

citrix®

**2022 Desktop as a Service (DaaS)  
global market trends:  
The channel perspective**



# Executive summary

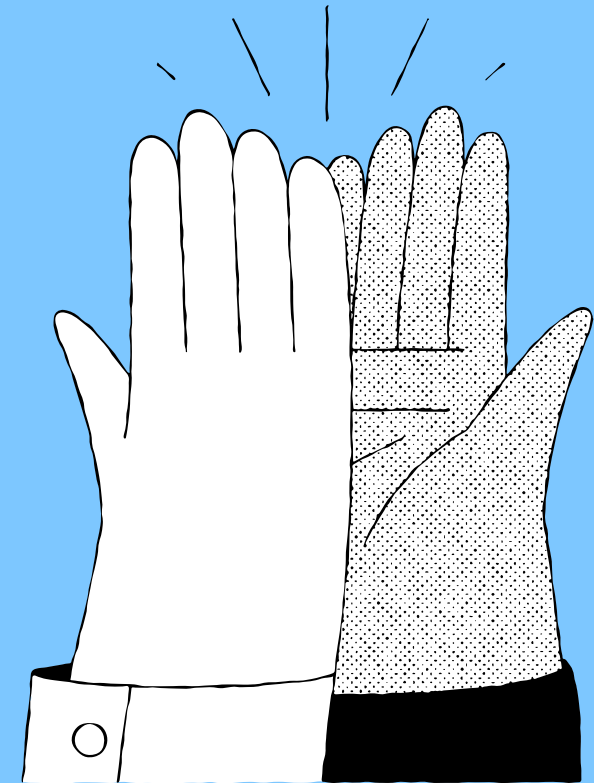
Recent years have made it clear that employees need anytime, anywhere access to the information and apps necessary for their jobs. Many businesses and public sector organizations will continue to support hybrid work, recognizing the benefits for employee productivity, recruiting, and retention. Enterprise support for hybrid work over the long-term makes technology choices more important — especially the core choice of a Desktop as a Service (DaaS) solution.

**Partners give Citrix high ratings for product quality and relationship value.**

Information in this report is relevant to all types of Citrix partners, including Citrix Service Providers and Citrix Solution Advisors.

**“Our partnership with Citrix not only gives us the operating efficiencies we need for scale, but gives our customers a better employee experience with an intelligent workspace, putting everything a user needs to do in one place, with one click.”**

**— Chris Twiest, Technology Officer RawWorks**



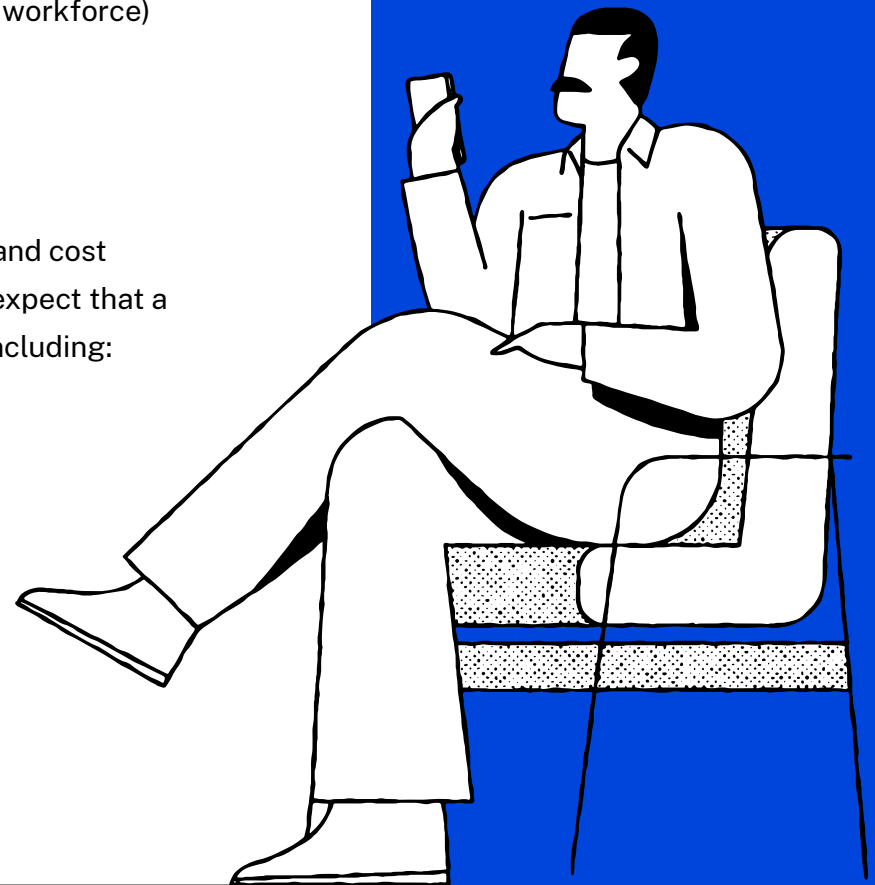
# DaaS market growth and opportunity

IT leaders have a highly positive view of DaaS, with 71 percent saying they agree or strongly agree that this technology is becoming a key component of their strategy for secure hybrid work.<sup>1</sup> These leaders identified five top use cases for DaaS, which indicates specific areas of focus for partner discussions with customers:

- Supporting remote work and bring your own device (BYOD) policies
- Simplifying IT administrative tasks (especially to support a hybrid workforce)
- Providing system access for contractors and seasonal workers
- Ensuring business continuity
- Better maintaining data security and compliance standards

Survey respondents listed support for hybrid work, increased security, and cost savings as the top three business benefits of DaaS. These leaders also expect that a DaaS deployment will help them solve many traditional IT challenges, including:

- Creating a scalable infrastructure
- Managing the inventory of app licenses
- Addressing IT resourcing and staffing
- Reducing the high cost of procurement
- Optimizing available budget for capital projects



# Vertical market opportunities for partners

A large majority of Citrix partners providers say they specialize in at least one vertical market.<sup>2</sup> Citrix Service Providers in particular maintain a consistent focus on serving vertical markets with specialized offerings and value-added intellectual property.

Vertical markets with the highest levels of partner focus are financial services, healthcare, legal, and manufacturing verticals. Rising verticals of interest by partners include architecture/construction/engineering (ACE), transportation, and the public sector.



## Financial Services

14%



## Legal

12%



## ACE

8%

## Public Sector

7%

# Service offerings to grow the business

Sustained success as a channel partner requires a willingness to regularly review service offerings in response to new technologies and customer trends. To best serve how businesses and their employees work now, Citrix partners offer DaaS and related solutions.

Desktop as a Service (DaaS), in various forms including hybrid DaaS and managed DaaS, represents the foundation service of most Citrix partners. It typically combines a virtual Windows desktop with virtualized Windows-based productivity and line-of-business applications. DaaS can also become a complete solution for workspace as a service by adding apps, mobile device support, and file sync and sharing. By delivering much more than just a desktop, partners can attract customers with a higher value offering.

Citrix Content Collaboration offers an appealing first choice for customers because it has high user demand and a low barrier to adoption and implementation.

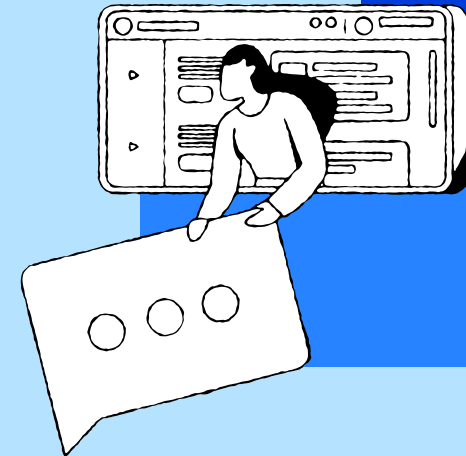
As customers consume more cloud services (e.g., partner services, SaaS apps, moving workloads to the cloud), they will have a growing need for cloud-based networking solutions. Citrix App Delivery and Security solutions improve security and performance as well as ensure maximum uptime and reliability for cloud apps.

Citrix Cloud provides the foundation for these customer solutions. Partners have also embraced this foundation, with 92 percent using one or more Citrix Cloud business services and 70 percent using one or more Citrix Cloud management tools.



# Cloud providers are simplifying hybrid work with Citrix

Citrix partners have the flexibility to deploy their customers solutions on-premises, hybrid, or in multi-cloud deployments. Citrix alliance partners including Microsoft, Google Cloud, and AWS offer a range of turn-key ways to deploy, scale, and manage Citrix solutions.



Partners can use Citrix DaaS + Microsoft Azure Virtual Desktop to improve the customer experience and expand technical capabilities — even reduce costs by using existing Microsoft 365 E3+ licenses. Citrix creates a superior Windows 365 and Teams experience across any device, any platform, and any use case, all with increased security and management. And Citrix ADC provides reliable, secure, and cost-effective delivery of these solutions from Azure.



Google Chrome OS devices are an ideal platform for Citrix DaaS, making it easy and affordable to deploy at scale. This secure-by-design remote work solution gives people the flexibility they need to do their best work within a zero-trust security framework. Chrome Enterprise and the underlying infrastructure run on the cutting-edge Google Cloud infrastructure, which offers industry-leading networking, security, and analytics.



Citrix solutions on AWS allows organizations of all sizes to improve performance, availability, and the overall user experience at global scale. Citrix DaaS can run in cloud-native and hybrid cloud AWS deployments alongside secure monolithic and microservices-based applications. Citrix and AWS allows partners to support global teams with an exceptional experience while securing their digital workforces.

# What partners value from Citrix

Citrix partners have a highly positive perception of the company, its products, and the partner relationship. More than 90 percent of surveyed partners said they would be likely or extremely likely to recommend Citrix products to a customer.<sup>3</sup> And nearly 90 percent rated the technical quality of Citrix products as high to extremely high.

These partners also gave high rankings to Citrix for the following factors:

- Product technical quality
- Product visibility and respect in the market
- Quality of sales tools and training
- Quality of technical training

**“We have very good support and engagement with the Citrix staff. Marketing, sales, and technical teams always support us. The high quality for the products and engagement of the customers and channels is so important too. The market resources and enablement actions are great and help us to be always at the forefront. We can make a profitable business with significant growth in revenue with Citrix and the channel ecosystem.”**

**— Citrix partner experience survey respondent**

# 90%

**Partners recommend Citrix to their customers**



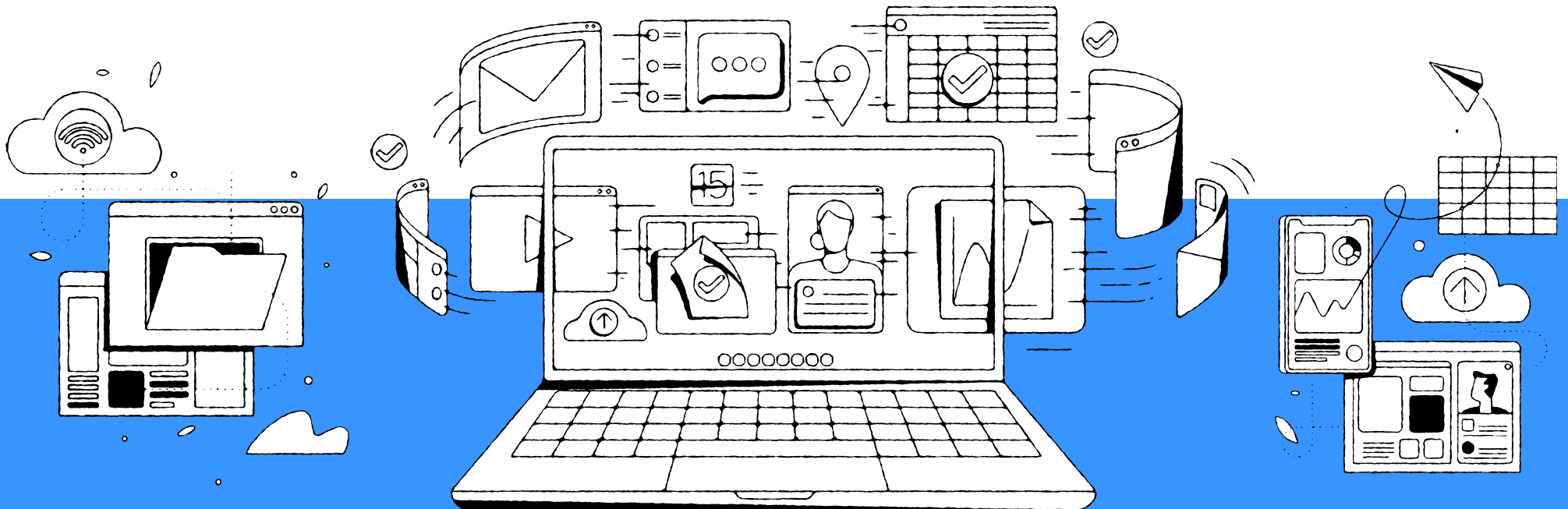
# Implications and trends for partners

The shift to remote work has placed increased dependencies on the cloud and workspace services by customers of all sizes and in many sectors. Citrix found that IT leaders have a strong interest in DaaS solutions, with more than half saying they want to fully implement this technology in 2022 or beyond.<sup>4</sup> This trend will sustain the potential to grow a partner's subscriber base and overall revenue.

To support the Citrix DaaS offering, adoption of Citrix Cloud has gone mainstream for partners seeking to simplify management and increase speed to market for new services. Content Collaboration also offers strong opportunities for partners due to remote work that emphasizes team collaboration and an improved employee experience.

Virtual workspaces and related services have a consistent appeal across a broad range of vertical markets.

This appeal makes serving vertical markets a beneficial business strategy for partners by helping to limit competition and preserve the partner's unique value and margins.





# Why partner with Citrix?

Customer appetite for DaaS has never been stronger. Citrix helps partners capture this opportunity with cloud-based subscription services, ideal for addressing business continuity and hybrid work challenges. Customers want the trusted, award-winning Citrix solutions for workspace and mobile productivity, Content Collaboration, and security all capable of being delivered from Citrix Cloud or the partner's choice of platform or infrastructure.

Partners also value their partnership with Citrix. In fact, 87 percent would recommend the Citrix Service Provider program to their peers.

## About Citrix

Citrix (NASDAQ: CTXS) builds the secure, unified digital workspace technology that helps organizations unlock human potential and deliver a consistent workspace experience wherever work needs to get done. With Citrix, users get a seamless work experience and IT has a unified platform to secure, manage, and monitor diverse technologies in complex cloud environments.

Learn more about becoming a Citrix Partner at [www.citrix.com/partner-programs](https://www.citrix.com/partner-programs)

**“All our tech, sales, and marketing are built on Citrix. You could not have more of a commitment from a partner than us.”**

— Citrix partner



<sup>1</sup>Survey conducted for Citrix by Pulse <sup>2</sup>Internal survey of Citrix partners

<sup>3</sup>Partner experience survey conducted for Citrix by TheChannelCo™ and IPED® Consulting <sup>4</sup>Survey conducted for Citrix by Pulse.

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