



# A Digital Workspace Buyer's Guide

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# Welcome

This buyers' guide is a comparison resource intended to help you identify the attributes that your organization values in a digital workspace solution. With the help of this guide, you can evaluate three types of information:

- User Experience and Productivity
- Cloud Transformation and Management
- Security and Compliance.

Use this guide to make notes about your determinations. Be sure to consider user requirements such as the kinds of experiences users expect -- and IT needs, such as the level of control needed to secure the business and accelerate digital transformation. We hope that the information provided here will help you determine what digital workspace is best for your company.

# User Experience and Productivity

Requirement	Citrix Workspace	NOTES: Alternative Vendor
<b>USER EXPERIENCE AND PRODUCTIVITY</b>		
<b>Simplicity and Consistency of Experience</b>		
Users only need to sign in once to access all their apps and data.	<p>Citrix Workspace provides single sign-on (SSO) enabling secure access to all user apps, desktops and files.</p> <p>SSO is supported across mobile, SaaS and web apps leveraging Citrix Gateway service.</p> <p>SSO configuration is available via Azure AD for Microsoft Store for Business apps and Office 365 apps, as well as for corporate data for Microsoft Intune managed apps.</p> <p>SSO configuration also includes .EXE and .MSI file types after install either through MDM App Configuration (ADMX) or via script.</p>	
Users can easily access all apps (e.g. SaaS, web, mobile), desktops and files through a single interface accessible from any device.	<p>User productivity is increased through intelligent, automated workflows such as approvals and escalations that saves time with fewer logins, clicks and swipes enabled through pre-packaged or customized micro-apps.</p> <p>Personalized and prioritized notifications and proactive intelligent business feeds reduce interruptions and unwanted distractions.</p> <p>Notification relevance ranking and an integrated virtual assistance are powered by machine learning to guide and simplify work.</p> <p>Universal search makes it easier to find information, no matter where the data is stored.</p> <p>Work is simplified with virtual assistance that guides users through their work .</p> <p>Citrix Workspace also includes out of the box integration with SaaS vendors, such as Salesforce, SAP Ariba, G-Suite, Office 365, Oracle, Workday, 15Five, DocuSign, Marketo, Service Now, Slack, Adobe, Concur, Box, Dropbox, Tableau and others.</p>	
Logged in session follows user as they switch devices (e.g. moving from laptop to mobile phone).	Virtual apps and desktops users can freely switch between devices as they work - with active session switching to the new device.	
User interface supports full range of applications.	Citrix Workspace app provides access to native/local, virtual, SaaS, web, mobile, Office 365, Linux, custom and Line of Business apps.	
User interface provides access to and an ability to collaborate on all file types across all platforms regardless of where the file resides.	Citrix Content Collaboration and Files provide access to any file type and any storage type/location, including Microsoft OneDrive, OneDrive for Business, SharePoint and SharePoint Online. Citrix files also has the ability to integrate with proxies specifically for storage zone controllers.	

## User Experience and Productivity

Requirement	Citrix Workspace	NOTES: Alternative Vendor
<b>Performance Across Constrained Networks</b>		
<p><b>Solution provides optimum access to available networks</b></p>	<p>With optional Citrix Networking product - Citrix SD-WAN, its technology delivers the optimum application-specific path across available networks. The Citrix HDX™ protocol preserves the user experience over unreliable networks, even for applications like Skype.</p> <p>Citrix SD-WAN increases bandwidth by aggregating all available bandwidth into an active/active connection. It optimizes performance and tunes network policies with QoS. It ensures always-on connections for users with the highest quality experience — even for rich media and high-definition video. And, if your Workspace includes Office 365, Citrix SD-WAN can detect and classify its traffic and route it to the nearest Office 365 front door for the most optimal user experience.</p> <p>The combination Citrix SD-WAN and Workspace provides:</p> <ul style="list-style-type: none"> <li>• A better user experience for SaaS apps with direct breakout</li> <li>• Improved resiliency and faster failover in case of link degradation or outage</li> <li>• The ability to monitor and prioritize Citrix HDX traffic and sessions</li> </ul>	
<p><b>Solution provides a good user experience even with poor network conditions.</b></p>	<p>With optional Citrix Networking product - Citrix ADC, performance is improved by:</p> <ul style="list-style-type: none"> <li>• Accelerating encryption and decryption of SSL traffic</li> <li>• Caching of ADC content to be delivered directly from the ADC rather than having to process and retrieve from back end servers</li> <li>• Compression of content to reduce the number of round trips to retrieve data</li> <li>• Various TCP optimizations that can help the performance</li> </ul> <p>No matter how you deliver Citrix workloads to your users, Citrix ADC understands and supports it.</p>	

## User Experience and Productivity

Requirement	Citrix Workspace	NOTES: Alternative Vendor
<b>Integration with Microsoft Office 365</b>		
<p><b>Solution is integrated with Microsoft EMS/Intune.</b></p>	<p>Citrix Workspace offers a unique mVPN and bridgeless integration with Microsoft EMS components Intune, Azure Active Directory and Azure Rights Management to deliver the best user experience and with high security.</p> <ul style="list-style-type: none"> <li>• Exclusive to Citrix, the Citrix mVPN SDK is embedded in the Microsoft EMS SDK and the Intune Manager browser enabling single sign-on and secure end-to-end network connections for the browser and any non-Office 365 apps.</li> <li>• The Microsoft EMS SDK is embedded in Citrix Secure Mail and Citrix Files allowing these apps to reside in the Intune App Protection container, enabling seamless interaction with Office 365 apps.</li> </ul>	
<p><b>Solution provides access to Office 365 apps.</b></p>	<p>Leveraging this integration, Citrix apps interaction with Office 365 apps works the way users expect.</p> <ul style="list-style-type: none"> <li>• Mobile users can open Office 365 files attached to Citrix Secure Mail and seamlessly cut, copy, and paste into other mobile apps.</li> <li>• Citrix Files supports any kind of storage - seamlessly with OneDrive/for Business and SharePoint/Online.</li> <li>• Citrix file sync and sharing technology integrates with Microsoft Teams, which may be delivered through the Citrix Workspace app and as a virtual app.</li> </ul>	
<b>File Synchronization/ Content Collaboration</b>		
<p><b>Solution allows users to easily and securely share files and documents regardless of where the file is hosted.</b></p>	<p>Citrix Files allows users to collaborate securely, simply and more efficiently, regardless of location, device, or whether sharing documents with coworkers or external parties.</p>	
<p><b>Solution includes the ability to create workflows for collaboration, editing and approvals with legally binding E-signatures</b></p>	<p>Power users can create custom workflows via a drag-and-drop wizard, with no development resources required to replicate paper forms. Citrix Files includes workflows for Feedback and Approval, Custom Workflows and Forms.</p>	

# Cloud Transformation and Management

Requirement	Citrix Workspace	NOTES: Alternative Vendor
<b>CLOUD TRANSFORMATION AND MANAGEMENT</b>		
<b>Unified Management</b>		
Single administrative console to manage all functions of the solution.	<p>Digital workspaces may be deployed on premises or on public, private, or hybrid clouds—all managed through a single pane of glass.</p> <p>This administrative GUI is contextual, and GUI functionality is based on RBAC (Role Based Administration) roles and is different for these roles/users. Four roles are available by default: Administrator (full access), device user (enrollment and self-help portal only), Support (Remote support access only) and Device Provisioning (bulk provisioning).</p>	
<b>VDI Platform Support</b>		
Solution supports VDI.	A virtual desktop infrastructure can be hosted on any hypervisor, physical platform or cloud (e.g. Amazon Web Services, Google Cloud Platform, Azure, Oracle, etc.) thus allowing companies to choose the most cost-effective platform to reduce their operational costs.	
<b>Device Support /Application Protection</b>		
Solution supports a range of devices and containerization options.	<p>Citrix Workspace supports any device OS, offers a choice of containerization (Mobile Application Management) and mobile device management platforms to maximize flexibility for protecting applications.</p> <p>Supported device OSes include: iOS, Chrome OS, MacOS, tvOS, Windows 10 desktops and tablets, Windows Phone, Windows Mobile/CE, Raspberry Pi platform, Symbian devices, Samsung SAFE and KNOX, HTC, and Sony.</p> <p>MAM platform support includes: Citrix MAM leveraging our MDX technology, Microsoft EMS/Intune, iOS Managed App Configurations, Android for Enterprise, Samsung KNOX, Windows Information Protection and the AppConfig Community.</p>	
<b>User File Access</b>		
Solution allows users to store their files wherever needed.	Unique Citrix content collaboration allows users to store and access their files stored behind the firewall or on public/private clouds such as Microsoft SharePoint or OneDrive.	
Solution allows users to share, edit and sync files.	Citrix content collaboration allows users to share, edit, and sync files, whether sharing with coworkers or external parties.	

# Security and Compliance

Requirement	Citrix Workspace	NOTES: Alternative Vendor
<b>SECURITY AND COMPLIANCE</b>		
<b>End-to-End Security</b>		
<p><b>Solution has integrated security for the entire workspace.</b></p>	<p>The Citrix Secure Digital Perimeter framework enables comprehensive, integrated workspace security. This includes network security and identity management / access control with single sign-on and multifactor authentication to protect both endpoints and data in the data center.</p> <p>Key capabilities include:</p> <ul style="list-style-type: none"> <li>• End to end visibility and user behavior analytics</li> <li>• Secure browsing of all Internet content</li> <li>• User behavior analytics to detect anomalies and enforce security policies</li> <li>• Cloud app control provides security policies for SaaS</li> <li>• Web filtering allows IT control over user access to the Internet content</li> </ul>	
<b>Cloud Application Security</b>		
<p><b>Solution allows IT to protect sensitive data during cloud interactions.</b></p>	<p>Security teams can block access to unsanctioned SaaS apps over the Internet and protect sensitive data from actions such as copy/paste/print or download.</p>	
<p><b>Solution protects against malware, data loss and user behavior.</b></p>	<p>A chromium based inbuilt hardened browser protects against malware while the web filter controls website access to allowed domains and URLs. The DLP capabilities include dynamic watermarking with user's coordinates such as IP address/username etc.</p>	



# Security and Compliance

Requirement	Citrix Workspace	NOTES: Alternative Vendor
<b>User Behavior Analytics</b>		
<p><b>Solution provides analytics on user interactions to identify and manage internal/external threats.</b></p>	<p>Citrix Analytics uniquely aggregates and correlates user interaction with applications, devices, apps, networks, and files to proactively identify and manage internal and external threats.</p> <p>Citrix Analytics is capable of gathering information from the following sources:</p> <ol style="list-style-type: none"> <li>1. NetScaler Gateway for User Authentication and subsequently Geo Information for e.g. unusual login activity.</li> <li>2. User file download/upload activity on Sharefile.com keeping DLP in mind such that sensitive information does not leave corporate environment. It is also capable of tracking file edits, sharing and delete activity.</li> <li>3. Citrix Endpoint Management contributes towards device compliance and app posture (use of jailbroken, rooted or unmanaged devices, or blacklisted apps).</li> <li>4. Citrix Apps &amp; Desktops are capable of initiating security features such as session recording, logoff user session and block specific apps for a given user.</li> <li>5. Citrix Workspace app provides client OS versions, mobile app launches, windows app usage and file download activity such as save to USB or print files.</li> </ol> <p>All the above information related to user, device, and app usage is stored in a big data platform and there are triggers and actions that are available to administrators in case they need to adjust policy.</p> <p>Citrix Analytics is also capable of enabling MFA authentication on a per user basis.</p>	
<b>Security Model</b>		
<p><b>Solution offers the ability to adjust security levels so user productivity is not negatively impacted by required security measures.</b></p>	<p>Citrix Workspace supports a risk-based security model using machine learning to dynamically balance the needs of users to have rapid access to data with IT's need to secure and govern the environment.</p>	

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**For more information**



For questions or more  
information, visit

<https://www.citrix.com/products/citrix-workspace/>