

CASE STUDY



Realising the Value of Microsoft AVD with Citrix

How Com-X helped an Australian legal organisation make an evidence-based renewal decision and demonstrate the value of its existing Citrix investment



CHALLENGE

An Australian legal firm was approaching a major digital workspace renewal and was considering moving from Citrix to Microsoft Azure Virtual Desktop with 3rd-party management software.

- The organisation needed to determine whether an alternative approach would genuinely deliver better value — not simply a lower headline license price
- The assessment needed to consider security, user experience, management, resilience, scalability and total operating cost
- Different user personas had different workspace requirements, making a simple per-user licence comparison misleading
- The organisation also needed to understand the value of its existing Citrix entitlements and whether moving away would require additional technologies to replace existing capabilities.



SOLUTION

Com-X worked with Citrix and CXANZ to assess the two potential operating models and identify the true cost and capability of each approach. Following a review, the outcomes for the customer were:

- Nearly 20% lower assessed operational cost than Microsoft AVD with third-party software
- Nearly AU\$250,000 in annual operating cost benefit
- More than 165% return on Citrix licensing investment
- Reduced duplication of monitoring, security, management and workspace capabilities
- A stronger technology path across Citrix, Microsoft Azure, Windows 365 and hybrid or multi-cloud requirements
- A renewal decision grounded in the customer's own data rather than headline license assumptions from third-party competitors.



Many customers see Citrix and AVD as competitors. In reality, they can work together – combining AVD's scalable Azure platform with Citrix's management, security and user experience capabilities. With Com-X guidance, organisations can optimise their environment while simplifying administration and reducing total cost of ownership.

Darryl D'Costa

Sales Solutions Specialist CXANZ | Citrix



The real question isn't which license costs less. It's what it takes to deliver the right user experience, security and scalability — and how much value you can unlock from the technology you already own.

Nick Cross

Director of Sales and Marketing, Com-X



20%

Lower assessed operating costs



AU\$250K

Annual operating cost benefit based on customer's environment



165%+

Return on Citrix licensing investment

citrix

For over 35 years, Citrix has helped organisations securely deliver and access applications and data, wherever work happens. Today, Citrix supports the evolving application value chain across secure desktops, application delivery, enterprise browser, zero-trust access and endpoint control.

COM

Com-X is Australia's leading digital workspaces and cyber security specialist, supplying government, enterprise and not-for-profit organisations with solutions that drive compliance, efficiency and resilience.

CXANZ

CXANZ is the local Citrix team across Australia, New Zealand and the Pacific, backed by global expertise and focused on helping customers and partner's win. Our local expertise remains at the core of what we do, strengthened by closer global alignment.

Don't make your next digital workspace decision based on license price alone. Com-X can assess your existing environment, entitlements and requirements to reveal the true cost, capability and value of your options.

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