



CloudCentral

Cloud services provider enables partner innovation with Citrix CloudPlatform and CumuLogic Cloud Services Platform

An Australian cloud provider uses Citrix CloudPlatform to deliver flexible, cost-efficient infrastructure services that power value-added partner solutions.

CloudCentral, Australia's first pure cloud services provider, delivers wholesale cloud services to its partners, who use them to build their own value-added solutions to sell to end customers. CloudCentral offerings include a cloud server solution, virtual private cloud services, pure private cloud services and a cloud-in-a-box appliance. Architectural consulting services are a key part of the CloudCentral value proposition. The company's presence across the continent, domestic data sovereignty and innovative yet low-cost services make it highly competitive in the Australian market.

Key benefits

- Allows flexible partner innovation for value-added solutions
- Keeps cost of services low to enhance competitive advantage
- Enables seamless integration of traditional applications with cloud-native applications

Citrix products

- Citrix® CloudPlatform™

The challenge: Delivering flexible cloud services that allow cost-effective partner innovation

CloudCentral's partners, which include smaller solution providers and system integrators, were faced with making the difficult shift from traditional managed services to cloud services. They needed to extend CloudCentral services with their own industry expertise to create value-added solutions, including offerings targeting vertical markets such as insurance, healthcare and government. To facilitate this transition, CloudCentral needed to provide flexible cloud services with open APIs that made it simple for the company to incorporate features such as software as a service (SaaS) applications, billing and other services.

The solution: Building cloud services on open source components

CloudCentral used open source building blocks to create best-in-class solutions for partners and customers. The company built its services on Citrix CloudPlatform, a unified cloud management platform powered by Apache™ CloudStack®, including an online self-service portal built on the solution's open API. CloudCentral's web application platform is powered by Citrix partner CumuLogic, whose

Cloud Services Platform allows organizations to deploy multi-tenant database as a service, platform as a service, elastic cache, and more, simultaneously on private, public and hybrid clouds.

Key benefit: Allowing flexible partner innovation for value-added solutions

With CumuLogic Cloud Services Platform and Citrix CloudPlatform, CloudCentral enables partners to quickly and cost-effectively build applications for development. It also enables other tasks, including production deployments of web applications, mobile applications and web services, workload migration to clouds, application consolidation, and big data analysis. "Powered by CumuLogic, the CloudCentral Web Application Platform lets developers deploy a suitably packaged application onto the platform and then have the platform manage and scale on demand at a lower cost of ownership," says CloudCentral Chief Executive Officer Kristoffer Sheather.

Key benefit: Keeping cost of services low to enhance competitive advantage

Developing its own stack using the Citrix platform has allowed CloudCentral to go to market with a very cost-competitive offering compared with VMware, Oracle or solutions

offered by large telecommunication companies. “Our target customers—especially in public sector markets—need to keep TCO [total cost of ownership] low. With Citrix, we and our partners can go to market at a highly attractive price point while continuing to innovate and provide new services,” says Wilhelmina Duyvestyn, marketing director of CloudCentral.

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Marketing Director, CloudCentral

Key benefit: Enabling seamless integration of traditional applications with cloud-native applications

The latest version of Citrix CloudPlatform makes it possible to manage and deliver both traditional and cloud-native applications within a unified environment. “With CloudPlatform, we can provide our partners with a single orchestration platform for both traditional and cloud-native workloads, making it possible for them to develop solutions that address the full range of customer needs today while laying a flexible foundation for transformation and innovation,” says Duyvestyn.

Looking ahead

With Citrix and CumuLogic as the foundation for its business, CloudCentral is well positioned to capitalize on the rapid growth of cloud services in Australia, which is driven in part by the “cloud first” policy of the country’s government. Based in the Australian capital of Canberra, CloudCentral helps both public and private sector organizations meet data sovereignty requirements. New locations in Sydney and Melbourne will deepen the company’s Australian-wide presence while minimizing latency and optimizing performance. Says Duyvestyn, “We are excited about the latest version of CloudPlatform and look forward to delivering new innovations to market as our business grows across Australia.”



About Citrix

Citrix (NASDAQ:CTXS) is a leader in mobile workspaces, providing virtualization, mobility management, networking and cloud services to enable new ways to work better. Citrix solutions power business mobility through secure, personal workspaces that provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud. This year Citrix is celebrating 25 years of innovation, making IT simpler and people more productive. With annual revenue in 2013 of \$2.9 billion, Citrix solutions are in use at more than 330,000 organizations and by over 100 million users globally. Learn more at www.citrix.com.

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