Customer success story:

Citrix accelerates business outcomes by migrating to the cloud

Challenge
Accelerating outcomes with cloud migration

Citrix has pioneered virtual workspace solutions for more than 25 years. Citrix products – including GoToMeeting, XenMobile, and NetScaler – are widely used by businesses of all sizes. More than 100 million global users at more than 330,000 organizations work better using Citrix. Business agility is important to the company and, with their rapid growth, Citrix's teams needed to find new ways to accelerate technical business operations. The Citrix marketing team in particular wanted to amplify results from their programs, but to do so they needed real-time visibility of customer data. Client account data wasn't always up-to-date, hampering the pace of sales and the marketing team's ability to refine their efforts. Vinod Sangaraju, Integration Development Manager for Citrix, knew that an on-premises only solution would not scale with their long-term vision to move to the cloud. To improve business agility for the marketing team, Citrix needed to shift their on-premise architecture to the cloud and integrate existing customer data.

Objectives
Embracing integration in the cloud

To accelerate the pace of business operations and provide the marketing team with real-time data for their efforts, the company embraced unified connectivity. This required:

- Enabling integration in the cloud to connect on-premise infrastructure to SaaS applications

- Connecting Marketo and Salesforce to drive leads to opportunities and influence revenue

Solution

Migrating to the cloud

As part of Sangaraju's vision for connectivity at the company, Citrix shifted from relying on various siloed integration platforms, including Microsoft's BizTalk, to a unified integration platform with broad capabilities. Using MuleSoft's Anypoint Platform, Citrix embraced connectivity between on-premises and cloud applications. Citrix now has a cloud-compatible environment that advances agility, productivity, and speed of development while minimizing the long-term costs associated with disjointed systems.

With the new cloud-compatible environment, Citrix is now able to seamlessly integrate SaaS applications. MuleSoft's Anypoint Platform connected Marketo and Salesforce, enabling the Citrix marketing and sales teams to drive leads to opportunities and influence revenue growth. The marketing team now has the freedom to synchronize data between Marketo and Salesforce, with an ease and efficiency that saves time and opens new areas of opportunity for the business. Citrix now uses MuleSoft's Anypoint Connectors to access data in Marketo and Salesforce, and uses that data to launch new and improved offerings in its operations data store.

After the technical and marketing teams achieved great success with Anypoint Platform, Citrix's leadership decided to start additional integration projects. Citrix plans to integrate Workday with SAP using Anypoint Platform. They also plan to use MuleSoft's solutions to easily integrate legacy Microsoft .NET assets, such as business logic written in BizTalk, onto Anypoint Platform with minimal re-coding. In taking these steps, Citrix believes that it will strengthen its partnerships, finding new avenues for innovation and customer engagement with its digital solutions.

Results

Accelerating momentum with real-time data

"The marketing team takes full advantage of the new freedom that comes from MuleSoft's unified connectivity. With Anypoint Platform, Citrix can continue to move forward with more accelerated momentum than we had being anchored on-premises," Sangaraju said.

Ultimately, Citrix gained enhanced business logic and increased speed, eliminating the weight and liability of largely on-premises, point-to-point integration.

"In an organization that thrives on envisioning the workplace of tomorrow for our customers, It was important for us to update our own internal systems with technical capabilities that drive business agility and keep us at the forefront of innovation. MuleSoft solutions help us do that in a big way."

Vinod Sangaraju,
Integration Development Manager