

Anunta partners with Citrix to guarantee Application Delivery

“ Anunta Tech's ADaaS (Application Delivery as a Service) is a unique offering wherein we use Citrix virtualization technology to provide clients with a cloud enabled application delivery infrastructure that comes with a guarantee on end-user performance. As far as desktop virtualization is concerned, we find Citrix today has the best and most versatile range of products. It has superior products (Citrix XenApp, XenServer, VDI) when it comes to HSD and its proprietary ICA protocol over the WAN network has led us to suggest Citrix to many of our clients.”

*Sivakumar Ramamurthy, COO
Anunta Technology Management Services*



Anunta Technology Management Services is an IT services company with a specialized focus on Application Delivery as a Service. It is one of the top Citrix Managed Services Partner, and is promoted by Ananda Mukerji, founding CEO of Firstsource Solutions, and Sanjiv Dalal, ex-CTO of Firstsource Solutions. The company is backed by Bessemer Venture Partners.

With the belief that cloud-based models of hosting and delivering IT services, will dramatically impact application delivery architectures in the coming years, Anunta has spent years of investment in building expertise around the designing and managing of the application delivery chain.

A Unique Business Enabler

Against this backdrop of application delivery becoming increasingly complex, Anunta's Application Delivery as a Service (ADaaS) provides a fully integrated management of the application delivery chain from server to screen that guarantees application performance at the end user level.

“Our experience shows Enterprises want to adopt virtual desktops but have to deal with multiple partners for building, integrating and managing the infrastructure. Accountability of end-user experience is a major concern in such a situation. Anunta offers a unique model called ADaaS which goes beyond DaaS. Our differentiator is that we offer all competencies including designing, system integration and monitoring and management giving complete accountability for server to screen delivery of applications. Our billing model and SLAs (Service Level Agreements) on end-user performance are also unique differentiators,” says Vrinda Walavalkar, Global Head, Marketing at Anunta.

She adds that traditional infrastructure management which essentially involved managing the IT silos of network, data centres and desktops is obsolete. “Today's IT delivery is about end-user satisfaction. Our model is about using an IT transformation to deliver increased business productivity and lowering the unit cost of application delivery,” says Walavalkar.

While several SIs also offer SLAs, Walavalkar believes that “it is not about offering SLAs but what are you offering them on” that makes all the difference. “Almost all SIs extend SLAs on uptime at a device level but hardly anyone covers performance at the end-user,” she explains.

Anunta's billing model is as unique as its business model. It focuses on the unit cost of application delivery/user/month. It bills ADaaS on a cost of application delivery per user, per month. This unique metric takes into account the total cost including hardware, software, IT support costs, energy consumption etc. to reflect the total cost of application delivery. The metric allows IT to foresee the cost of growth in a predictable manner and takes ownership of the total cost of IT.

“One of the bottlenecks for many customers adopting virtualization is the perceived high upfront cost. This is where our unique billing model and our experience of building and managing virtual machines comes into play and helps technology decision-makers to lower the total cost of application delivery. A lot of clients, particularly CFOs have seen merit in our approach,” Walavalkar informs.

Consultant to the Customer

Anunta's approach to architecting and designing of the application delivery chain makes sure that the virtualization solution is user-customized and not a 'one size fits all.' The company's experience and expertise at desktop virtualization ensures that projects scale to enterprise-wide deployments flawlessly with guaranteed end user performance.

“In the first phase of our engagement we play almost a consultant's role. We tell clients about the various products and technologies available in the market and also recommend them specific solutions according to their business needs,” Walavalkar says.

For example for a banking client who chose to migrate to virtual desktops and simultaneously roll-out a new core banking application we used a combination of Xenapp 5.0, Xenapp 6.5 HSD and thin clients and moved 1000 plus users from 120 branches across India, National Operations Center and Regional Processing Center from a physical infrastructure to a cloud-based one. All this was carried out while rolling-out a new core banking platform seamlessly, with zero business interruption across all 120 branches.

Anunta Tech has a systematic approach – right from conceptualizing a project to implementing it. Anunta starts off by usually conducting an Application & Desktop Transformation Analysis for the client. It then identifies the business units which can be considered for implementation and profiles users based on their business app usage requirements.

For a manufacturing client who was having a problem managing IT operations over 19 branches spread across the country, Anunta created a Hosted Shared Desktop environment configured on a cluster of high density, high availability physical servers using XenServer 6.0, XenApp 6.5 and XenDesktop 5.6 to create a centrally hosted architecture that lowered cost of application delivery, increased availability and reduced incidents/user.

This is followed by testing the application landscape, peripherals, driver compatibility challenges and carrying out benchmarking exercise for each application in the existing environment. The company works with various application suppliers to solve the compatibility issues for HSD environment. In its various implementations, Anunta has made a wide range of applications to be delivered over the virtualized environment including MS office suit, Open office suits, ERP applications (SAP, JDE, PeopleSoft), Messaging (Email, IM), Client server application, CRM, Browser-based applications, audio players, and vertical-specific insurance and banking applications.

“On an average the roll-outs take three months from the date the client agrees to PoC to going live,” says Walavalkar.

Some of Anunta's clients include Bajaj Electricals, Fullerton India, Ratnakar Bank, Axis Bank, Kotak Bank and Edelweiss.

Mutually Beneficial Relationship

For any successful implementation, it is imperative to have a strong and proven technology. By partnering with Citrix, Anunta has been able to associate and align with a superior product.

“Our focus is application delivery. We never advocate use of a particular technology to our clients. However, as far as desktop virtualization is concerned, Citrix today has the best and most powerful product. We believe Citrix has superior products (Citrix XenApp, XenServer, VDI) when it comes to HSD and its proprietary ICA protocol over the WAN network. This has guided us to suggest Citrix to many of our clients,” says Sivakumar Ramamurthy, COO, Anunta Technology Management Services.

“We first used Citrix's application publishing product using Citrix MetaFrame in 2003. In 2006 we used Citrix XenDesktop and since then we have been using and advocating various Citrix products like XenApp, XenDesktop, XenServer and XenMobile to our clients,” he says.

“There are instances when the client wants a different product other than Citrix. In such cases, we brief them with the pros and cons of using other technologies vis-à-vis Citrix,” says Ramamurthy.

“Our understanding of the virtualization technology coupled with day-to-day management is a great value-add for customers. We believe Citrix has a superior product in desktop virtualization. A combination of Citrix technology overlayed with our engagement and service model delivers superior business value and makes the transition painless for clients. We have always been will always strive to become a business enabler for our customers,” adds Walavalkar.



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About Citrix

Citrix Systems, Inc. (NASDAQ:CTXS) is a leading provider of virtual computing solutions that help companies deliver IT as an on-demand service. Founded in 1989, Citrix combines virtualization, networking and cloud computing technologies into a full portfolio of products that enable virtual workstyles for users and virtual datacenters for IT. More than 230,000 organizations worldwide rely on Citrix to help them build simpler and more cost-effective IT environments. Citrix partners with over 10,000 companies in more than 100 countries. Annual revenue in 2010 was \$1.87 billion.

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