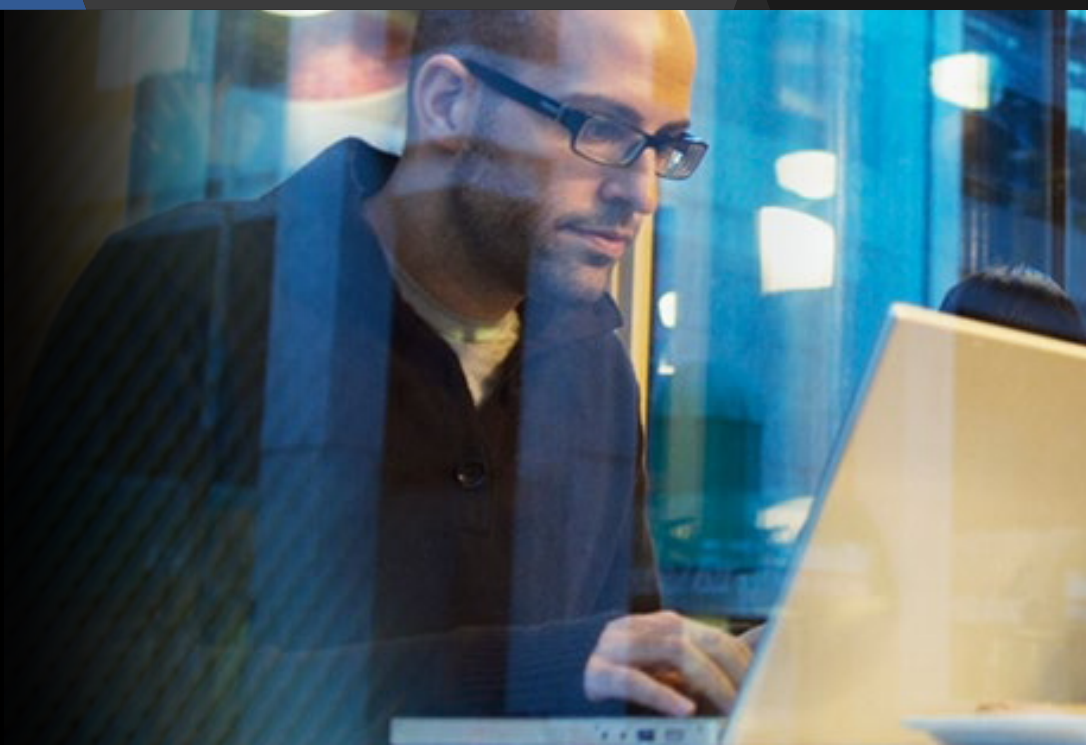


# The Drive For Efficiency In Branch Office IT

In an era of diminishing IT remote office staff, a cloud-optimized solution emerges.



Service demands on IT at remote and branch offices is no different than at central offices – except there is often fewer IT staff to handle requests. For many organizations, WAN optimization solutions have helped address remote office demands for high levels of application performance. Now many of these solutions are in desperate need of an upgrade.

IT managers in charge of remote office IT often struggle mightily to provide lower cost, high quality computing services to users.



**61%** site decreased end user satisfaction as a consequence of legacy solutions at remote offices



**56%** complain of lost productivity due to application performance issues at remote offices



**52%** have experienced escalating network and management costs at remote offices



These managers strongly agree on what needs to be done!



**95%** say lowering network and bandwidth costs is mission critical



**95%** regard reduced bandwidth latency in the same way



**90%** give support for new cloud architectures mission-critical status



**67%** of those using a WAN optimization solution plan on upgrading in the next 24 months

A path forward with an integrated Windows Server



**63%**

say WAN optimization with an integrated Windows Server is very important

**64%**

would be more likely to invest in a WAN optimization solution if it had a Windows Server integration option

**90%**

say the option would help meet end user performance expectations

**CITRIX®**

A WAN optimization solution with an integrated Windows Server option provides the benefits and features IT managers seek in a branch office IT solution. **Citrix CloudBridge** is just such a solution, with capabilities to dramatically simplify IT while providing an optimal, consistent user experience.