

eG Enterprise: A Competitive Edge for Citrix Service Providers

Comprehensive Citrix insight, end-to-end IT performance visibility and automated issue diagnosis help CSPs achieve total customer satisfaction and maximum retention



Key Benefits

- ✓ Ensure user satisfaction and productivity
- ✓ Commit and meet SLAs
- ✓ Lower operations cost
- ✓ Minimize deployment delays
- ✓ Make day-1 rollout hassle free
- ✓ Achieve great client retention
- ✓ White-label to promote the CSP brand
- ✓ Multi-tenancy support
- ✓ Pay as you go pricing model

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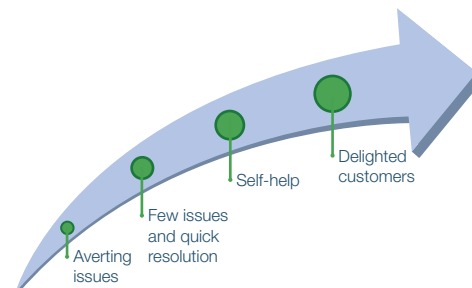
With eG Enterprise, we can understand our whole IT infrastructure end-to-end, eliminate issues quickly, and ensure optimum performance. This is putting us one step ahead of our customers and we are now in full control of the user experience.

Roberto Trombino
Technical Team Lead,
Partner Solutions

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Citrix Service Providers (CSPs) offer users access to different applications – from generic productivity applications like the Microsoft Office suite to domain-specific applications for brokers, stock traders, accountants, etc. - or desktops using Citrix XenApp or XenDesktop. A CSP's performance is measured based on the availability and performance of the applications and desktops they support.

As every CSP can attest, delighted customers and enthusiastic references are the basis for high renewal rates and new wins. The CSP's challenge is to ensure that every aspect of the Citrix infrastructure they use – networking, StoreFront, datastore, hypervisors, storage, Citrix tiers and all the applications or desktops are working well. Focusing just only on the usage of CPU, memory or disk resources is no longer sufficient. User satisfaction depends on login times, application launch times and screen refresh latencies. In order to maintain peak user productivity and satisfaction, CSPs need to make sure they are proactive, to prevent potential issues before users notice and resolve actual problems quickly. Being able to accomplish this without needing to add operations staff is key. In order to do this, CSPs need effective tools for performance monitoring, diagnosis and reporting.



How Citrix Service Providers can benefit from total performance visibility

Avoid calls to the help desk, improve customer satisfaction

Prevention or early detection of issues before they impact customers is critical. Users don't like to call the Help Desk, and often, they will be silently frustrated as they deal with an inconvenient delay in their work. For example, a Citrix XenApp server may fall into a hung state where it is not accepting new sessions. Because this server is deemed to have the lightest load, the majority of new sessions will be forwarded to this server and will fail, while a small number that are passed to other servers in the site will succeed. If a user learns that their colleague was able to access the application after repeated attempts, it is likely that this user will similarly reattempt access several times and then finally place a help desk call when highly frustrated.

Incidents such as this can be averted by monitoring Citrix infrastructure performance with a solution like eG Enterprise that tracks the experience of users and automatically generates an alert when a problem is detected. Automatic, early warning indicators of performance degradation (e.g.,

Type	Component Name	Description	Layer	Start Time
VMware vSphere ESX	my_vrn_02	Virtual CPU utilization of console is high	Operating System	12/17/15 22:30
VMware vSphere ESX	my_vrn_02	CPU ready time is high (WIN2K) (CitrixNetApp) (20.47)	Outside View of VMs	12/17/15 22:30
VMware vSphere ESX	my_vrn_02	Physical CPU usage of ESX server is high	Operating System	12/17/15 22:30
Citrix XenApp	infoway_cx2-1494	High CPU usage (IIS Web) (IIS Web)	Citrix Applications	12/12/15 05:27
VMware vSphere ESX	my_vrn_02	Run queue is high in VM (WIN2K3 (Proxyserver) (20.105))	Inside View of VMs	12/18/15 04:42
VMware vSphere ESX	my_vrn_02	CPU ready time is high (WIN2K3 (Proxyserver) (20.105))	Outside View of VMs	12/18/15 04:40
IIS Web	infoway_infact2-80	Many errors (ApplicationAccess)	Web Transactions	12/12/15 05:43
Citrix XenApp	infoway_cx2-1494	High CPU usage (IIS Web)	Citrix Users	12/12/15 05:23

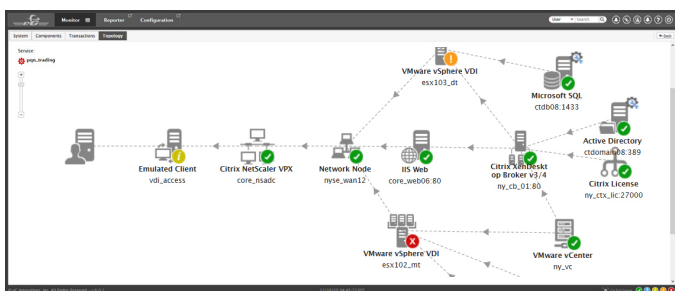
Prioritized early warning indicators in the eG Enterprise console help administrators take action proactively

TCP retransmissions, high VM CPU ready time, etc.) enable issues to be detected early by the CSP Support team, and thus minimize or even prevent end user impact.

When issues arise, resolve them quickly

No infrastructure functions perfectly all the time. Problems will occasionally arise, and how accurately and quickly the CSP responds to those issues directly impacts customer satisfaction. eG Enterprise allows CSPs to holistically monitor the Citrix infrastructure. Every layer of every tier is monitored, metrics are auto-baselined and alerts are triggered when problems are detected. Many times, the tier that is experiencing an issue is not the one that is actually causing the issue. Hence, eG Enterprise automatically correlates metrics across application, virtual, network, storage and desktop tiers and pinpoints exactly where the root-cause of a problem lies.

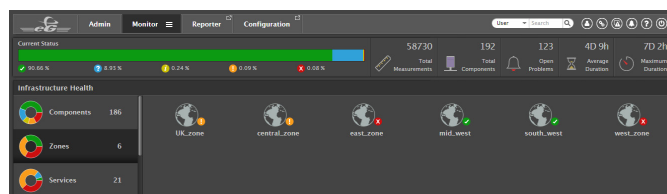
Pictorial service topology graphs allow operations personnel to immediately take action by drilling down and discovering the true underlying root-cause. When multiple customers are impacted, understanding the extent and cause of the problem can assist CSP management to quickly allocate additional resources to address critical issues.



Color-coded service topology graphs make it easy for helpdesk staff to determine where the cause of a problem lies

Empower customers through self-help and delegated rights

When minor issues arise or to perform small tasks, customers may want direct access to the monitoring tool. For example, an administrator of a financial institution that is preparing to convene with auditors on a Monday morning may wish to check the status of the bank's hosted systems on Sunday evening in order to ascertain that there are no issues that may impact functionality in the morning. Delegated rights ensure that a customer can only view data related to his/her IT infrastructure.



With eG Enterprise's multi-tenancy capabilities, customers can only monitor the servers and services that they are responsible for.

eG Enterprise enhances the bottom line of Citrix Service Providers

High customer satisfaction is the lifeblood of every CSP. With eG Enterprise, a large percentage of issues can be addressed before end customers even notice, because the Help Desk staff has a continual view of the pulse of every component of the infrastructure.

From an operations perspective, CSPs strive to minimize the hardware and software resources in use without negatively affecting the user experience. eG Enterprise helps CSPs invest the right resources in the right place and at the right time by highlighting areas for optimization, indicating where bottlenecks are and by predicting future demand.

With eG Enterprise, CSPs can do more with less. Its automated baselining and root-cause diagnosis technology ensures that the CSP's expert staff spend less time fire-fighting issues. These associates can instead focus on productive activities, leaving routine tasks to the lower cost helpdesk staff. And this, in turn, directly results in cost savings for the CSP.

About eG Innovations

eG Innovations is dedicated to helping businesses across the globe transform IT service delivery into a competitive advantage and a center for productivity, growth and profit. Many of the world's largest businesses use eG Enterprise to enhance IT service performance, increase operational efficiency, ensure IT effectiveness and deliver on the ROI promise of transformational IT investments across physical, virtual and cloud environments.

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