Raise team productivity with Citrix collaboration tools

The collaboration toolkit you need to work productively.
If we want to get real about increasing business productivity, we have to be clear about the challenges we are up against: teams are distributed and include external contributors, like freelancers and contractors; work is done on the go from places like airports and home offices; and mobile device usage will continue to grow over the next decade.

These developments have disrupted the workflows and routines that worked for us for so long. Email and shared network drives kept us going in years past, but now those tools are more disruptive than they are productive. With people working from different places and devices, the cloud is the answer to productivity and business-continuity problems. This brief defines the cloud-based collaboration tools offered by Citrix that are designed to be easy to use and used together.

Real-time collaboration: communicating effectively
The first part of working with your team is real-time communication, like audio and web conferencing. To work together effectively, teams must be able to communicate live in an environment of distributed workers, differing time zones and cultural mash-ups. In these situations face-to-face conversations make communication clearer and more effective.

Whether you’re conducting a company all-hands webinar, leading a team meeting or training a customer on your product, video enhances the online collaboration experience.

The Citrix collaboration products:
• Meet face to face from anywhere with GoToMeeting.
• Present globally to your company, customers or prospects with GoToWebinar.
• Train anyone, anywhere, online with GoToTraining.
GoToMeeting, GoToWebinar and GoToTraining all include:

- HDFaces one-click HD video conferencing
- Screen sharing
- On-screen annotation tools
- Session recording

“Your-time” collaboration: teaming up online

When you’re not working together in real-time through live conversations, you’re often still collaborating. One example of asynchronous—a.k.a. “your-time”—collaboration is annotating project documents and sending them to your team with your feedback attached. You’re working together but on your own time.

The way to gain productivity in your-time collaboration is to work in an online environment where teams can access files, post project updates, keep track of tasks and calendars and send messages to the team all in the same environment.

To manage your workday and your team’s projects all in one place, try Podio—the collaborative work platform that lets you work the way you want to. And when you need to securely send and store large files with internal or external stakeholders, try ShareFile, the file-sharing platform built for business and approved by IT.

Podio and ShareFile offer:

- Access to the platforms from any device
- Customizable workspaces for different industries
- Private, cloud-based collaboration spaces

Collaborative workflows: managing projects, teams and tasks

Workflows are the part of our workday that you don’t really think about. Your workflow is a mix of the programs you use to manage your team, your projects and your tasks. To imagine a place where you can manage all of this, think of a social network framework, where there are spaces for events, private messages, live activity streams and user tagging. The Podio framework is similar to this, only instead of being “social for the sake of social,” Podio moves social tools out of the silo and into business apps. With Podio workspaces, you unite people, content and communication to structure your work.

Podio is based on the idea that a one-size-fits-all approach to work tools limits and frustrates people, so the Podio App Market is filled with more than 700 free purpose-built apps for any business process—all of which can be modified and customized by you without any technological know-how necessary. If you can drag and drop, you can create a Podio app. Whether it’s project management, interfacing with clients or partners, tracking leads, planning an event, coordinating marketing campaigns or receiving customer feedback, Podio has an app that will simplify the process. And, if there isn’t an app for what you’re working on, it’s easy to build your own—no technical skills needed.
Conclusion

McKinsey Global Institute predicts that teams can achieve productivity gains of up to 25 percent with social communication and collaboration tools. That’s an extra day per week! To increase productivity this year, opt for an easy-to-use, cloud-based collaboration toolset from Citrix.

Resources for achieving business agility

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For best practices, company announcements and research about modern work styles, please visit the GoTo Blog at blog.citrixonline.com.