

Your IT partner in a changing world

Citrix to AVD Migration

G-Cloud | Service Definition Document



Crown
Commercial
Service
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Gold Windows and Devices
Gold Cloud Platform
Silver Application Development



Service Overview

A consultant-led service designed to guide organisations through the end-to-end journey of migrating from Citrix Virtual Apps/Desktops to Microsoft Azure Virtual Desktop (AVD). This includes discovery of current Citrix estate, application and user profiling, architectural design for AVD, cost modelling, pilot validation, and full production migration strategy. Workshops engage IT, Security, Programme Management, and Business stakeholders to ensure a smooth, secure, and cost-effective transition to cloud VDI.

Features

- Comprehensive review of your current Citrix Virtual Apps/Desktops environment
- Technical roadmap for migration into Azure Virtual Desktop
- Application dependency mapping and compatibility assessment
- Profile modernisation (FSLogix, AD/Entra ID readiness, GPO transition)
- AVD architecture design—scalability, image management, security, and cost optimisation
- Migration of workloads, session hosts, and user groups into Azure
- AI and automation readiness assessment for AVD operations
- Cost modelling comparing Citrix vs Azure consumption models
- Proof-of-Concept / Model Office / Pilot delivery
- Prioritised recommendations with effort and cost estimates

Benefits

- Reduce Citrix licensing, infrastructure, and support overheads through modern cloud VDI
- Create a clear, evidence-based business case for AVD adoption
- Understand the technical blockers and risks associated with leaving Citrix
- Improve end-user experience through FSLogix, autoscaling and modern AVD image optimisation
- Gain a secure-by-design migration pathway aligned with NCSC and central government best practice
- Receive prioritised recommendations with implementation effort, sequencing, and cost

How The Service Works

This service assists organisations in planning and delivering their migration journey from Citrix to Azure Virtual Desktop.

A tailored workshop plan is created based on your technology landscape, existing Citrix challenges, previous VDI initiatives, business requirements, and service improvement opportunities. Workshops typically include:

Discovery & Review

- Review of Citrix infrastructure (StoreFront, Delivery Controllers, VDAs, profiles, images)
- Application catalogue, usage, and dependency mapping
- User segmentation and persona modelling
- Network, identity, and security posture analysis

AVD Strategy & Architecture

- Mapping of Citrix workloads into AVD equivalents
- Image strategy (multi-session hosts, MSIX App Attach, Marketplace images)
- FSLogix profile design and AD/Entra ID considerations
- Scaling, monitoring, zero-trust security, and operational governance

Migration Planning

- Application packaging and readiness analysis
- User migration runbooks and communication strategy
- Cost forecasting (Compute, Storage, Networking vs existing Citrix costs)
- Prioritised migration phases, including Model Office or Pilot deployments

Optional Pilot / Model Office

- Customers may validate performance and experience differences between current Citrix environments and Azure Virtual Desktop via a Pilot or Model Office implementation before committing to full migration.

This methodical approach allows APPtechnology to build a detailed Statement of Work (SOW) for full migration, business case approval, or strategic documentation for senior leadership.

Pricing

Pricing is based on the required scope, number of applications, size of Citrix environment, number of user personas, and whether a pilot / Model Office deployment is included. Standard G-Cloud day-rate models apply.

Delivery is via an APPtechnology Senior Technology Consultant, with an offsite day rate of £925 per day. Project Management is available at £850 per day as a separate role, should you need project management services to assist with the transformation delivery.

Exit Costs

Provided that the services terminate at the end of an agreed term, in line with the terms and conditions, there are no specific exit costs.

Contact Details

Questions related to minimum order values, design and implementation costs and other technical questions related to the Service should be addressed to:

operations@apptechnology.co.uk

Or alternatively contact Martin Sweeney (martin.sweeney@apptechnology.co.uk) at: 28th Floor, the Gherkin 30 St Mary Axe City of London EC3A 8BF Tel: +44 207 469 4053

About APPtechnology

APPtechnology is a leader in digital transformation services, covering project and BAU delivery for large organisations in the UK, Europe and Globally.

We supply flexible teams specialising in Modern Workspace delivery, covering Endpoint Management, Security, Data protection, End User Experience management and technology migrations. We also provide and support delivery of technology solutions covering Legacy application management, and Compliance automation for NIS, ISO, CIMA, DORA and HIPPA Frameworks.



Entirely managed from the UK, we bring experienced governance to all statement of work based delivery, incorporating measurable performance metrics and results analysis in our regular reporting. Where qualified resource supply only is requested we provide models for inside and outside of IR35 payroll, as appropriate to the role and delivery method.

We supply G-Cloud services to the largest (96,000 users) and the smallest local and central government departments and NHS accounts.

