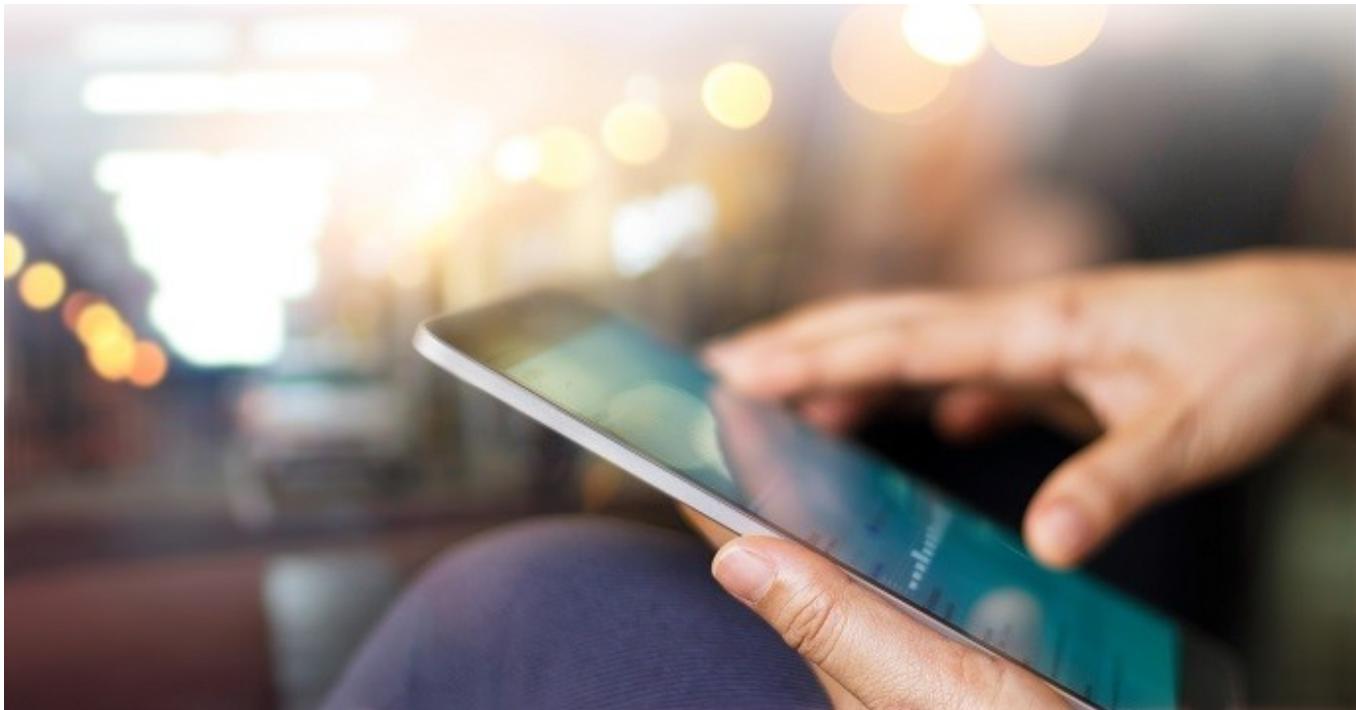# Citrix Redefines Employee Experience

Company enables simpler, smarter, faster way to get
things done with enhanced guided work capabilities

FORT LAUDERDALE, FL – November 15, 2018 – Wouldn't it be great if the list of things you need to focus on at work throughout the day along with the insights you need to get them done automatically popped up on your phone, tablet or PC so you didn't have to sift through your inbox, search your calendar or go six clicks deep into an enterprise application to execute a simple task? Citrix Systems, Inc. (NASDAQ:CTXS) thinks so, and is enhancing its digital workspace solutions to make this vision a reality. The company today announced that it has acquired Sapho, a leading micro app platform which it will use to enhance the guided work capabilities within Citrix® Workspace™enabling people to work with even greater speed, intelligence and simplicity.

"In today's tight labor market, advantage goes to companies that can recruit, develop and engage employees better than the competition," said Tim Minahan, Executive Vice President Business Strategy and Chief Marketing Officer, Citrix. "Employee experience will ultimately determine winners and losers and Citrix is committed to delivering intelligent digital workspaces that give companies an edge."

Citrix delivers intelligent digital workspace solutions that fuel a superior employee experience by organizing work so it is more convenient , automating it so that it's simpler and delivering insights that make it smarter.

"Organizations are experiencing a need to securely aggregate and automate access to applications and data from an increasing number and variety of sources, both on-premises and in the cloud. Citrix

understands the need and is evolving its workspaces product to balance security with an improved end-user experience with the goal of elevating employee productivity, and reducing frustration with corporate IT systems among users," said Chris Marsh, 451 Research.

• Give employees flexible access to all the apps and insights they need to work where and how they want and be productive in a single location.

• Leverage innovative technologies such as machine learning alongside simplified workflows to organize work and guide employees through their day, automatically serving up tasks they need to focus on and the intelligence needed to get them done quickly.

• Build employee skills and keep them on the cutting edge in their fields.

Sapho's micro applications improve employee productivity by consolidating access to tools, activities and tasks in a simple and unified work feed.

"Sapho enabled us to replace our complicated systems with micro apps and modern workflows that deliver the consumer-driven experience that our employees have come to expect," said Steve Comstock, CIO, CBS Interactive. "With Sapho, our employees get things done faster, are more productive, and are happier with the experience we're delivering."

With Sapho, companies can automatically surface personalized and relevant tasks from existing systems and deliver them to any device, intranet or collaboration tool. Details about activities are exposed as micro-apps that provide contextual actions employees can take to complete work faster and make better decisions. Using proven, pre-defined APIs that integrate with leading enterprise applications and more than 50 micro-apps for applications such as Salesforce, Workday, Concur, ServiceNow, Outlook, Google Drive and more, companies can effectively guide employees through their most common work so that they can get things done and move on.

"Broadcom was looking for a true SaaS app solution, and we found Sapho," said Stanley Toh, Head of Enterprise End-users Services, Broadcom Inc. "Sapho is a true cloud-hosted app platform that is easy and fast to configure. The library of ready-to-use connectors and APIs are impressive, which reduces development time. From contract negotiations, to conceptual design, to development, testing and production, we were able to roll out in less than three months."

In combining Citrix's strengths in application delivery and security with Sapho's focus on work automation and productivity, Citrix and Sapho can help companies create a superior employee experience that redefines the future of work and deliver it today.

"Sapho and Citrix share a vision that technology can improve employee experience by helping people to be more productive," said Fouad ElNaggar, co-founder and CEO, Sapho. "Our technologies create an intelligent environment that solves productivity challenges that employees and companies are facing by organizing work in a single place, guiding work by bringing micro-apps into the environment and automating tasks to increase time for employees to do value-added work. And together, we can deliver a truly intelligent workspace that redefines the way work gets done."

This is the future of work. Click the links below to learn more about how Citrix and Sapho can help you deliver it today.

[FAQ (frequently asked questions)](#)

- SDxCentral: [Citrix Buys Sapho for $200M to Grow Its Digital Workspace Tech](#)
- HRTechnologist: [Citrix acquisition of Sapho has legroom for integration](#)
- TechTarget: [Citrix acquisition of Sapho has legroom for integration](#)
- eWeek: [Citrix's $200 Million Sapho Buy Bolsters Digital Workspace Strategy](#)
- Medium: [Make Work Work for your Employees](#)
- VentureBeat: [Citrix acquires Sapho for $200 million to surface actionable insights in the workplace](#)
- TechCrunch: [Citrix pays $200M to acquire Sapho, which connects legacy software with 'micro apps'](#)
- BrianMadden.com: [Citrix acquires Sapho for $200 million to bring "micro apps" into Citrix Workspace](#)
- ZDNet: [Citrix buys Sapho, aims to integrate into Workspaces second half of 2019](#)

- [Unleashing Productivity and Redefining Employee Experience](#)