The Opportunity

Citrix Systems, Inc. (NASDAQ:CTXS) is a leading provider of virtual computing solutions that help companies deliver IT as an on-demand service. One such solution that is gaining momentum in both cloud and enterprise data centers is Citrix XenDesktop, which is a desktop virtualization solution that transforms Windows® desktops into an on-demand service available to any user, any device, anywhere.

Using FlexCast™ delivery technology, XenDesktop enables IT to go beyond VDI and deliver virtual desktops to any type of user, including task workers, mobile workers, power users and contractors. XenDesktop also helps IT rapidly adapt to business initiatives, such as offshoring, M&A and branch expansion by simplifying desktop delivery and enabling user self service.

But with buyers more frugal than ever, Citrix marketers were challenged to empower sales and channel partners to help customers and prospects quantify how desktop virtualization could produce significant cost savings and business benefits when compared to a distributed desktop model.

“We are working to change the perception about the distributed computing model and to help IT professionals rethink their approach to IT management with Citrix XenDesktop as part of a Desktop Transformation initiative,” said Matt Crawford, Lead Product Marketing Manager, Enterprise Desktops and Apps at Citrix Systems. As this is a new concept for many buyers, we needed to transcend the technology discussions, showing customers all the cost and benefit variables to consider in the transformation and justification.

The Alinean Solution

To address this opportunity, Alinean developed the Citrix XenDesktop ROI Calculator to calculate the value of Citrix desktop virtualization solutions utilizing Citrix XenDesktop. Using financial and key business metrics, the analysis uses time honored industry-validated financial analysis techniques, case study research and third party validated metrics to quantify the potential business cost savings, revenue increases and improved compliance benefits of Citrix XenDesktop.

“Citrix has been working with Alinean for more than five years and currently has nine other tools in use,” continued Crawford. “Based on Alinean’s expertise in developing ROI tools, they were the natural choice for the Citrix XenDesktop ROI Calculator project. The Alinean team asked a lot of good questions and invested the time on the front end to thoroughly develop the chart of accounts used for the financial calculations and tool.”

Citrix’s direct and channel sales professionals use the tool in interactive workshops with customers, asking
questions about the current opportunity for desktop transformation improvements, calculating the current IT costs and proving that their current costs are more expensive than investing in Citrix XenDesktop. Used early in the sales process, the tool helps to convince customers that there is a “cost of doing nothing,” and that changing from the status quo is compelling. Later in the sales cycle, the tool is used to create a business case for executive and other stakeholders to justify the investment.

“Desktop virtualization is a hot topic right now, but for each unique customer there is much debate over the savings that can be delivered and potential ROI,” said Crawford. “The Citrix XenDesktop ROI Calculator lets the customer enter specific information about their environment, make changes to the assumptions, and be very detailed about their opportunities, investments and benefits.

Once the customer is comfortable with the results, the team presents the prospect with a resulting 20+ page business case report and/or presentation, quantifying the reduced TCO, business benefits and ROI from Citrix XenDesktop.

The Bottom-Line

“The feedback from the sales teams is that the Citrix XenDesktop ROI Calculator is a great way to get a conversation started about a desktop virtualization project,” said Crawford. “We get the customers to share key information about their assets, configuration and opportunities and challenge the business case so the dialog goes back and forth. It gets us to ask the right questions, and the customer to own the business case at the end of the process.”

The tool is used successfully by sales professionals and channel partners creating over 100 business case proposals per month. This has resulted in incremental deal flow, reduced sales cycles, and more competitive wins.

“Customers are getting the idea that they need to transform their computing environment from a distributed desktop model to a virtualized desktop model,” said Crawford. “Our goal is not only to show customers the range of options made available by the Flexcast model, but also to show them how their choices impact TCO, which we can do through the Alinean powered Citrix XenDesktop ROI Calculator.”

The Citrix XenDesktop ROI Calculator can be found at: https://roianalyst.alinean.com/citrix/XenDesktop
(Restricted access for Citrix direct sales professionals and authorized channel partners)