CITRIX AND GOOGLE CLOUD
WHERE INNOVATION GETS TO WORK

- Adapting to change
- Digital transformation needs
- Creating a better way to work
- Experience
- Flexibility
- Security
- Complete solutions advance business
- Citrix and Google Cloud integrations
- Energy case study: Neste Corporate
- Healthcare case study: Middlesex Health
- Retail case study: Woolworths
- Next steps
ADAPTING TO CHANGE

Across industries and business types, IT is changing.

IT organizations are no longer just a business support function and cost center—they are expected to drive business as part of the core corporate strategy. Adding to this, IT landscapes continue to increase in complexity, complicating management and innovation.

Digital transformation helps IT adapt to these changes. Building a hybrid or multi-cloud IT environment can help you transform successfully. An effective cloud environment can provide:

- Improved infrastructure management and flexibility
- More time for IT to focus on strategic projects rather than manage data centers.
- Better IT cost management

In fact, 49% of companies cite “modernized IT infrastructure and technologies with increased agility, flexibility, manageability, and security” as a digital initiative on their long-term roadmap.¹

EMPLOYEES ARE KEY TO DIGITAL SUCCESS.

Giving them the freedom to work how, where, and when they work best can:

- Increase productivity
- Boost innovation
- Attract top talent
- Increase retention

DIGITAL TRANSFORMATION NEEDS

To digitally transform your IT and workplace, you need flexibility, choice, security, and well-engineered systems and solutions that just work.

In addition to cloud technologies, delivering digital workspaces to your employees can help you transform more effectively. Based on integrated components, secure digital workspaces can provide safe access to all apps, content, and data needed for daily work, regardless of device and network, as well as analytics to optimize your environment.

A secure digital workspace helps you:

• Enhance experience and productivity.
• Improve security and compliance.
• Boost efficiency with hybrid cloud.

WORKSPACE

<table>
<thead>
<tr>
<th>APPS</th>
<th>CONTENT</th>
<th>DEVICES</th>
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</thead>
<tbody>
<tr>
<td>SaaS / Virtual / Mobile / Windows</td>
<td>On-premises / Cloud</td>
<td>PC / Smartphone / Tablet / IoT</td>
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ANALYTICS

User / Content / App / Network

SECURE DIGITAL PERIMETER
CREATING A BETTER WAY TO WORK

Citrix and Google Cloud share a vision for helping customers fully embrace all that cloud has to offer.

Together, Citrix and Google Cloud provide more choice— with lower operational costs—to enable you to make your employees more productive.

Using cloud technologies, we power a better way to work to help you be more productive, engage customers, and unlock innovation.

- Reliable and trusted security
- Flexible, integrated solutions
- Unparalleled analytics, artificial intelligence, and data insights
- Transformative collaboration
- Provide great user experiences
- Increase IT, business, and worker flexibility
- Enhance security across your infrastructure
EXPERIENCE

Deliver unmatched end user experience, performance, and reliability.

Citrix and Google Cloud offer a better user experience with a new workspace that includes unified innovation delivery and unmatched performance and reliability across clouds, devices, apps, and networks.

Unified workspace and app delivery
Provide an enhanced experience for both IT and end users using a unified workspace that works across your entire infrastructure.

Secure, contextual experiences
Deliver secure, contextual experiences that make employees part of the solution.

Google device access for apps
Enable access to all the tools your users need—from any Chrome and Android device—using machine learning to register, authenticate, and optimize for user context.

Always-on workspaces
Deliver exceptional reliability for workspaces running across your infrastructure, so users can always access the tools they need to work.

Great app performance
Supply outstanding app performance regardless of where apps run, where they are accessed, or which device users employ.
FLEXIBILITY

Gain business agility with hybrid cloud technology and a wide range of devices.

Citrix and Google Cloud give you the choice and flexibility to migrate workloads to the cloud at your own pace. We provide many options to fit your cloud needs, enabling you to easily and quickly move to the cloud while providing support for the broadest range of devices.

Hybrid cloud options

Connect your infrastructure into a single, manageable environment and migrate workloads at your pace.

Broad Google device support

Deliver the apps, tools, and workspaces users want and need on a wide range of device form factors, including Google Chrome devices.

Unified IT infrastructure

Unify on-premise and cloud infrastructure to gain unparalleled visibility, control, and security.

Business and IT alignment

Set policies for security, performance, and access to allow IT staff to focus on strategic projects that support business initiatives.

Simple, efficient expansion

Easily add resource capacity where you need it, when you need it, without large hardware and software acquisition costs.
SECURITY

Gain control without compromise and protect data wherever it resides.

Citrix and Google Cloud provide a comprehensive, unified approach for managing access and configurations on endpoints using a secure digital perimeter. We help you protect company information while enabling worker flexibility and choice.

Secure digital perimeter
Protect company assets beyond your firewall using a secure digital workspace that encompasses apps, content, and devices.

Comprehensive, integrated approach
Safeguard your company from threats with built-in security at the infrastructure, network, endpoint, and user levels.

Contextual, profile-based access
Control access actively and intelligently using machine learning that continuously adapts to user context.

Wide visibility and insights
Better understand your environment using analytics that incorporate information about users, content, apps, and networks.

Streamlined management
Manage, monitor, and deliver all apps, tools, and desktops from a single, secure digital workspace.
COMPLETE SOLUTIONS TO ADVANCE BUSINESS

Citrix and Google Cloud provide a complete architecture for secure digital workspaces.
CITRIX AND GOOGLE CLOUD INTEGRATIONS

Citrix and Google Cloud collaborate in four main integration areas, allowing you to choose the capabilities you need today and adapt as your needs change and grow.

Citrix Workspace and Google Cloud Platform
Provide global access with a 100% cloud-hosted virtual app and desktop solution.
• Unified control plane and management for Citrix and Google Cloud Platform resources
• Autoscale feature for power management and cost savings
• Instant access and optimized end user experience
• Fast POC deployment using a simple setup script

Citrix Workspace and Google Chrome Enterprise
Access all of your Citrix services simply and securely on Google Chrome and Android devices.
• Seamless experience across virtualized environments and enterprise apps and desktops, including Windows and legacy systems
• Secure access to desktops and apps from anywhere
• Visibility and control over access scenarios
• Customized, cloud-based profiles to provide the right level of access
MORE CITRIX AND GOOGLE CLOUD INTEGRATIONS

Citrix Workspace app for Android and Chrome
Deliver a great experience to your users—on any device—with a secure, contextual, unified workspace.
• Single sign-on for access to all apps and data
• Fast onboarding for new employees and devices
• Uncompromised security for work apps that coexist with personal apps and devices
• Rapid, centralized file access at any time
• Secure browsing with automatic redirection of select tasks
• Unified management of all Chrome and Android devices

Citrix Content Collaboration with Google G Suite
Streamline productivity and connections through app integrations
• G Suite authentication to Citrix Content Collaboration
• Document linking from your hard drive, Google Drive, or Citrix Content Collaboration
• Google Drive mapping in Citrix Content Collaboration
• Secure at-rest data storage with Citrix Content Collaboration Storage Zone on Google Cloud Platform
ENERGY CASE STUDY
NESTE CORPORATE

ABOUT
Neste creates sustainable solutions for transport, business, and consumer needs and is the largest producer of renewable diesel.

CHALLENGE
Poor system performance meant that staff often found workarounds instead of using officially published business apps and modern productivity devices.

SOLUTION
Neste deployed a new hybrid architecture with Citrix Workspace and Google Cloud Platform. Business-critical applications are delivered using Citrix Cloud while Google Chrome and G-Suite are used for productivity.

“We now have a global concept that we can deploy to all our sites worldwide giving users a fast and secure application user experience from the cloud.”

Mari Wasström, IT Solutions Service Management Lead, Neste

Innovative IT for sustainability
Unified experience for productivity
Higher IT efficiency
HEALTHCARE CASE STUDY

MIDDLESEX HEALTHCARE

ABOUT
Middlesex Healthcare is a fully connected, comprehensive network of expert health care providers based in Connecticut.

CHALLENGE
The hospital’s internal browser system did not fulfill requirements needed to match high patient satisfaction ratings.

SOLUTION
The hospital moved to Chrome in 2010 and began to use G suite and Chromebooks, with quick uptake from staff.

“Google Cloud and Chrome provides us an opportunity to bring a modern, secure platform into the healthcare arena. And the Chrome integration with Citrix allows to access our legacy applications.”

Michael Romatzick, Desktop Architect, Middlesex Healthcare

Massive savings on software costs
Support for legacy browsers and apps
Virtualized clinical apps and tools
RETAIL CASE STUDY
WOOLWORTHS

ABOUT
Woolworths is an Australian grocery store chain accounting for about 80% of the Australian market.

CHALLENGE
The grocery store chain needed to replace a dated operating system and mobilize more than 10,000 staff members.

SOLUTION
Woolworths launched a 12-month transition to Citrix Workspace and Google Chrome Enterprise and adopted Chrome devices for 85% of their business. This transformation achieved a step-change in the workforce collaboration and productivity.

“Our environment is frantic, it’s busy – we need technology that supports the speed at which we work.”

Deon Ludick, Program Director, Woolworths Limited

Cost-effective device flexibility
Worker mobility and collaboration
Higher productivity and fast response
Deliver superior user experiences, enhanced security, and freedom of choice in a hybrid, multi-cloud world.

Citrix and Google Cloud make it simple and easy to move to the cloud.

Learn more at citrix.com/google.