

Using Citrix StoreFront?

Move to Citrix Workspace to simplify your IT management
and transform your employee experience



Simplify your technology and get more value from your Citrix investment

Are you still using Citrix StoreFront to deliver Citrix Virtual Apps and Desktops to employees?

We've got
good news:

there's a better way to do it—and it's already part of your solution, the [Citrix Workspace Experience](#).

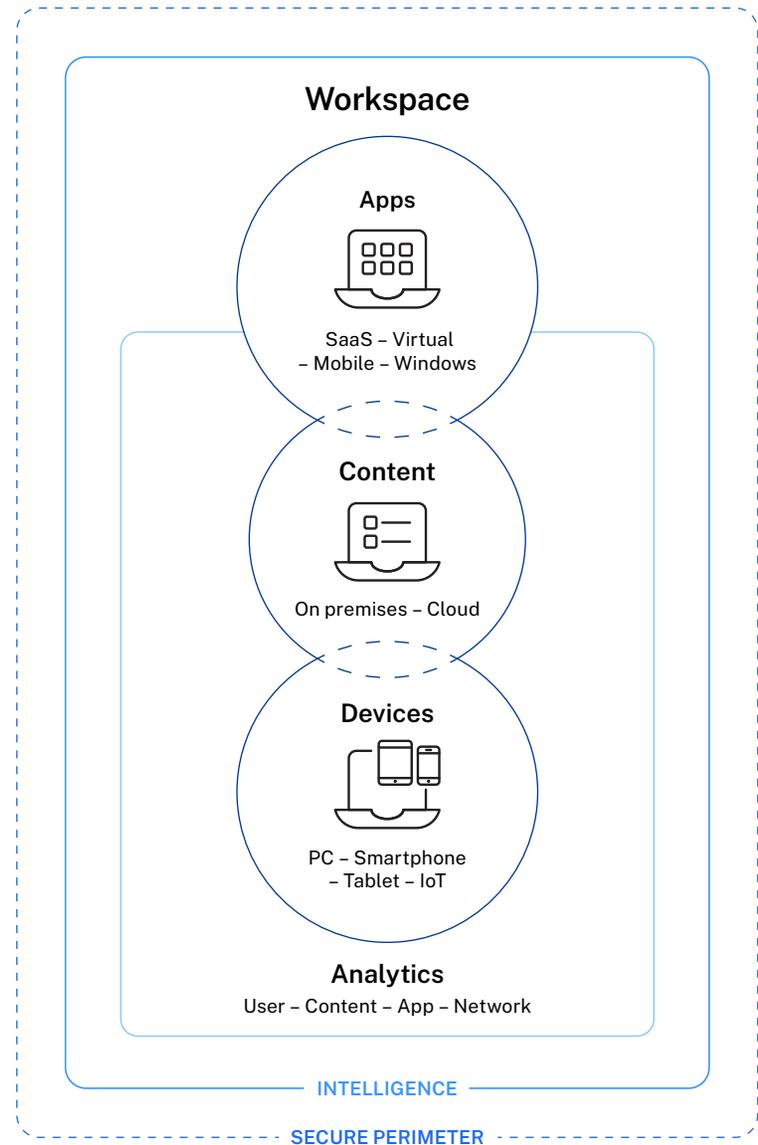
Don't miss out: Upgrade to the Citrix Workspace experience today

As a Citrix Workspace Premium Plus customer, you're entitled to upgrade from Storefront to the new Citrix Workspace UI—a cloud hosted service—that makes it easy to deliver virtual apps and desktops to any device, without any on-premises components to manage.

Citrix Workspace provides a single access point where employees can access all of the apps, content, and data they need to do their best work. They can log in securely from any device and see a personalized workflow—intelligently filtered and organized by machine learning—that minimizes distractions and keeps them focused on what matters.

With Citrix Workspace, employees will be more productive and engaged—driving better business results.

Meanwhile, your IT team will gain more visibility and control for simplified management, security, and compliance.



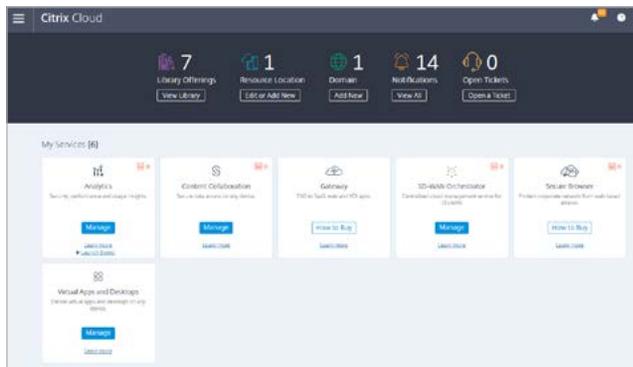
6 ways Citrix Workspace makes life easier for IT admins

Citrix Workspace gives IT admins complete visibility into and control over complex, hybrid cloud environments. Armed with real-time data and analytics, you can strengthen your security, provide better support and lower your IT management costs.

- 1 Save time and improve your visibility with a unified administration console.
- 2 Strengthen your security and optimize your performance with on-demand analytics.
- 3 Gain speed and agility in the cloud.
- 4 Seamlessly migrate to Citrix Workspace with Site Aggregation.
- 5 Reduce your helpdesk workloads and costs with IT Service Management integration.
- 6 Run workloads cost-effectively in the cloud with Citrix Autoscale.

1. Save time and improve your visibility with a unified administration console.

Citrix Workspace provides a single administration console that integrates all of your Citrix services on the back end. With just one log-in, you can provision, manage, and monitor your entire workspace infrastructure.



Within the console, you can:

- Gain on-demand visibility into workloads distributed across multiple data centers or geographic locations
- Set up role-based administrators to allow those with similar permissions to use the same context when managing apps
- Apply access controls to ensure that employees only use authorized apps and services
- Significantly reduce the amount of time jumping between multiple tools to complete a single task

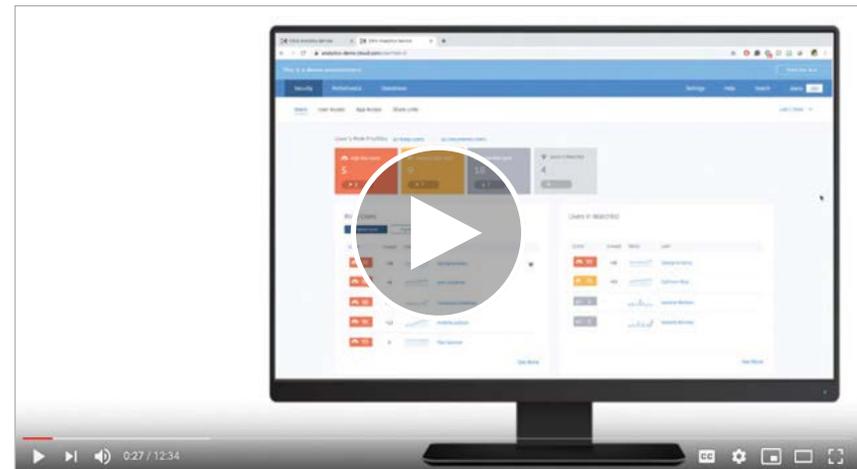
2. Strengthen your security and optimize your performance with on-demand analytics.

Citrix Workspace gives you the enterprise-grade controls, oversight, and analytics needed to protect your organization from data leakage and external threats.

[Security Analytics](#) help you identify suspicious activities so that you can proactively protect your environment.

You can monitor the following:

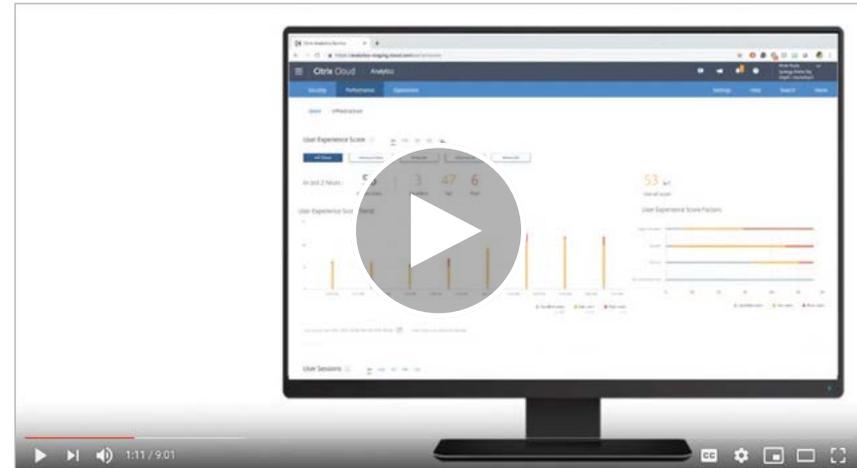
- Changes in user behavior and activities that may lead to data loss
- Specific users who pose the most risk
- A list of the riskiest sites that users visit
- Logon failures
- Files that may cause security problems, such as anonymous downloads



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[Performance Analytics](#) give you real-time, actionable data that you can use to improve your environment's performance. With Citrix Workspace, you can:

- Gain actionable insights that help you troubleshoot failures, screen lags, delayed session logons, and other performance issues
- View scores that show you if users have excellent, fair, or poor user experiences
- Access analytics from all of your sites in a single dashboard



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3. Gain speed and agility in the cloud.

Long-term service releases can be years behind cloud releases when it comes to features and functionality. Moving from StoreFront to Citrix Workspace experience ensures that your users will always have the latest features and capabilities at their fingertips. Meanwhile, your IT team will have less infrastructure to purchase, maintain, and support.

Also note that Citrix depreciated support for cloud workloads in Citrix Virtual Apps and Desktops, current release 2003. Only Citrix Workspace now supports cloud workloads.

Three advantages of moving to the Citrix Workspace UI:



Greater choice and flexibility: Moving to cloud-based services gives you the flexibility to quickly meet new demands, align business goals with technical outcomes, and support more use cases.



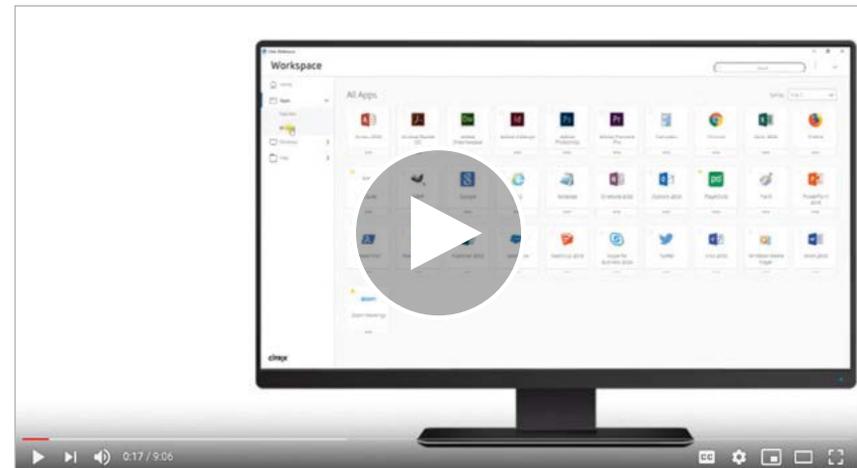
Increased speed and agility: New releases and enhancements are immediately available so that you can quickly expand your offerings. The Citrix Workspace environment includes the latest product build and functionality for end users, along with industry-leading uptime and reliability. Citrix Workspace also supports cloud workloads alongside your existing on-premises workloads.



Better end-user experience: With Citrix Workspace, your end users can access everything they need with one click and leverage additional workflows to increase their productivity.

4. Seamlessly migrate to Citrix Workspace with Site Aggregation.

Integrate your IT-managed Virtual Apps and Desktops with Citrix Workspace quickly and easily. With [Site Aggregation](#), you can get up and running without needing to reconfigure your Virtual Apps and Desktops environment or changing your underlying architecture.



[Watch the video >](#)

5. Reduce your helpdesk workloads and costs with IT Service Management integration.

Citrix Workspace integrates with the leading IT Service Management (ITSM) provider, ServiceNow.

The [ITSM Adapter](#) automates the provisioning and de-provisioning of Citrix resources with ServiceNow.

When you integrate Citrix Workspace with ServiceNow, you can:

- Automate common helpdesk requests
- Reduce your helpdesk and ticketing expenses
- Streamline the management of Citrix Virtual Apps and Desktops
- Significantly reduce your IT administrators' workloads
- Empower your IT team to spend more time on strategic initiatives and less time on manual processes
- Quickly scale your digital workspace as your organization adds new employees or business units
- Enhance the user experience for both employees and your IT team

6. Run workloads cost-effectively in the cloud with Citrix Autoscale.

A poorly designed power management scheme can increase your cloud computing costs by more than 70% over what you require to support users.¹ If you pay for cloud services as you go, you may get charged each month for hundreds—or even thousands—of virtual machines (VMs) that employees rarely use.

[Autoscale](#) automates the power management of VMs so that you can minimize your costs while improving the user experience. Virtual load balancing allows you to fully utilize virtual desktops and identify usage trends. You can convert those trends into schedule- and load-based rules that automatically allocate and deallocate resources.

Source
1. Citrix: [Autoscale](#), 2020

The screenshot shows the 'Edit Delivery Group' configuration page for the 'Autoscale' section. The 'Autoscale' checkbox is checked. The 'Autoscale schedule' is set to 'weekday'. The 'Days applied' are Mon, Tue, Wed, Thu, and Fri. A 'Machines' graph shows a peak of 5 machines during peak times (09:00 AM to 06:00 PM) and 0 machines during off-peak times. The 'Additional settings' include a 'Capacity buffer (%)' of 10 for both peak and off-peak times, a 'Power-off delay' of 30 minutes, and a 'Machine cost' of 0.06 per hour. The interface includes 'OK', 'Cancel', and 'Apply' buttons at the bottom.

Edit Delivery Group

Autoscale

Autoscale ?

Select the autoscale schedule from the dropdown, and then set the options you'd like for that schedule. To edit or add new schedules, select Edit schedules from the dropdown.

Autoscale schedule: ?

Days applied: Mon Tue Wed Thu Fri Sat Sun

Machines

5
4
3
2
1
0

12:00 AM 03:00 AM 06:00 AM 09:00 AM 12:00 PM 03:00 PM 06:00 PM 09:00 PM 12:00 AM

Peak times

Additional settings ?

During peak times During off-peak times

Capacity buffer (%):

Power-off delay ?

Delay powering off machines by: minutes

Machine cost ?

Machine instance cost per hour (\$):

6 Ways Citrix Workspace transforms the employee experience

Citrix Workspace offers a single digital space that unifies all of the assets your employees need to do their best work and help your company gain an edge. It transforms the employee experience by allowing people to work securely from any device and location.

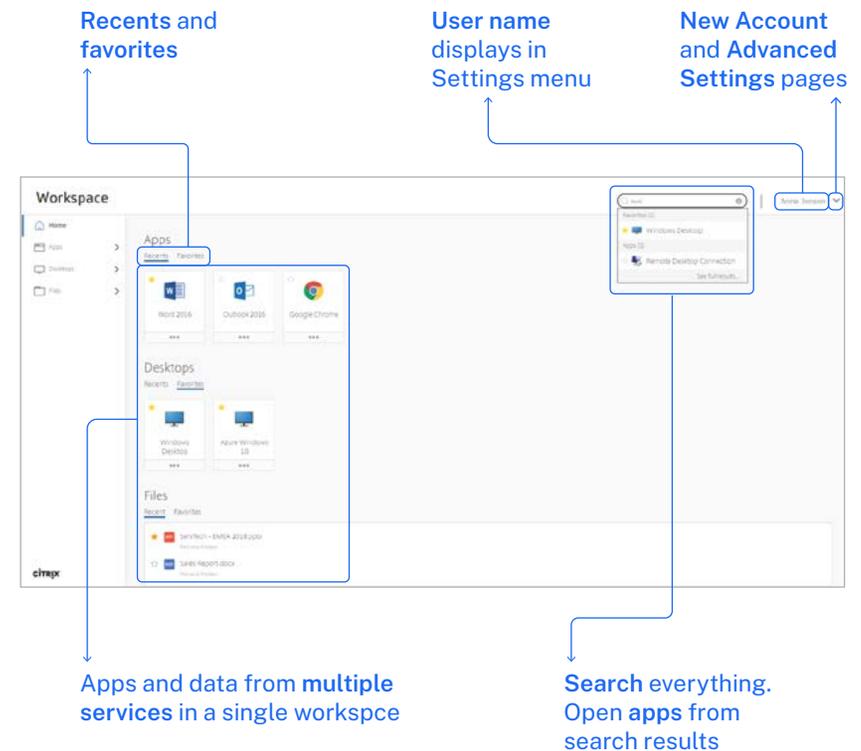
- 1 Get all of your apps, data, and tasks all in one place.
- 2 Complete tasks in less time with microapps.
- 3 Find information faster and accelerate decision-making with search.
- 4 Minimize lost, forgotten, or stolen passwords with single sign-on.
- 5 Improve productivity by giving employees anywhere, any-device access to all of their business-critical content.
- 6 Make it easy for remote employees to access their physical work environment.

1. Get all of your apps, data, and tasks all in one place.

Citrix Workspace allows employees to access all of their applications, content, and data in a single platform.

- No more switching between applications
- No more remembering multiple usernames and passwords
- Employees can use any smartphone, tablet, laptop, or desktop to access their Citrix Workspace environment

Once they log in, they will see a customized interface that organizes all of their essential data, tasks, and tools into a personalized workflow. The workflow helps them avoid distractions and stay focused on what matters.



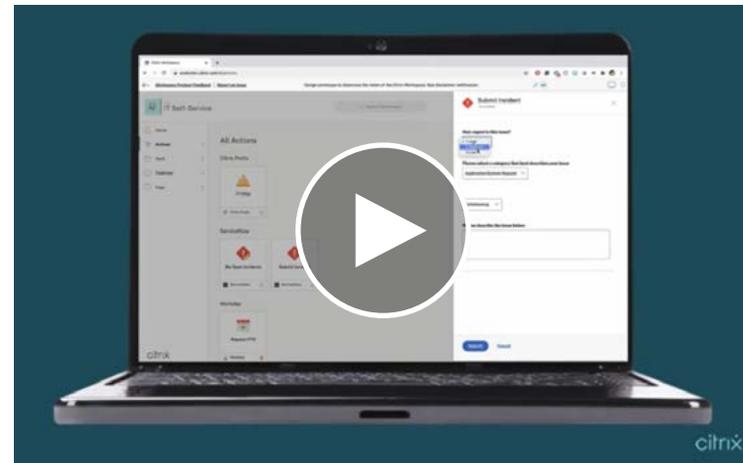
2. Complete tasks in less time with microapps.

[Microapps](#) enhance employee productivity by allowing them to perform their day-to-day tasks faster.

Users typically need to launch an application, navigate to an action, and then complete it. Microapps allow users to perform actions within their Citrix Workspace feed—without launching the native application.

Citrix Workspace currently includes more than 100 pre-built action templates for apps including Atlassian Jira, Google G-Suite Directory, Google G-Suite Calendar, Microsoft Dynamics CRM, Microsoft Power BI, Salesforce, SAP Ariba, SAP Concur, ServiceNow, Tableau, and Zendesk.

IT admins can also build custom microapp even to on-premises applications.



[Watch the video >](#)

3. Find information faster and accelerate decision-making with search.

Employees waste a lot of time when they have questions but don't know where to find the answers. In fact, it takes workers an average of eight attempts to find the right documents and information.²

The search feature enables you to search everything in your workspace and open apps directly from the search results. Employees can quickly find information and complete actions—even if they're not sure which application to use.

Citrix Workspace integrates with key business applications, making it easy for employees to find information across the following services:

- Accounts (Salesforce and MS Dynamics)
- Appointments (Salesforce and MS Dynamics)
- Contracts (Salesforce)
- Company directory (Workday)
- Expense reports (Concur)
- Leads (Salesforce and MS Dynamics)
- Learning courses (SAP SuccessFactors)
- Opportunities (Salesforce and MS Dynamics)
- Time off (Workday)
- Purchase orders (SAP Ariba and Workday)
- Tasks (Salesforce and MS Dynamics)
- Tickets (ServiceNow, Jira, and Zendesk)

Source

2. TechZone360: [SearchYourCloud Survey, It Takes up to 8 Attempts to Find an Accurate Search Result](#), 2013

4. Minimize lost, forgotten, or stolen passwords with single sign-on.

Employees no longer need to remember usernames and passwords for individual applications. When they log into Citrix Workspace, their dashboard will populate with all of their authorized services.

Using just their [Citrix Workspace sign-on](#), they can access:

- [SaaS apps](#)
- [Enterprise web apps](#)
- Virtual apps
- Virtual desktops
- Files and other content

5. Improve productivity by giving employees anywhere, any-device access to all of their business-critical content.

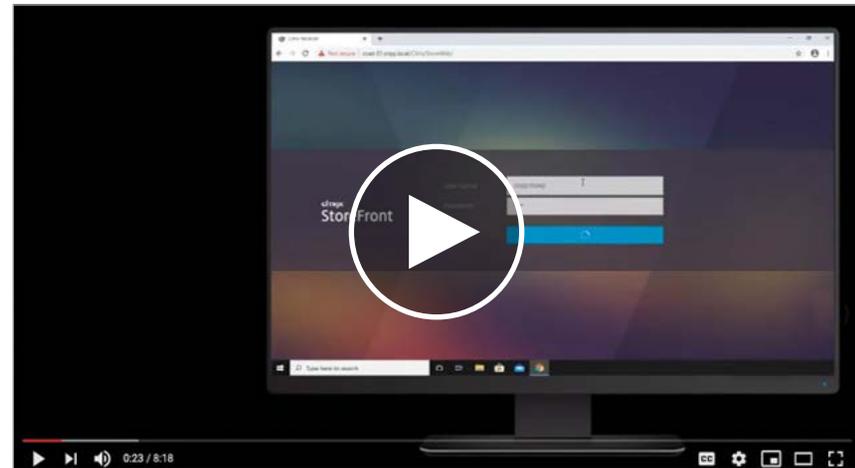
Citrix Workspace [integrates with your other Citrix technology](#), such as Content Collaboration. These integrations allow you to drive more value from your existing investments while you enhance employee productivity and collaboration.

With Citrix Workspace, employees can:

- Access all of their mission-critical apps and documents from a single dashboard
- Sign in from any device and immediately pick up where they left off
- Simplify collaboration across geographies, networks, and disparate systems with user-friendly tools that make it easy to share content, consolidate feedback, and speed the approval process
- Avoid confusing email chains by collaborating on documents directly within Office 365
- Share files quickly and safely via secure links or the Workspace messaging system

6. Make it easy for remote employees to access their physical work environment.

For many users, the work environment centers on a physical Windows 10 PC that sits on or under their desk. [Remote PC Access](#) allows remote employees to log into their Windows office PC using any tablet, smartphone, or laptop. Remote PC Access supports numerous operating systems, including iOS, Mac, Android, Linux, and Windows.



[Watch the video >](#)

Transform your employee experience and simplify IT management with Citrix Workspace

The Citrix Workspace experience is a major upgrade over StoreFront, and best of all, you've already paid for it. Start using the new UI today —you'll be glad you made the switch. And, so will your users.



Download the Citrix Workspace App now ([Windows](#)) ([Mac](#)) or contact your Customer Success Manager to learn more.

