



# Reduce Citrix Costs: Optimize with AWS Workspace and AWS Appstream

## Challenges

### PE-Driven Changes: Increased Costs, Licensing Limits

Citrix was acquired by Vista Equity Partners and Evergreen Coast Capital in 2022. Following an 8% price increase in 2023 citing inflation, customers have reported further price hikes (10%-100%) and new license restrictions in 2024-2025. Customers are facing challenges to migrate off due to:

- **Proprietary Technology:** Due to its reliance on proprietary virtualization and application delivery technologies, customers often find it challenging to migrate away from Citrix's VDI.
- **Detailed Planning:** Without a comprehensive approach—utilizing tools like the AWS Migration Acceleration Program's Assess, Mobilize, and Migrate phases—companies encounter unexpected costs, risks, and delays in migration. A detailed plan is essential for success.
- **Operational Excellence Barriers:** Transitioning from Capex and license-based procurement to Opex demands a mindset, people, process, business, and technology shift to harness cloud advantages.

## HiveTek Sherpa Solution

### Remove All License Cost and Pay

HiveTek expertly guides and supports customers in migrating to AWS Workspace (VDI) and AppStream (application delivery), leveraging license-free, pay-per-use models.

- **AWS Workspace and AWS Appstream:** AWS offers services like **Amazon WorkSpaces** for VDI and **Amazon AppStream 2.0** for application streaming. While these are AWS-managed services, they are built on more open standards and provide greater flexibility compared to the highly proprietary nature of some legacy VDI solutions.
- **Comprehensive Migration Plan:** Leveraging AWS MAP (Assess, Mobilize, Migrate), our approach delivers a detailed plan encompassing architecture, cost forecasts, risk management, cloud foundation, and migration strategy.
- **Integrated Operational Excellence:** HiveTek's migration approach ensures operational excellence by strategically aligning your people, processes, business needs, and technology with AWS best practices (Well-Architected, CAF, Flywheel).

## AWS Digital Transformation Flywheel Benefits

We delivers successful AWS migrations by aligning technology with business goals through detailed planning and integrated operational excellence, ensuring long-term value and success.



### »» Citrix Migration

HiveTek has migrated and operationalized several customers off of Citrix. Leading to cost savings by removing license costs and pay per use model.

### »» Beyond Migration: Your Partner for Holistic Cloud Journey

Migration marks the beginning, but a holistic cloud journey requires continuous infrastructure and business refinement. HiveTek provides support for every aspect of this ongoing evolution.

### »» Accelerate Your Cloud Adoption with a Funded Expert Analysis

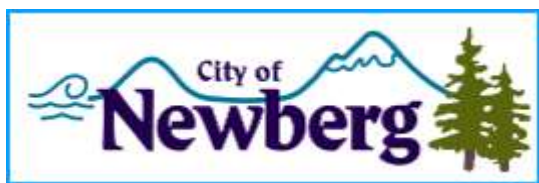
Unlock your AWS future with a funded assessment delivering a clear architecture, multi-year cost view, risk plan, and your customized migration strategy.



# HiveTek on AWS

As an Advanced AWS Partner, HiveTek's team of former AWS Employees, now your dedicated Sherpas, partners with you closely throughout your AWS journey. We tailor a path, for migrating off of Citrix through a clear processes and the right technology for every transformation milestone.

Our journey together starts with migration and achieves milestones through iterative processes in this dynamic environment. Leveraging our strong AWS partnership, we ensure you always benefit from available AWS-funded programs. By seamlessly integrating your people, processes, business needs, and technology with the AWS platform, we'll help you achieve your business objectives with greater efficiency.



## Case Study: City of Newberg



### Opportunity

Facing Citrix price hikes and new minimum seat requirements for their VDI environment, the City of Newberg Police Department negotiated a one-year grace period. A 3-5 year agreement at a higher cost was their next choice.



### Solution

HiveTek's Sherpas provided a zero-cost, comprehensive assessment of the Police Department's Citrix environment, followed by a detailed migration plan to AWS Workspace. By analyzing usage patterns, HiveTek projected multi-year costs on AWS Workspace and subsequently executed the migration.



### Outcome

Within three months, HiveTek successfully trained and migrated 165 users from the Newberg Police Department to AWS Workspace. This allowed them to immediately cancel their Citrix contract and begin utilizing AWS Workspace, resulting in a cost saving of XX amount. Following this success, HiveTek and Newberg are exploring further AWS infrastructure consolidation.



## Funded Assessment

### Earn Trust: Path to Business Alignment

Evaluating a migration of off Citrix for a cloud strategy can be complex and costly. However, as an AWS Advanced Tier Partner, HiveTek offers a funded assessment through AWS programs. This eliminates upfront investment, enabling your team to focus entirely on charting a path to business alignment.

### Delivering Results: Migration Plan

This assessment goes beyond business alignment, delivering your optimal migration strategy. Expect detailed guidance on scalable and highly available architectures, multi-year cost projections, team preparedness plans, thorough risk mitigation, and a comprehensive suite of resources to ensure a successful cloud journey.

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