



How financial institutions improve productivity and continuity with digital workspaces



Citrix Virtual Apps and Desktops, Microsoft Windows Virtual Desktops, and Azure enable remote and distributed work

The banking and financial services industry (BFSI) is undergoing significant transformation. Financial institutions (FIs) like yours have committed to digital mastery to enhance the customer experience, streamline complex business processes, develop modern data and technology architectures, and improve their ability to meet key regulations. Both traditional FIs and FinTechs now offer digital services such as mobile banking, digital payments, online brokerage, robo-investing, and more.

Most recently, FIs like yours have shifted more of their workforces to home-based and distributed work models to maintain key business operations and reduce on-site dependencies. Even traders, who rely on sophisticated technology including turrets to execute high-volume trades, are now working from home. Yet, many firms are struggling with legacy desktop infrastructures, VPN connection challenges, and network stress, which have harmed the remote employee experience and workforce productivity. They also want to protect networks and endpoints from digital threats, which are on the rise.



Manage hybrid cloud desktop deployments with Citrix and Microsoft

Citrix Virtual Apps and Desktops, Microsoft Windows Virtual Desktops, and Azure help you ensure secure workforce productivity and business continuity in an era of remote work, by providing virtualized apps and desktops that scale across businesses, geographies, and locations. FIs that already have experience with virtualization can expand their hybrid deployments with Citrix, while those that want to go cloud-first can tap the power of Microsoft Azure's desktop solution.

Citrix Virtual Apps and Desktops bring tools, apps, content, and devices into simple end-user experiences that can be customized to fit personal preferences and evolving work styles. They fully integrate with Microsoft 365, including Microsoft Teams, Office apps, OneDrive, and SharePoint, to fuel workforce productivity and collaboration. Citrix supports the new Windows 10 multi-session desktop—available as part of Windows Virtual Desktop—while maintaining your on-premises investments, resources, and policies. Together, Microsoft and Citrix help you run and grow your business in any market condition, while empowering IT teams with advanced networking capabilities and robust tools that simplify and standardize virtualized desktop infrastructure (VDI) management.

“The Citrix footprint we have allows our associates to work pretty much where they want to, as long as they have a data connection. At the same time, having everything come back to the data center in the Citrix environment keeps everything secure. We don't have to worry about data security like we would if we just used VPNs. It's given us a little peace of mind.”

— Adam Archer, Director of Infrastructure and Senior Vice President, Renasant Bank¹



Eight financial services use cases Citrix and Microsoft solve

1 Drive workforce productivity

Give remote, branch, and headquarters staff the same high-quality experience regardless of location or device being used. For example, Citrix and Microsoft provide a full-fidelity Microsoft Teams and Office apps experience that enables your IT team to still hold daily standups, chat, and collaborate on developing new digital products and services and your support staff to handle growing call center call volumes, while working from home.

2 Manage hybrid cloud environments

IT teams can operate on-premises and cloud desktop environments with one management tool, increasing control and simplifying operations. Leverage your existing Microsoft license entitlements to accelerate your hybrid cloud strategy or go cloud-first with Citrix and Microsoft Windows Virtual Desktop to equip your entire workforce, including contractors and partners.

3 Manage a virtual business

Executives, project leaders, and client-facing staff can use Microsoft Teams to hold Citrix HDX powered high-definition voice and video calls with business heads and customers. They can also hold town halls with their organizations to run the business remotely through disruption. With Citrix, Microsoft Teams runs through a virtual desktop or app, optimizing network routing and improving quality. You benefit from clean, crisp voice and video calls that improve brainstorming and collaboration and enable faster decision making.

4 Protect vital and apps data

Security teams can set granular access policies to restrict remote access permissions to apps and data based on roles and devices. They can encrypt data-in-motion and data-at-rest; containerize and wipe data on mobile devices; restrict data sharing and copying; and segregate protected data in restricted space for better security. Network security protects web applications from both known and unknown attacks.

When financial institutions combine the power of Citrix Virtual Apps and Desktops, Microsoft Windows Virtual Desktops, and Azure, everyone wins. IT can securely deliver desktops to a distributed workforce, the business advances their hybrid cloud strategy, and the workforce gets a no-compromise way to work from anywhere. The joint solution goes even further by seamlessly integrating with Citrix ADC, providing you with high performance, reliable, and secure application delivery. For branches and remote sites, Citrix SD-WAN optimizes virtual, cloud, and SaaS application delivery to ensure a consistent experience over lower bandwidth or latency sensitive WANs.

5 Enhance regulatory compliance

Centralized apps and data live in Azure, not on endpoint devices, making it easier to comply with regulations such as the Gramm-Leach-Bliley Act (GLBA) in the United States and the more recent General Data Protection Regulations (GDPR) in Europe, as well as banks' own policies and audit requirements. This is especially critical in an era of remote work, where employees are using more personal devices and would normally seek to store data and files locally, increasing digital risks and threats.

6 Demand spikes

Handle demand spikes, such as increased trading volumes or investor video calls, with ease. Manage and scale on-premises and Azure deployments from a single platform with Citrix Virtual Apps and Desktops, increasing your responsiveness. Keep applications in your on-premises datacenter, then burst to Azure when demand strikes.

7 Improve business continuity and disaster recovery

Fail over to Azure to ensure continuity of operations and an exceptional customer experience, with minimal downtime. Restore data and critical applications swiftly in the event your systems are impaired by issues such as unplanned outages, cyberattacks, and more. Protect your brand as a digital leader by providing continuous access to digital services.

8 Mergers and acquisitions

Provide fast, secure, and seamless access to parent company resources by rapidly provisioning virtual apps and desktops on day one of the integration. Provide the same digital workspace experience to enable everyone can be productive, helping you achieve desired synergies.



¹ TechTarget interview, February 25, 2020