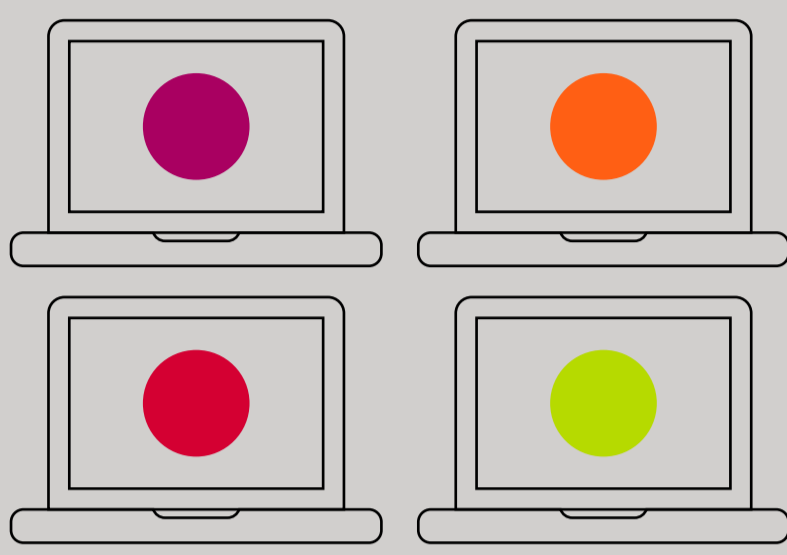


3 Challenges for delivering applications in the hybrid cloud

Many enterprises are migrating and developing apps in the public cloud. But abandoning on-premise investments in favor of completely rebuilding in the public cloud doesn't make fiscal sense. Hybrid cloud is increasingly becoming a new reality for many enterprise businesses, as are the challenges that arise with supporting applications across on-premise and public cloud infrastructures.

Simplifying management

Organizations are finding ways to manage and control applications, whether they're deployed on-premise or developed in the public cloud.



The Challenge: Reduce complexity

For companies who have adopted a hybrid or multi-cloud strategy, managing disparate environments can be difficult and cost-prohibitive.



The Solution

Software-based ADCs simplify the network infrastructure for application delivery across on-premise and public cloud architectures.

Creating seamless experiences

To help customers and employees interact with their apps more effortlessly, enterprises must be able to address issues as quickly as possible.



The Challenge: Improve visibility

While public clouds offer sophisticated monitoring tools for on-domain applications and workloads, they're unable to support enterprise applications deployed in on-premise data centers.

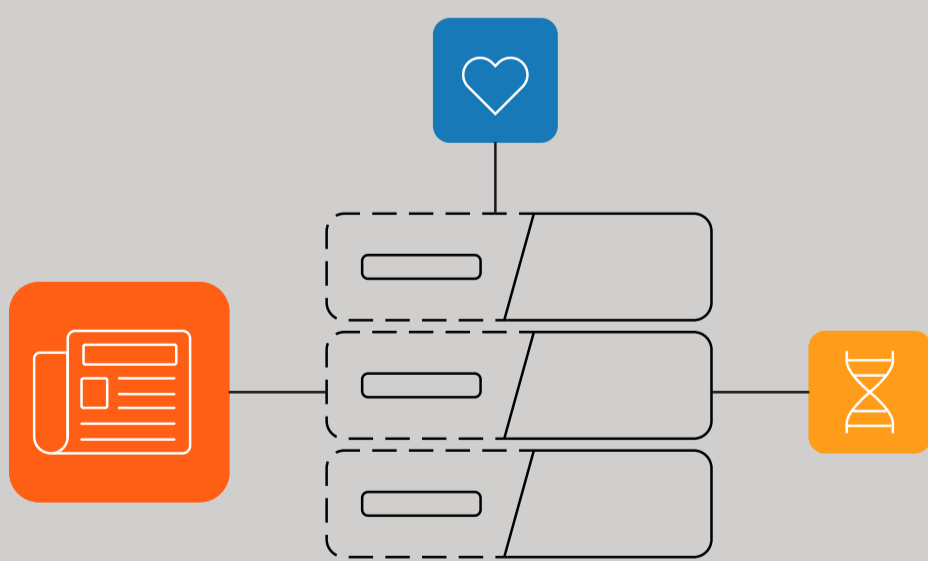


The Solution

With full visibility across the entire infrastructure, a software-based ADC can help you correlate and troubleshoot issues contributing to poor user experiences.

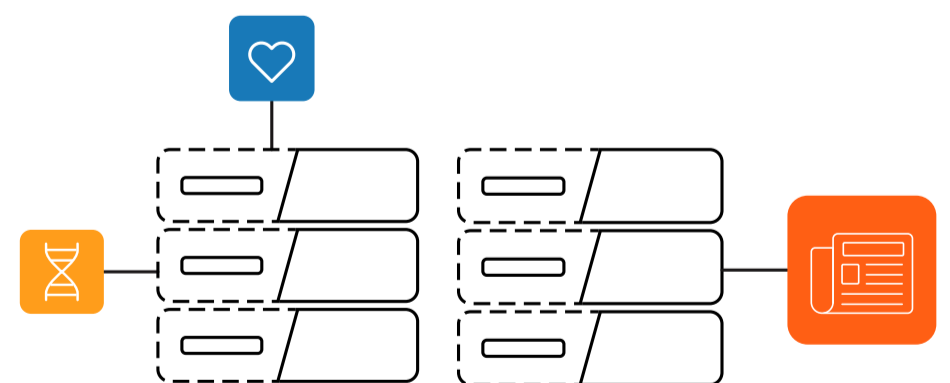
Expanding flexibility

Enterprise organizations need ADCs that can support their on-premise and cloud-native application deployments with high performance, scalability and elasticity.



The Challenge: Enable responsiveness

Unfortunately, many virtual ADCs don't provide the elasticity and scale required for today's highly automated cloud-based workloads.



The Solution

A software-based ADC can help you close the automation loop, allowing you to automate the provisioning and configuration of new instances as workloads increase in the public cloud.

Learn how Citrix NetScaler is leveraging its software-based architecture to help address these challenges in your journey to the hybrid cloud.

To find out more, visit www.citrix.com/networking/migrate-applications-hybrid-cloud