

Gain 20/20 Vision

Into Network and Application Traffic

Today's networks are beset by unprecedented demands for optimal application performance and real-time data. Add to this a sharp increase in use of dynamic content and surges in Web and mobile apps. What IT leaders desperately need is a smart ADC and vastly improved visibility into their networks, something traditional load balancers cannot provide. That is precisely what they get with **Citrix NetScaler** application delivery controller.

Software-based ADCs on Strong Growth Track

44%

through 2017

Software-based virtual ADCs will have a compound annual growth rate of a whopping*

The worldwide ADC market will grow at nearly 7% per year through 2017, topping nearly*

\$2 Billion

*IDC, Worldwide Application Delivery Controller 2013-2017 Forecast, doc #242544, August 2013

Enterprise Application Delivery Challenges Soar

62%

expect traffic to their external-facing web applications to increase during the coming year

41%

of managers surveyed lack visibility into the end user experience

40%

difficulty troubleshooting virtual desktop app issues

32%

report persistent performance issues

IT Seeking Ways to Gain Much-needed Network Visibility

Say it's important to quickly extract an act upon traffic info to make real-time decisions



86%

Say it is vital to maintain performance levels when scaling multi-tenant configurations



74%

Consider it important that performance levels be maintained when scaling multi-tenant/multi-instance configurations



74%

Want to use aggregated meta data from app traffic to visualize data patterns



68%

Most Valuable Benefits of Real-Time Network Visibility



67%

of managers surveyed cite improved end user experience



53%

of managers surveyed say improved app visibility



37%

say better insight into Web requests

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With Web apps now extending far beyond static publishing and into very sensitive transaction areas, both performance and security move front and center. IT leaders need an intelligent ADC, like **Citrix NetScaler** with **ActionAnalytics**. **Citrix NetScaler** provides real-time traffic monitoring and flexible policy controls, as well as far better visibility into Web apps and the network than traditional load balancers offer. This enables IT to transform raw data harvested by NetScaler into actionable information to automatically fine-tune application delivery and ultimately boost end user productivity.

For more information visit www.citrix.com/netscaler

Source: IDG Research surveys of 108 IT managers, June 2014