Why Citrix?
Securing Work in a Changing World

Proven Platform, Renewed Purpose

Today's CIOs, CISOs, and CTOs face a complex balancing act, enabling innovation and agility while navigating growing threats, rising costs, and the disruption of AI. The technology landscape is shifting fast, and leaders need reliable, scalable platforms that can evolve with them.

Citrix has long been a quiet force behind many of the world's most secure and productive organisations. Known historically for virtual desktops, Citrix today offers a comprehensive platform purpose-built to secure the work itself not just devices or data but the way people and applications interact across distributed environments.

What Citrix Enables

Citrix provides a unified solution that:

- Supports access across any device, cloud, or location

- Delivers secure application access for all app types, SaaS, web, and legacy

- Reduces complexity by consolidating fragmented point tools

- Enables IT visibility and policy enforcement at scale

This positions Citrix as a strategic enabler of secure, modern work, adaptable to changing business needs and future-ready for AI and automation.

Three Forces Reshaping Enterprise IT

The Changing Worker

The definition of the worker is evolving. From contractors and remote staff to AI-augmented roles, secure access must be tailored to an increasingly diverse user base. Citrix provides a consistent and controlled experience across all personas, wherever work happens and however it is performed.

The Next Application Frontier

The rise of low-code platforms and AI-generated code is accelerating application development. Enterprises are grappling with the rapid growth of SaaS and web-based applications. Citrix helps organisations secure and simplify the entire application value chain across both traditional and AI-powered app environments.

The Evolving Threat Landscape

Sophisticated attackers, AI-driven threats, and expanding compliance requirements are creating pressure for security leaders. Citrix minimises risk by turning traditional attack surfaces into secure access points with embedded controls, visibility, and enforcement that adapt to dynamic environments.

The Citrix Advantage: Reputation Built on Outcomes

Citrix is trusted by enterprises for three critical reasons:

Freedom to Flex

Citrix works across all operating systems, clouds, endpoints, applications, and worker types. Its flexibility avoids vendor lock-in and supports diverse digital strategies, whether centralised, hybrid, or cloud-first.

Insights That Drive Innovation

Integrated observability provides IT teams with actionable insights to manage performance, ensure secure delivery, and optimise environments. This empowers organisations to innovate confidently while maintaining control.

Efficient by Design

Citrix simplifies IT environments by replacing multiple point solutions with a single, integrated platform. The result is lower cost, reduced risk, and more efficient use of resources across hardware, software, and operations.

A Reimagined Citrix for Today's Enterprise

While often associated with legacy VDI, Citrix has consistently evolved to meet the needs of modern IT. Across decades of transformation, the platform has enabled secure access to work, no matter the workforce model, application architecture, or threat landscape.

Citrix stands apart in its focus. Where others secure endpoints, data, or networks in isolation, Citrix secures the work: the intersection of people, apps, and data that drives productivity in the modern enterprise.

In today's high-stakes environment, securing the work is not just a function of IT, it's a strategic imperative. Citrix is built to meet that need.

About CXANZ

CXANZ is the strategic Citrix business partner for Australia and New Zealand, dedicated to simplifying how organisations access and adopt Citrix's industry-leading digital workspace, networking, and security solutions.

Backed by over 46 years of IT distribution experience and more than a decade of Citrix expertise, **CXANZ** combines deep technical knowledge with local market insight to empower both partners and customers.

Our focus is on collaboration, enablement, and delivering localised support to help customers thrive in today's fast-paced digital world—while unlocking new business opportunities for our partners.

Whether you're modernising your IT infrastructure or expanding your solution offerings, CXANZ is here to support your journey every step of the way.

CX**ANZ** | citrix®