



**CASE STUDY**  
**CITRIX - KAAZING DisasterAware Enterprise™**



**EXECUTIVE SUMMARY**

As Citrix prepared for the 2018 hurricane season in the Atlantic Basin, **DisasterAware Enterprise™** was leveraged as an integral analytical tool to help assess potential risk to Citrix information, customers, offices and most importantly, people. Utilizing historical data provided by geographically specific Area Briefs, continuity plans were updated based on the likelihood of a tropical cyclone affecting a Citrix asset and the potential impact it would have to operations. While currently being used to monitor cyclones in other areas of the world, **DisasterAware Enterprise™** has proved invaluable in providing Situation Reports and Risk and Vulnerability Assessments that have allowed Citrix to make vital decisions and effectively prepare for impending storms.

***“It’s all about minimizing risk and maximizing our business resilience.”***

Jeffrey A Dean, CPP, Director  
 Global Security Risk Services, GTS

Citrix solutions are in use by more than 400,000 organizations including 99 percent of the Fortune 100 and 98 percent of the Fortune 500. Within Citrix, the Global Technology and Security Organization (GTS) is responsible for identifying and valuing Citrix assets and determining the potential impact to assets related to a

disruptive incident based on risk scenarios. Gathering data from a variety of sources, GTS identifies and monitors intentional, unintentional, and naturally-caused hazards and threats that have a potential for direct and indirect impact on Citrix information, customers, offices and most importantly, people. To do this, Citrix needed a solution that would help automate and speed up an otherwise time and resource-intensive manual data collection and aggregation process.

**CHALLENGES:**

Prior to using **DisasterAware Enterprise™**, some of the challenges faced by Citrix GTS included:

- There was a lack of reliable hazard-related information in near real-time, needed for GTS Team to act and provide accurate and timely updates to the management.
- Difficulty sourcing, aggregating, and curating data related to potential hazards and their impacts from different sources was inefficient and required subject expertise.
- The process of integrating and analyzing threat information for decision-making was very time consuming, complicated, and cumbersome because the majority of it was through manual data collection.
- Different teams had developed different processes, using different systems and baselines, making it hard to consolidate information, share views and clearly communicate.

## HOW KAAZING HELPED ENSURE DISASTER PREPAREDNESS AND INFORMATION-AVAILABILITY

### BENEFITS:

**DisasterAWARE Enterprise™**, a cloud-based SaaS Risk Intelligence platform offered Citrix:

- The largest collection of real-time, scientifically-verified, global data for observational monitoring and incident response; as well as predictive modeling for hazard exposure and impacts, augmented by extensive other geospatial information such as historical hazard data, baseline data, and infrastructure data.
- Efficient and secure way to access Citrix-specific data, such as location of staff, offices, and supply chain information via a straight-forward import to and integration with the platform.
- Integrated multi-hazard alerting, collaboration tools, and monitoring of social media channels like Twitter to view heatmaps depicting hotspots of activity.
- Access and collaboration from anywhere, anytime through optimized use on multiple devices (PCs, tablets, smartphones), powered by Kaazing's latest generation of serverless connectivity technology.
- Differentiating features such as offline-mode, access to traffic cameras, drawing tools, and bookmark-sharing across teams.

### RETURN ON INVESTMENT

The use of **DisasterAWARE Enterprise™** provides Citrix:

- Accurate and timely information provided by one platform, saving time and resources during a hazard event.
- Efficacy of actions thus mitigating impact to Citrix assets and minimizing business disruptions due to a hazard event.
- Valuable historical data allowing specific preparation, response and recovery plans, based on the likelihood of a hazard event affecting Citrix assets.

### DisasterAWARE Enterprise™ Risk Assessment Tools



### SUMMARY:

Kaazing **DisasterAWARE Enterprise™** is a risk intelligence platform that helped Citrix automate the collection and analysis of vital risk information related to naturally-caused hazards fast. This allowed the Citrix GTS Team to refocus its attention on identifying threats and recommending measures to mitigate the potential impact an event may have on Citrix assets like ensuring all of the critical information is backed up and available to employees to work securely anywhere, anytime. There is no other platform or service currently in the market offering this extensive access to in-depth data, information and capabilities under one single umbrella.

Kaazing is the leading provider of event-driven, over-the-web connectivity for enterprise. Its key differentiators are scalability, security and speed of delivery with the most cost effective solution. Kaazing's customers include one of the world's largest energy-producing and trading companies, three of the world's top ten banks, one of America's top three professional sports franchises, one of Europe's most sophisticated rail transportation networks and two of the top three transportation companies in the World. Kaazing's leading technologies & services enable the DisasterAWARE Enterprise™ platform to reliably process hazard related big data in real time serving millions of people globally.

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