

5 steps to ensure successful adoption of your Citrix Virtual Apps and Desktops solution

To get the most out of your Citrix Virtual Apps and Desktops solution—and ensure the security and control your business needs—it's important to first prepare your users to adopt. This begins with providing a clear and compelling vision of how much they'll have to gain, like the flexibility to work from anywhere on any device, with a great experience. Show them why it's important to the organization, too, and show clear high-level support for the service. Help users and teams understand how the launch will proceed, plus give them fun ways to come up to speed. And throughout the process, show them that their experience matters.

Here are five best practices to help ensure a successful launch for you, your users, and the organization.

1. Get an executive champion

Executive support and involvement sends a clear message to employees: this is important, and I'm excited about it too. Have company leaders send out communications during the launch process, and have them record a video for new hires as well. Executives should not only talk up the service, but use it as well, to show that it's here to stay.

2. Form a cross-functional project team

The needs across different departments in your organization may vary, and each may realize different benefits from adopting a new way to work. For example, a mobile sales team might prize the ability to use their apps and data securely while on the road, while developers will welcome better ways to collaborate on files with peers around the world. A cross-functional project team can help evangelize, reinforce leadership's message, and provide team-specific training so that users of all types can see the value of the service for their own work.

3. Design an awareness campaign that builds excitement

A communications plan should do more than just inform. It should also get people interested and excited about the launch of Citrix Virtual Apps and Desktops. Within your project team, you should have an internal communications plan covering rollout progress, milestones, and actions, as well as acknowledging

difficulties and setbacks. For users, a cadence of emails from leadership can help set the tone and communicate key information—use the templates in your Citrix adoption kit as a starting point, then customize them to your needs. Beyond email, effective tactics include:

- Posting signage in high-traffic locations like printer areas or the break room
- Using digital banners and signage
- Creating an internal resource page users can access for the latest information
- Creating a video to loop on a screen by the elevators or in the cafe
- Creating a “countdown to launch” app on your intranet’s homepage

4. Make training fun and user-centric

Generic, one-size-fits-all training can dampen anyone’s enthusiasm. Every session should show users not only how to use new tools, but why—with a clear focus on the ways Citrix Virtual Apps and Desktops will help them succeed in their jobs. Have your training team focus on specific user roles and departments so people get more relevant guidance and tips they can really use. To keep things light and fun, try asking your executive champion to fund interactive sessions like lunch-and-learns or trivia games with snacks and prizes, or an incentives program in which employees earn rewards for active use. Finally, make sure all training materials are easily accessible and repeated often.

5. Ask for feedback

Seeking candid feedback about user experiences after deployment doesn’t just show that you value their concerns—it can also highlight gaps in training, areas for improvement, or success stories to promote to other users. Build a feedback loop into your plan to keep both users and IT engaged, and you’ll keep increasing the return on your investment.



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