

**GOLIATH AUGMENTS THE NEED FOR IT EXPERTS, HELPING ENTERPRISES LEVERAGE THE CITRIX ADVANTAGE.**

**WONDERING**  
why Citrix expertise is always in demand?

Today, Citrix supports over 400,000 customers.

Each of those customers, on an average, has 2-3 FTEs managing and monitoring their Citrix environment.

Leading to a demand for at least 1.2 million experts who need to be able to interact with Citrix.

On the supply side there are 62 Citrix Technology Professionals (CTPs) certified every year

Additionally, there are roughly **50-150** Citrix Technology Advocates (CTAs).

Harder to quantify is how many additional Citrix experts at varying certifications exist but even if there are 50,000 (which is high) supply is still much lower than the 1.2 million needed.

**1**  
What organizations need is a massive reshaping so they can leverage the advantages offered by Citrix. This can be achieved using tools like Goliath.

**2**  
Goliath offers end-user experience monitoring and troubleshooting software, with embedded intelligence and automation.

**3**  
Goliath enables IT professionals to anticipate, troubleshoot, and document performance issues regardless of where workloads, applications, or users are located.



The other side of this coin is the efficiency per expert.



These deep technical experts spend anywhere from 25-30% of their time troubleshooting basic end-user tickets.



This is critical time taken away from optimizing, managing, upgrading, and supporting your Citrix environment. It is also time that with the right tools could be shifted left to the help desk.

**Read more on:** How We Can Help You Augment Your Efforts & Leverage The Citrix Advantage

<https://citrixready.citrix.com/goliath-technologies.html>

