

### Overview

Gartner research highlights that every Citrix server provisioned will cost the business between £10k and £25k per year in heat, light and management. A recent client realised that for every month that they could not implement a new business process on their off-shore farm, they were losing £75k per month.

There are significant savings to be made from providing an optimised Citrix estate but how can these savings be realised?

Citrix environments typically develop on a project by project basis with little consideration of existing deployments. Alongside this, Camwood's experience has demonstrated that clients who typically implement a strategic farm or shared service never realise the benefits of the service and this often becomes just another tactical deployment.

Why is this? Camwood believes that there are a number of factors behind this. The following are some examples of typical conversations that Camwood consultants have had with clients:

- **Fear of change;** "The application is working so leave it alone - the server may not be stable but I cannot afford to bring the service down."
- **Skills shortage ;** "The original Citrix team have left and there are no supported processes."
- **Application knowledge;** "We cannot patch, update or even remove this application as we don't really know how it was installed. We think it's best to order another set of servers."

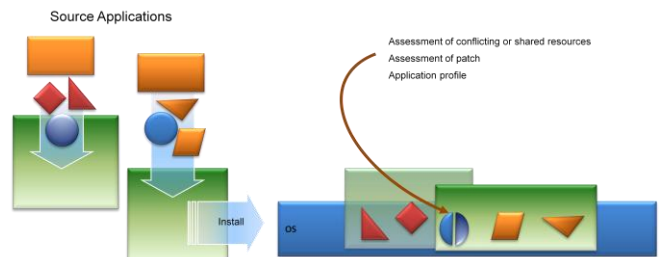
To address this challenge and realise the savings, Camwood offers the Citrix Optimisation Service.

This service addresses business; service and technology aspects for any Citrix farm deployed and will produce a set of detailed recommendations as to how the service can be improved.

Business requirements, management processes, service impact, capacity planning and the architecture are assessed against recommended practices with a formal set of suggested remediations for each of the impacted services.

Key to the assessment is Camwood's unique Citrix Conflict Management skills. Building on the investment by Camwood in providing risk averse, right-first-time application packages; Camwood is able to intelligently assess the application footprint for all applications installed in the farm

#### Citrix Conflict Manager



This enables Camwood to produce optimisation recommendations for the service based on factual information about the applications and how they can be configured to work better. Couple this with a detailed assessment which reviews the end-to-end process from current demand through to deployment and service support, clients can be assured that your Citrix farm is operating as an optimised and application-ready service.

For further details, please contact the Camwood account management team on 0207 426 9700 or e-mail [sales@camwood.com](mailto:sales@camwood.com)