ESG Solution Showcase

Citrix Workspace Cloud: A Delivery Model that Simplifies Workspace Creation and Consumption

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Abstract: Citrix Workspace Cloud is a management platform that enables IT to quickly deliver a unified services experience to end-users, aiding in improved employee productivity. Employees gain instant access to workspaces—environments consisting of secure applications, desktops, files, and collaboration tools—across any network and any device while IT maintains control through integrated management. Consuming a workspace delivered by the platform helps businesses achieve their mobility goals with a delivery model that simplifies workspace design and deployment. Meanwhile, IT benefits from the ability to centrally manage workspaces that can be deployed on any infrastructure or location, preserving control, compliance, and economics across a variety of use cases.

Embracing the Flexibility of Cloud Management to Achieve Mobility Success

Business priorities are having an immense impact on how a company consumes IT services. Gone are the days of having to wait days or weeks for a new laptop or even months for a new application. End-users are having a major influence on how companies cope with new device types, applications, data, and collaboration while IT wrestles with the most secure and rapid way to embrace mobility trends, to help improve employee productivity, and to mitigate as much risk as they can along the way.

A radical departure from tactical mobility approaches is needed. Businesses need an approach that embraces orchestration, leverages the advantages of cloud delivery, and is razor-focused on improved end-user productivity. Mobility has to also be easy for IT. Standing up rows of IT infrastructure, letting rogue IT run wild, and forging ahead with sleepless nights of worrying about data integrity and security breaches is not an acceptable mobility mode of operation. Businesses require a mobility strategy that they can trust and that easily adapts to business processes that are rapidly changing. IT organizations must embrace orchestration and automation as a means to simplify mobility and help move the company forward with solutions and a strategy that challenge the status quo.

Citrix has been preparing for this day and has applied design-thinking and customer feedback to build a new cloud-based management platform from the ground up—weaving new, acquired, and proven technologies together and forming a unique, single-pane-of-glass, complete platform approach. Citrix has held true to the goal of delivering the best experience by designing a workspace management platform with the flexibility to choose and customize different services based on the business and role of the end-user. To many, achieving the goal of anywhere and anytime access has been a bit magic as they lack a comprehensive understanding of what it means to provision users, manage devices, protect data, and integrate services. Hence, Citrix has created a comprehensive delivery model with Citrix Workspace Cloud that covers the
infrastructure and implementation complexity with a service integration engine so that businesses can shorten the time to value with ease.

A New Delivery Model

With Workspace Cloud, an administrator simply logs into the cloud service operated by Citrix and is presented with a number of options:

- **Options to Design:** The ability to configure, combine, and deploy services managed by Citrix, such as Applications and Desktops, Mobility Management, and Secure Documents.

- **Options to Architect:** The ability to invoke Lifecycle Management blueprints to manage and orchestrate traditional Citrix software.

Services within Workspace Cloud leverage the full range of technologies from core Citrix technologies, including XenDesktop, XenApp, XenMobile, and ShareFile, and are expected to include even more Citrix offerings in the future.

Cloud Consumption with Control

Workspaces can be designed for any particular persona type, for a particular type of department, or for any number of business use cases. Each workspace can include a set of applications, desktops, a standard set of Windows applications, a set of mobility applications, and/or data sharing. Workspaces can then be published to any set of subscribers.

Once the workspace is created, an administrator assigns people or groups of people (subscribers) for access and they receive a notification with details on how to login and use the workspace. All the applications, all the desktops, and everything that was in that workspace becomes available within Citrix Receiver, a web browser, or with Citrix Worx Home using the same credentials. This includes access from multiple device types and locations.

As a central management platform, Workspace Cloud holds true to one of the primary benefits of the cloud by enabling geographic deployments on any cloud or infrastructure. An admin can select a region based on the location of the end-users and deploy one or more workspaces into that geographic “resource location” at runtime. Through the use of a Cloud Connector, Workspace Cloud can deploy virtual assets onto nearly any type of infrastructure, public cloud, or private cloud.

Another crucial part of a cloud consumption model is identity and access management. Citrix enables the automated deployment of the Workspace Cloud Connector. The Workspace Cloud Connector executes within the customer’s environment, and securely communicates selective directory data back to Workspace Cloud so that an administrator can publish a workspace to entries within an existing Microsoft Active Directory environment.

Ordinarily, Citrix operates the management service on behalf of customers and partners, who have the ability to run the actual workspace, or provision workspace resources, wherever they want. However, if Citrix admins require more control over their infrastructure and the ability to create a platform to deploy, manage, and monitor software, Workspace Cloud also provides a blueprint service that assists with standing up the necessary components of an infrastructure. Businesses can leverage Workspace Cloud to modify blueprints or use preconfigured blueprints, which are delivered by Workspace Cloud to provision workspaces at locations of the admin’s choice.

Mapping Citrix Workspace Cloud to Business Initiatives

Linking the value of Citrix Workspace Cloud to IT-delivered services based on business requirements has the potential opportunity to unlock stalled initiatives and streamline the time to value, as businesses explore these initiatives:
• **Adopting hybrid and/or public clouds to host workloads**: Workspace Cloud enables IT to break through the limits of a single cloud delivery model. IT can create resource zones across diverse clouds that can be connected to on-premises infrastructure, enabling IT to adopt cloud at a pace that meets the business requirements.

• **Expanding capacity without capital investment**: Workspace Cloud helps streamline proofs-of-concept, pilot staging, or complete deployment environments in the cloud. This helps businesses avoid potential capital expense and enables IT to circumvent over-provisioning costs.

• **Creating simple POCs without capital expense**: Workspace Cloud simplifies the process of migrating entire staging environments into production environments. It can leverage the public cloud infrastructure as well as local infrastructures. Demos, POCs, and staging efforts can be accomplished without capital expense.

• **Deploying simple Desktops-as-a-service (DaaS)**: The Workspace Cloud Virtual Desktops package empowers IT with fast, affordable creation of Windows or Linux virtual desktops on any cloud, private or public. DaaS can also be integrated with a documents service that offers a complete environment that can be rapidly deployed, and users can be subscribed in a timely fashion.

• **Deploying new branch office workspaces**: Workspace Cloud helps create a new remote branch office IT infrastructure that is as simple to manage as one that’s local. It leverages the same workspace services, software images, and administration tool as for local instances.

**The Bigger Truth**

Citrix has developed a platform-as-a-service, enabling businesses to utilize different services in order to design, build, and deliver workspaces. As a result, IT is able to speed and simplify the creation of workspaces, enabling more employees to have access to applications and data, which results in improved overall productivity. This new approach has the potential to radically transform how end-users work, how IT retains control, and how businesses can accelerate achieving their goals.

The flexibility Citrix is providing is unique. IT organizations do not have to re-tool or hit the brakes on existing application delivery, desktop delivery, or mobile management implementations, and they avoid the perhaps larger fear of having to perform a massive cloud migration and be “locked in” to a provider. Businesses can leverage existing delivery models that are running inside of their own infrastructure, while leveraging a service that orchestrates the delivery of a workspace. This strategy is very much in alignment with business initiatives and IT transformation strategies that embrace a hybrid consumption model that includes public and private cloud.

The challenge with delivering mobility is that it does not follow the natural rhythm of a typical technology refresh and it suffers from the illusion of being complex, cumbersome, and too good to be true. Citrix Workspace Cloud has the potential to help businesses turn the corner with their mobility strategy, improve IT control, and enhance the end-user experience. Infrastructure technology demos can be a yawn, but in the case of delivering alternative IT orchestration as a means to deliver mobile solutions, seeing is believing. Citrix is encouraging customers and partners to experience Workspace Cloud for themselves and see how it can more quickly deliver high-quality end-user experiences, add value, accelerate mobility deployments, and accommodate existing investments. The proof is ultimately in seeing the Workspace Cloud innovation, which warrants taking the time to login and experience Workspace Cloud first hand.