

Business Continuity Made Simple

citrix™

Empower Your Network with Citrix ADC
on Microsoft Azure



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Introduction

Do you have the tools to overcome disruption?

Disruptions can be unpredictable, impacting your workforce and business operations at a moment's notice. It's the harsh reality of today's global business climate. Whether you're responding to a global pandemic, cyber-attack, or a simple construction project at HQ, your organization's ability to thrive in the face of disruption—keeping employees productive, customers satisfied, and supply chains intact—before, during, and after is what will leave a company rising above the chaos, or treading water to keep up.

Whatever the cause, your organization needs a plan in place to ensure teams can react quickly and continue operating remotely.

This plan must extend beyond traditional business continuity, also considering workforce continuity by ensuring your distributed team members have reliable access to the resources they need. This is not a play, but the way you should build your application delivery infrastructure. At the same time, your organization must ensure that applications perform as customers expect regardless of where they're being accessed, while preserving security, compliance, and control.

This eBook will provide guidance to help you architect a robust business continuity plan, and show you how Citrix Application Delivery Controller (ADC) and Microsoft Azure can enable your organization to respond quickly to any disruption.



5 Principles of Business Continuity

Before providing IT guidance on how to build a business continuity plan, it's important to discuss a few foundational principles. These five fundamental concepts guide our approach to business continuity, so you can be confident that your workforce and business operations are ready to function, faced with any disruption.

1

It doesn't matter how good an application is, if it's not available

When forced to contribute remotely, your workforce needs predictable access to applications and data. They simply cannot be productive if your applications are unavailable or functioning poorly.

2

If you can't auto-scale your IT, then you can't scale your business.

During unforeseen events, you need to be able to scale rapidly and meet unpredictable demand. If you can't, productivity suffers, and your customers can't transact with you.

3

When your customers can't get what they need fast, they look for other options.

Just because you face a disruption doesn't mean customer expectations change—they still expect highly responsive applications and web sites. Those that can respond quickly during disruption are better positioned to separate themselves by delivering top-notch experiences

4

If you can't see it, you can't fix it.

It's difficult to maintain visibility and control over a multi-cloud environment on an ordinary day. Without holistic visibility over application delivery infrastructure, recovering from a disruption becomes virtually impossible.

5

You are more vulnerable to cyberattacks during unforeseen events and disruptions.

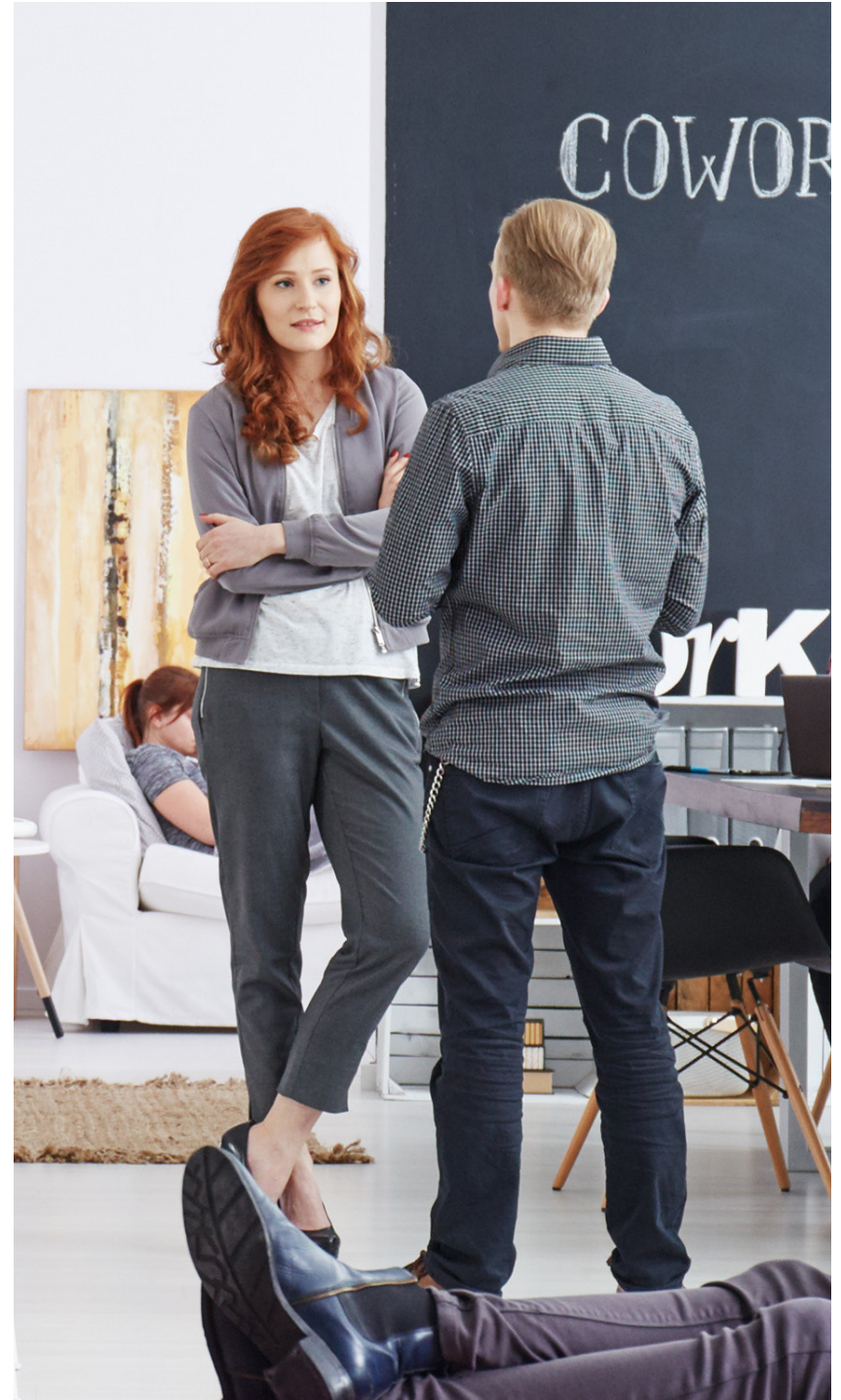
During a crisis, bad actors become more aggressive in exploiting security vulnerabilities because they expect your attention to be elsewhere. To preserve operations and your customers' trust, you must always be ready to protect critical assets.

Achieve Business Continuity with Citrix ADC and Microsoft

With over half a million joint customers, Microsoft Azure and Citrix ADC together are uniquely positioned and aligned to empower a cloud-enabled, mobile workforce. Our 30-year partnership and shared vision ensures best-in-class security, scalability, management, and performance of enterprise software and online services.

Citrix Application Delivery Controller (ADC) works together with Citrix Application Delivery Management (ADM) to provide simplified application delivery of applications to your customers, quickly and securely from a hybrid, multi-cloud deployment.

With Citrix ADC, you can control the applications at the heart of your business and take advantage of the benefits of the cloud. Citrix ADC, along with a management and orchestration platform, provide complete visibility into your entire application infrastructure. To ensure fast application delivery, and reliable performance in a hybrid cloud environment, the differentiating factor is the combination of Citrix ADC and Microsoft Azure.



At their most basic level, the objectives of business continuity are to keep essential functions up and running during a disruption and to recover with as little productivity loss as possible. Citrix ADC and Citrix ADM, integrated with Microsoft Azure, help you fulfill these efforts by protecting workforce productivity and application availability, ensuring you can continue serving customers quickly.

With Citrix ADC on Microsoft Azure and Citrix ADM, you can achieve business continuity in four key areas:

- 1 Ensure workforce productivity, application availability, and an optimal customer experience
- 2 Scale IT infrastructure up or down based on demand
- 3 Holistic visibility and control
- 4 Integrated security

1 Ensure workforce productivity, application availability, and an optimal customer experience

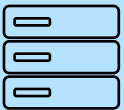
Today, business operations revolve around applications. In order to keep your workforce productive and your customer experience intact, you need to ensure applications are available and performing at a high level. Citrix ADC and Citrix ADM plus Microsoft Azure simplify application delivery, so you can provide an optimal modern workplace for your employees.

Additionally, ensure that your customers experience excellent application performance without disruption. Not only does this increase customer productivity, but it can also help you mitigate multiple disruptions and performance issues that typically plague applications during unforeseen events.



Application failure & performance issues

Ensure customer experience doesn't deteriorate when faced with application performance issues. Customize checks to monitor and test the performance of individual applications and easily pinpoint the specific server causing the issue.



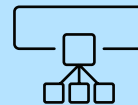
Server failure

Prevent server failure from impacting your teams and customers by continuously monitoring the physical health of the server, the underlying software, and the network connectivity in the data center. If a failure occurs, requests are automatically sent to an alternate server.



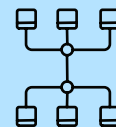
Data center failure & performance issues

Set up a backup data center and easily divert traffic to the failover site when faced with an unplanned outage or performance issues.



ADC failure

Easily mitigate ADC node-level failure by setting Citrix ADC as a high availability pair, or clustering for even higher availability.



Network and internet issues

Give employees the application experience they expect by overcoming limitations that slow connectivity. Leverage compression to improve the speed of processing requests and various TCP protocol optimizations to improve data transport.

2 Scale IT infrastructure up or down based on demand

The demand on IT resources increases rapidly when your workforce starts contributing remotely. So, when organizations are faced with disruptions that require teams to work from home, they must be able to scale seamlessly in order to thrive. Additionally, when unexpected events strike, organizations must be prepared

for drastic and unexpected changes in customer demand. Citrix ADC on Microsoft Azure with Citrix ADM help your business meet these unexpected peaks by enabling you to know your demand in real time, and automatically scale infrastructure and licensing accordingly.



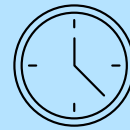
Auto-scale

Citrix ADC gives you auto-scaling capabilities, wherever your applications live—in the data center, on virtual or micro-services platforms, or in the cloud – enabling optimal cloud economics with Microsoft Azure subscriptions.



On demand licensing

Easily migrate ADC capacity to the cloud with Pooled Capacity licensing if you need to expand the throughput of an ADC device or shift resources to a new cloud environment. Burst throughput automatically, without facing any surprise costs, to manage transient peaks in demand with Burst Licensing.



Know the demand in real time

Understand application demand and performance in real time with Citrix ADM. Holistically view the usage of each application, how many requests are being made, and monitor connections, throughput, and volume being sent.



On demand scale

Meet spikes in traffic demand and scale cloud resources automatically with Citrix ADC clustering, as well as back-end, front-end, and traditional autoscaling. Scale back to save money and resources during periods of lower demand.

3 Holistic visibility and control

The faster you respond to an unexpected issue, the faster you can recover and restore stability to your operations. When faced with a widespread disruption, responding quickly also gives you an opportunity to service customers faster and build a competitive edge. To fulfill this promise, you need to provide remote workers with access to the applications they need, remediate application or infrastructure issues quickly, and – if necessary – shift critical IT workloads to a new environment.

With the right level of visibility and control, you can react quickly to a crisis to regain stability and accelerate recovery. Many are challenged by this, as traditional monitoring tools are often fragmented and siloed among different teams. Citrix ADC on Microsoft Azure and Citrix ADM give IT the visibility, control, and monitoring needed to respond to issues faster and provide better service to customers.



Single place to look

Manage your application delivery infrastructure from a single pane of glass, delivering a holistic view of application performance and health. This makes it easier to remediate issues across multiple clouds and on-premises.



Be agile with operational consistency

Quickly deploy applications in new places. Leverage a single code base to create operational consistency, thus giving portability to your workloads. Adjust licenses accordingly with flexible pooled licensing.



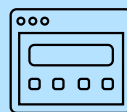
Automate deployments with Citrix adm

Make any necessary alterations to your ADC configurations and push them out en masse. Quickly shift workloads among environments in a matter of clicks.



Augmented decision making with AI/ML

Spot issues and begin remediation sooner with AI/ML techniques that augment decision making. Citrix ADM will automatically learn the normal levels of your applications' performance and alert you when anomalies occur.



Role-based and customized dashboards

Ensure each team has the visibility they need. Setup dashboards that align with your organizational structure, so the right information is in front of the right people at the right time.

4 Integrated security

During a crisis, your business is more vulnerable than normal – bad actors will try to take advantage of the situation while your attention is elsewhere. Additionally, if your teams are working remotely, it's likely that they will use non-corporate devices occasionally. It also becomes more likely that they're exposed to malware and other cyberthreats that put your business at risk. Therefore, it's critical to maintain security and compliance

to prevent the crisis from growing worse. With multi-layered, built-in security controls and unique threat intelligence provided by Microsoft Azure across physical datacenters, infrastructure, and operations in Microsoft Azure, plus a number of security capabilities in Citrix ADC, you can be confident that you're protected during disruptions.



Always-on, holistic protection for applications

Take a holistic, layered approach to application security. Citrix ADC and Microsoft Azure's integrated security solution provides web app firewall, API protection, and API protection for monolithic apps to microservice based apps.



Secure, contextual remote access to all your applications

Securely access the resources you need to be productive, wherever you may be working from. Citrix ADC offers built-in secure, contextual remote access capabilities for all your applications.



Built for governance and compliance

Prove that you are always compliant with corporate policies. Citrix ADC provides functionality to ensure you're continuously meeting security needs, while Citrix ADM will alert you if any configurations drift out of compliance.



Multi-layered security

Microsoft Azure offers built-in security controls and unique threat intelligence. Citrix ADC integration with Microsoft Azure Active Directory, Microsoft Intelligent Security Graph, and the Microsoft Azure Sentinel cloud security service provides threat detection and analysis and hybrid support for modern encryption requirements.



Get Started

When disruptions occur, it's critical that you have the resources to keep operations running, employees productive, and customers happy. Citrix ADC and Microsoft Azure understand the areas that are most important to keeping your business thriving in disruptive times, and can provide you with the infrastructure and applications to keep your business running smoothly. With Citrix ADC on Microsoft Azure and Citrix ADM, you can adopt a robust business continuity plan that addresses issues across five key areas of your business. With these solutions, you can be sure that your essential functions will stay up and running, and your teams will be able to contribute wherever they're located.

To learn more about business continuity with Citrix ADC and Microsoft Azure:

- Check out Citrix ADC 13.0 on Microsoft Azure Marketplace, [here](#)
- [Learn more about Citrix and Microsoft](#)

