



Moving Past Crisis: Deliver A Productive Experience That's Resilient By Design

Short-term business continuity strategies won't set your organization up for long-term success. If your response to this crisis stops at simply applying Band-Aids to give employees remote access to company apps and data, your opportunity to deliver lasting value will slip away. Instead, focus your technology strategy on reimagining how your workforce can accomplish what they need to do with embedded resiliency – and they'll deliver results that boost revenue and create competitive advantage.

COVID-19 Has Highlighted the Criticality of Technology Resilience in How We Work

As the disruption caused by COVID-19 began to take hold, many organizations quickly found that their business continuity infrastructure and strategies required additional support to handle the demands of widespread remote work. Our customers needed help fast, often with little or no time to spare. In many cases, they needed to ensure "essential workers" were up and running immediately. Business leaders also had to consider the impact of closing offices on employee experience. Regardless of their job function or work scenario, all employees want to feel a sense of accomplishment every day—and technology plays a critical role in a productive experience.

Citrix responded by rapidly delivering solutions that facilitate remote work and inherently deliver business continuity for employers. We helped organizations like Penn National Insurance, the University of Sydney, and Leeds City Council with a portfolio of offerings that allowed millions of people become productive at home in a matter of days.

Companies Are Refocusing On Refining Rushed Remote Work Rollouts – And Finding Critical Flaws

With their initial response to COVID-19 in place, many of our customers are now focused on the longer-term reality of working from home – and improving the remote work experience. After ensuring workers could recapture some level of productivity at home, these customers are now refining the solutions they hastily rolled out.

We've found that companies are struggling with services that are falling short in effectiveness and experience. They've leaned on collaboration platforms that don't meet all of their employees' needs to get work done, or VPNs that are unreliable or unresponsive. One financial services organization shared that some of their latency-sensitive applications perform poorly or simply don't work over their existing VPNs – and their employees aren't tolerating it. Also, VPNs pose a security risk to corporate networks, potentially exposing them to attacks via compromised machines.



“I think the easiest thing — but the worst thing — would be to freeze in this time of uncertainty and not move anything forward. Stopping commitments would be the wrong thing for CIOs to do.”¹

Milind Wagle
CIO, Equinix

Digital Transformation Efforts Focused on Business Continuity Can Deliver Value Beyond Risk Avoidance

Prior to the pandemic, Citrix worked with customers on digital transformation initiatives. These included creating an employee technology experience that fosters engagement and productivity; increasing customers' use of public clouds to increase agility; revamping their security strategy with a Zero Trust approach; and employing analytics and machine learning to provide insight and amplify business outcomes.

Now, COVID-19 has forced companies to accelerate their digital initiatives to contend with long-term, staggering changes to their business and customers. The head of digital at a large New England financial institution commented that the projects he couldn't get funded before the pandemic are now moving ahead at top speed.² This is not just a U.S. phenomenon: 70 percent of executives from Austria, Germany, and Switzerland said the pandemic is likely to accelerate the pace of their digital transformation.³

Remote Work Is Here to Stay – And There's Exponential Value in Playing the Long Game

COVID-19 has forever changed work – and digital transformation efforts are shifting to enable a remote workforce. In fact, a Gartner, Inc. survey of 317 CFOs and Finance leaders on March 30, 2020* revealed that 74% intend to move at least 5% of their previously on-site workforce to permanently remote positions post-COVID 19...Nearly a quarter of respondents said they will move at least 20% of their on-site employees to permanent remote positions.⁴ According to another survey from Prosper Insights and Analytics, 36 percent of those working from home said they would like to continue after the pandemic is over.⁵ Twitter CEO Jack Dorsey recently announced that the company is making remote work a permanent option for employees that don't have responsibilities, like managing servers, which require them to be physically present.⁶ This isn't just a high-tech phenomenon – Fortune 100 company Nationwide insurance has publicly stated it will permanently transition to a hybrid operating model, shuttering all but four main corporate campuses, and moving the rest to a working-from-home model.⁷

Pursue a Maturity Path in Your COVID-19 Digital Response to Unlock Business Growth

COVID-19 has forced many companies to accelerate their digital transformation efforts when they encountered obstacles like a lack of capacity to support remote work. We have seen customers go through three distinct phases as they respond to COVID-19: an initial crisis response (triage), fine-tuning of this response to accommodate extended remote work (refinement), and a longer-term strategic approach to the new normal (transformation) (See Figure 2). As you move across each phase, you unlock deeper and expanded value that moves beyond tactical cost savings and risk reduction into strategic business growth. Citrix is partnering with customers throughout these phases:

- **Triage - Responding to the crisis.** Most organizations have moved beyond this phase. Its value was clear: stemming productivity losses as offices closed. Because speed was critical, companies were forced to make difficult compromises in security, such as turning off security controls like two-factor authentication to get workers online quickly. Organizations without Citrix Workspace or Virtual Apps and Desktops used business continuity solutions like Citrix Remote PC and Workspace Essentials to allow rapid remote access to office PCs and web and SaaS applications.
- **Refinement - Addressing extended remote work scenarios.** Following the initial crisis, Citrix customers began looking for help to scale deployments, optimize network performance, and shore up point solutions to ensure their environments are secure – effectively expanding the value of investments into risk reduction. They've added licenses to expand the base of users, increased the capacity of Citrix Networking offerings to meet the extra demand, and added Citrix Analytics for Performance and Security for greater visibility. However, refinement efforts won't fundamentally change the way people work or affect their output to unlock growth. Instead, the outcome includes bringing productivity to pre-COVID-19 levels and reducing the risk of working remotely.

- Transformation - Transitioning to the new normal.** Transformation unlocks the remaining two categories of value by adding revenue and strategic growth opportunities. McKinsey underscored the criticality of transformation: *“Another common theme emerging is the widely held desire to build on the flexibility and diversity brought through remote working. Learning how to maintain productivity—even as we return to office buildings after the lockdown ends, and even as companies continue to automate activities—will be critical to capturing the most value from this real-world experiment that is occurring.”*⁷⁸ By designing for remote work, you achieve continuity. With Citrix Workspace, the value of your business continuity strategy can become more than just risk avoidance by facilitating remote work while augmenting employee productivity. It can be the backbone strategy to deliver a consistent and secure experience that can survive disruption.

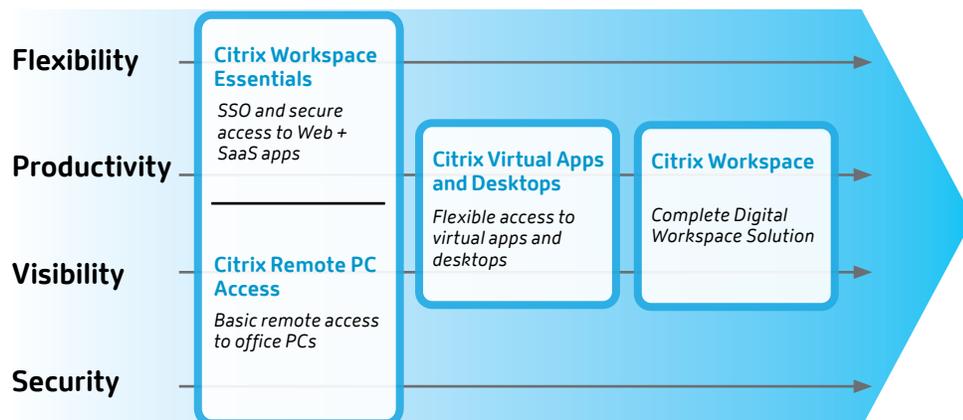
Figure 1: Three Stages Of COVID-19 Response

COVID-19 Technology Response Maturity Stage	Focus	Value
Triage <i>Rapid transition to work-from-home</i>	Get employees up and running quickly to stem productivity losses. Speed was critical.	<ul style="list-style-type: none"> Reduced productivity losses due to office closures
Refinement <i>Improve solution usability, performance, and security</i>	Address shortcomings in network performance and security issues to improve triaged solutions	<ul style="list-style-type: none"> Improved service reliability and performance Reduced security exposure
Transformation <i>Build a durable long-term resilient employee technology strategy that enhances productivity</i>	Create an employee technology experience that is resilient and secure by design while increasing productivity	<ul style="list-style-type: none"> Enhanced and extended security and reliability. Amplified employee effectiveness with automation to simplify complex manual tasks Reduced distraction and increase focus to aid productivity Boosted employee retention and attractiveness to candidates

The Citrix Solutions Portfolio Offers Increasing Value with Embedded Continuity

Citrix offers a portfolio of solutions that can underpin each of these phases. These solutions all support business continuity, but they differ in how much they help you become more flexible, create a better experience, or increase IT visibility. Each offering can be used to serve a specific segment of your user population. (See Figure 2)

Figure 2: Citrix Remote Work Solutions Are Tailored To Specific Needs



SSO access to web and SaaS apps

Citrix Web + SaaS is a feature of Workspace Essentials that offers single sign-on (SSO) for a secure, convenient, single point of access to web and SaaS apps. While it offers a fast solution for simplifying access without the need for a traditional VPN, it doesn't enable access to Windows-native apps or help secure delivery of web and SaaS apps.

Citrix Workspace Essentials

Citrix Web+SaaS is a feature of Workspace Essentials that offers single-sign on and a secure single point of access to Web and SaaS apps.

A good fit for:

Organizations that need a continuity solution fast for securing and simplifying access to Web and SaaS app

Productivity Value:

Single sign-on enhances user experience and security by eliminating multiple sign-ons and user credentials. Built-in ShareFile connectors for OneDrive, Google Drive, Box, Dropbox; Securely access documents and files without needing to launch the native file editor application. Gives users access to on-prem applications without being on the internal corporate network

Security Value:

Integrates with existing IDP or multiplier IDPs; Supports all major IDPs. Templates provide configuration for common applications and ease the burden on administrators. Allows for Multi-Factor authentication.

Visibility: ●○○○

Productivity: ●●○○

Flexibility: ●○○○

How Citrix Networking and Analytics enhances this solution:

Citrix networking acts as a proxy for web and SaaS application. Usage analytics for Web and SaaS offers real time visibility into factors including application usage, domains accessed, active users, and downloaded volume of data.

Basic remote access to office PCs

Remote PC Access allows remote employees to securely access desktops and laptops in their physical office. Though you can rapidly deploy it, Remote PC Access can only help employees who have existing PC systems in office environments. While access to their office PC can provide a familiar experience, some might struggle with using a remote window and it doesn't further simplify access to apps and data compared to their usual office experience.

Remote PC Access

Remote PC Access is a feature of Citrix Virtual Apps and Desktops that enables organizations to easily allow their employees to access PCs and laptops in their physical office remotely in a secure manner.

A good fit for:

Organizations that need a continuity solution fast, that may have been caught off guard by a crisis like COVID-19. Users that have PCs typically bound to an office setting.

Productivity Value:

Rapid time to deployment. Users can remotely access their office PC and all of the applications, data, and resources they need to do as productive as if they were in their office.

Security Value:

Citrix Remote PC Access can replace a VPN/RDP solution. Using Remote PC Access, users will be able to seamlessly access their Office PCs over an HDX connection with the adequate SmartAccess security policies which disable the client drive, clipboard mapping and printer connections.

Visibility: ●○○○

Productivity: ●●○○

Flexibility: ●○○○

How Citrix Networking and Analytics enhances this solution:

Citrix ADC is required and enables secure brokering, unlike alternative solutions. Citrix analytics can provide monitoring and visibility into session performance as well as reporting.

"The result is that our employees can now access all the applications in their digital workplace more rapidly."

Tim-Oliver Felsen
IT Manager, IGEL
Technology

Flexible access to virtual apps and desktops

Citrix Virtual Apps and Desktops (CVAD) delivers a fully scalable VDI solution that is centrally managed and can be globally distributed. It is flexible enough to deliver individual virtual applications or full virtual desktops from any public, on-premises, or hybrid cloud. CVAD is a field-tested solution: Citrix works with 100 percent of the top 10 U.S. healthcare providers, U.S. News honor roll hospitals, and the top organizations around the globe. However, Citrix Virtual Apps and Desktops does not address all opportunities to increase IT visibility and secure access to SaaS and web apps and content, and there are additional opportunities to create a more productive experience for employees.

Citrix Virtual Apps And Desktops

Citrix Virtual Apps and Desktops (CVAD) provides virtualization solutions that give IT control of virtual machines, applications, and security while providing anywhere access for any device. End users can use applications and desktops independently of the device's operating system and interface.

A good fit for:

Organizations that have existing CVAD deployments or want to offer secure access to virtual Windows apps and desktops.

Visibility: ●●●○

Productivity: ●●●○

Flexibility: ●●●○

Productivity Value:

Employees can access a diverse set of centralized IT-managed Windows applications and desktops from nearly any device. CVAD offers performance and reliability enhancements to ensure a responsive and dependable experience while IT teams have enhanced visibility into the usage and performance of the services delivered.

Security Value:

Citrix Virtual Apps and Desktops provide granular access control, advanced system monitoring and an inherently secure architecture by providing remote access to Windows and Linux apps and desktops secured in the datacenter. It offers fine-grained context-aware policy controls, advanced compliance and monitoring tools.

How Citrix Networking and Analytics enhances this solution:

Citrix SD-WAN works with CVAD to optimize application performance across enterprise WAN. Citrix ADC can provide load balanced, secure remote access to CVAD. CVAD can work with the full set of Citrix Performance and Security Analytics.

A complete Digital Workspace solution

Citrix Workspace is the technical backbone of transformation. This complete digital workspace solution allows you to deliver secure access to the apps, data, and other content that are relevant to each person's role in your organization. For example, at Bechtle AG, Germany's largest IT systems integrator, 8,500 users work within the corporate workspace every day. Canadian engineering firm Element 6 has rolled out Citrix Workspace to 2,000 employees as part of its Project Workspace.

Citrix Workspace

Citrix Workspace is a complete digital workspace solution that allows you to deliver secure access to the information, apps, and other content that are relevant to a person's role in your organization.

A good fit for:

Organizations looking to create a great and more secure employee technology experience that amplifies individual productivity while providing resiliency, visibility, and flexibility

Visibility: ●●●●

Productivity: ●●●●

Flexibility: ●●●●

Productivity Value:

Organizes applications legacy systems, on-premises systems and SaaS systems into a single interface and provides search across files and apps. Guides employees by presenting actionable content in an intelligent and personalized. Automates complex workflows between applications, uses machine learning to streamline tasks, and provides virtual assistance to common tasks and queries.

Security Value:

Citrix Workspace delivers a Zero Trust solution for all remote access requirements. Citrix Workspace reduces your attack surface by protecting the user and the apps inside the workspace. Unlike VPN that provide users access to the entire network, Citrix Workspace provides a secure space on BYO, corporate, and other managed devices by isolating and protecting apps and content accessed in the workspace. Citrix Workspace with Citrix Access Control goes beyond traditional single sign-on and multi-factor authentication to provide advanced, contextual access and isolating web traffic from the corporate network when necessary.

How Citrix Networking and Analytics enhances this solution:

Citrix Networking solutions help end users securely access the Workspace while addressing resiliency, performance and visibility. Performance Analytics provides a holistic view of user experience and infrastructure performance across all the disparate Citrix environments within the organization. Security Analytics allows you to sense, analyze, and proactively respond to these security threats before they happen.

Instead of Business Continuity Band-Aids, Create a Productive Remote Work Strategy That's Resilient by Design

Citrix is helping our customers address more than the short-term disruption caused by COVID-19. We're partnering to help them create a better employee experience that fuels strategic business growth, while minimizing risk and controlling expenses. Customers that invested in Citrix solutions as part of their initial COVID-19 response have started down a path to tremendous longer-term value. While some investigate the value of DaaS, today's solutions don't offer IT teams the visibility and enterprise readiness for anything more than targeted deployments. The combination of Citrix Workspace, Analytics, and our networking solutions ensures our customers can deliver an employee experience that enables remote work by design, eliminating the need to create a separate continuity solution.

Our Customer Success organization offers services to help you rapidly deploy and maximize the value of each solution. To learn more about our Citrix Remote Work solutions, request [to speak to a Citrix Sales rep today](#).



“With the corporate workspace strategy, we are achieving a much higher speed. We can deliver innovative services immediately to the entire group. This gives us a huge competitive advantage.”

Ulrich Baisch,
CIO, Bechtle AG

¹<https://www.cio.com/article/3533993/doubling-down-on-digital-transformation-during-the-coronavirus-pandemic.html>

² Q1 2020 Forrester Research Earnings Call Transcript

³ <https://dmexco.com/stories/is-the-coronavirus-pandemic-an-engine-for-the-digital-transformation/>

⁴ Gartner Press Release, Gartner CFO Survey Reveals 74% Intend to Shift Some Employees to Remote Work Permanently, April 2020, <https://www.gartner.com/en/newsroom/press-releases/2020-04-03-gartner-cfo-survey-reveals-74-percent-of-orgs-to-shift-some-employees-to-remote-work-permanently>

⁵ <https://www.forbes.com/sites/forbesinsights/2020/04/08/how-consumers-are-dealing-with-covid-19-economy/#749c7cb41226>

⁶ https://www.buzzfeednews.com/article/alexantrowitz/twitter-will-allow-employees-to-work-at-home-forever?fbclid=IwAR1rO90eXFN8l0axaKfCpNpyxlMquLRDBP4jy8W2dFA6jE_QjM89T-S9l6U

⁷ <https://www.insurancejournal.com/news/national/2020/04/30/566954.htm>

⁸ <https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/digital-strategy-in-a-time-of-crisis>