Citrix securely expands access to demo center to increase sales

Global software provider expands customer base, assures positive user experience, and keeps cyberattacks at bay

THE CHALLENGE

Citrix, a global secure digital workspace vendor, sought to win additional business by expanding access to Citrix Demo Center—a cloud-based secure workspace for Citrix partners, customers, and employees to test Citrix solutions to include prospective customers. Citrix also wanted to extend testing timeframes from 24 hours to days. Citrix Demo Center is delivered via four global data centers running Windows servers and Windows 10 virtual desktops on Citrix Hypervisor (formerly XenServer) in the United States, United Kingdom, South Africa, and Australia. All this needed to be accomplished without compromising the company's rock-solid reputation for top-notch security.

John Carver, Director, Pre-Sales, Citrix, explains, "Our goal was to broaden accessibility and extend trial periods so more prospects can have the opportunity to thoroughly test our solutions. This meant exposing Demo Center to new types of users and longer testing periods, which puts security of Demo Center to the test. If it were to be compromised, we might not be able to deliver the uptime and quality of experience needed for prospects to convert to paying customers."

THE SOLUTION

Concerned about advanced targeted attacks, Citrix IT leaders decided to maximize their cloud-workload security capabilities by deploying Bitdefender GravityZone Security for Virtualized Environments and augmenting it with the hypervisor-level defenses of Bitdefender Hypervisor Introspection (HVI), both solutions deployed and managed from the same central console.

Consequently, virtual endpoints and servers running Citrix Demo Center are protected biternally with layers of next-generation security technologies delivered by GravityZone and externally with HVI. This way, HVI will block highly sophisticated infections, such as kernel-level exploits and root kits, even if they manage to bypass or compromise in-guest security.

Since HVI operates at the hypervisor level and is physically isolated from virtual machines, it is impossible for in-guest threats to compromise the infrastructure. With real-time visibility

CITRIX®

Citrix provides unified workspace, networking, and analytics solutions that help organizations unlock innovation, engage customers, and boost productivity, without sacrificing security. Citrix customers include more than 400,000 organizations and represent 98 percent of the Fortune 500.

Industry
Technology

Headquarters
Fort Lauderdale, Florida, USA

Employees
9,000

Results
- Expands customer base and generates additional revenue

- Ensures positive user experience with high performance and 99.99 percent uptime

- 100 percent success rate with thwarting any intrusions

- Keeps cost low by avoiding additional hardware purchases to maintain top performance

into the raw memory space and the ability to correlate memory changes with known attack techniques, HVI can reliably uncover exploits characteristic of advanced persistent threats.

"Bitdefender is helping us make sure that people with nefarious intentions can't get away with installing some cryptocurrency mining software or doing other malicious things in our cloud demo environment," explains Carver. "Our stellar reputation for secure, top performing solutions is critical to our success."

Carver adds, "The cloud is a hostile environment that's constantly being scanned for vulnerabilities. Bitdefender's industry leadership in protecting Citrix environments gave us a lot of confidence in our choice. When our red security team attacked the Citrix Demo Center in a simulated hack to see how a testing instance of Bitdefender would react, our phones practically blew up with alerts and notifications. The security team was impressed, and we got the green light to extend Citrix Demo Center to a much larger audience and capture additional revenue."

THE RESULTS

Carver says, "Bitdefender allows us show Citrix to the world without the paralyzing fear of being hacked. We reach twice as many users now that we've opened access to people outside the Citrix community. That's helping generate additional revenue and expand our customer base."

With the single console to deploy and administer security for all the virtual desktops and servers running in Demo Center, the Citrix team has a single pane-of-glass management capability to focus on servicing customers rather than spending administrative cycles on security. Bitdefender continuously monitors the Citrix Demo Center for attempted breaches and automatically alerts IT of any suspicious events. "Bitdefender has blocked attempts to infiltrate our infrastructure with 100 percent success," describes Carver. "What is most dangerous is the unknown. Bitdefender, through its constantly evolving technology, keeps us protected from the threats we're not even aware of. That helps keep our systems locked down."

When legacy security solutions run scans, server and desktop performance may suffer, negatively affecting end-user experience. That was not acceptable to the Citrix team. Bobby Elliott, Architect, Cloud Solutions, Citrix, notes, "It's important that Demo Center is tuned for the best performance possible because people are evaluating our products for a potential purchase. A hypervisor-based solution like Bitdefender HVI was attractive because we didn't need to install it on every virtual machine. And with GravityZone, resource-intensive security tasks are offloaded to a dedicated virtual appliance, which maximizes virtualization density while minimizing latency. We get fast performance while keeping costs low since we didn't have to buy more infrastructure to meet user demand cycles."

The Citrix Demo Center team credits Bitdefender with assuring a positive user experience since applications do not slow down. Further, Bitdefender has contributed to 99.99 percent uptime of Citrix Demo Center, preventing disruption to users. In addition, Citrix places high value on the partnership with Bitdefender and its commitment to making Citrix Demo Center successful. Bill Lange, Lead Software Engineer, Citrix, explains, "Bitdefender has been great working with us. They helped get the rollout going and are always available to talk to us. They are very much part of our team."

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Bitdefender Footprint
- Hypervisor Introspection (HVI)
- GravityZone Security for Servers
- GravityZone Security for Workstations

IT Environment
- Citrix Virtual Apps
- Citrix Virtual Desktops
- Citrix Hypervisor

Operating Systems
- Windows Server
- Windows 10