



Clifton Gunderson uses advanced reporting and analysis to improve the management and planning of their fast-growing Citrix® environment

Using historical data analysis to proactively manage application delivery, Clifton Gunderson has taken the necessary steps to plan for a future growth and maintain a reliable, stable environment.

CHALLENGES

Manage and track usage of 600+ applications

Reduce licensing costs and ensure software assurance

Accurate capacity planning to handle seasonal usage peaks

Demonstrate the value of Citrix application delivery

RESULTS

Identified approximately 40 applications for removal

Discovered 15% software license overage

Unique historical assessment enabled better planning for peak periods

Automated reporting provided objective, actionable data on usage, resources and performance

Demonstrated exceptional business value from improved IT planning and Citrix systems management

Company Overview

Founded in 1960, Clifton Gunderson (CG) is the 13th largest CPA and consulting firm in the US, with offices in 17 states and Washington, DC. The company headquarters is located in Peoria, Illinois.

The Challenge

With offices across the nation, Clifton Gunderson has made a significant investment in Citrix technology for remote access. Applications are maintained from one central location with secure access for users via Citrix Presentation Server. Citrix decreases PC-related support issues, saves bandwidth, and improves response time. CG has experienced significant growth in the past year, however, they did not have an effective way to manage and control the fast growing number of servers, applications, and users.

Requirements

Clifton Gunderson's technical environment has experienced extreme growth, doubling

servers in one year to 117 Citrix Presentation Servers. These servers deliver 632 published applications and over 100 published desktops to over 2,000 concurrent users. According to Kelly Svaton, Sr. Citrix Architect, this hyper growth was becoming a challenge to manage. "If we didn't have the proper tools to manage our Citrix environment, it would become very difficult to keep track of our application usage." They needed a way to report on months of utilization data to help manage application licenses so that infrequently used applications could be retired, thus saving licensing and support costs. Due to the seasonal peaks of the accounting business, CG also needed to analyze usage of their server farm to better prepare for future peak periods. The productivity of employees during heavy-use periods is critical; therefore effective planning is necessary to prepare for the heaviest server loads. Instead of just throwing more hardware at this problem, CG needed to find a way to redistribute resources based on historical trends.

// ATM is a great product that makes managing and planning our Citrix farm easier, but more importantly, it helps us deliver greater value to our business customers. //

Kelly Svaton, Sr. Citrix Architect, Clifton Gunderson

The Solution

To address these challenges, Clifton Gunderson selected ATM from XTS. CG needed an enterprise-class, scalable reporting solution that enabled the necessary analysis to improve application management in their Citrix server farm. The fact that ATM was plug-in-play and non-intrusive to production impressed Svaton. "There were no expensive consulting services to install and we had useful reports that same day. Plus there was no impact on our farm because additional data collection agents were not necessary."

The Results

Comments Svaton, "Before ATM it was challenging to determine who was using our published applications in the past, what time they may have been using the applications and for how long, let alone determining the concurrency of an application by server over extensive time periods. Now I can easily run and distribute reports, with complete control over how the data is presented. These reports show when a user was running an application and what server they were connected to. In addition, ATM helps us determine what published applications are still being used and which ones can be removed, as well as overall concurrency of an application or server to give us a better estimate of how our resources are, and should

be, allocated. For example, we could potentially reduce software licenses by about 15% after analyzing ATM's peak usage reports. Even if we add a cushion, we could drop a significant number of licenses safely."

With ATM, Clifton Gunderson also realized the following benefits:

- **Reduction of unused applications.** Monthly trending reports by server and users allowed management to review and identify underutilized applications.
- **License reduction and compliance.** Licensing costs are controlled by viewing the concurrency levels of applications.
- **Identified peak usage periods.** CG was able to allocate resources to ensure satisfactory service levels during peak usage periods.
- **Fast report generation.** Speed was important when help desk needed to determine if a current problem was the result of an ongoing trend.
- **Detailed usage analysis by department.** CG is now able to track when users are logged on, what applications are the most frequently used, and review applications that a particular group of users access. ATM provides CG the capability to generate billing reports.

- **Automated delivery saved time.** Support teams and managers for applications/silos received reports allowing for decisions based on applications usage.
- **Improved resource management.** CG accurately determined how to allocate resources and where to cutback or expand.

The Future

As ATM is driven by an OLAP-based analytics engine, Clifton Gunderson will continue to benefit from the potential for more advanced predictive analysis for forecasting capacity planning. CG will be more proactive in evaluating historical performance against baselines over months and even years, using that data to forecast future performance using "what-if" scenarios against those baselines. In addition CG has the option to leverage ATM's billing reports to charge for Citrix usage for selected user groups.

"ATM has promoted the value of Citrix because it allows management and the business units to see historically how IT has performed versus actual usage trends", boasts Svaton. "ATM is a great product that makes managing and planning our Citrix farm easier, but more importantly, it helps us deliver greater value to our business customers."



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