

PARTNER INSIGHTS

Frontier Business Systems Pvt Ltd

Country	India
Partner Level	Platinum Citrix Solution Advisor (CSA) Citrix Service Provider (CSP)
Area of Expertise	Virtualisation
Employees	600 IT professionals
Website	www.frontier.in



FRONTIER
BUSINESS SYSTEMS PVT LTD



Arunchalam S
Vice President
Technology
Solutions

Company Profile: Frontier Business Systems

Headquartered in Bangalore for over two decades, today Frontier Business Systems (Frontier) has built a strong presence in 22 cities throughout India. Backed by 24 years of data centre experience and expertise across private, public and hybrid cloud, Frontier is a trusted advisor to 600 key enterprise accounts. Frontier focuses on financial services, manufacturing, information technology and public-sector organisations.

Its business model is clear. Frontier maintains strong technology partnerships with over 50 international OEM Partners, ensuring it stays ahead of technology trends and has the capability to build the skills and expertise needed to support emerging IT infrastructure technologies.

Today it allocates 200 of its 600 strong team to OEM certified resources, specialising in end-to-end infrastructure solutions and services provision. Namely digital enterprise – desktop as a service, cloud – via its group company Crimson Cloud, hyperconverged infrastructure, mobility, security and integrated data centre solutions.

Additionally, Frontier also offers professional services, managed services and training services to round out its offering to its client base.

With such deep industry expertise in cloud migration it was inevitable Frontier would spin off a division catering to cloud ecosystems. Crimson Cloud was launched in 2015, spanning the complete cloud lifecycle from consulting, design, deployment, security and management.

As Citrix Partner of the Year 2017, Frontier currently offers a team of over 50 Citrix certified technical and sales experts for Indian organisations looking to improve networking and cloud technology outcomes.

Citrix Solutions and Service Delivery Leadership

Frontier first began to specialise in Citrix solutions in 2004, growing from its first client in year one to over 600 mid-market and enterprise clients today. Building on its initial Citrix Solutions Partnership with its Citrix Service Provider Partner role, Frontier counts Citrix as one of its core strategic partners for the future.

According to Arunchalam S., Vice President Technology Solutions cloud-based enterprise applications are driving business technology transformation programs – making Citrix solutions even more strategic to Frontier and its customers base.

“Over the past decade we have been rewarded with partner of the year awards for several years with our commitment to Citrix technologies. In 2017 we continued this trend and already in 2018, we are trending towards 100 percent growth in our Citrix revenues. We are working hard with Citrix to continue our success,” he said.

Leading the way in India

A comprehensive approach to training and certification has created an in-house technology program, the first of its kind in India.

“We complement our attendance at international Citrix Summits with further internal training program modules and then ensure this in-depth look at strategy and innovation cascades through our sales and technical teams. It is also crucial we have an in-depth understanding of Citrix-ready partner technologies, such as Microsoft or Nutanix, as prospects and customers rely on us combining innovative solutions for successful outcomes,”

Arunchalam continued.

Over the years the dedication to Citrix technologies has generated unrivalled vertical industry expertise leadership in the fast-paced financial services sector.

"Financial services customers make up 20% of our customer base and is our number one vertical industry. It is followed by retail, manufacturing, public sector, education and research," he said.

Frontier works closely with its customer base as organisations of all sizes maximise the benefits the cloud can deliver from a technical, business outcome and bottom line perspective.

"Many of our clients are looking for a high-performance IT infrastructure with the ability to scale as they experience business growth and the inevitable expansion in employee numbers. Optimising a virtualised desktop environment directly addresses the challenge of IT overheads and can help reduce the number of staff required to manage such a streamlined virtual IT platform."

Innovative deployments with Citrix solutions

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

Retail – REBO™, one of India's premier outsourced back-office solution providers for the retail industry needed to ensure its large data sets were operating in a fully secure, high-performance and mission-critical scalable network. End user performance from any location was a concern, as well as IT infrastructure cost management. The company evaluated Frontier's sister organisation, Crimson Cloud's Crimson Works offering around the ease of access (from anywhere, any device – anytime) and application performance – speed, latency around large data sets, and performance of spreadsheets (with large amounts of rows of data). Following a short but highly successful proof of concept, Crimson Works was implemented. Built on Microsoft Azure infrastructure it uses the Citrix XenApp and XenDesktop technologies to provide secure access and improved user experience. The solution is provided as a managed service from Crimson Cloud to ensure that in-house IT teams do not have to deal with desktop and laptop management. For REBO™ the outcome as a rapidly growing start-up was excellent, delivering low latency, 100 percent uptime and greatly enhanced data security.

Pharmaceutical –

A leading Indian pharmaceutical manufacturer with a presence in 30 countries around the world as well as over 30 different product divisions needed to centralise its business applications and enhance the security of its network. With its Citrix XenApp and XenDesktop

implementation now complete, the pharmaceutical manufacturer has created a desktop virtualisation software platform for over 400 users.

Employees can now access applications from a central data center as its on premise deployment, which has enhanced the user experience for any collaborative device and also helped reduce IT costs.

Financial Services – When one of India's most innovative fintech players needed to resolve multiple challenges surrounding end user experience, security and productivity improvements across a number of its offices, it implemented XenApp and XenDesktop for over 1,000 of its staff. By virtualising the organisation's applications and business software, a range of improvements including securing remote access, delivery of high definition user experience across any device and a reduction of costs became a reality. Employees now work securely across any device, from any location with the same user experience every time. Centralised management has streamlined the IT team's ability to keep the team as productive as possible.

Citrix technologies meet future industry trends

For Frontier's Arunchalam S. there are three significant trends Citrix technologies will appropriately support in the future. "The virtualised workspace, security for the enterprise in hybrid cloud mode and helping customers move from a capex to opex operational model are as key for clients moving forward."

Frontier is preparing to meet these demands as more enterprises head to the cloud with its continued Citrix expertise.

"Our journey with Citrix will continue as we have enjoyed great success in our collaboration over the years – from the executive team to sales to technical levels – over the years. Our close relationship is the reason for our success as Citrix has a channel-first policy. Our staff know that, and our customers know that. It will keep us innovating and launching new solutions and divisions to meet the pace of change in India's business sector," he concluded.



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