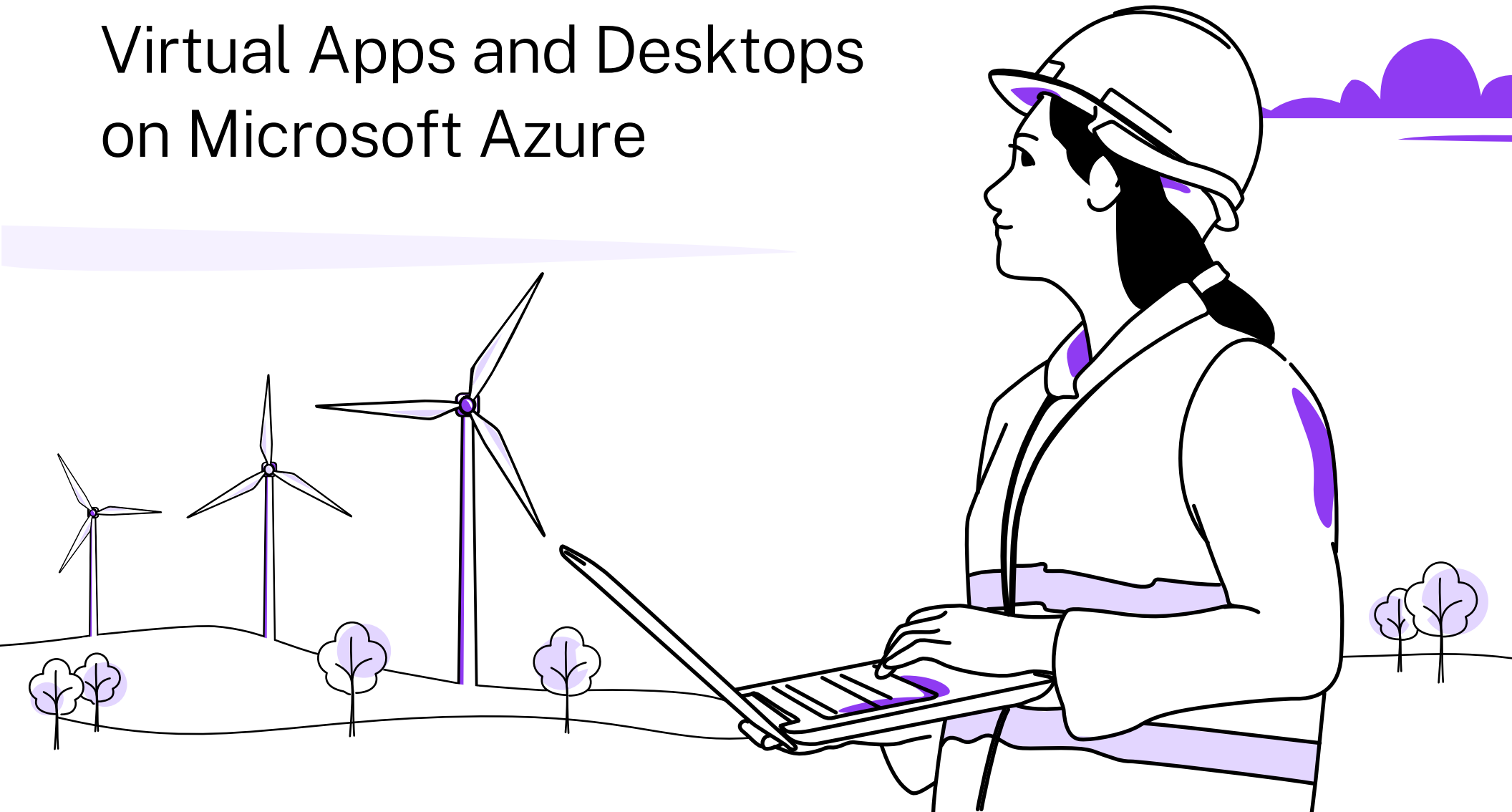




Deliver secure digital workspaces with Citrix Virtual Apps and Desktops on Microsoft Azure

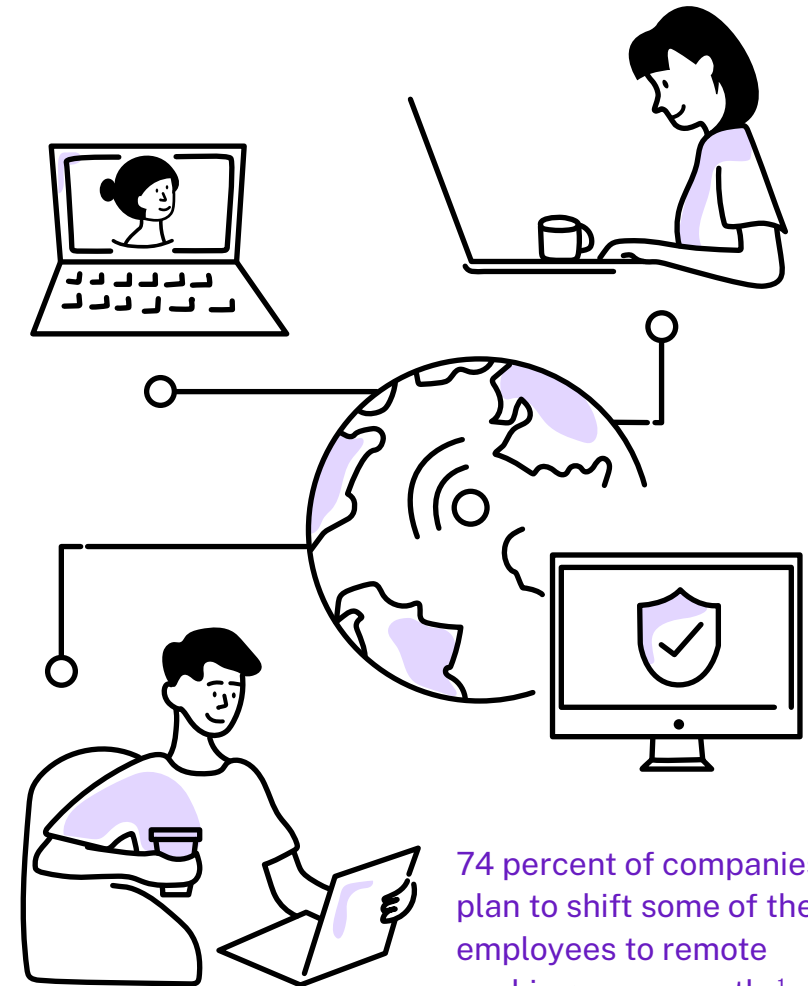


Technology and dispersion: Shaping the modern workplace

Where, when, and how people work has dramatically changed. Remote work trends are here to stay while fewer employees than ever before are working full-time in traditional offices. This distributed world has forced additional IT demands on your business. It is now essential that IT solutions unite the modern workplace, not hinder it. IT needs to foster employee engagement and collaboration — while enabling dispersed teams, decentralized workplaces, and off-premises IT infrastructure.

The consumerization of IT that started over a decade ago has firmly shaped our expectations of what business technology should provide. Employees expect on-demand access to virtually any kind of content from any device, whenever it's needed. The traditional way individuals, as well as teams, interact and collaborate for business has fundamentally been altered.

To maximize employee productivity, businesses need to enhance their capability to provide secure, remote access to a modern digital workspace — on any device. The right modern workspace solution unites the various elements that make up today's distributed business environment — its workforce, devices, and technology.



74 percent of companies plan to shift some of their employees to remote working permanently.¹

What the modern workforce needs

Remote work and reliance on personal devices have seeded a frustration felt by employees and employers alike: Why doesn't our business technology deliver the experience and satisfaction that consumer tech does? Why can't I instantly access all my work-related data, files, and apps, as well as connect with my work colleagues as easily as I do with friends?²

When 2020 ushered in unexpected remote work mandates, these pains only became exasperated. With some 62 percent of US employees working from home³, IT can no longer treat remote work as the exception. In fact, collaboration and communication tools are the most in-demand apps for remote workers. Just look at Microsoft Teams, which has soared to over 115 million active daily users in 2020, up from 13 million in 2019.⁴

Top 5 remote work apps of 2020³



Team/project workspaces



Text messaging



Live chat



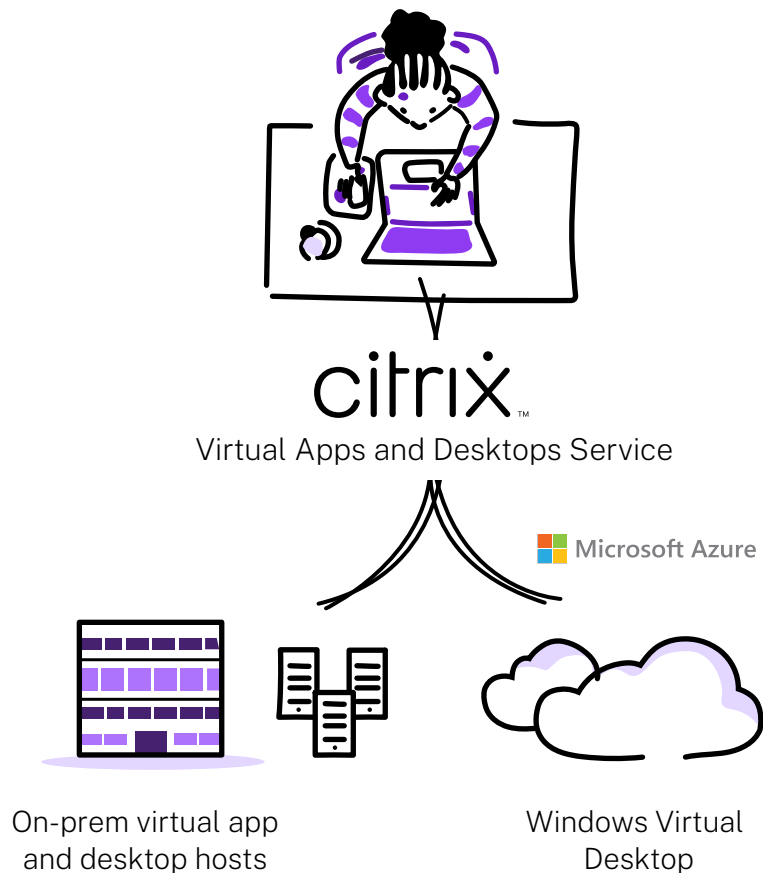
Collaboration and virtual meetings



Online documents

To provide secure access to apps, content, and data from anywhere, IT organizations are looking beyond traditional app and desktop virtualization to something bigger — digital workspaces. [Digital workspaces](#) that are integrated, flexible, and individualized for how you want to work, not how IT thinks you want to work. A digital workspace that delivers the best of both worlds, giving people the employee experience they demand, while granting IT security, reliability, and manageability.

Citrix Virtual Apps and Desktops Service provides a flexible workspace solution



A modern digital workspace is built on best-of-breed solutions from Citrix and Microsoft. Sitting at the core for virtualizing Windows 10 desktops in Azure is [Microsoft Windows Virtual Desktop](#), a new Microsoft 365 entitlement that makes cloud desktop virtualization easier than ever.

Providing a rich administration layer, the [Citrix Virtual Apps and Desktops Service](#) gives IT all the power and flexibility to deliver any desktop or app – Windows, Linux, web, or SaaS. At the top of the stack is [Citrix Workspace](#), bringing a unified, secure, and intelligent workspace experience to your users.

Citrix helps you maximize your cloud investment by ensuring you get the most out of your Microsoft license entitlements and automatic scaling as user workloads fluctuate. Citrix Workspace allows full support of the new Windows 10 multi-session desktop – only available in Microsoft Azure – while maintaining on-premises investments, resources, and policies. The [Citrix Virtual Apps and Desktops Service](#) gives you flexibility through true hybrid management of on-premises apps and desktops alongside new Azure desktops.

Citrix Workspace and Microsoft 365 are an intelligent platform for work

[Citrix Workspace together with Microsoft 365](#) gives organizations a multi-platform, modern app and desktop experience, equipped with intelligence that provides real-time insights. Deployed on the Microsoft Azure intelligent cloud with intelligent edge efficacy, everyday work tasks can be completed quickly, freeing time to focus on projects and innovate, while boosting the employee experience.

[Citrix Virtual Apps and Desktops Service](#) provides secure remote access to any app — Microsoft 365 Office apps, Dynamics 365, SaaS, Linux, micro-apps, and on-premises. It offers an unparalleled employee experience by:



Delivering a Windows 10 multi-session experience with Windows Virtual Desktop and Citrix Virtual Apps and Desktops service to any device in any location.



Making data access, editing, and file sharing simple with Citrix Content Collaboration and Microsoft OneDrive.



Optimizing Microsoft Teams with Citrix HDX for a flawless voice and video experience with enhanced performance, security, scalability, and network optimizations.



Unifying Citrix Endpoint Management with Microsoft Endpoint Manager for enhanced device security.



Using Citrix SD-WAN to break out Microsoft 365 traffic, including Teams and Office apps, to nearest Microsoft 365 front door.



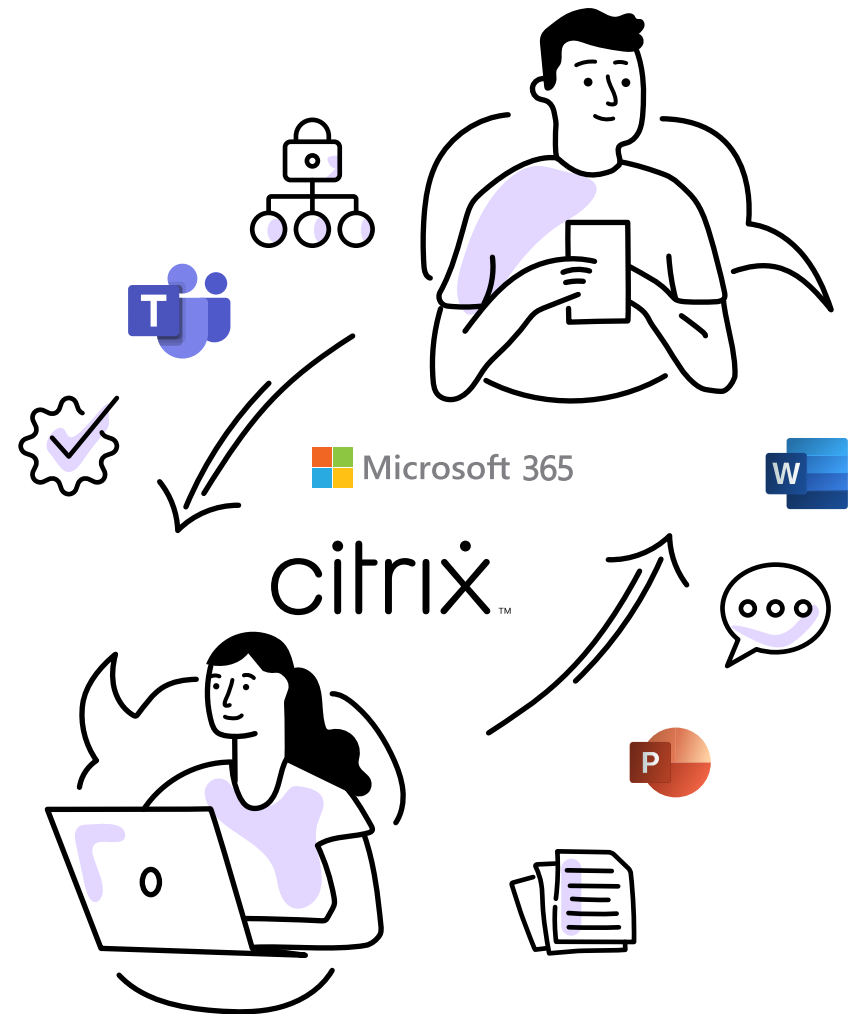
Boosting security with a zero-trust policy approach and Microsoft Graph Security API integrated with Citrix Analytics for Security.

Citrix delivers a better Microsoft 365 and Teams experience for flexible work

Citrix Workspace integrated with Microsoft 365 and Teams offers a full-featured, native application experience. For example, an employee working on their Surface over a local network will have the same accessibility and functionality as a remote worker using a mobile device.

Creating a seamlessly connected IT platform with Citrix Workspace and Microsoft 365 gives employees access to the productivity, communication, and collaboration tools they love, helping them do their best work. Onsite, remote, or on-the-go, they can interact from any location using any device with secure access to corporate data. Plus, IT administrators can use Citrix automated workflows, real-time analytics, and centrally managed access to data.

Citrix Workspace combined with Windows Virtual Desktop and Azure allows you to get a more complete, full-fidelity Microsoft 365 and Teams experience.



Citrix ensures optimization of Microsoft Teams regardless of network connectivity variables

With over 30B collaboration minutes on Microsoft Teams in a single day⁵, the need for reliable, high-performance connectivity and a flawless employee experience cannot be underscored. Improper network design coupled with strained connections can often result in Microsoft Teams and Microsoft 365 office apps failing to perform at their best.

HDX

Citrix optimizes Microsoft Teams with its HDX Media Engine, resulting in clear, crisp, high-definition voice and video calls — and engaged employees who can collaborate over any network — home, cellular, public Wi-Fi, LAN, or WAN. Developed with and endorsed by Microsoft — Citrix is officially approved to optimize Teams and deliver secure unified communication with the performance of a local installation and simplicity of a virtual app.

It's the network, not Microsoft Office 365

22 percent of IT leaders identified networking problems as the root cause for performance issues with Microsoft Office 365.

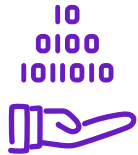
– Gartner

SD-WAN

Citrix SD-WAN is a next-generation WAN edge solution tailor-made to offer the best SaaS, cloud, and Citrix Virtual Apps and Desktops experience. Citrix SD-WAN intelligently steers virtualized Teams and Microsoft 365 network traffic to enhance the multimedia collaboration experience. It adheres to Microsoft's Network Connectivity Principles and supports Microsoft REST APIs. What's more, Citrix SD-WAN has also been independently tested and qualified in Microsoft's official Office 365 Networking Partner Program.

With Citrix, simplify cloud transformation and speed adoption of digital workspaces

Citrix addresses a range of businesses challenges well beyond remote work. Whether it's cloud adoption, controlling access to SaaS apps, simplifying desktop delivery with DaaS, or app security and delivery, Citrix can help.



Access data anywhere, anytime, on any device

Streamline access to all data and apps, with faster access to documents on any device — whether in-house or BYOD.



Zero-trust security

Take a policy-driven, zero-trust approach to security that protects data and adheres to compliance rules, reducing the risk of data leakage and exploits.



Lower IT costs

Predictable per-use pricing models leverage cloud economics, and desktops and apps can be provisioned in minutes. Organizations have experienced a total operational cost reductions by as much as 40 percent.



Employee engagement

Allow employees to reduce the noise and distractions of app notifications, context switching, and shifting between apps. Users see only the information they need to do their best work through a personalized and prioritized feed.

Citrix and Microsoft are accelerating the future of work

Citrix has been leading the charge to application and desktop virtualization for over 30 years. Through this long-standing alliance, Citrix and Microsoft are simplifying cloud transformation and speeding adoption of digital workspaces to enable greater business agility, employee productivity, and security.

In 2020, Citrix was named a Leader in **Virtual Client Computing (VCC)** in the IDC MarketScape report, being recognized for leveraging Citrix Virtual Apps and Desktops, Citrix App Delivery and Security, and Citrix Endpoint Management to create an integrated, user-centric digital workspace.

Citrix and Microsoft create the modern digital workspace solution that:



Brings all of your apps and data into one secure, unified workspace experience that's personalized for every individual.



Uses machine learning to improve the user experience and uncover the health of your environment.



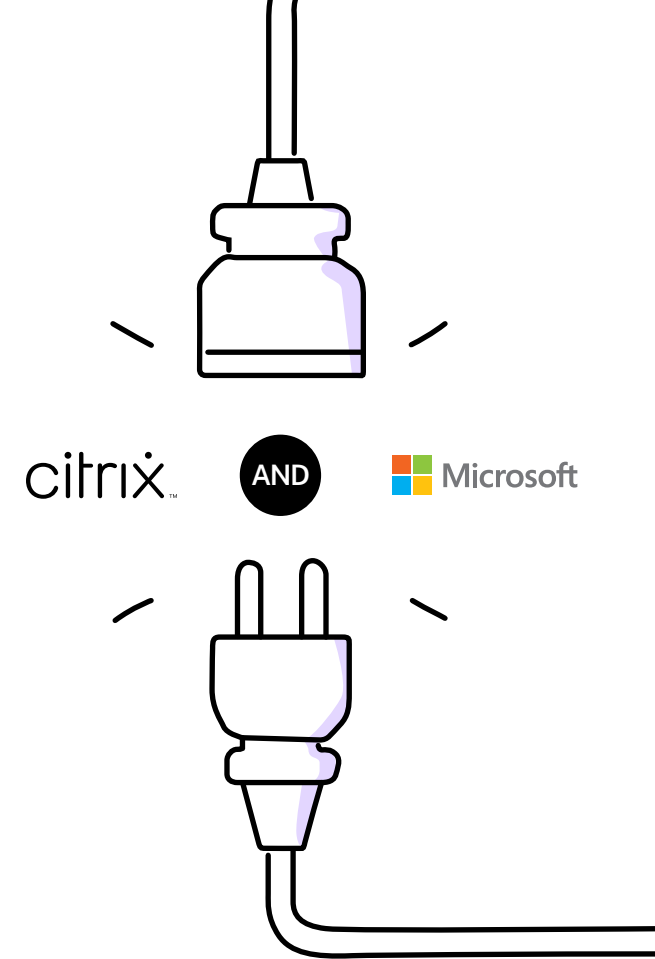
Creates an end-user experience with traditional and cloud-native apps that perform well and stay secure, across any network or cloud.



Proactively detects and prevents insider threats with user behavior analytics.



Protects users, apps, and data with end-to-end contextual zero-trust security.



Safely and securely run your business from anywhere with a digital workspace from Citrix and Microsoft

No matter what industry your business operates in, Citrix removes the friction that prevents distributed workforces from working productively and collaboratively.

Citrix positively impacts organizational innovation across a wide range of verticals, including healthcare, financial services, government, and education.

Together, Citrix and Microsoft provide customer solutions and services that adhere to General Data Protection Regulation (GDPR) as well as the industry specific compliance standards of HIPAA, ISO, and more.

That's one reason why Citrix is used by 99 percent of Fortune 100 and 98 percent of Fortune 500 companies. Considering just how dramatically recent global events have reshaped the nature of our business interactions, organizations require digital workspace solutions that allow them to continuously operate, safely and securely, under any circumstance.



Education Services



Government



Healthcare



Financial Services

Begin your move to a modern digital workspace today.

- ▶ [Visit more.Citrix.com/WVD](https://www.citrix.com/WVD)
- ▶ [Try a demo](#)
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