CITRIX®

PARTNER INSIGHTS
Amidas Hong Kong Limited

Region	Greater China & Japan
Partner Level	Platinum Citrix Solution Advisor (CSA)
Citrix Specialist Certified In	Virtualization
Employees	30+ IT Professionals
Website	https://www.amidas.com.hk

Sally Ng
Sales and Marketing
Director

Company Profile: Amidas

In a world where the modern enterprise is relying on technology to enable remote and mobile access, keep pace with global growth and expansion – whilst keeping its data secure and fully compliant, technology service and implementation expertise now needs to track ahead of business and technology trends. Technology partners are now critical for executing new infrastructure, innovating new ways of doing business and keeping an eye on the bottom line for its customers.

As a leading specialist in Citrix solutions, Amidas Hong Kong Limited (Amidas) foresaw a radical integration of the cloud and business across physical and virtual environments that recognised virtualisation would be the key to the future for many of the region's leading organisations.

Established in 2014 with a founding team of leading Citrix experts, Amidas' Citrix capabilities has been recognised through a series of key customer wins in large financial service and telecommunications providers, plus its number of significant Citrix awards since launch. Following its Citrix Gold Partner of the Year Award in 2014, Amidas' unique skills have been acknowledged with the inaugural Citrix Gold Solution Specialist Award in 2016; multiple Citrix Platinum Specialist, Top Performing Partner and Top Service Partner Awards in 2017 and now in 2018 with the Citrix Networking Partner of the Year Award.

Amidas' commitment has seen it set a very high standard for innovation, empowering customers, and reporting enviable growth in a competitive market. It is not surprising this level of recognition has also translated into financial success for the firm.

Every year Amidas has recorded double digit growth, ramping up its revenues as its client base realised the benefits of virtualisation and the cloud.

A highlight for Amidas was the company's spike in business in 2018, growing its revenues by over thirty per cent.

With a focus on best-in-class consulting, solutions and services, Amidas core industries include banking, finance and insurance;

government, utilities, telecommunications, entertainment and large enterprise. The company recently added the manufacturing sector to its industry list, undertaking a series of new projects in 2017 which it aims to help build out its latest portfolio.

"Citrix always has been a key solution in our firm, and it will retain this position in the future," said Sally Ng, Sales and Marketing Director, Amidas Hong Kong Limited.

"We have built a reputation as a Citrix virtualisation expert in the market and everything we do underpins this."

Highlights of a strong alliance

Kicking off its history with such a highly experienced Citrix team means today the 10-person specialist team is fully accredited across virtualisation, mobility and networking categories for Citrix Workspace and Networking solutions.

"Together with our internal training and mentoring program for Citrix solutions, we also make sure we have a monthly Citrix use case experience sharing session for everyone in our team. Looking in-depth at things like trouble shooting, proof of concept experiences and real-world applications means we build and sustain a really high level of Citrix skills internally," she continued.

"When you have such strong skills, experience and expertise with Citrix solutions it is only right you keep your team updated with certification and qualifications. Internal knowledge sharing is always backed up with Citrix-run onsite and virtual training programs on a regular basis."

Translating these skills and experience into highlights is easy for Amidas. Citing strong skills and qualifications as integral to project success as its most beneficial outcome, Amidas also rates the strong support of the Citrix team and its 'virtual team collaboration' with Citrix as ideal for strategic account planning and choosing the best fit solution for the customer's needs.

Citrix Workspace for Telecommunications

Operating a modern telecommunications business and making a move to the cloud means a review of mobility, security, remote access and how to prioritise technology investments and potential cost savings. Uniquely business continuity planning to meet the challenges of Hong Kong's typhoon season is also crucial. Amidas worked closely with its customer to identify four major challenges and how Citrix Workspace solutions – from Citrix Virtual Apps and Desktops, Citrix Endpoint Management and Citrix ADC - could deliver the technology and business benefits it required. The company completed a pilot in 2015 and placed its first order. In 2017 the Citrix Workspace was fully implemented prior to the platform migrating to Nutanix in order to deliver additional increased efficiencies. Today the system is stable, and the company has achieved a 50 percent improvement in its productivity and efficiency levels.

- **Mobility and Productivity** - For the management, sales and pre-sales teams operating 100 iPads in remote and mobile environments meant Citrix Endpoint Management could deliver the mobile and more productive work environment they were seeking. The combination of mobility, cloud and virtualisation meant the company could move away from fixed infrastructure and create a satellite office giving workers access to a centralised, secure desktop application. This translated into reduced travel times between meetings, the new ability to respond to customer emails anytime and anywhere – plus the establishment of a new CBD office closer to customer meetings for sales staff saw productivity levels soar. Company notebooks could now be issued and replaced easily and securely.

- **Information Security** – With Citrix Workspace a single control plane means it is easier than ever before to protect the company's data for remote and mobile users without any data leakage. With apps moving to the cloud, Citrix Workspace now protects the network and application infrastructures from both external and internal attacks. Citrix technology can pre-empt threats, and secure end-user files, apps, and devices—all while providing complete app reliability anywhere on any device. These best-in-class networking solutions are a win-win. The 450 users can access company data in a controlled view-only manner, eliminating the opportunity for documents to be copied, pasted or downloaded without permission. Mobile devices are now able to be locked or wiped in situations of loss or if staff depart the company.

- **Command Centre** – Implementing Citrix Virtual Apps and Desktops has transformed the 150-seat Call Centre, with Citrix introducing resource allocation for flexible seat and shift rosters. Now able to offer a 24/7 remote application for its staff, the call centre team no longer needs to be physically located in the office. This meets increasing demands for reducing a very expensive real estate footprint, flexible work-from-home needs, and counter effects weather impacts that stop staff being able to reach the office during typhoon season. With a device or computer, the call centre team can work remotely and securely.

- **Business continuity planning** – Hong Kong is subject to some of the world's most extreme weather during typhoon season. Citrix Workspace has enabled a cloud-based environment that delivers high availability, performance and security for staff to work remotely from home when disaster strikes via thin client notebooks. Unable to be solved previously due to cost restrictions, Citrix Virtual Apps and Desktops and Citrix ADC provided the secure, cost-effective solution the entire organisation required.

Citrix Workspace for Banks

Amidas recently supported a banking customer streamline the centralisation and delivery of critical specialised applications for access to the Society for Worldwide Interbank Financial Telecommunication (SWIFT) network.

As one of two Hong Kong Monetary Authority-certified solutions providers for the SWIFT network, Citrix provides a high performance solution for sharing financial information.

By implementing Citrix Virtual Apps and Desktops and four Citrix ADC licences, the Bank today has a high availability, high performance environment that is secure and allows for enhanced monitoring. The Bank has delivered significant cost savings with this virtual solution from Citrix.

Citrix Workspace for Manufacturing

A multi-national manufacturer faced the challenge of protecting their product design and intellectual property across multiple locations and remote users. Citrix Virtual Apps and Desktops was implemented to centralise the data across three sites in two countries, streamlining access for branch offices, and remote and mobile users. A key concern for management was the issue of corporate espionage – either from staff or by external hackers. IT administrators implemented access control protocols for the first time to monitor document handling and with Citrix Sharefile secure access and bank-level encryption became standard for any document, file or email being accessed.

The company completed a 50 user pilot to assess the effectiveness of the Citrix solutions and new approach to IT, expanding this environment to an additional 250 users recently and three licences for Citrix ADC VPX. This now helps with delivery of applications on demand across multiple sites and ensures

---

CİTRIX®

maximum uptime for the company. With the IT administration now controlling access to information for the sales, design and administration teams in a virtualised and centralised environment, the network's performance has improved by at least 30%. Additionally, the consolidation of its IT efforts and network is reducing costs and letting the IT team focus on business needs rather than infrastructure issues.

Being a trusted solutions advisor for Citrix

Today the Amidas team focuses on Digital Workspace and it regularly positions Citrix as the intelligent digital workspace for the modern enterprise. The Amidas team sees its future closely aligned with its clients and the goal to provide users with simple access to a single platform which then provides them with support for mission critical applications and tasks.

"The user experience is always the most important key to success for any Citrix project and this is something any Citrix specialist should remain focused on," Ng outlined.

Amidas believes it is well placed to respond to industry trends including security and compliance for the banking and finance sector, mobility challenges for the insurance space and remote office expansion and management reporting needs for the manufacturing industry.

CITRIX®

Location Citrix Systems Asia Pacific Pty Ltd. Level 5, 66 Waterloo Road, Macquarie Park, NSW 2113
Phone +61 2 8870 0800
Email programs@citrix.com