



# INGRAM MICRO CLOUD SERVICES THOUGHT LEADERSHIP

## Don't Miss The Cloud Virtualization Upturn— Citrix

**Virtualization and the cloud represent a burgeoning opportunity in the channel, especially for IT service providers that are able to provide total solutions.**

All signs point to continued explosive growth in cloud virtualization adoption over the next two years. Gartner's Annual IT Budget Survey, which was based on feedback from more than 1,500 IT decision makers, listed cloud computing and virtualization as the top two IT budgeted priorities for 2013. Analyst group, IDC, predicts the virtual client computing market is going to grow from \$2.4 billion in 2011 to \$3.5 billion in 2016. Being aware of high-growth technologies is one thing, but capitalizing on these opportunities can be a whole other matter for some IT service providers, especially those who offer only one or two general/volume services such as email, office applications, or backup.

### *Expand Revenue Opportunities with DaaS, IaaS, and SaaS*

Cloud-based virtualization services offer managed service providers exciting new opportunities to develop higher-value solutions such as DaaS (Desktop-as-a-Service), IaaS (Infrastructure-as-a-Service), and SaaS (Software-as-a-Service). Forward-thinking providers can differentiate themselves with these services by delivering solutions that meet a broader range of customer line-of-business needs. Providing hosted workspace services enables service providers to:

- Delight customers with the freedom of using devices of their choice
- Deliver workspaces on any device while preserving data security
- Relieve users of planning device or software upgrades
- Ensure secure access to corporate data whenever, wherever
- Provide a predictable monthly expense, avoiding large capital IT outlays

### *Where to Start Your Virtualization Expansion Plan?*

With any new service offering, determining where to start is often the most difficult step. Some MSPs may try to differentiate themselves with a vertical market-specific approach, but unless your firm already has strength and experience in a vertical market (i.e. existing customers in a clearly defined vertical or industry), it's best to start with a horizontal solution. Then, as your virtualization sales grow, your customers may drive you toward vertical-market specialization. Ultimately, your differentiation will come from the following three areas:

- **Applications** – Besides regular productivity apps (email, word processing), you'll want to offer/or broker department-specific SaaS-based apps – say for accounting, HR, and purchasing. Eventually, you'll integrate market-specific apps (e.g. manufacturing, construction, healthcare) into your offering.
- **Services** – The other high-value components of your offer will include business-specific services such as unified communications, storage/backup and recovery, back-end graphics processing, and remote monitoring and management. Either way, rely on your customers and market requirements to help you define what these are, and how you'll leverage them to differentiate your offers.
- **Market-specific needs** – The other approach to creating a high-value differentiated virtualization offer in the market is to pursue other market-specific needs such as regulatory compliance, service performance/SLAs, privacy controls (e.g. HIPAA, FINRA, PCI compliance), and data sovereignty. Not all of these are necessarily product-based, but you will find that certain markets will seek out providers specializing in these and other areas.

### *Build Your Virtualization Business on a Solid Vendor Partner Foundation*

Our experience shows that the most successful MSPs reach their full revenue and profitability potential when they're properly supported by their vendor partners, including planning, market guidance, sales training, and support. The build-it-and-they-will-come mentality doesn't work.

By participating in the Citrix Service Provider partner program, MSPs gain the unique benefits that enable them to build high-value and successful desktop, infrastructure, and application hosting and mobile device management businesses, including:

- Highly differentiated hosted cloud solutions
- Proven, hosted service provider technology and assistance
- Focus on business growth and
- Develop infrastructure

Contact your Ingram sales rep to learn more about how you can expand your current services business to include cloud-based virtualization services available to channel partners through the Citrix Service Provider partner program.

WHERE RAINMAKERS THRIVE

**CITRIX**<sup>®</sup>  
**PARTNER**  
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