADC on Azure was designed to deliver flexible and consistent app delivery on hybrid, multi-cloud infrastructure, as well as to ensure that you gain access to secure and optimized apps and assets deployed to the cloud. Citrix ADC has a single software code base across the entire product form factor portfolio to provide consistency in delivery of features and APIs. The shared code base facilitates operational flexibility and accelerates innovation throughout your transition to a hybrid multi-cloud infrastructure. This flexibility extends to pooled licensing, allowing you to dynamically move the capacity to scale where your infrastructure needs it, including the use of microservices that ship code faster.

Citrix ADM provides a single pane of glass to view, automate, and manage network services for scale-out application architectures.

Protect apps with integrated application and API security

According to the National Institute of Standards and Technology, up to 92% of web apps have known security flaws and weaknesses that attackers can exploit. This makes it essential to adopt an ADC solution that will protect your apps and APIs from evolving threats.

Citrix ADC fills this crucial need with integrated security and analytics for your entire application portfolio. At the same time, it offers centralized application management that simplifies the deployment and oversight of every application you use. On top of this, Azure enables you to take advantage of cloud economics with agility that can accelerate time to market through automation and self-service and scalability to optimize your apps and monitor their performance.

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Improve user experience

82% of the top-performing companies report paying close attention to the human experience around digital and tech*.

For every step of your transition to a hybrid, multi-cloud deployment

Virtual Appliances
DC & Private Cloud, VPX

Containers
Public & Private Cloud, CPX

Hardware Appliances
DC & Private Cloud, MPX

In Public Cloud
Microsoft Azure and other platforms

Bare Metal
Public & Private Cloud, BLX*

Multi-Tenant
MSP & Private Cloud, SDX

For leading companies, user experience is the new brand. Even as you rely on your ADCs to simplify and secure app deployment across your hybrid multi-cloud infrastructure, your end-users and customers will not be satisfied unless you can deliver the positive experience they want.

Additionally, by using Citrix ADC with Microsoft 365, as well as with Azure, you can maximize your IT investment. This can also increase business productivity and end-user satisfaction.

This is why Citrix ADC on Azure offers your users the optimization, performance, and availability they demand for cloud-based apps, all while reducing your server load:

Optimization:

Speed up the app responsiveness with HTTP/2 improvements to reduce protocol overhead. Web content caching delivers optimized graphics and images more quickly. TCP and HTIP protocol acceleration optimize response times.

Performance:

Scale applications automatically with an ADC built for hyperscale.

Availability:

Monitor servers for overload, switching over easily to prioritize responsiveness and availability. With multi-cloud support and global server load balancing, you have always-on availability to prevent outages—and if disaster strikes without warning, Citrix ADC includes recovery support.

In addition to these user benefits, Citrix ADC provides content compression and offloads SSL traffic. This translates into reduced load on your servers and lower costs for your network. You can also drive further improvements to global server load balancing with Citrix Intelligent Traffic Management (ITM), which gives you comprehensive, real-time visibility into current internet conditions to steer traffic to the best, most accessible source of content.

Securing applications and APIs in hybrid multi-cloud

No bolt-on securitySimple to deploy & manage
Integrated Security Across the Portfolio

Comprehensive App Security

Protection for L3 to L7:

- L3/L4: firewall, DDoS
- L5: TLS/SEL
- L7: WAF, DDoS, content inspection, service chaining, web and mobile apps

Best-in-Class Price/Performance

Purpose-built for hyperscale:

- SSL offload for firewall, IDS, and AV
- 25-50% better SSL/performance for TPS and throughput
- NSS validated; no. 1 price performance for WAF

Next Gen Ready

For cloud-native apps and DevOps:

- Built-in API protection (DDoS, bots, and app logic attack)
- Extended security to microservices with operational consistency

Flexible management with integrated security to deliver the best user experience

With Citrix ADC on Microsoft Azure, you have the fast, flexible, consistent, and secure app delivery solution for your hybrid multi-cloud environment—alongside the easy-to-use and responsive experience your users demand. That's why Citrix ADC on Azure is the solution you can trust.

For more information on how Citrix ADC simplifies app delivery, visit citrix.com/adc. ➡

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