



Case Study: Global Consulting Firm Transitions from Citrix to Kasm Workspaces

*A comprehensive analysis of enterprise-grade virtual
desktop transformation*

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Executive Summary and Learning Framework

This case study examines how Global Strategy Advisors, a leading international business advisory firm, successfully transitioned from Citrix Virtual Apps and Desktops to Kasm Workspaces.

The migration demonstrates how Kasm Workspaces' unique positioning in the VDI market—combining performance, customer-centric design, and operational efficiency—delivers measurable business outcomes that legacy solutions simply cannot match. By developing a containerized microservices architecture, Kasm Workspaces transforms how enterprises approach virtual desktop delivery.

Company Profile

Global Strategy Advisors, an international business advisory firm, excels in modern consulting, serving clients across multiple continents with specialized advisory services.

- **Global Reach:** Approximately 750 users are distributed across the United States, Europe, Middle East and Africa (EMEA), and Asia-Pacific (APAC) regions.
- **Diverse Operations:** The firm operates multiple specialized business units, each with distinct technology requirements and compliance obligations.
- **Infrastructure Demands:** Their global presence necessitates a sophisticated IT infrastructure capable of maintaining data residency while ensuring consistent user experiences worldwide.
- **Strategic Focus:** The firm's technology strategy prioritizes seamless collaboration, alongside the highest standards of security and regulatory compliance, which posed significant challenges for traditional VDI solutions.

Understanding the Modern VDI Landscape

The Legacy VDI Challenge

Traditional VDI solutions like Citrix Virtual Apps and Desktops were designed for a different era of computing. These platforms rely on complex, multi-tier architectures that create numerous points of failure, security vulnerabilities, and operational overhead. As organizations scale globally and embrace cloud-first strategies, these legacy systems become increasingly burdensome.

The fundamental issue lies in their architectural approach. Legacy VDI solutions require multiple interconnected components—StoreFront servers, NetScaler appliances, licensing servers, and specialized client software—each introducing complexity and potential security risks. This architecture made sense when most computing resources were on-premises, but it struggles to adapt to modern cloud-native environments.

Kasm Workspaces: A Cloud-Native Revolution

Kasm Workspaces is engineered from the ground up as a containerized, microservices-based platform. This design fundamentally eliminates the architectural complexity inherent in legacy solutions.

- **Innovative Windows Desktop Virtualization:** Kasm Workspaces' approach to Windows Desktop virtualization demonstrates how modern technology can resolve longstanding VDI challenges.
- **Secure WebSocket Streams:** Kasm transforms traditional Remote Desktop Protocol (RDP) connections into secure, cloud-native WebSocket streams. This innovation allows Windows RDP services to be accessed through any contemporary web browser, removing the need for specialized client software. The RDP stream is securely encoded and transmitted via WebSocket connections, delivering enterprise-grade performance while simplifying both deployment and management.

The Challenge: When Legacy Systems Become Liabilities

Security Vulnerabilities: The Endless Patch Cycle

Global Strategy Advisors found themselves trapped in what their Network Engineering Senior Director described as,

 **Quote: "A vicious cycle of patching stuff, securing Citrix, putting Citrix behind a firewall... putting it behind VPN."**


The firm was constantly addressing critical security vulnerabilities with Common Vulnerability and Exposure (CVE) scores ranging from 8 to 10—the highest severity ratings.

These weren't minor security issues that could be addressed during routine maintenance of Windows. Instead, they represented fundamental architectural vulnerabilities that required immediate attention, often disrupting business operations and consuming valuable IT resources. The multi-component nature of their Citrix Virtual Apps and

Desktops deployment meant that vulnerabilities could emerge across NetScaler appliances, StoreFront servers, client software, and licensing infrastructure.

Commercial Inflexibility: When Vendors Dictate Terms

The situation became untenable when Citrix, following its acquisition by a private equity firm, adopted increasingly rigid contractual terms. When Global Strategy Advisors sought to align their technology procurement with business automation initiatives by requesting a one-year agreement, they encountered unexpected resistance. As the senior director recalled,

 **Quote: "We went back to Citrix and said, 'Can you give us a one-year deal?' And they essentially came back and said, 'No, we will not give you a one-year deal. You can commit to three years, or you can go pound sand.'"**

This inflexibility forced the organization to reconsider whether their VDI vendor was truly aligned with their business objectives.

The Solution: Embracing Cloud-Native VDI Excellence

Architectural Transformation Through Containerization

After a thorough evaluation of modern VDI alternatives, Global Strategy Advisors selected Kasm Workspaces due to its revolutionary approach to virtual desktop delivery. The decision was driven by Kasm's unique position as a premium, cloud-native platform capable of delivering measurable business outcomes.

- **Simplified Architecture:** The transformation involved replacing Citrix Virtual Apps and Desktops' complex multi-tier architecture with Kasm's containerized microservices approach.
- **Streamlined Deployment:** Instead of managing NetScaler appliances, StoreFront servers, and licensing infrastructure, Global Strategy Advisors deployed streamlined Kasm Workspaces installations across three AWS regions.
- **Global Distribution:** This geographic distribution strategy ensured optimal performance while maintaining data residency compliance across the US, EMEA, and APAC regions.

Regional Deployment Strategy

Global Strategy Advisors implemented a sophisticated deployment architecture that balanced performance, compliance, and operational efficiency. Each geographic region maintained a primary Kasm Workspaces endpoint supported by regional Connection Proxy servers. This design ensured that data remained within appropriate jurisdictional boundaries while providing users with optimal connection performance.

The regional deployment strategy also demonstrated Kasm's scalability advantages. Unlike legacy solutions that require complex replication and synchronization mechanisms, Kasm's containerized architecture allows for seamless scaling and load distribution across multiple AWS availability zones.

Windows Desktops Reimagined


Kasm Workspaces' approach to Windows Desktop support represents a significant advancement over traditional RDP implementations.

- **Seamless Integration:** The platform seamlessly integrates with existing Windows Server infrastructure, encoding traditional RDP streams into secure WebSocket connections accessible by any modern web browser.
- **Enhanced Functionality:** This innovative encoding process preserves full RDP functionality while eliminating the need for specialized client software.
- **Improved Experience:** Users experience native Windows desktop performance, while IT administrators benefit from simplified deployment and management.

Results: Measurable Business Outcomes

Enhanced Security Posture

The migration to Kasm Workspaces eliminated multiple attack vectors that had previously existed in the Citrix environment. As the Network Engineering Senior Director explained,

 **Quote: "With Citrix, we had vulnerabilities in the Citrix client, vulnerabilities in the Citrix NetScaler, vulnerabilities in the StoreFront... just across the board."**

Kasm's browser-based access model fundamentally reduces the attack surface by eliminating client-side vulnerabilities. The secure WebSocket encoding of RDP streams

provides enterprise-grade encryption while maintaining compatibility with existing security policies and monitoring tools.

Infrastructure Optimization

Global Strategy Advisors achieved approximately a 20% reduction in system nodes while maintaining equivalent functionality. This infrastructure consolidation resulted from Kasm's efficient containerized architecture, which eliminates the need for multiple supporting components required by legacy VDI solutions.

The simplified infrastructure also reduced operational overhead, allowing the IT team to focus on strategic initiatives rather than routine maintenance and patching activities. Regional deployments were consolidated and standardized, creating a more manageable and predictable infrastructure footprint.


Superior User Experience

Users embraced the browser-based access model and Progressive Web App (PWA) capabilities, which provided familiar interfaces without complex client software installations. The transition was particularly well-received among the firm's 400-500 daily active users, who appreciated the simplified access model and improved performance.

The elimination of client software also reduced help desk calls and simplified device management across the organization's hardware ecosystem. Users could access their virtual desktops from any device with a web browser, increasing flexibility and productivity.

API-Driven Automation

The Global Strategy Advisors automation team provided particularly positive feedback about Kasm's robust API capabilities. As the Network Engineering Senior Director noted,

 ***Quote: "I love the scalability; I love the API... We're tying that in with the API and some automation to another system."***

These API capabilities enabled seamless integration with existing systems, creating automated workflows that would have been difficult or impossible to implement with legacy VDI solutions. The API-first design philosophy allows organizations to treat their VDI infrastructure as code, enabling sophisticated automation and orchestration scenarios.

Key Differentiators: Kasm Workspaces Leads the Market

Superior Performance Through Modern Architecture

Kasm Workspaces distinguishes itself in the competitive VDI landscape through its unwavering focus on performance excellence. The platform's containerized microservices architecture provides inherent scalability and reliability advantages over legacy solutions. By encoding RDP streams into optimized WebSocket connections, Kasm delivers superior performance while maintaining compatibility with existing Windows infrastructure.

Customer-Centric Design Philosophy

Unlike vendors that prioritize product complexity or lock-in strategies, Kasm Workspaces focuses relentlessly on customer success. The platform's design prioritizes ease of deployment, management, and scaling, allowing organizations to achieve their objectives quickly and efficiently. This customer-centric approach extends to flexible licensing models and responsive support structures that adapt to customer needs.

Operational Efficiency at Scale

Kasm's efficiency advantages become more pronounced as organizations scale. The platform's containerized architecture eliminates the linear scaling challenges that plague legacy VDI solutions, allowing organizations to add capacity incrementally without architectural redesigns. This efficiency translates into lower total cost of ownership and reduced operational complexity.

Insights: Lessons for Enterprise Deployments

Planning for Geographic Distribution

Organizations considering similar migrations should carefully evaluate their geographic distribution requirements early in the planning process. Kasm's regional deployment capabilities provide significant advantages for global organizations, but optimal results require thoughtful architecture design that balances performance, compliance, and operational considerations.

Leveraging API Integration Opportunities

The API-first design of Kasm Workspaces opens possibilities for automation and integration that may not be immediately obvious. Organizations should engage their

automation and DevOps teams early in the migration process to identify opportunities for workflow optimization and system integration.

Managing User Adoption

While Kasm's browser-based interface is very intuitive, organizations should plan for user training and support during the transition period. Features like clipboard functionality may work differently than in legacy environments, requiring brief adjustment periods.

Looking Forward: The Future of Enterprise VDI

Expanding Containerized Workflows

Global Strategy Advisors continues to explore additional Kasm capabilities, including advanced containerized workflows and expanded application delivery options. These capabilities represent the future of VDI, where applications and desktops are delivered as containerized services rather than through traditional virtualization approaches.

Cloud-Native Integration

As organizations continue their cloud transformation journeys, VDI solutions must evolve to support cloud-native architectures and DevOps methodologies. Kasm Workspaces' container-first approach positions it uniquely to support these evolving requirements, providing a foundation for future innovation rather than technical debt.

Conclusion: Leading the Shift to Cloud-Native VDI

Global Strategy Advisors successful migration from Citrix Virtual Apps and Desktops to Kasm Workspaces demonstrates that the era of legacy VDI solutions is drawing to a close. Organizations that continue to rely on complex, multi-tier architectures will find themselves increasingly disadvantaged as cloud-native alternatives mature and proliferate.

Kasm Workspaces represents more than just an alternative to Citrix—it's a strategic advantage for organizations driven by its ability to meet the evolving demands of remote work, cybersecurity, data protection, and cost efficiency. Through its focus on superior performance, customer-centric design, and operational efficiency, Kasm creates measurable business value that legacy solutions simply cannot match.

For organizations ready to break free from the limitations of legacy VDI, Kasm Workspaces offers a clear path forward. The platform's innovative approach to Windows Desktop virtualization, combined with its robust API capabilities and simplified architecture, provides the foundation for a more secure, efficient, and scalable virtual desktop future.

The question is not whether legacy VDI solutions will eventually be replaced by cloud-native alternatives—it's whether organizations will lead this transformation or be forced to follow it. Global Strategy Advisors chose to lead, and their results speak for themselves. It's time to say goodbye to legacy VDI solutions and embrace the cloud-native era with Kasm Workspaces.

Ready to Say Goodbye to Legacy VDI?

Discover how Kasm Workspaces can transform your digital workspace.

Contact Us  [kasmweb.com]