



Realize your cloud's potential

How a secure, digital workspace can help your organization unlock the full value of your cloud investment.



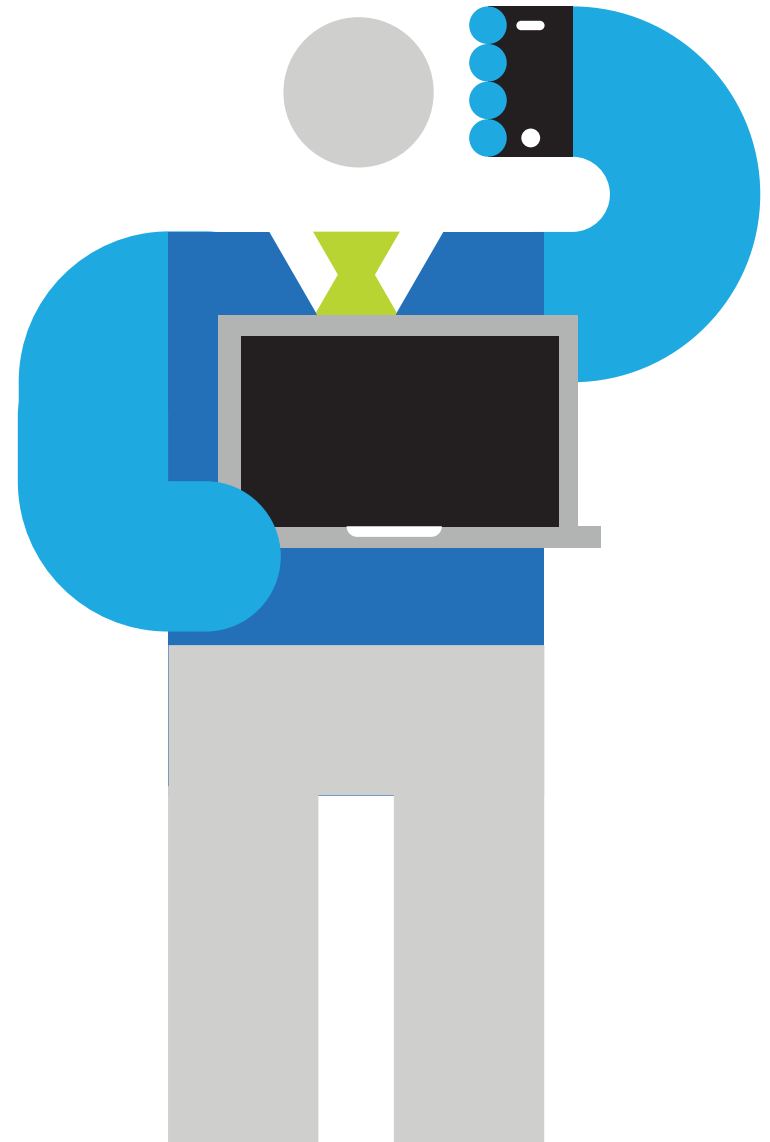
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Cloud has changed how we work

In the past, work was a place. Employees went into an office and used a PC to log into the corporate network and data center from behind the safety of the company firewall. Today, work is far more dynamic. Employees can access company resources that reside in private and public clouds from anywhere — connecting them from wherever they need to work, on any device they choose.

But in an effort to keep up with the demands of this more ever-changing work force, many organizations have adopted too many clouds, too quickly. This rapid rate of adoption has created a number of challenges that prevent businesses from capitalizing on their cloud investments — particularly when it comes to increasing user productivity.



The cloud revolution is breeding new challenges

Cloud computing may have transformed IT, but the shift hasn't come without growing pains. Here are the top challenges organizations face when moving to the cloud:

Poor user experiences

In a hybrid-world of on-prem and cloud, users find themselves struggling with a host of obstacles when accessing their apps and data across different environments. They're left with disconnected experiences, confusing storage systems, and too many logins to remember while trying to get work done. On top of all that, users often experience poor application performance due to limited network bandwidth and heavy content, especially when it comes to virtual apps and video.

SaaS and web app security risks

SaaS applications are tricky to secure. That's because they reside in a third-party's infrastructure, and IT has limited control. As a result, organizations are left wondering how they can enforce protective data measures — like restricting copying confidential information from sanctioned apps or preventing the spread of malware from unsanctioned apps. With a solution to manage SaaS and web app security, organizations can prevent a lot of unnecessary risks.

Limited insights

Visibility into cloud-hosted business services isn't just key to protecting company data. It's also key in optimizing your systems to improve performance and user experience. But visibility can be difficult given the many data points to monitor across multiple platforms.

75%

of enterprise workloads are
now running in the cloud¹

How a secure digital workspace can help you get more from your clouds

Citrix Workspace is a secure, digital platform that helps organizations reap the benefits of better user experiences, with fewer security incidents, and intelligent, actionable insights. Here's how it can also help yield a better return on your cloud investments:

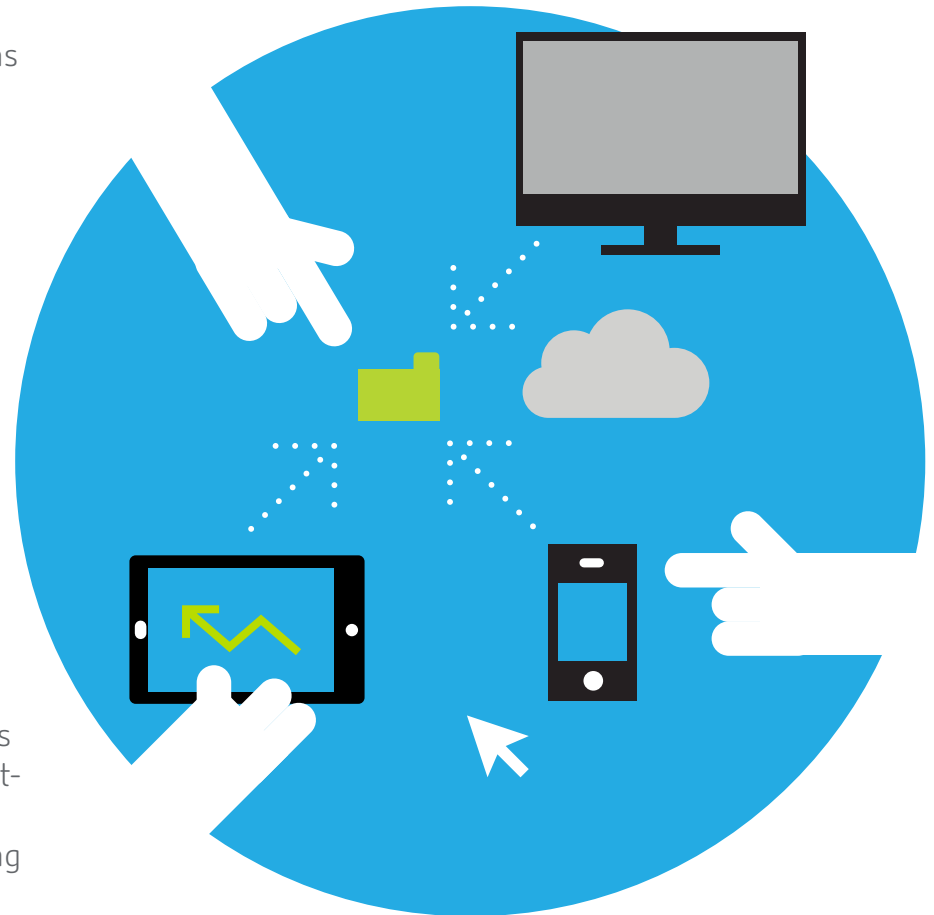
Delivering a better user experience

Single sign-on

Citrix Workspace SSO lets users log in once and gain access to all of their cloud and on-prem applications including virtual, mobile, SaaS or web apps — simplifying the experience for your users and boosting productivity.

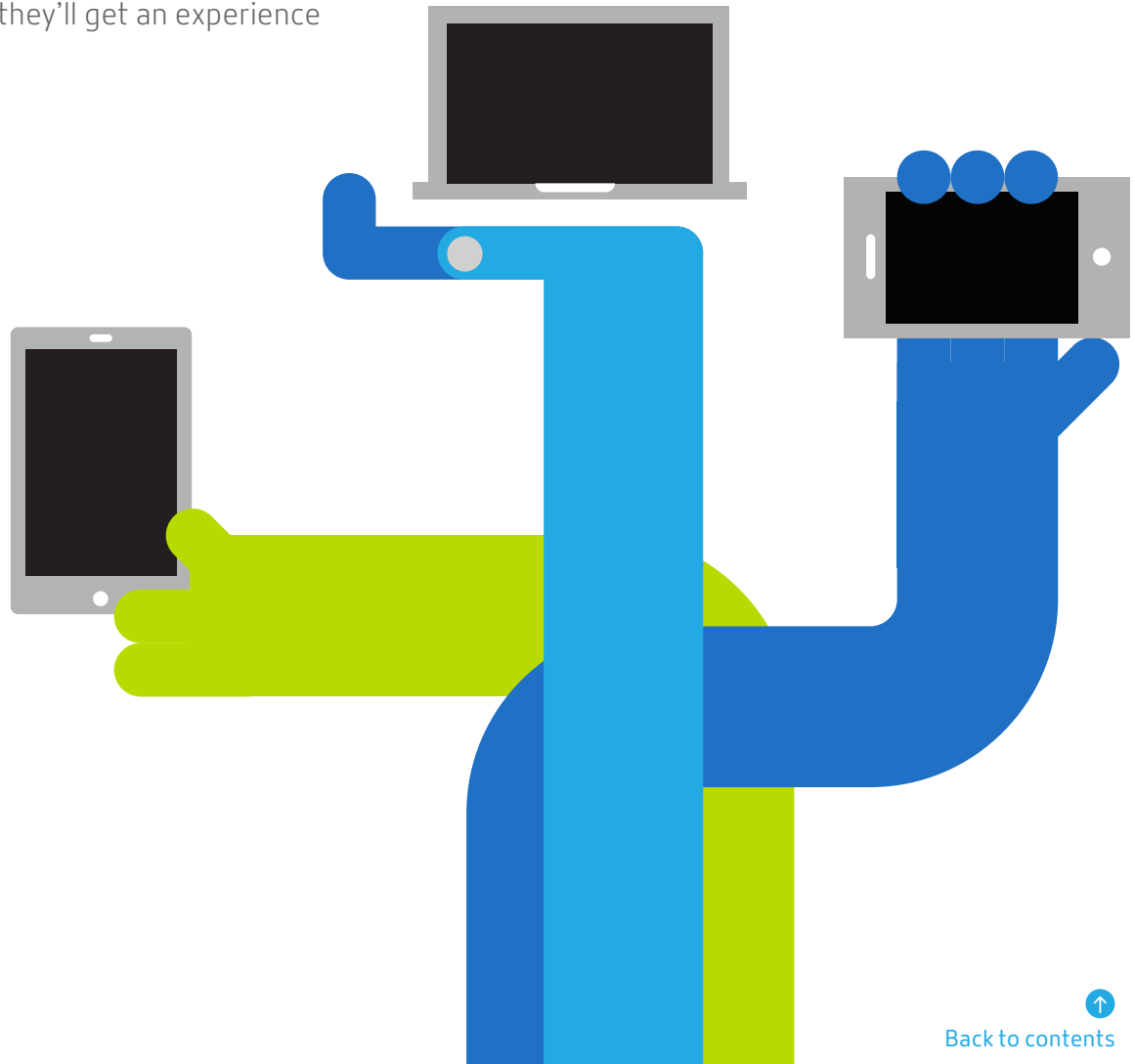
Integrated workflows

Users can access and sync all their files from a single interface, regardless of where their files are stored – in public clouds, private clouds, or network shares. And with virtualization, they can open files from apps they don't have. In addition, Citrix Workspace provides out-of-the-box plug-ins for popular SaaS applications, so employees can collaborate and move through a streamlined workflow without having to log in and out of applications time and again.



Contextual experience

As most users have more than one device, Citrix Workspace ensures that the user experience automatically adapts based on the type of device. For example, employees using their smartphones can access native mobile apps, whereas mobile apps will not appear for those same employees when they log in using their Windows laptops. Instead, they'll get an experience that's right for their device — and right for them.



Ensuring fewer security incidents

End-to-end security

Citrix Workspace offers dynamic, contextual security controls designed to protect company data regardless of where it's stored. Whether in the cloud, on-prem servers, or on your endpoints, your data remains secure — at rest or in transit.

A single point of access

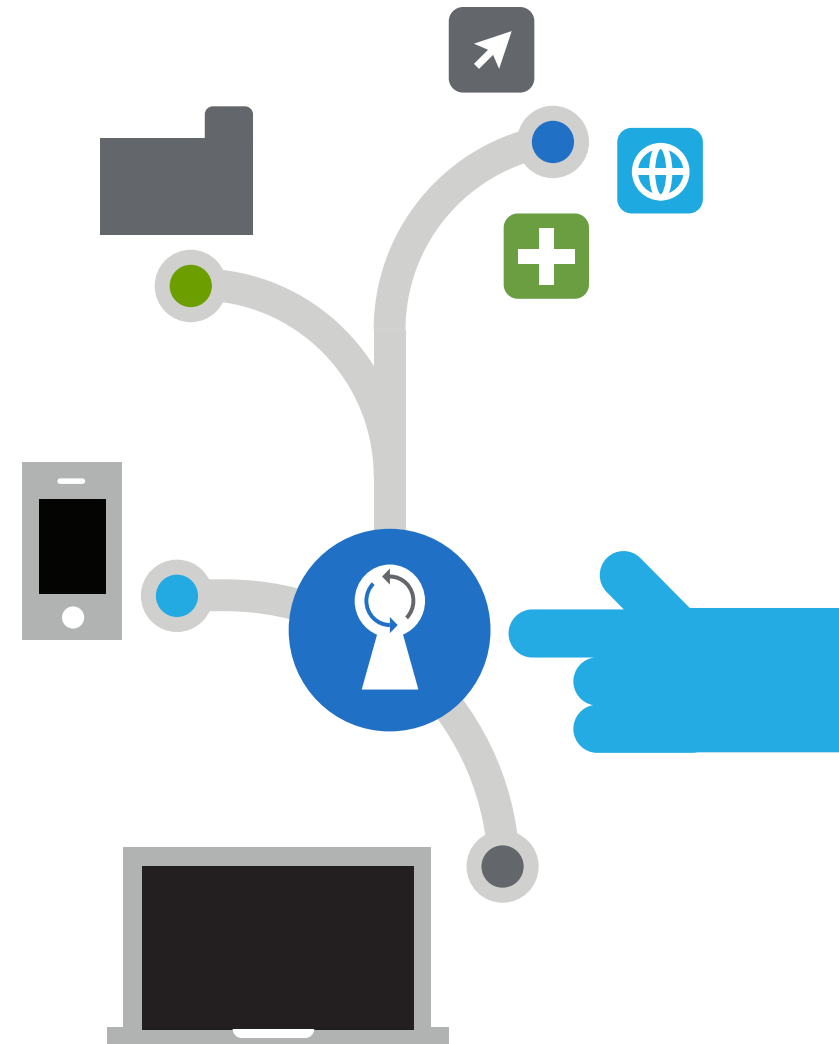
Citrix Workspace allows all your user traffic to go through a single access point, thereby providing visibility across all your application traffic. This single access point ensures you can enforce all your security policies in a much more consistent and timely fashion. It also makes it easier to manage your solutions, reduce cost, and lets users log in once for access to all their apps and data.

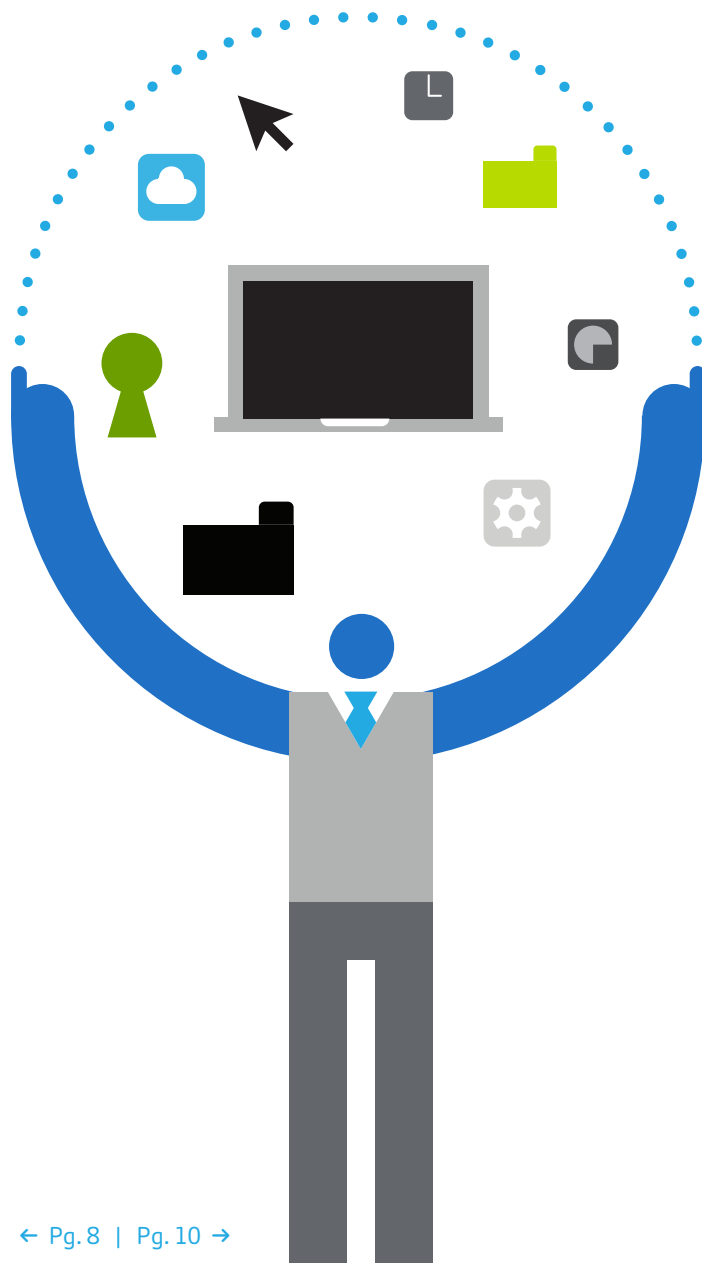
Contextual and dynamic access

Rigid security policies limit your employees' ability to be productive. Citrix Workspace is designed to recognize user patterns and behaviors, granting or restricting access based on the context and situation — and saving everyone time.

Secure SaaS and web

With Workspace, IT administrators have the ability to govern access and approve SaaS apps with a simplified, single sign-on experience. By filtering access to specific websites and website categories, you can protect your organization's network and end-user devices from malware and data leaks. This also lets you enforce enhanced-access security policies for SaaS applications, and allows you to isolate and tighten security for certain web browser activities.





Capitalizing on intelligent insights

User-based security analytics

Citrix Workspace provides IT security analytics based on user behavior and machine learning. It then correlates information across a number of different service-feeds from apps, devices, networks and data access, providing a risk profile for each user. Equipped with security analytics, it also gives IT the ability to take automated actions if required.

Operational analytics

Insights are also crucial to optimizing both IT and overall business operations. By identifying and highlighting potential latency problems with cloud application performance and network traffic, Citrix Workspace can take automated and corrective actions and intelligently redirect traffic, or prioritize application delivery based on the user's role. Insights related to cloud-app usage can also help organizations decide whether to continue with a cloud investment — or halt it.

The unique benefits of Citrix Workspace

Citrix Workspace brings together a complete solution to help you and your organization harness cloud efficiency. It also ensures you're able to:

Fully aggregate all of your apps and data

Whether on-premises or in the cloud, we offer a streamlined, centralized route to your apps and data — so you can deliver the right experience to the right user at the right time.

Put people first and improve productivity

Our people-centric approach is designed to benefit both employees and IT. We empower employees by enabling them choose when and where they work, select their preferred devices, and our platform helps IT streamline solutions, minimize downtime, and boost employee productivity.

Move ahead with confidence

Technology is forever changing. We know because we've been at the forefront of helping shape it for more than 30 years. And in that time, we've learned that the solutions you rely on today need to be sophisticated enough to adapt to tomorrow.





Whether your investment is hybrid or multi-cloud, multi-SaaS, or in multi-device environments, our secure, digital workspace helps you get the most from your cloud investment.

Learn more at:



citrix.com/workspace

Sources:

1. "State of the Cloud Report," 2017, RightScale



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