

Citrix Secure Internet Access

Build a unified approach to SASE while creating a strategic value-add for you and your customers

Citrix is announcing the launch of Citrix Secure Internet Access (SIA), a comprehensive, cloud-delivered security service. SIA is delivered through 100+ points of presence distributed globally. Each SIA point of presence offers all security services, including Secure Web Gateway (SWG), Cloud Access Security Broker (CASB), Firewall, Malware Protection, Data Loss Prevention (DLP), Sandboxing, AI-powered forensics, and more. This enables Citrix partners to support customer's security transformations by replacing their aging, traditional security stacks with a cloud-delivered security architecture designed for modern enterprise requirements.

In addition, Citrix is unifying SIA with Citrix Secure Workspace Access (SWA) and Citrix SD-WAN to offer all capabilities suggested by Gartner for a complete Secure Access Service Edge (SASE) architecture. With Citrix unified approach to SASE, partners will be able to drive broader and more strategic conversations with their customers.

Why SIA is an opportunity for Citrix partners

Create the opportunity to deliver a full SASE solution.

Citrix partners will be able to offer a fully unified solution that converges all networking and security functionality for a complete SASE solution, as suggested by Gartner. Because of growing investments in cloud applications due to an increasingly remote workforce, SASE is expected to be the architecture that will address networking- and security-related challenges for cloud-first and mobile-first enterprises. With Citrix, you have the ability to drive these strategic conversations with your customers.

Offer unique, differentiated solutions.

Citrix's unified SASE approach is unique and powerful. Each of the ingredients that make up Citrix's offering for SASE—SIA, SD-WAN, and SWA—are differentiated from alternatives in their own way. For instance, Citrix SD-WAN was ranked #1 by Gartner for Application Optimization and Deployment Flexibility (Critical Capabilities for WAN Edge Infrastructure, Gartner, Sept 2020). Similarly, Citrix SIA is a fully cloud-delivered security service with powerful privacy capabilities, AI-powered forensics, and deep integrations with Citrix SD-WAN that cannot be achieved through typical technology alliances.

Grow revenue at new and existing customers.

Citrix partners should discuss SIA with all of your customers—those with active Citrix solutions and organizations that do not actively use Citrix. This allows partners to target a broader market. Bundling SIA with solutions like Citrix SD-WAN or Citrix Virtual Apps and Desktops will help increase your deal size and add value for customers.

- **Current Citrix SD-WAN customers:** Transforming traditional, hub-and-spoke architectures to cloud security will improve customer application performance, reduce costs, and ease operations. Citrix SD-WAN and SIA have unique and deep integrations in both the data and management planes, giving admins single-pane-of-glass controls.
- **Current Citrix Virtual Apps and Desktops (CVAD) customers:** SIA secures branch offices as well as remote and mobile users from all threats in web and unsanctioned apps. This use case is relevant for all CVAD deployment models—on-premise CVAD, cloud-based CVAD, and Citrix Workspace.
- **Customers that do not have any Citrix deployments:** Enterprises are looking for a comprehensive, unified architecture that enables fast, consistent, and secure access to every app by every user at any location and using any device. Citrix's unified approach to SASE offers all capabilities needed for this while also simplifying and accelerating IT operations.

Combine with other vendor solutions.

While Citrix offers a comprehensive set of capabilities in networking and security, it easily integrates with complementary vendors in your customer's architecture. For instance, you can:

- Integrate with Identity providers such as Microsoft Azure Active Directory and Okta
- Export logs to Network and SecOps vendors such as Splunk and SolarWinds
- Automate connectivity to cloud providers such as Microsoft Azure, AWS, and Google Cloud
- Get certified by Microsoft for Office 365 connectivity
- Peer with thousands of SaaS and UCaaS apps through a dedicated WAN backbone (to minimize effects of Internet unpredictability)

Increased customer satisfaction and trust.

With Citrix's unified approach to SASE, your customers can ensure fast, consistent, and secure access to applications anywhere, anytime on any device. This improves employee and business productivity. Simplified operations allow customer IT teams to focus on rapid delivery of new business-enabling digital services, further accelerating business productivity. Backed by Citrix, Citrix partners become essential to customers' security and growth strategies.

For more information on Citrix Secure Internet Access, please visit [Citrix.com](https://www.citrix.com) or [Citrix SalesIQ](https://www.citrix.com/sales)

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