Going global

How a secure digital workspace can streamline your move into new markets.
For organizations looking to grow or capitalize on an untapped market, an agile IT infrastructure is one of the most impactful investments they can make.

Whether on-premises or across hybrid- and multi-clouds, a digital workspace can:

- Deliver personalized experiences
- Offer choice of devices
- Simplify IT
- Embrace a people-centric security approach
A global approach to improving user experiences

Given different workstyle preferences and expectations across professional and geographical cultures, workflows can get chaotic quickly. A digital workspace creates a common platform that global and distributed teams can use to streamline process — and in turn, boost productivity and employee engagement.

Deliver personalized experiences
Citrix Workspace is a secure digital platform designed to enhance both your teams’ and individual employee’s experiences. From the moment they begin their day with a single sign-on, they have access to all of their virtual, mobile, SaaS, and web-based apps — from one interface, on any device. Built-in plugs allow employees to easily share large files regardless of where they’re stored. And, easy-to-create and manage workflows allow for co-editing in almost real-time from anywhere in the world — even when bandwidth and connectivity aren’t optimal.

“We see a huge benefit in enabling our team to work from where they want and when they want. Compared to previous organizations I’ve worked with, that level of flexibility has increased productivity by as much as 30%.”

— Jan Vogt, Chairman of the Board and Partner, Treuhandzentrum Zürich
Offer choice of devices
Citrix Workspace also allows your employees to use the apps and devices of their choice. From Windows or iOS to Android, chrome, and macOS, your teams will have seamless connections. Whether they prefer to work on a desktops, laptops, smart-phones, tablets, thin clients, or even IoT-enabled devices, employees have access to the information they need.

Simplify IT
And end users aren’t the only ones who benefit; IT teams are able to work more efficiently as well. Whether rolling-out new software, migrating, pushing updates, or managing disparate apps, devices, clouds and networks, IT can accomplish all of these tasks from a single console.

What’s more, that same centralized platform also means IT teams can set policy and roll it out globally in hours instead of days or weeks — saving your organization time and money.
Streamlining IT across geographies — and your clouds

It’s no surprise demand for cloud computing is rapidly increasing, and it’s particularly effective for organizations expanding into global markets. But for global enterprises, managing, apps, data, and diverse technologies across clouds can create extra complexity for both end users and IT administrators. However, by implementing a secure, digital workspace, organizations find it a lot easier to deliver the technology teams need, regardless of what those tools might be or where data resides.
"Cloud environments will remain predominantly hybrid in the coming years, enhancing the importance of a clearly defined cloud governance and orchestration strategy to optimize for security, self-service and agility, while minimizing costs."

— Holly Maloney McConnell, Principal, North Bridge
Embracing a modern and people-centric security approach

It wasn’t long ago that IT only had to worry about securing the desktops and networks that remained fixed behind your firewall. It also wasn’t terribly complex. But that’s all changed. Today’s employees are global and mobile, and your data is on the move with them — sprawling across different apps, networks, and clouds. That sprawl creates a lot of redundancy and extra work for your IT teams.

With our people-centric security approach you can rest assured your data will be safe wherever your employees go. That’s because Citrix Workspace combined with Citrix Networking technology creates a secure, digital perimeter around your people, making it easier to grant access based on your individual users’ needs, location, job function, and time zones.

What’s more, Citrix Analytics can help you monitor user behavior and patterns. It’s then combined with machine learning and AI to deliver automated alerts and actionable insights to help reduce security risks.
Make the move

Deliver the workspace with the power to help your organization innovate and expand into new markets — securely.

Visit us at citrix.com/workspace