

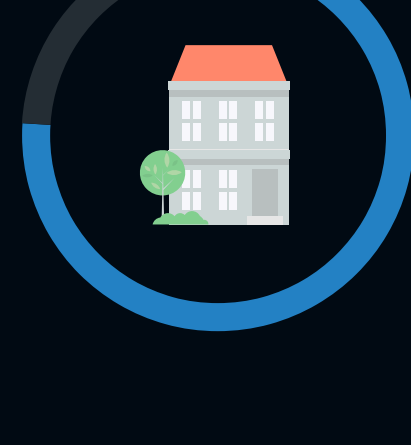
# HYBRID WORK ON HYBRID CLOUD

## How to Cope with an Evolving Workforce and Data Center

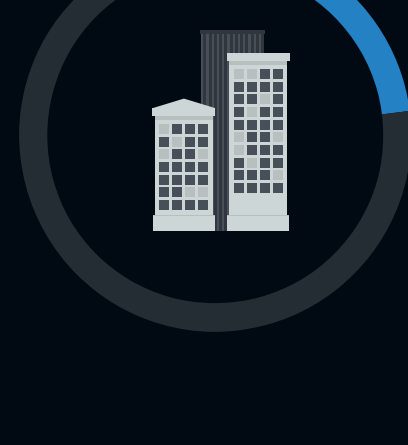
In end-user computing, two hybrid trends—hybrid cloud and hybrid work—are leading to decentralized app and data workloads, as well as endpoint devices and users. The challenges associated with this are unprecedented, and many organizations find themselves facing an uphill battle with limited resources to adapt. Fortunately, hybrid VDI and DaaS platforms exist that can unify and optimize both the end-user and admin experiences to ensure streamlined IT operations and security as well as end-user productivity and collaboration.

### Today's Infrastructure and End-user Needs Have Put Pressure on IT

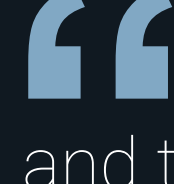
The increase in remote work arrived simultaneously with the increase in hybrid infrastructure and cloud-first strategies. As organizations have reacted, they have also dealt with additional areas of concern.



**76%**  
of organizations support some sort of **hybrid work approach**.



**Only 23%**  
of organizations have all users **returning to the office**.



**Hybrid work means the edge is less defined than ever,** and this creates challenges for IT that range from security to management, as well as for the overall end-user experience, collaboration, and productivity."

- Gabe Knuth, Senior Analyst



Meanwhile, the number of devices each user interacts with has exploded.



**97%**  
of users interact with **multiple devices daily**.



**70%**  
of users interact with **4 or more devices daily**.

If pressure from the end-user side wasn't enough, organizations are increasingly moving away from an on-premises first policy. Organizations are steadily choosing a cloud-first or hybrid approach to new app deployments.



**46%**  
of organizations have a cloud-first policy, compared to 38% in 2020.

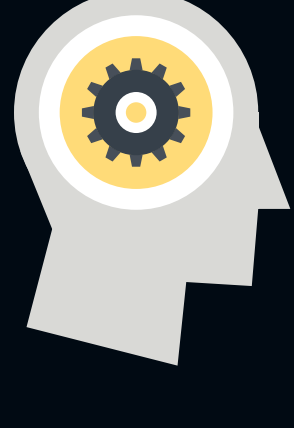


**42%**  
of orgs in 2023 consider both cloud and on-prem equally (down from 53% in 2020)



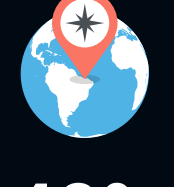
**Just 12%**  
of orgs have an on-premises first policy today

Remote and hybrid work concerns continue to create IT complexity.



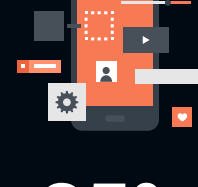
**53%**  
of information technology decision-makers say that their IT environment is **more complex than it was 2 years ago**.

» Reasons IT environments have become more complex.



Increased remote and hybrid users.

**40%**



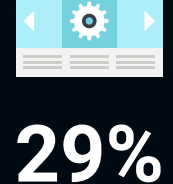
An increase in endpoint devices.

**35%**



The need to use cloud and on-prem data centers contributes to the increase in complexity.

**29%**



The number and types of applications have increased.

**29%**

### Hybrid DaaS Solutions Help Unify Management and the End-user Experience

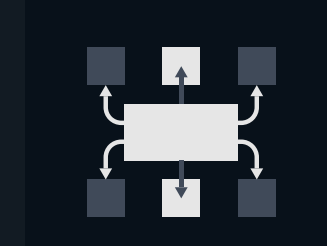
Organizations need to find solutions that support diverse end-user needs and evolving data centers. A hybrid desktop virtualization platform like Citrix enables users to access a secure workspace regardless of their endpoint or where that workspace is running, whether it is in the cloud or on premises.

True hybrid support lets organizations use the hyperscalers of their choice and manage those workloads alongside their on-premises resources.

- Organizations no longer need separate environments for each cloud.
- Users have a single interface from which to securely access all their apps.
- IT teams can access actionable analytics across the entire environment.

» Deploying a hybrid VDI and DaaS solution **optimizes the end-user experience** across all endpoint devices while **simplifying IT management**:

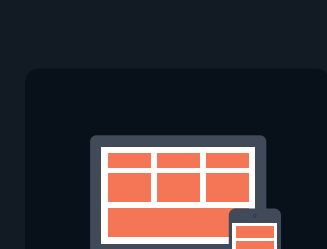
#### END-USER BENEFITS



Consistent, optimized interface to applications and data, regardless of where they are hosted

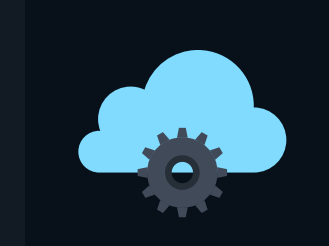


Superior performance from any device, over any connection, from anywhere

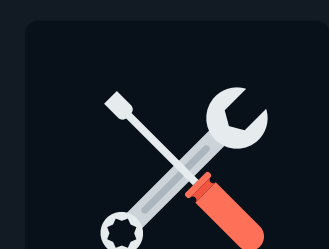


Optimized device choice to enable users on any device they want to use

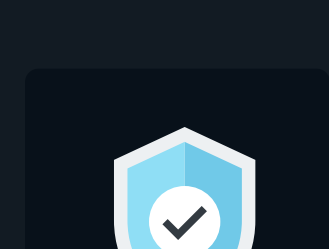
#### IT BENEFITS



Purpose-built platform to simplify and optimize day-to-day operations across cloud and on-premises environments



Specific tools to help ensure end users get the apps and experience they require



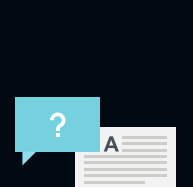
Strengthened security with built-in security policies and authentication mechanisms that let organizations adapt without compromising security

### The Benefits of VDI and DaaS in a Hybrid World

Research from TechTarget's Enterprise Strategy Group shows tangible benefits of VDI and DaaS for end users, as well as for IT teams and the business overall.

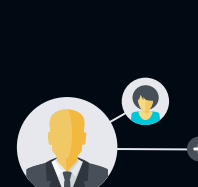
For end users, VDI and DaaS deliver benefits, regardless of location or device.

» Benefits realized by individual employees as a result of VDI/DaaS use.



Improved communication and collaboration

**38%**



Improved engagement with teams and peers

**35%**



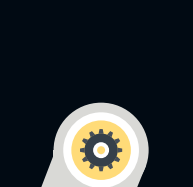
Improved user experience

**35%**



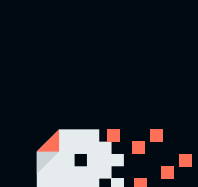
Alignment to work location preferences (i.e., flexible work time, locations, etc.)

**34%**



Improved productivity

**33%**

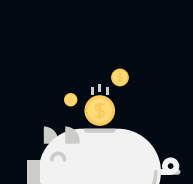


Improved data/file access and document collaboration

**33%**

For IT teams and the business, VDI and DaaS deliver enormous value to the organizations.

» Benefits realized by IT organizations as a result of VDI/DaaS use.



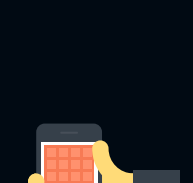
Reduced IT operational expenses

**41%**



Improved availability/business continuity (i.e., centralized backup of desktops)

**34%**



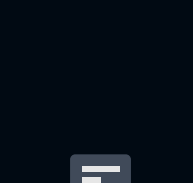
Improved ability to support remote/mobile users

**32%**



Simplified application deployments/upgrades

**32%**



Simplified desktop provisioning and decommissioning

**28%**



Streamlined help desk operations/end-user support calls

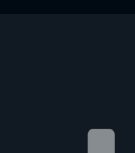
**26%**

### Conclusion

Hybrid is the future of IT and work, and organizations must be prepared to connect users that work from anywhere to data and applications that can be delivered from multiple locations. While desktop virtualization is just one component of an overall hybrid workforce model, organizations would be wise to include a hybrid VDI and DaaS solution like Citrix at the core of their remote work strategy.

LEARN MORE

citrix™



Source: Enterprise Strategy Group Complete Survey Results, *End-user Computing Trends*, February 2022.  
Source: Enterprise Strategy Group Complete Survey Results, *Managing the Endpoint Vulnerability Gap*, April 2023.  
Source: Enterprise Strategy Group Research Report, *2023 Technology Spending Intentions Survey*, November 2022.  
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