



PARTNER INSIGHTS

Quadrasystems.net

India Private Limited

Country	India
Partner Level	Gold Citrix Solution Advisor (CSA)
Citrix Specialist Certified In	Virtualization
Employees	100 IT Professionals
Website	www.quadrasystems.net

Prashanth Subramanian
Co-founder and
Executive Director,
Quadra



Company Profile: Quadrasystems.net India Private Limited

For almost two decades, Quadrasystems.net India Private Limited (Quadra) has been building and delivering innovative technology solutions for mid-sized and large organisations in India.

Quadra was introduced to Citrix 10 years ago initially engaging with the team on a purely transactional basis. Quadra's Citrix relationship rapidly gained momentum from 2013 onwards, aided by investments in dedicated Citrix resources. With strong support from the Citrix partner team, Quadra built a successful, sustainable practice. As a result, it was upgraded to Gold partnership, helping it take a much more proactive approach to aligning customer business challenges with Citrix technology solutions.

Quadra currently has a 12-person team dedicated to Citrix solutions, helping organisations plan, implement and derive value from the full suite of Citrix solutions designed to support enterprise mobility, application and desktop virtualization, cloud networking and hybrid cloud.

The Quadra customer base is broad – including financial services, FMCG, pharmaceutical and life sciences, manufacturing and IT, and IT-enabled services.

The road to Gold Partnership

Today Quadra has seen its alignment with the Citrix brand and solution set pay off.

"Quadra has experienced 50 percent annual growth in its Citrix business division over the past few years. We are aiming to double our Citrix specialist headcount in the next 12 months to better meet demand."

Prashanth Subramanian | Co-founder and Executive Director | **Quadra**

"Having premium accreditation and a close relationship with the team at Citrix allows us to convey to our customers that

we offer the best skills, broadest Citrix offerings and we are suited to the more complex business technology challenges."

The Citrix software engineering team members are trained to understand what the customer needs from a business perspective.

"We reinforce with our team that we can't get caught up in technology alone. We need to approach this as a business partnership with our customers. Are we solving their pain points? Are we helping them compete, conduct business at a lower cost and collaborate more effectively?"

Prashanth Subramanian | Co-founder and Executive Director | **Quadra**

Further, Quadra offers a dedicated day for internal learning that the entire 100-person team undertakes weekly. With each Citrix deployment generating a new challenge, team members present on the customer scenario and address the challenges with technology implementation outcomes. This helps build in-depth understanding of increasingly complex business technology needs.

Citrix specialisation drives better customer outcomes

For organisations relying on Citrix technology, their goals are to free their workforce and business from traditional IT boundaries, without sacrificing control. Citrix solutions enhance productivity, secure enterprise apps and data and optimise the network – three major components of the cloud-focused enterprise environment.

"As more and more business heads to the cloud, the network is even more important than before. The future is software-defined for any organisation,"

With this challenge, Citrix solutions are driving better customer outcomes.

“For one of our current financial services customers we are moving them away from the traditional client server environment into a fully virtualised environment. Citrix infrastructure is allowing us to transform this large multi-billion dollar business with cutting edge solutions. This is why we will continue our aggressive investment in Citrix specialists, solutions understanding and customer rollouts.”

Prashanth Subramanian | Co-founder and Executive Director | [Quadra](#)

Showcase Citrix deployments

Today's business environment demands that a business can securely deliver apps, files and services seamlessly to any user, over any device, over any network. Recent implementations include:

Global Manufacturer

A global leader in fluid management systems faced challenges in delivering corporate applications to a diverse mix of end points with non-standardised operating systems and service pack levels. Another key challenge was in managing a stable site-to-site VPN across 40 branches worldwide. XenDesktop, XenApp and NetScaler VPX were implemented to deliver a single, integrated technology delivery gateway to their entire line of business and desktop applications, eliminating application incompatibility issues and stable branch connectivity. With a significant travelling salesforce, upload of data has been enabled with one-way redirection in automated applications, blocking downloads and securing the datacentre. Citrix solutions have empowered over 400 knowledge workers to work at peak efficiency and productivity, directly impacting revenues and profits.

Textile Company

A rapidly growing textile company was looking to streamline operations using SAP ERP, with more than 80% of their desktops requiring an upgrade. They wanted to enable secure access to corporate resources for travelling staff. By implementing Citrix XenDesktop in their corporate data centre along with SAP, HSD desktops were delivered to the end users by repurposing their

legacy desktops as thin clients, thus avoiding a multi-million rupee impact on their budget, as well as drastically shortening the time required for the ERP roll out. Citrix Receiver streamlined the delivery of corporate applications, securely. User management was simplified with Citrix infrastructure making provisioning and de-provisioning easier. Solutions used XenDesktop, XenApp and NetScaler VX.

Pharmaceutical Manufacturer

One of India's largest pharmaceutical manufacturers implemented Microsoft Office 365 across multiple locations and lines of business. A hosted shared activation model for delivering Office 365 Pro Plus ensured all end points had applications available to meet a very aggressive project time line. Exchange Online as part of Office 365 was delivered quickly, and Skype for Business will be rolled out using Citrix to overcome application compatibility issues. XenDesktop, XenApp, Provisioning Services and NetScaler deliver efficiencies and high availability.

Citrix supports growth

Partnering with Citrix is integral to its global success, according to Subramanian. Quadra is focused on achieving Platinum partnership status shortly, and being recognised with specialist competency in Networking.

“Citrix is intensely focused on the partner business model. We are not an additional channel but are instead integral to its worldwide business strategy. The Citrix team is incredibly supportive, providing the support necessary in extremely complex deployments and resources to acquire new customers. They have always approached Quadra as an individual partner and this is unique. We are proud to have been the first Citrix Virtualization Specialist partner for India.”

Prashanth Subramanian | Co-founder and Executive Director | [Quadra](#)



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