

# PARTNER INSIGHTS

## Shellsoft Technology Corporation

Region	ASEAN
Partner Level	Platinum Citrix Solution Advisor (CSA)
Area of Expertise	Infrastructure, Cloud Enablement, Productivity and Security
Employees	170 IT Professionals
Website	<a href="http://www.shellsoft.com.ph">www.shellsoft.com.ph</a>

Edwin Boon  
President



**Shellsoft**  
technology corporation



### Company Profile: Shellsoft Technology Corporation

Shellsoft Technology Corporation (Shellsoft) launched in the Philippines 30 years ago to provide systems integration support for some of the world's most dynamic technology brands. Courtesy of this deep industry insight and experience, Shellsoft today is the premier systems integrator for infrastructure and virtualisation in the Philippines. Its success is reflected in its financial growth with the company's revenues growing by over 200% over the past decade.

Shellsoft combines expertise and experience in the areas of core infrastructure, virtualisation, enterprise and mobile security, data management, workflow, systems and endpoint management and productivity to provide our customers a wide range of advice and solutions to address their business needs. Shellsoft maintains the single largest group of certified engineers for each of its core products in-country, so that its customers are not only assured of world-standard skills, but also of its ability to undertake simultaneous, complex projects.

Today, Shellsoft's customer base is among the most diverse in the industry, featuring the top corporations in the country. Shellsoft is a premier supplier of IT solutions to banking and financial institutions and business process outsourcing outfits, as well as the healthcare, retail, manufacturing, utilities, hospitality, real estate, semiconductor, academic and government sectors.

### Partnership recognitions pays dividends

Repeatedly recognised by Microsoft as its Infrastructure Partner and Partner of the Year since 2000, Shellsoft's expertise, certification and deployment history with Citrix technologies has helped it achieve the recognition of ASEAN Partner of the Year for Citrix in 2016 and 2017.

Shellsoft established a partnership with Citrix in 2003, today ensuring 20 of its 170-strong team of IT professionals are fully trained and certified on the Citrix technology stack. With the growing popularity of cloud and the mobile economy, the virtual networking capabilities of the Citrix product suite are in demand.

Edwin Boon, President, Shellsoft Technology Corporation explains:

**"Thirty percent of our prospects and customers specifically ask for Citrix solutions to solve their business technology problems. In this regard Citrix solutions have helped Shellsoft build a competitive advantage in the market. Citrix technologies are more than a virtualised desktop offering, they are a roadmap for increased corporate security. We have incorporated this benefit into our approach and overall security strategy for clients."**

### Maximising the Citrix technology stack

Shellsoft has ensured its Citrix specialist team remains up to date, attending Citrix Asia Pacific conference and training programs, keeping the Citrix team refreshed and ahead of product releases. The commitment to Citrix and the benefits this produces doesn't stop there.

Boon explains: "A few years ago we joined the Citrix Partner Executive Council (PEC) to better understand the regional mindset of both organisations. This was a significant investment from the international leadership team and not only was it beneficial, we appreciated the team culture and outcomes it produced."

"This kind of engagement allows us to focus on what we really need to do for our customer base together with our partner. It wasn't up to Shellsoft to navigate the partnership alone – Citrix is extremely partner focused," he said.

## More than a virtualised desktop environment

With demands for cloud and enhanced security standards continually increasing, Shellsoft plans on increasing its current Citrix implementations.

Boon counts the alignment with Microsoft Azure a bonus for Shellsoft customers.

**"We are one of the top partners for Microsoft in the Philippines and this alignment of the Citrix technology stack in the Azure cloud platform is very positive. The benefits of Citrix NetScaler and its ability to secure the Office365 environment is paramount when you are making applications and services available from external locations. Security needs to be top-of-mind for IT admins."**

Three implementations that highlight the success of Citrix solutions, alliance partner technologies and Shellsoft's expertise include:

### Telecommunications Provider –

**Philippines leading provider of telecommunications services has implemented the Citrix Workspace Suite of XenApp, XenDesktop and XenMobile together with Citrix NetScaler to benefit the productivity levels of its 8000+ employees.**

With one touch with XenApp, users can now securely access thousands of published applications, supported by the NetScaler hosted on-premise environment and AWS. XenMobile brings a new level of security to the team, letting them protect their mobile devices regardless of the platform they are using, including iOS,

Android or Windows environments. The largest Citrix implementation in the country, the company plans to expand its use of Citrix solutions in the enterprise in the coming years.

**Aviation** – With employees needing to access specific airline and aviation industry applications securely from any location, this leading airline has implemented the Citrix Workspace Suite of XenApp, XenDesktop and XenMobile solutions. Now every member of the team from flight crew, engineering and avionics, customer service and sales and administration enjoy the same user experience, in a secure environment whether they are at the office, working at home or remotely, or in busy airports and terminals. The Citrix solution suite have delivered specific airline and aviation industry applications anywhere, anytime across any device. The effectiveness and premium outcome is evident with the implementation now in its tenth year.

**Automotive** – One of the challenges of a rapidly growing business is keeping up with inventory and delivering a consistent level of customer service. This was the issue faced by one of the Philippines largest and fastest growing automotive dealer networks. Head office elected to resolve this with the implementation of Citrix XenApp and NetScaler to establish a secure, high performance connection for 30+ dealerships with their in-house business system. With the Citrix solutions, the entire dealer network can receive real time updates, monitor their product line and vehicle parts status – helping them to better respond to internal queries and support customer service requests. The Citrix infrastructure delivered peace of mind with dealers now able to do business securely and know the information they access is always up to date.

### Highlights of the Citrix partnership

Shellsoft describes its partnership and working relationship with Citrix as 'partner-centric'.

"This helps us have a more consultative relationship, with considerable detail provided for our partner program and for any queries we may have. There is an element of continuity for everything Citrix does, and this is important when we provide local feedback about product releases and updates. There is a lot of synergy between what we bring to the table and what Citrix is initiating with other partners and technologies. Collaboration is the way forward."

Boon is very positive about how Citrix solutions will respond to future market trends: "The future is all about mobility and cloud. We forecast the need for more advanced security perhaps around the area of behavioural and cognitive analysis, possibly even voice assist and speech commands. For the next two years at the very least we see Citrix virtualisation solutions being able to step in and provide the additional layer of security organisations need to protect their data and corporate network."



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