

Why did Citrix acquire Sapho?

Citrix is the leader in secure, unified workspaces that give businesses and users access to all of their applications and data in one place. Citrix is acquiring Sapho's leading micro-app platform to enhance the guided work capabilities within [Citrix® Workspace](#), enabling people to work with even greater speed, intelligence and simplicity.

Citrix is turning the unified workspace into an intelligent digital workspace solution that fuels a superior employee experience by organizing and automating work so it is more convenient and simpler to manage, and delivering insights that help people work smarter. For example, a user can get company financial notifications, expense reports, IT support updates, and get timely marketing campaign metrics, all in one place, organized by priority.

With the integration of Sapho into Citrix Workspace, companies can:

- Give employees flexible access to all the apps and insights they need to work where and how they want, and be productive in a single place.
- Leverage innovative technologies such as machine learning alongside simplified workflows to organize work and guide employees through their day, automatically serving up tasks they need to focus on and the intelligence needed to get them done quickly.
- Build employee skills and keep them on the cutting edge in their fields.

What problem will this help me solve?

Employees are struggling to stay productive. They work with too many apps, these apps are too complex, and they can't find what they need when they need it.

* Too many apps: The average company has more than 500 apps in place to drive key tasks and employees use 10-15 apps per day.

* Too hard to use: Employees only use 20% of the functionality of the apps available to them.

* Not easy to find: Information is siloed across multiple locations, apps and communications channels. Employees spend more than 25% of their time searching for information and managers spend 54% of their time executing routine tasks.

Based on external research and interviews conducted by Citrix, employees and executives want a solution that is connected to work tools, reduces complexity and provides automation.

In addition, the competition to attract and retain talent is getting tougher, and it's a primary business goal for many Citrix customers and prospects. Companies need the right balance of technology and employee experience to attract and retain talent. Citrix is creating the future of work, whereby users can more easily get work done and focus on their most important and timely tasks from anywhere, on any device, network or cloud.

C-Level executives have taken notice. A 2018 Gartner CEO survey highlights that focusing on the "workforce is the fastest-growing priority for CEOs and, employee and talent issues are the top internal constraint to growth."

What will the user experience be like once Sapho technology is integrated into Citrix Workspace?

When a person logs into Citrix Workspace, it will present a personalized work feed that prioritizes:

- Important tasks to complete, such as approving an expense report, rating an employee or completing a travel request.
- Insight about on-going projects, such as the latest marketing campaign results or sales pipeline trends, so users can get the context they need to efficiently do their work.
- Relevant company communications, such as the latest employee survey results.

What results have customers achieved using Sapho technology?

Several Sapho customers have achieved great productivity, employee engagement and productivity. For example, Evo, a global financial firm with over 500 employees needed the ability to access and interact with systems from anywhere, which was especially challenging given their strict risk requirements and security protocols. They also needed a way to integrate data and information from multiple systems, to create a more holistic view of their work and increase employee productivity. With Sapho, Evo solved their problem and achieved some amazing results:

- Sped up custom reporting to drive faster decision-making.
- Replaced two business intelligence systems that required heavy developer knowledge with micro-apps, which helped them triple their reporting output.
- Increased application utilization by 200%.
- Employees stated that they now work better and faster.

Click [here](#) for more details.

When will the integration of Sapho into Citrix Workspace be complete?

General availability is planned for the second half of 2019.