



## Citrix Transforms Future of Work

Company delivers intelligent digital workspace solutions that enable work anywhere, anytime on any device; leading organizations leverage to improve productivity and business results



FORT LAUDERDALE, FL – November 1, 2018 – Work is no longer a place, but an increasingly dynamic activity that people expect to be as adaptable as they are. Companies around the world understand this and are using solutions delivered by [Citrix Systems, Inc.](#) (NASDAQ:CTXS) to create intelligent digital workspaces that enable employees to work when, how and where they want in a secure and reliable manner. And in doing so, they're boosting productivity and results.

“Work is no longer defined by traditional constraints or physical boundaries,” says Olaf Romer, Group CIO of Swiss insurance and pension company Baloise Group. “People now expect the freedom to choose their work location, device, and network according to the context in which they need to be productive.”

And with [Citrix® Workspace™](#), Baloise Group is delivering it.

With Citrix Workspace, companies can serve up personalized access to the systems, information and tools their employees need, when and how they need them, in a flexible, intelligent and secure way.

Flexible – Companies can give employees access to the ever-increasing list of SaaS, web and mobile apps they prefer to use in one unified experience. And IT gets a single control plane through which they can onboard and manage application performance without getting in the way.

“Think of it like a Bento Box,” says PJ Hough, Chief Product Officer, Citrix. “IT provides the box and choice of items, employees fill it according to their tastes and consume things as they like.”

Intelligent – Leveraging innovative technologies such as machine learning alongside simplified workflows, companies can organize work and give employees the insights and task automation needed to be more efficient and productive.

Secure - And it’s all delivered in a contextual wrapper that dynamically applies security policies based on a user’s behavior and environment, allowing them to work the way they want with the confidence that their applications, information and devices are safe.

“With Citrix, you have your workplace with you, in your pocket,” says Markus Marksteiner, Group CTO, Baloise. “Even if you leave the office and shut down your session, you start working again on the train and the cursor is in the same position as you left it in the office. This is the future. This is how it should work.”

More than 400,000 companies around the world – including 99 percent of the Fortune 100 - are using Citrix solutions to deliver the future of work today. To learn more about the company’s offerings and the transformation they can help you drive, visit [www.citrix.com](http://www.citrix.com).