RICOH
imagine. change.

Simplify your journey to the cloud with Citrix running on Microsoft Azure

Citrix and Microsoft offer integrated services proven to work together.

Migrating some or all of your infrastructure to the cloud may seem like a daunting prospect that contains an element of risk. However, are you putting your business in peril by not making the move?

CITRIX

230,000
Joint customers

Tens of Millions
of shared users

Microsoft

90% of Fortune 500 companies use the Microsoft Cloud
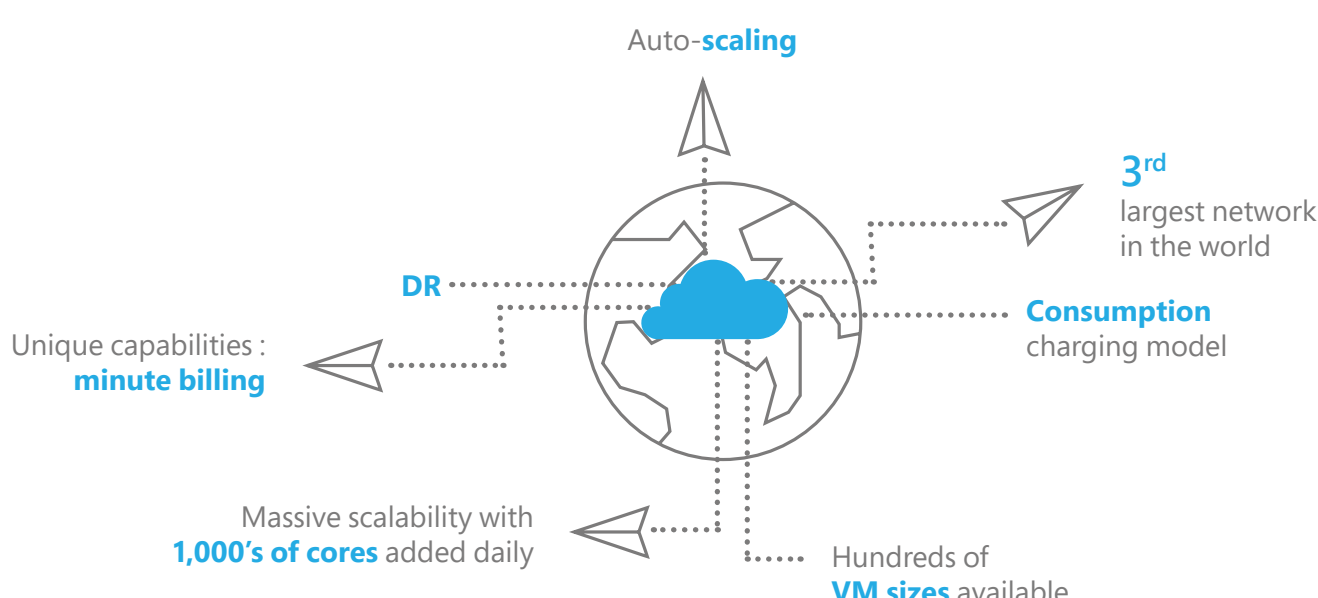
120k new Azure customer subscriptions per month

Citrix has nearly **30 years'** experience delivering virtual desktops and applications to enterprise organisations

Why enterprises choose Microsoft Azure

40 global Azure public cloud regions with new ones in development:

Auto-**scaling**

3rd largest network in the world

DR

Consumption charging model

Unique capabilities : **minute billing**

Massive scalability with **1,000's of cores** added daily

Hundreds of **VM sizes** available

Microsoft Azure and Citrix enable you to simplify your journey.

Freedom to make your cloud journey, your way

Ensure business continuity with **legacy apps**

Migrate at a speed and scale that suits you

Meet **budget** requirements

Ensure comprehensive **security**

Manage **BYOD** effectively

Map your simple journey to the cloud with Microsoft and Citrix

There are ways to ensure a much smoother passage on your journey to the cloud than you may realise.

Top 3 cloud challenges

1000 IT professionals cited the top three cloud challenges as:

25% Lack of resources/ expertise*

25% Concerns about security*

24% Managing costs*

Which cloud route do enterprises take?

According to a **2017 survey:**

Cloud users are running applications in an average of **1.8 public clouds** and **2.3 private clouds***

Private cloud adoption fell from 77% to **72%***

85% of enterprises have a multi-cloud strategy, up from 82% in 2016*

Enterprise IT teams now take a much broader view:

65% Selecting **public clouds***

63% Selecting **private clouds***

63% Deciding/advising on which apps move to cloud*

About RICOH

With over a decade of experience and strong partnerships with Citrix and Microsoft, RICOH is a trusted IT partner for retailers. Starting with a thorough analysis of your current infrastructure and your goals, our consultants provide you with a new IT strategy and an end-to-end solution that helps you increase your competitive advantage and reimagine your customer experience.

Talk to RICOH for your low-risk route to cloud integrations

Contact us today about our Retail 360 workshop to find out how you can transform your infrastructure, cut costs, earn more, and impress your customers.

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