

# Citrix DaaS for Google Cloud

Rethink the way you work. Revolutionize your business.

The workplace landscape is changing — and so are the challenges. An estimated 60 million U.S. workers (about half of full-time employees) discovered that at least part of their work could be done remotely. Today, as some organizations return to the office, 53 percent of workers are expecting a hybrid work arrangement and 38 percent actively prefer it.<sup>1</sup>

While some might see hybrid work as workforce-driven, it's merely the next step toward global digital transformation. As the availability of cloud

solutions and advanced technologies like 5G, AI, and IoT pair with the need for more agile management of business models, supply chains, and factories, modern organizations are shifting to DaaS (desktop as a service) solutions to stay relevant, competitive, and secure.

So, how can your business meet the changing demands of work while staying responsive to today's industry shifts and tomorrow's emerging technologies?

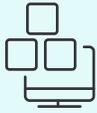
**70%** Employees anticipate working hybrid or exclusively remote in 2022 and beyond<sup>1</sup>

## Embrace the future of hybrid work with Citrix DaaS for Google Cloud

Modernize your hybrid work solutions to help you manage the complexities of a distributed workforce with **Citrix DaaS for Google Cloud, a desktop as a service solution**. Citrix and Google Cloud deliver a secure, contextualized, and unified workspace for better productivity with a great user experience — everything you need for today's hybrid workforce.

## Purpose-built for Google Cloud

Choose from two bring your own Google Cloud editions for hybrid DaaS: **Citrix DaaS Standard for Google Cloud** and **Citrix DaaS Premium for Google Cloud**.



### Citrix DaaS Standard for Google Cloud

New to DaaS or VDI? The standard edition provides an affordable yet comprehensive hybrid-work solution that delivers secure virtual apps and desktops quickly and easily.



### Citrix DaaS Premium for Google Cloud

Looking to modernize your VDI deployment? The premium version offers rapid migration and provisioning tools, streamlined management of Google Cloud and/or on-premises resources, advanced security capabilities, exceptional monitoring, and cloud optimizations.

## Simplified migration tools

Make it easier than ever to transition to DaaS with Citrix's **Image Portability Service for Google Cloud**, **Provisioning Services (PVS) for Google Cloud**, and **Google Cloud Solution Hub**. Review the [feature matrix](#) to learn more.



### Image Portability Service for Google Cloud

Automate deployment of a master image from an existing on-premises Citrix environment to your Citrix DaaS location in Google Cloud for streamlined image management, burst-to-cloud capabilities, and improved disaster recovery and business continuity.



### Citrix Provisioning Services (PVS) for Google Cloud

Enable dynamic provisioning of Citrix workloads in Google Cloud, leveraging provision-on-demand technology to improve VM deployment efficiency and lifecycles with a familiar Citrix toolset.



### Google Cloud Solution Hub

Streamline your DaaS transition with solution-based documents and guides on how to deploy Citrix DaaS on Google Cloud, including reference architectures, design guidance, and more.



## Significantly reduce and optimize cloud costs

Automatically **suspend and resume virtual machine (VM) instances to disk** and achieve an **estimated cloud cost savings of 66 percent**.\* When you're ready to ramp up, **Citrix Autoscale** proactively scales virtual machines based on a defined schedule or your demand levels.



## Provision to the cloud on your terms

Citrix hybrid rights customers on Current Releases (CR) or Long Term Service Releases (LTSR) starting with the 2203 release in March 2022, can now provision Google Cloud workloads with Citrix Virtual Apps and Desktops (on-premises). When you transition to Citrix DaaS on Google Cloud, we include Hybrid Rights in your initial term with the option to renew, giving you the flexibility to install the Citrix solution on any Google Cloud instance worldwide.

## How does Citrix DaaS for Google Cloud benefit your business?

From advanced security and seamless migration to cost savings, better productivity, and improved sustainability, Citrix DaaS for Google Cloud keeps your business looking and moving forward.

### IT modernization

-  Eliminate IT rework typically needed when transitioning on-premises workloads to the cloud with the help of advanced migration tools

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-  Migrate at your own pace by managing both on-premises and Google Cloud-hosted resources with a single unified control plane

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-  Get built-in, industry leading AI and machine learning with Google Cloud

### Business continuity

-  Improve end user productivity with consistent application and desktop experiences anywhere on any device

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-  Maintain employee connectivity during unplanned outages

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-  Allow IT to provide workers with quick, seamless access to their digital workspaces with flexible, scalable backend infrastructure

## Secure hybrid work

- ✓ Enable at-rest, in-transit, and in-use encryption along with advanced security tools to protect apps and data on devices and ensure compliance

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- ✓ Benefit from adaptive authentication and granular, application protection controls like anti-screen share and key-logging prevention

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- ✓ Keep company and customer IP data secure by storing everything in Google Cloud and accessing it through the Citrix Workspace app instead of storing sensitive information on devices

## Cloud cost optimizations

- ✓ Provide dynamic power management tools that enable VM scaling and power management

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- ✓ Suspend and resume VM instances as needed

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- ✓ Get transparent, project-level, per-second billing pricing as part of your Google Cloud invoice

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- ✓ Receive recommendations to improve cloud performance and lower costs

## Performance

- ✓ Deliver a high-performance user experience on local, mobile, and high-latency WANs with Citrix HDX

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- ✓ Deliver sessions with the lowest latency and best user experience via Citrix Gateway PoPs on Google Cloud

## Sustainability

- ✓ Accurately report carbon emissions associated with your Google Cloud usage via Google's Carbon Sense suite, and take action to reduce your carbon footprint

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- ✓ Google Cloud uses 100 percent renewable energy and is 2x more efficient than a typical enterprise data center<sup>2</sup>

## Simple marketplace procurement

Organizations can now purchase Citrix DaaS solutions directly from the Google Cloud Marketplace, giving you the ability to secure customized terms and pricing without the complexity of the traditional purchasing process. Citrix DaaS services purchased through Google Cloud Marketplace count towards your Google Cloud commitment, simplifying the transaction to just invoice. And flexible options for yearly, monthly, or custom billing cycles allow you to choose the best terms for your unique needs.

▷ Transition your work to the cloud today.  
Learn more at [citrix.com/google](https://citrix.com/google).

### Resources:

<sup>1</sup> Gallup, The future of hybrid work | <sup>2</sup> Google Cloud

\* Estimated calculation, using a common VDI instance type in GCP (E2-Standard-2 instance type, Server OS, 2vCPU with 8GB RAM). Leveraging <https://cloud.google.com/products/calculator>, E2-Standard-2 running 24/7 (730h per month) @ \$48.92 + Windows OS for the VM runtime @ 67.16 + 128GB standard disk @ \$5.12 = \$121.20. With Suspend/Resume, E2-Standard-2 running 10 per day on 5 days a week (220h per month) @ \$14.56 + Windows OS for the VM runtime @ 19.99 + 128GB standard disk @ \$5.12 = \$39.67. Assuming a 32GB standard disk of \$1.28 per month, \$1.28 + \$39.67 = \$40.95. Based upon this calculation, when suspending the VM while not in use, a customer can save ~66 percent.



### Enterprise Sales

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