

# SOLUTION BRIEF: MAXIMIZE VALUE FROM YOUR CITRIX INVESTMENT

With licensing models evolving fast, your next renewal is a chance to maximize platform value, performance and alignment with your long-term IT strategy.



Citrix renewals aren't just administrative milestones—they're opportunities to reassess licensing strategy, reduce costs, and align your digital workspace investments with future business needs. As Citrix licensing models continue to evolve and shift toward cloud-first and hybrid models, organizations must take a more intentional, data-driven approach to renewals.

Ferroque Systems brings deep Citrix expertise and strategic advisory services to help organizations transform their renewal process into a competitive advantage.



## Start Early: Give Yourself Time to Optimize

Initiating renewal planning at least six months in advance gives your team the breathing room to analyze entitlements, evaluate platform changes, and engage vendors. Citrix's new subscription-first models often include minimum license requirements and tier-based pricing. Delays can result in rushed decisions and missed opportunities for cost control.

Recent industry trends show that organizations can face renewal uplifts of 20–30% under new cloud-first licensing models across software vendors. Early engagement ensures you have time to assess alternatives, model future needs, and avoid surprises.



## Map Your Current Citrix Environment

An accurate inventory of your Citrix infrastructure is foundational to a successful renewal. Using native Citrix tools, organizations can assess virtual machine usage, session concurrency, idle resource consumption, and app delivery efficiency. Taking time to understand your user personas and application metering will also enable you to identify applications better delivered through other means to reduce compute costs and reduce technical debt. These insights help surface underutilized assets and provide a roadmap for right-sizing your environment.

Customers who implement Citrix Autoscale report reducing idle public cloud infrastructure costs by up to 30-40%. Ferroque helps customers unlock these savings by identifying where and how resources are consumed.



## PRODUCTIVITY HAS NO BOUNDARIES

Our technology solutions empower customers across all industries to transform how their workforce delivers value for a faster, more secure, and adaptive future.



## Align License Consumption with Real Usage Patterns

Citrix licensing is complex, and misaligned license tiers or consumption models can lead to overspending or underutilized value. Many organizations shifting to Citrix Universal Hybrid Multi-Cloud may not fully understand how usage maps to entitlements.

Ferroque Systems helps customers evaluate actual usage patterns, align license types and quantities with business requirements, and unlock unused features that enhance productivity and reduce indirect costs.



## Negotiate with Historical Pricing in Mind

Understanding your last price paid is critical to benchmarking and negotiation. With Citrix now offering cloud subscription bundles, pricing can fluctuate significantly between customers. Ferroque equips clients with comparative pricing models to strengthen negotiation posture and mitigate unnecessary costs.



## Project for the Future, Not Just the Present

A forward-looking renewal should reflect upcoming changes in business structure, workforce distribution, security posture, and cloud strategy. Citrix now offers licensing incentives for increased adoption, some of which include credits or cost offsets.

Your Citrix licensing may enable you to consolidate vendors, reduce overall IT costs, and gain the flexibility and features needed to adapt to evolving security mandates, datacenter relocations, and cloud migrations.

Planning with these in mind ensures that your renewed environment can scale with your business without requiring frequent modifications.



## Activate the Full Value of Your Agreement

Citrix licenses often include valuable components that enhance performance, improve security or lower platform costs – but many go unused because customers are either unaware of these entitlements or haven't fully activated their potential. Consider the value of the following included components:

➔ **NetScaler** - The world's most powerful and battle-tested application delivery controller (ADC) and load balancer platform, handling roughly 75% of the Internet's traffic.

- The Value: Intelligently, performantly, and securely deliver a broad range of web apps and Citrix resources. Evaluate potential consolidation with existing ADCs to realize significant cost savings in your IT budget while gaining superior performance benefits.

➔ **XenServer** - A lightweight and simple hypervisor optimized for running Citrix workloads.

- The Value: Displace incumbent hypervisors used for Citrix and non-Citrix workloads to realize significant cost savings in your IT budget.



- **Workspace Environment Management (WEM)** - Centrally control user environment settings and policies, optimize resource utilization, and improve user experience.
  - The Value: Centrally manage user environment configurations to simplify IT administration. Improve user experience by reducing login times and throttling rogue processes. Reduce resource usage, enabling higher user density on Citrix workloads and infrastructure, translating into reduced compute costs. Displace incumbent third-party environment management tools to unlock significant IT cost savings
- **Autoscale** - Dynamically right-size available Citrix capacity in-cloud and on-prem.
  - The Value: Reduce compute consumption costs through dynamic power and provisioning management based on load, or peak operating hours.
- **App Protection** - Anti-keylogging and anti-screen scraping technology.
  - The Value: Reduce data leakage and access security risks from trusted and untrusted devices alike.
- **Image Management** - Provisioning Services (PVS), Machine Creation Services (MCS), Image Portability Service (IPS), and App Layering streamline image management, reduce the number of OS images and OS instances.
  - The Value: Reduced administrative load, reduced storage consumption costs, and enable image portability between on-prem, cloud, and multi-cloud environments.
- **uberAgent** - Platform monitoring & reporting, user persona mapping, resource metering, and security & performance insights.
  - The Value: Gain superior observability into Citrix platforms and endpoints, enable data-driven decision-making, and drive re-platforming of applications to reduce compute consumption. Displace incumbent third-party Citrix monitoring tools to realize significant cost savings in your IT budget.
- **Windows 365 Support** - Extend the value of Citrix's protocol and management tools to unlimited Windows 365 Cloud PCs.
  - The Value: Centrally manage Cloud PCs from the same control plane as Citrix, provide users access to Cloud PCs from a single pane of glass, and deliver access to Windows 365 via the industry's most advanced remoting protocol for better session performance and user experience from anywhere, on any device.
- **deviceTRUST** - Contextual access controls to Citrix resources.
  - The Value: Continuous enforcement for zero-trust network access (ZTNA) to ensure endpoint device posture compliance with security policies.
- **Session Recording** - Record Citrix user sessions, be alerted of virtual channel use (file transfers, printing, etc.).
  - The Value: Meet security and compliance requirements, detect and investigate suspicious behavior and insider threats, streamline troubleshooting, and enhance accountability and transparency across third parties, contractors, and privileged users.
- **Unicon eLux** - Secure, lightweight, and hardened endpoint OS with broad hardware support
  - The Value: Deploy Thin Clients to boost security, minimize attack surface, cut IT management costs, and prolong endpoint hardware life. Replace existing Thin Client OS vendors to streamline operations and reduce spend.

Ferroque conducts entitlement audits to help organizations fully utilize their investments and uncover hidden value. In some cases, cost savings realized from effectively adopting Citrix technologies and vendor consolidation can outright pay for Citrix's licensing costs.



## Citrix Universal Hybrid Multi-Cloud includes:

- On-prem or cloud-hosted Citrix control plane and access tier (CVAD, DaaS)
- Support for provisioning workloads on public clouds (Azure, AWS, GCP) and popular on-prem hypervisors, managed from a single cloud-hosted control plane
- XenServer, PVS, MCS, WEM, Citrix Profile Management (CPM) Session Recording, IPS, ITSM Adapter, and App Layering
- XenMobile mobile device management (MDM)
- App Protection
- Support for unlimited Windows 365 Cloud PCs, deviceTRUST, NetScaler (unlimited virtual instances and 1,000 Gbps of premium edition bandwidth), and 10,000 XenServer Premium edition CPU sockets
- uberAgent
- Unicon eLux Thin Client OS
- Public cloud costs savings reporting

## Citrix Platform License (CPL) (currently only offered to enterprise customers) offers:

- All Universal components
- Secure Private Access zero-trust network access (ZTNA) solution for VPN-less access to enterprise applications with adaptive security and authentication controls
- Strong Network for secure developers
- Chrome Enterprise Premium Browser
- Unlimited NetScaler bandwidth
- WEM and uberAgent support for both virtual and physical endpoints

## Citrix for Private Cloud targets fully on-prem environments:

- CVAD, XenServer, PVS, MCS, WEM, CPM, Session Recording, and App Layering
- Ideal for organizations not yet ready for public cloud migration

## NetScaler Fixed Capacity offers:

- ADC entitlements sold by instance and throughput as needed
- Customizable for specific infrastructure requirements

Ferroque helps clients navigate these options to align entitlements with optimal deployment strategies and user needs.



## Why Ferroque Systems

Ferroque Systems is one of the most experienced and recognized Citrix and NetScaler consulting firms globally. Our team has been instrumental in major Citrix and NetScaler deployments over the past two decades, and we continue to work closely with Citrix's consulting and product teams to define best practices and influence roadmaps.

We deliver tens of thousands of consulting hours annually across industries, using a structured, outcome-driven methodology that has earned us the Citrix Preferred Services Partner designation. Additionally, through an exclusive partnership, our team has operated as an extension of Citrix Consulting for over a decade, consulting alongside and on behalf Citrix Consulting on many of their largest, most strategic engagements across North America.

Ferroque's proven expertise is trusted by top banks, healthcare providers, government agencies—and Citrix itself—for managing their most complex projects. We are also authorized for the Citrix Partner Funding program, enabling qualified customers to access partially or fully funded consulting engagements.

## Citrix Expertise by the Numbers:

- 30,000+ consulting hours delivered annually
- 500+ successful Citrix and NetScaler projects
- 150+ IT industry certifications
- 70+ hybrid and multi-cloud deployments
- 400+ years of combined Citrix experience

We ensure you get every dollar's worth from your Citrix renewal—and prepare your environment for future growth.

## Next Steps: Get Your Free License Assessment

Unlock hidden value, improve performance and align your citrix strategy with your business goals. Ferroque's complimentary Citrix License Assessment reveals optimization opportunities across licensing, infrastructure, and feature usage.

**Don't just renew. Reinvent.**

**START YOUR FREE CITRIX LICENSE ASSESSMENT TODAY**



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