

How to drive productivity in today's cloud-first world

Your guide to engaging your workforce through simpler IT



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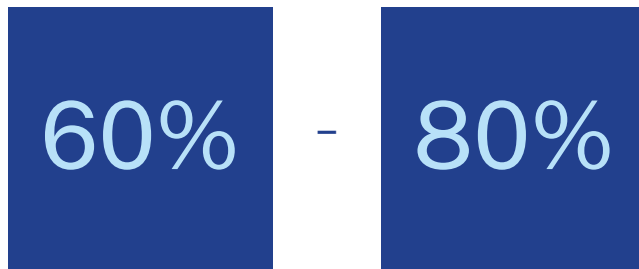
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It used to be that work was a place. Not anymore.

Today, it's an increasingly dynamic activity that people expect to be as adaptable as they are. We've traded in the cubicles and desktops for virtual meetings and mobile devices.

And as the modern workforce's appetite for user-friendly, cloud-based services grows, the center of work is shifting to the cloud. But managing a proliferation of apps scattered across clouds and data centers is unwieldy, increases your security risks, and puts a strain on productivity.



To deliver the experience your employees expect, IT must develop an evolved approach that allows for not only robust visibility but also better control of networks, services, and diverse apps and devices. When your organization has a secure digital workspace, you help integrate everything to secure and simplify IT management today and in the future.

Percent of time working offsite that boosts employee engagement.¹



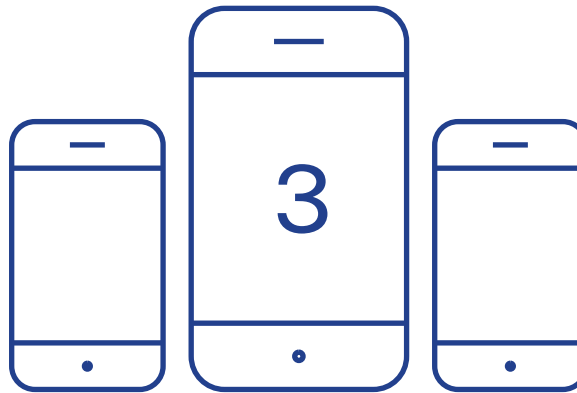
The new work-from-anywhere culture breeds new problems for IT

Workers traditionally started their days logging into computers that had everything they needed. Everyone was on-site. Apps and content lived in the data center, and it was easy for IT to manage network security.

But now, apps and data are spread across data centers and clouds. Third-party SaaS apps are proliferating. And people are working from anywhere on a broad spectrum of devices. All this has made IT environments increasingly complex.



Number of cloud services the average employee actively uses at work.³



Number of devices employees use daily for work activities.²

Why traditional workspaces hurt productivity



Too many user credentials

With multiple applications come multiple sign-in credentials, interrupted workflows, and stifled productivity. With so many user names and passwords to remember, bad password habits proliferate, and employees get frustrated. Multiple credentials mean that IT can't simply create or remove global access easily, as well as incur high costs associated with password resets and managing multiple access management systems.



Fragmented workflows

With employees managing multiple processes in different applications, workflows are fragmented, and processes are often redundant. Finance might use one application for expenses and another for reimbursements — but without a process and workflow to keep the two in sync.



Inconsistent user experiences

Cloud applications are often optimized for different browsers, devices, or operating systems, leaving employees with disparate user experiences. And with little to no oversight capabilities, IT teams can't solve for a variety of issues. This also often limits the range of devices that employees can use for unique or special-purpose applications.



App and data limitations

When employees are limited to apps native to their device, whether mobile, Windows, or SaaS, they lack the flexibility to work how, when, and where they need to. The same is true of data — employees can't be productive when they're unable to access, edit, sync, and share files across devices and apps.

The solution: a secure digital workspace

Unlike the traditional workspace, a digital workspace always serves up the right experience at the right time. It's engineered to increase visibility and simplify management of all apps, desktops, data, and devices — and to give employees the unified experience they need to be productive.

Single sign-on:

SSO lets users sign in once to access all their SaaS, web, or virtual applications. It also permits IT to grant and revoke global employee access during onboarding or termination.

Integrated workflows:

Provide logical integration between applications, as well as a stateful application environment for employees to work.

Consistent user experience:

Ensure that no matter what application is paired with what device, the experience is consistent, the performance rivals native, and the application functionality is automatically adapted to device features.

Governance in IT's hands:

With a single control pane across all applications, whether in the cloud, on premises, or in a hybrid environment, IT can easily manage data and access across the organization



Contextual access and security controls:

IT can apply security and rights in a contextual manner, based on devices, networks, locations, and user behavior. With more granular insights, IT can grant user access (or partial access) to approved devices, security posture of devices, and user locations. That way, IT can be confident about maintaining a security posture while providing users with the best-possible access to their workspace.

End-to-end visibility and user behavior analytics:

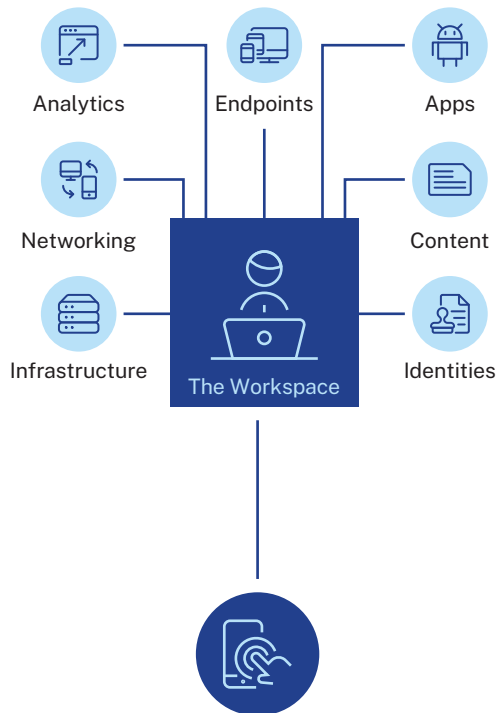
IT teams won't have to go into multiple applications to gather analytics and attempt to compare them across different metrics. Instead, they can use the consolidated information across applications to provide actionable insights.



In a cloud-first world, forward-thinking IT takes a user-first approach

Your workspace should unify everything

When managing everything is simple, people get the experience they need.



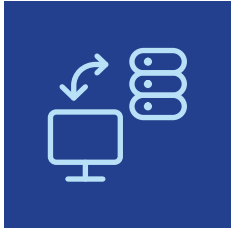
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The ability for workers to have a similar experience on any device has allowed our users to be more flexible and more productive.”

John Koch

Systems Administrator, Shriners International

Drive productivity with the power of cloud



Simply deliver the apps and data people need

Users can access all their apps from a single app store, with a consistent experience across all their devices. Plus, it's easy for IT to apply uniform policies across all types of apps, reducing IT administration and management time.



Improve performance with unified analytics

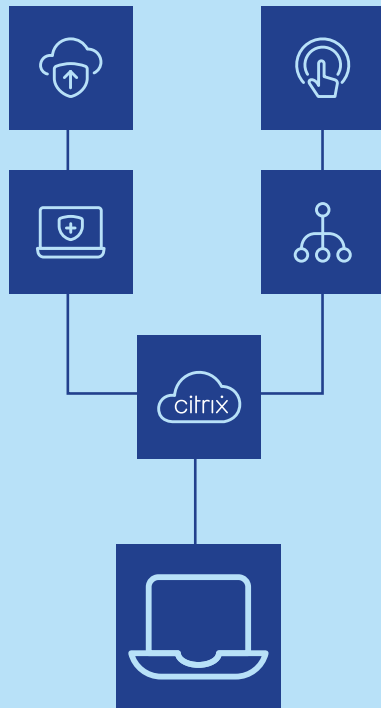
Our workspace solution collects advanced security, app, and network analytics to help you improve performance, spot potential problems, and get early warning of security issues, from the data center to branch and mobile employees. Get actionable insights across all apps and platforms through a single dashboard, saving you the time and hassle of parsing and analyzing individual sources for data. It also provides risk categorization for users based on their past and current actions and automates enforcement of security policies to prevent any misuse.



Unify access to apps across hybrid environments

Whether provisioned as an IT service from the enterprise data center, one or more third-party clouds, SaaS providers, or a mix of on-premises and public cloud services, Citrix Workspace provides secure and single-sign-on access to data and apps deployed in data center, cloud, or delivered as SaaS. It delivers high security to any endpoint, whether on a corporate-owned or unmanaged employee device.

Let us help you simplify IT to drive productivity.



Sources:

1. "State of the American Workplace," report, 2017, Gallup
2. "7 Enterprise Mobility Statistics You Should Know," 2015, Citrix.com
3. "12 Must-Know Statistics on Cloud Usage in the Enterprise," 2016, Skyhigh



