Citrix Cloud Services
Making impossible things possible

Krzysztof Waszkiewicz, Citrix
Citrix Cloud Services
From Citrix Workspace to Discrete Services

Citrix Cloud services

- Workspace Services
- Citrix Virtual Apps Premium Services
- Citrix Virtual Desktops Standard Services
- Citrix Endpoint Management Services
- ShareFile Services
- Networking Services
- Analytics Services
- Smart Tools

Citrix Cloud Management Plane: Unified Operations, Administration and Management

SIMPLE  FAST  SECURE  ADAPTABLE

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The World Today is More Complex

Apps

Devices

Locations

salesforce

workday.

SAP

Oracle

box

Azure

Google

Amazon Web Services
Citrix Workspace: Unified Experience, Simplified Control

Secure, simplified access and control of apps and data across any device, platform, or cloud
Users Get: Unified Access, Reliable Performance

Unified access to all apps and content. Backed by Contextual Security & Performance.
IT Gets: Simplified On-Boarding, Management, & Control

Flexibility to Run Workloads Anywhere; Agility to Change as Needed

Any Device
Any Location
Any App
Making Hybrid Easy: Your Cloud, Your Way


Management in the cloud
• Consistent user experience
• Single, unified console/login
• Service integration
• Automatic updates

Workloads where you want
• Better compliance
• Better security
• Better data sovereignty
• Choice of economics
Value to Your Business

- Implement fully integrated Citrix portfolio from single management plane
- Unified, reliable access to any app or data in any environment

- Rapidly deploy Citrix services in hours
- Utilize the latest capabilities and innovations

- Analytics-based approached to security
- Close security gaps using always up-to-date software

- Highest level of flexibility by managing apps across any cloud – on premises, public, private.
- Visibility into business insights powered by rich analytics
What is Citrix Analytics?

Citrix Analytics

Security

Performance

Operations

Users

Apps

Networks

AI / ML

Reports

Basic

Advanced

Director | Smart Check

Citrix Virtual Apps

Citrix Endpoint Management Analyzer

Citrix Endpoint Management

Citrix ShareFile

Citrix ADC

Citrix Application Delivery Management | SD-WAN Insight

Spans Solution Areas

Spans Citrix Products

Spans ‘Analytics’ Types
Emphasis on Machine Learning based modeling to reduce ‘data-to-value’ barrier

Data analysis, correlation & insights across all Citrix products

Delivered from Cloud, but supports hybrid Citrix deployments
Analytics for On-premises and Cloud Customers

On-premises
vSphere | Citrix Hypervisor | Hyper-v
Customer Managed

Public Clouds
AWS | Azure | Google | Oracle
Customer Managed

Hybrid Mode
Citrix & Customer Managed

Customer deployments on-premises (hypervisor) or in the Cloud
Secure, encrypted data-transfer and storage
Citrix Analytics is Unique

1. TURN-KEY
   - Turn-key data collection
   - User behavior & context based

2. ACCURATE
   - Correlation from multiple vantage points for accuracy
   - Machine Learning based models

3. AUTONOMOUS
   - Closed-loop autonomous actions
   - Granular policy control
Diverse Comprehensive Data Sources

Track Access, Devices & Things
Track user access credentials, devices used for access, location (GPS), Time

Gather Apps & Data
Gather granular Applications & Data usage related information

Tap into Network Traffic
Access to user access data & encrypted network traffic on the wire

Build End-to-end User Behavior with Context
Presence in strategic locations (without any additional instrumentation) for visibility across all the hops from data center to the end-user

Behavior | Context | Usage
Security Analytics to establish Secure Digital Perimeter

Citrix Analytics Security

User Behavior Security Analytics
- Prevent internal threats & data exfiltration attacks
- Track & model individual User behaviors across enterprise
- Identify & aggregate User Risky behaviors into Risk Profiles

Application Security Analytics
- Protect Applications from external attacks
- Track, access and rank applications based on risks
- Suggest mitigation steps to enhance security

Data Security Analytics
- Prevent internal threats & data exfiltration attacks
- Track ‘sensitive files’ via DLP engines

Closed-loop, autonomous system to dynamically adjust security
Sophisticated attacks require a sophisticated response

Machine Learning and Artificial Intelligence

Engineered for hybrid architectures

Gain insights and prevention, not data
User Behavior Analytics

The user threat

Survey: Most frequently used security breach tactic: compromised credentials and weak passwords.¹

81% of breaches - compromised credentials or weak passwords

¹. Verizon Data Breach Investigations Report (DBIR) 2017
Leverage AI/ML algorithms to translate data into readily actionable insights

**Performance & Operations Analytics**

**Citrix Analytics**

**Performance & Operations**

**App, Network & Infrastructure Usage Analytics**
- Track application usage across users and user groups
- Track infrastructure resources required to deliver applications

**Application Performance Analytics**
- Monitor end-to-end app performance, highlight issues and RCA
- Track application usage across users and user groups

**Application Performance Anomaly Detection**
- Monitor end-to-end app performance, highlight issues and RCA