

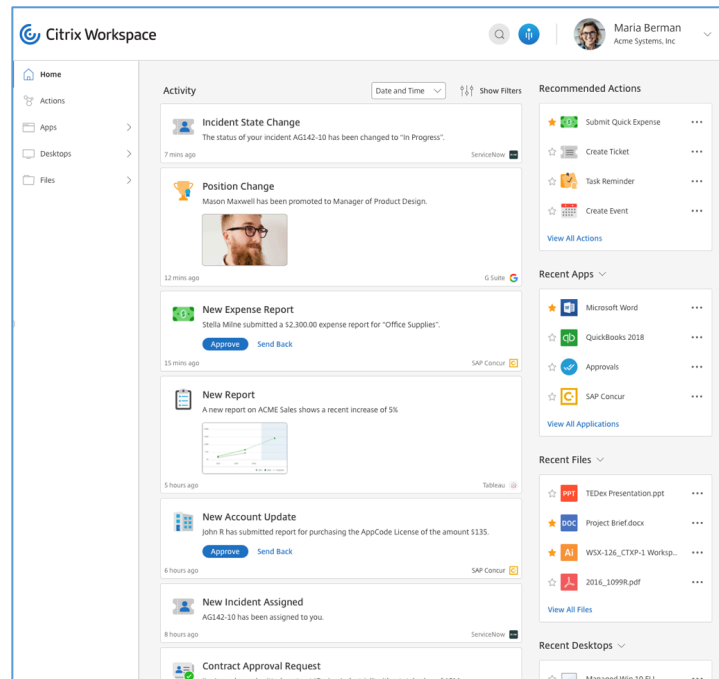
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### 1. What do we mean by Workspace intelligence?

A digital workspace becomes an intelligent workspace when it moves beyond organizing apps and data to guide, and ultimately automate work. To do this, you have to get out of the mindset of simply delivering applications, and making the user hunt and peck for the right menus, screens, and commands. You have to extract the relevant actions from those applications, and use insights to prioritize them and present them to the employee in a simple way so they can get work done in the most efficient way possible. Here you can see what the new Workspace app with intelligence will look like (Figure 1).

You still have access to all of your applications, desktops, and files along the left-hand side, but now the bulk of the real estate is focused on the powerful notification feed down the middle. Look familiar? Kind of like a social media or news feed? It’s actually populated with “microapp” integrations with all of your most commonly used SaaS apps like Concur, Salesforce, Microsoft, SAP, Tableau, G-Suite and more. In

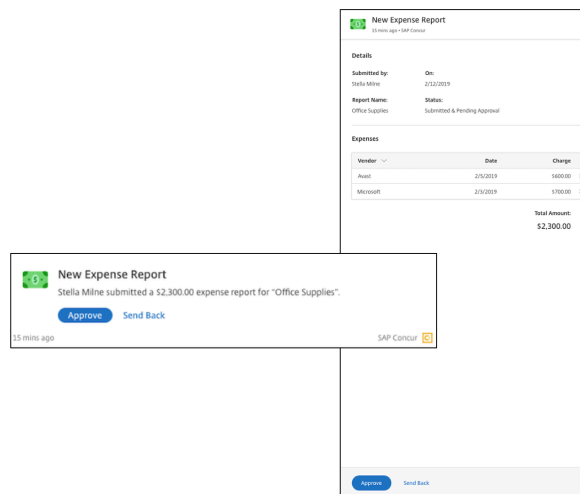
fact, in 2019 we'll support over 100 out-of-the-box microapp integration templates with leading SaaS vendors.



(Figure 1)

## 2. What is a microapp?

Leveraging publicly available API's within SaaS, web, legacy, & homegrown applications, we can allow users to view information and – more importantly – perform actions without requiring a full launch of the application or the need to switch your screen. This results in the streamlining of routine tasks for frequently performed actions and provides users the ability to perform those actions within their Workspace App without having to toggle away.

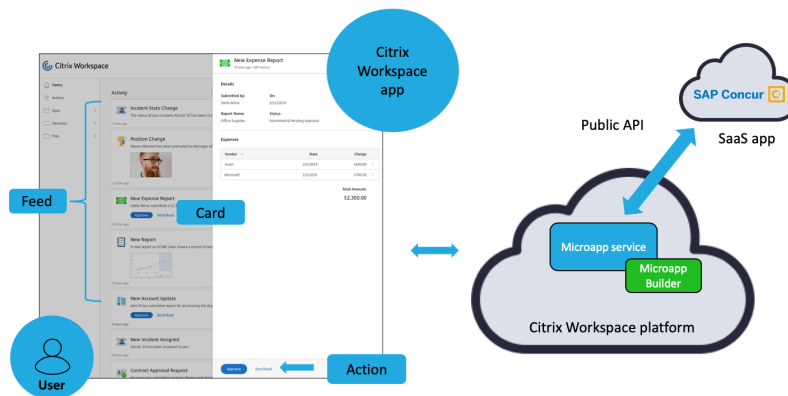


(Figure 2)

### 3. How does Workspace intelligence work?

Citrix Workspace intelligence capabilities can be turned on using the new Citrix Workspace Microapp service. Similar to all the other Workspace services, the Microapp service will be available through a single pane of glass, located in the Citrix Workspace unified management console.

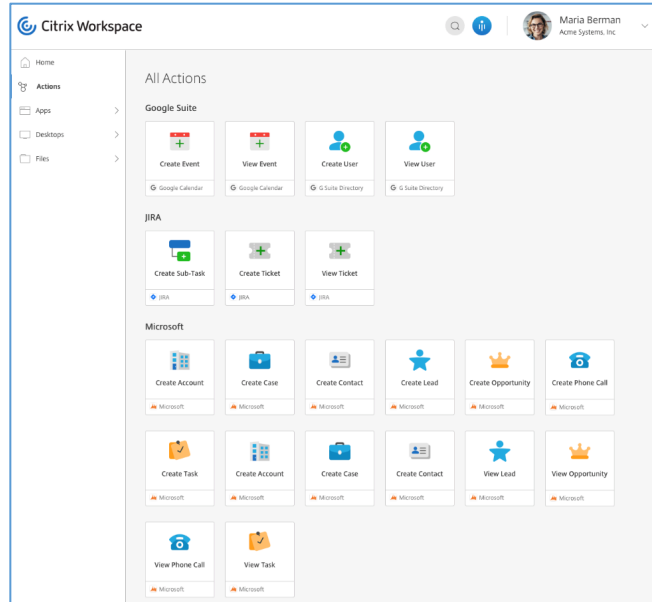
The Microapp service will debut with over 100 pre-built microapp action templates while giving IT Admins an option to customize new microapps for additional application integrations using the Microapp Builder interface. The Microapp service will sync with the applications and bridge the gap between the actual application and the microapp. Below you can see a simple reference architecture.



(Figure 3)

### 4. What if I want to take a microapp action that's not in my feed?

Although Workspace intelligence capabilities can help automate and guide workers through their day, there may be actions like requesting Paid Time Off or creating a meeting using G-Suite that don't show up in your real-time feed. Going back to Figure 1, in the upper righthand corner you can see "Recommended Actions" and "View All Actions". By clicking, you will be taken to an "Actions Page" showing all of your available actions. This page further illustrates how simple and easy it is to interact with an entire suite of enterprise applications without ever having to leave your Workspace app.



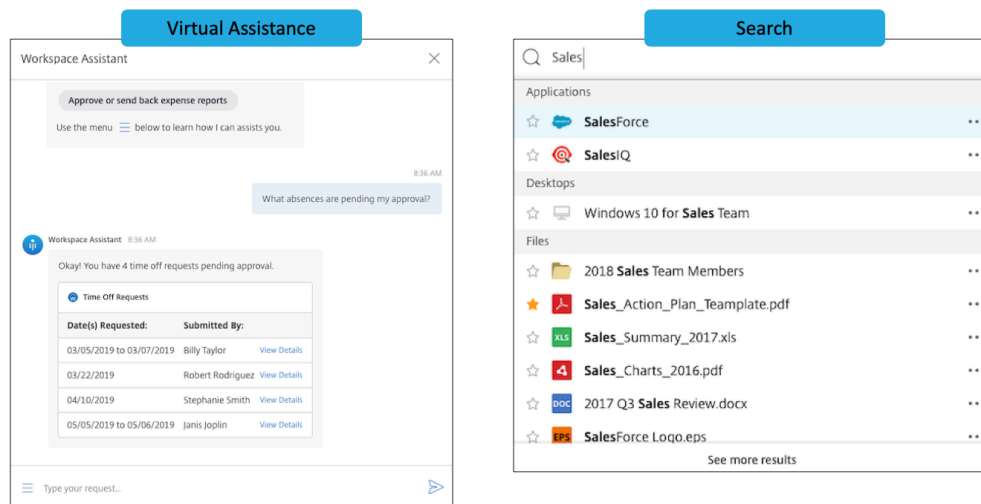
(Figure 4)

## 5. What are some other ways that Citrix Workspace intelligence can improve employee experience and productivity?

*“When asked how confident they would be that they could find a piece of work from 12 months ago in their company’s document storage environment, **26% said they wouldn’t be able to in just 5 minutes, and 14% said they would need much longer.**”*

Workers need help finding stuff and Citrix Workspace intelligence can help in a couple of ways.

Citrix Workspace intelligence introduces the Citrix Workspace assistance and Search (Figure 4, in the blue circle at the top). Using machine learning and automated intelligence, the Citrix Workspace Assistant and Search can help users find what they’re looking for, saving valuable time.



## 6. How will the new Citrix Workspace intelligence features work with my existing Citrix infrastructure?

Today, your Citrix infrastructure may still be entirely on-prem, you may have already made the move to the Citrix Workspace platform (cloud) or like many, you may be somewhere in-between using a combination of on-prem and cloud-based Citrix solutions.

The Citrix Workspace Microapp service is part of the Citrix Workspace platform of services that's delivered via a cloud-based management and control plane.

Here's the good news. We realize our customers are all on different paths towards cloud transformation. There are numerous advantages to transitioning your Citrix infrastructure to the cloud, but we also fully support a hybrid approach that would allow our customers to leave their current on-prem Citrix infrastructure in place while still taking advantage of one or many of our cloud-based Workspace services. It's totally up to you.

## 7. When can I buy Citrix Workspace intelligence? How much will it cost?

The new Citrix Workspace intelligence capabilities including the Microapp service are scheduled for general availability later this year.

Both new and existing Workspace Premium and Workspace Premium Plus customers will receive entitlement to the new Microapp service at no additional cost for the term of your agreement.

## 8. What Identity Providers can I use?

Our identity strategy has always been to remain open and not limit customer choices. Citrix Workspace serves as an "identity broker." What that means is that you can bring-your-own Identity. Azure Active Directory and newly announced support for Google ID and Okta ID are great examples of our open approach to identity. Ping is also in the works.

Citrix Workspace supports SSO and Token-Based One Time Password (TOTP) for simple and secure access. The best part, once you're signed on to the Workspace app, you never have to enter another password to interact with ALL of your applications and files.

#### 8. What device types and operating systems will support Citrix Workspace intelligence?

Citrix Workspace intelligence capabilities are delivered to the user through the same Workspace app they're using today. This means that all of the same devices and operating systems are supported including both mobile and desktop form factors such as iOS, Android, Windows, Mac, Chrome and HTML for access through any available web browser.

#### 9. Does Citrix Workspace intelligence work with other communication platforms like Microsoft Teams and Slack?

Yes, initially a user will be able to send notifications and actions from Workspace app to a Teams channel or user.

#### 10. How can I learn more?

Please visit the Citrix Workspace intelligence product page [HERE \(www.citrix.com/intelligent-workspace/\)](https://www.citrix.com/intelligent-workspace/) where you can sign up for an exciting webinar on Workspace intelligence, co-hosted with Forrester Research.