

# PARTNER INSIGHTS

## Cloudland

Region	ANZ
Partner Level	Citrix Solution Provider (CSP) Silver Citrix Solution Advisor (CSA)
Area of Expertise	Cloud services provider specialising in DaaS
Website	<a href="http://www.cloudland.co.nz">www.cloudland.co.nz</a>



**Josh Davies**  
Founder, Managing  
Director and  
Platform Architect



### Company Profile: Cloudland NZ

Cloudland is a cloud services provider with a broad range of expertise in cloud computing and managed services, as well as desktop virtualisation innovation with its Desktop-as-a-Service (DaaS) solution for business.

Established in 2009 as an online back-up provider, Cloudland believed the trend towards early-adoption of cloud computing would appeal to New Zealand business and they would inevitably move to consuming services out of the cloud, rather than from the desktop. To best respond to this need Cloudland established its relationship with Citrix in 2012, re-branding to its current name – Cloudland – and the company onboarded its first live client to its new offering in the cloud.

Cloudland today leverages a combination of Citrix XenServer, NetScaler, XenDesktop and ShareFile solutions with its branded DaaS solution to provide small to medium size (SMEs) organisations in New Zealand with a well-managed, high performing and agile cloud computing platform. This has enabled the development of the Cloudland product suite including YourDesktop, YourMail, YourStorage, YourHelpDesk, YourDevice and YourBCP.

The company has grown considerably, carefully managing its growth to ensure it maintains its premium service offering and market-leading reputation. With this approach to growth the company has still experienced 100 percent year on year growth for the past three years, accumulating several hundred active users across a broad range of industries who all now benefit from Citrix virtualised desktop solutions.

For Josh Davies, Founder, Managing Director and Platform Architect for Cloudland Citrix solutions are ideal for today's workplace.

**“Citrix technologies within the Cloudland DaaS has created a niche offering which normally SME customers would not be able to access. Our entire team has had great exposure to the Citrix technology stack and they are extremely experienced with service delivery and mission critical environments.”**

### Becoming an Innovative Citrix Solution Provider

Cloud adoption is increasing 20 percent annually for SMEs in New Zealand and this is reflected in the push to shift IT needs off premise and into the cloud.

**“Enterprise of all size, but particularly the budget-conscious SME, is highly motivated to adopt services that both drive cloud adoption and integration to positively impact their business.”**

It makes sense for SMEs in New Zealand to adopt mobile applications to better connect with staff and customers in an anywhere, anytime approach – and ideally in a lower cost environment.

Cloudland's DaaS is based on Citrix XenApp and XenDesktop solutions. Cloudland's DaaS works by providing SMEs with anytime, anywhere, any device access to virtual desktops, applications, email and online services through a single digital workspace securely delivered over the web. Delivered as a managed service, it comes with a predictable low-cost per user, per month commitment, delivering a reduction in risk, greater flexibility and control over costs.

### Innovative deployments with Citrix solutions

The transformation benefits of Citrix technologies can be seen across a range of complex and complicated implementations. These include:

#### Healthcare –

**One of New Zealand's public health providers migrated a number of its private practices from other hosting companies and on premise solutions to Cloudland's DaaS. They needed to remove significant risk from running on premise infrastructure**

whilst ensuring they selected a hosted solution capable of providing an exceptional experience for staff accessing critical applications along with high definition support for emerging trends, such as virtual medical consultations.

Virtual health technology requirements were of paramount importance for the shortlisting and successful selection of Cloudland. With the implementation of Cloudland DaaS and its Citrix XenApp and XenDesktop solutions for virtual desktops and applications in a private cloud environment, health professionals now can work remotely, securely and enjoy a high-quality user experience with patients and colleagues.

**Financial services** – Ageing software and server infrastructure meant one of New Zealand's growing professional firms was struggling to keep up with user demand, application updates and escalating customer support requirements. IT costs were increasing as an ever-growing list of applications needed updating and support, which was both costly and time consuming for IT staff. In response it has deployed the full suite of Cloudland products to decentralise an enterprise application store and provide staff with secure access to applications, data and services they need from any device. Citrix ShareFile lets users access, sync and share files securely from any device, inside or outside the organisation – removing the need for FTP accounts.

**The firm now operates with identical software versions across any device, with application updates managed automatically and without any interruption to the business. The highly elastic Cloudland DaaS platform scales on demand without any additional capital investment from the firm.**

**Construction** – A leading civil construction company is relying on Cloudland's DaaS Citrix XenApp and XenDesktop solutions to resolve existing issues with remote access to the corporate and highly customised ERP system. With legacy on-premise server and SAN infrastructure beyond its end of life deadline – the company faced significant risk and mobility challenges. With the power of XenApp and XenDesktop, Cloudland configured the existing legacy system and the new Cloudland environment, ensuring a smooth transition to a new solution out of hours. No significant capex investment was required, freeing up the firm's budget for core business activities.

## Citrix innovation opens doors for future success

The relationship with the Citrix has created the opportunity for Cloudland to form relationships with a range of tier one software organisations in New Zealand. "Citrix understands how solution providers need to partner with other business software vendors to continue to add value to the customer base," Davies says.

**Cloudland has experienced a spike in demand for its services across the health and accounting sector. "Both of these industries are undergoing a high level of digital transformation as they migrate their business and services to the cloud. Going to the cloud can be a complex exercise however the benefits are many."**

Without migrating to a cloud offering there will always be a need for any organisation to absorb the full cost of maintenance, replacement and upgrades for infrastructure and applications. With the continual release of new application software, operating systems, security and virus threats, IT infrastructure demands constant investment and attention. The Cloudland approach delivers a single integrated solution.

The investment in Cloudland DaaS is proving to be highly successful.

"This has ensured a 100 percent retention rate for all of our tier1 clients. Our earliest clients are now signing on for their third term with us and this reaffirms we are on the right track," Davies concluded.



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