

Architecting the digital workspace for a flexible workforce

Warming Up for Flexible Work

Over just a few weeks in March of 2020, remote work became standard. IT teams have adapted, enabling accessibility and productivity for workers no matter where they are. Now, with the possibility of a return to work, IT leaders are rethinking long-held business continuity tactics.

Workers, wary of the prospect of returning to work and newly accustomed to the remote model, demand greater flexibility. Accommodations for spacing and staggered scheduling are on the table. For IT teams, striking the new balance between remote work and office work is leading to more consideration of all-cloud or hybrid-cloud environments to maximize control while minimizing threats. It's about delivering an optimal work experience, all while the experience of work is changing.

Enabling flexible work is an architectural challenge for IT, but it doesn't mean having to re-architect from scratch. Traditional on-prem virtual apps and desktop deployments have served teams well, but the migration to hybrid-cloud environments offer

- ✓ More immediate value
- ✓ Flexibility and agility
- ✓ Simplified management and security

This tech resource will demystify the “hows” of Citrix Workspace in the cloud, highlighting key components and benefits for IT teams, business leaders, and workers alike. Change is constant, but it doesn't have to be hard. You'll still deliver great experiences for workers, across locations and on every device.



Building the Future of Work

The gauntlet of 2020 revealed that IT is ready to meet the challenges of enabling flexible work. As data centers strained at over capacity, cloud-hosted workloads, maintained and managed from a single console, allowed for secure increase of demand. Workers were able to reach a productive level, from their own bubbles, often within hours.

The future holds new challenges as organizations radically rethink business continuity strategies with a focus on resilience. A [LogicMonitor Cloud 2025](#) Survey reveals that 87% of enterprises will accelerate their

cloud migration in a post-COVID world. Forward-thinking IT departments are maintaining data control while nimbly scaling with hybrid-cloud environments that combine maximum control with minimized threat exposure.

IT teams are charged with enabling every possible mode of work. As workers return, they'll bring with them demand for device flexibility and the ability to remain highly productive, with a consistent engaging user experience across devices and locations.



The Case for Remote Work



of employees will likely work remotely at least part time after COVID-19.

Source: *Gartner*



of IT leaders say the majority of their workers will be reluctant to return to the office without assurance of proper safety measures in place.

Source: *Citrix-Censuswide Survey*



of 2,000 US workers polled saying they wouldn't feel comfortable returning to the office for one month or more.

Source: *One Poll*



The average pre-pandemic commute time was nearly one hour per day, or nine days total per year.

Source: *Washington Post*

The Case for the Office



Team cohesion can erode without in-person meetings and collaboration.

Source: *The Atlantic*



A phased approach with more spacing and other safety measures will build confidence in employees.

Source: *Citrix*

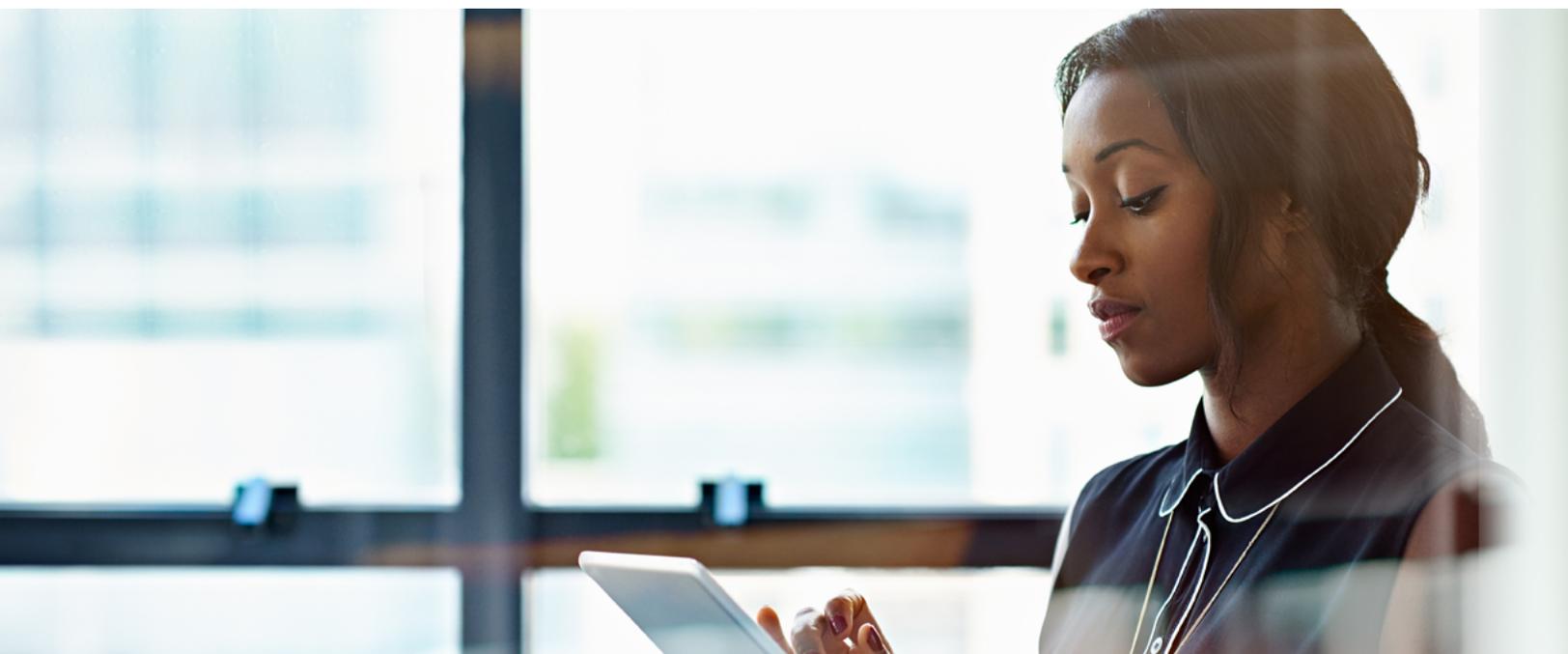


Only 12% of workers say they want to work from home full time.

Source: *Gensler US Work from Home Survey*

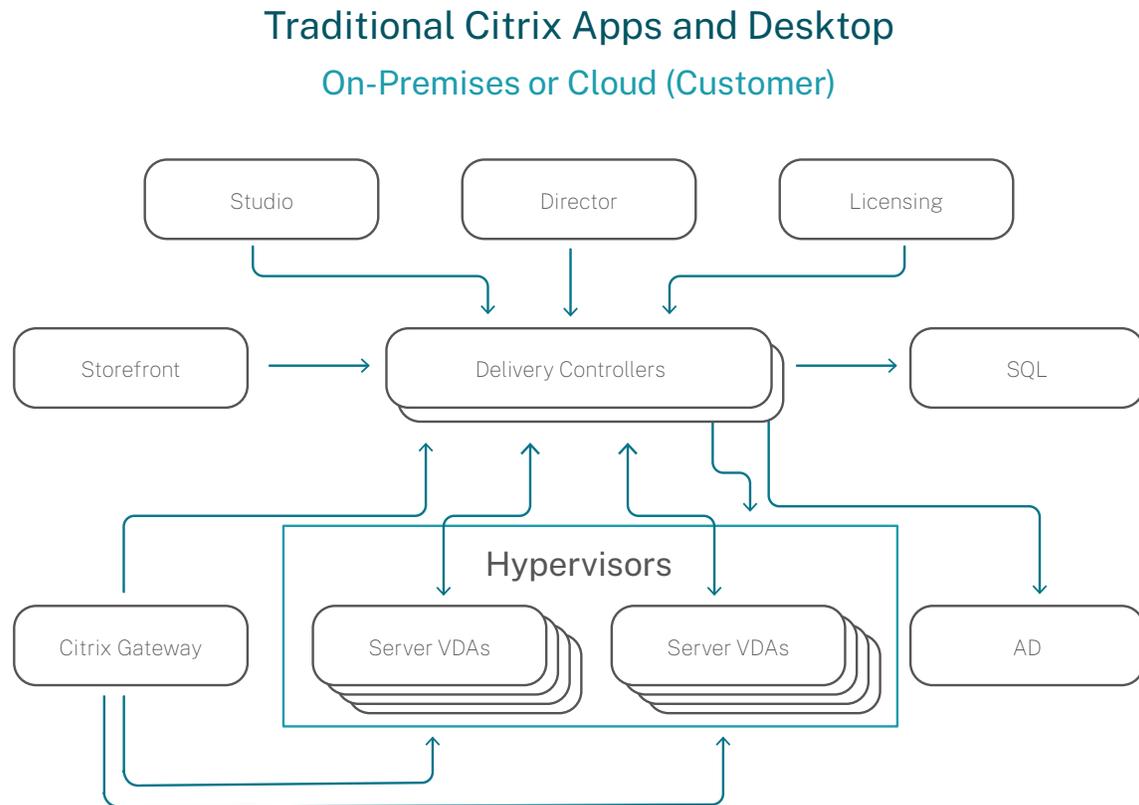


For essential workers, remote work is not an option. And prolonged remote work creates challenges for data security, business continuity, and readiness.



From On-Prem to Cloud-Friendly:

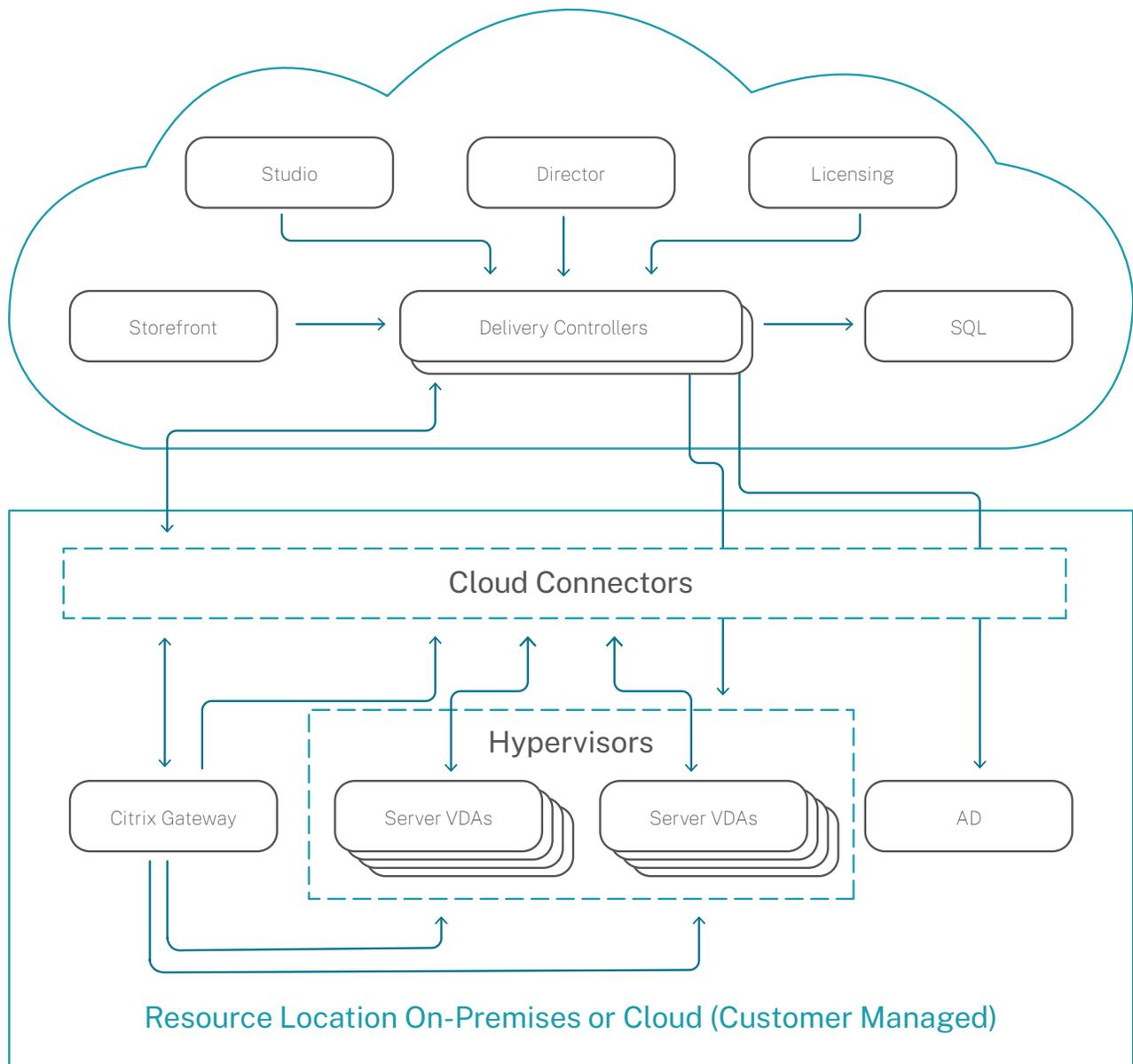
If you're beginning from a typical on-prem state with virtual apps and desktops, you've already built a foundation. But with more and more cloud content and demand for remote access with exponentially increasing endpoints, this architectural model may prove limiting.



With an on-prem solution, you're delivering virtualization that gives you control of virtual machines, applications, desktops, and security. But complexity can arise with installation, setup, management upgrades, and

integrations. Moving the management layer of your Citrix virtual apps and desktops deployment to Citrix Cloud reduces complexity while still giving you control.

Citrix Cloud Virtual Apps and Desktops Service

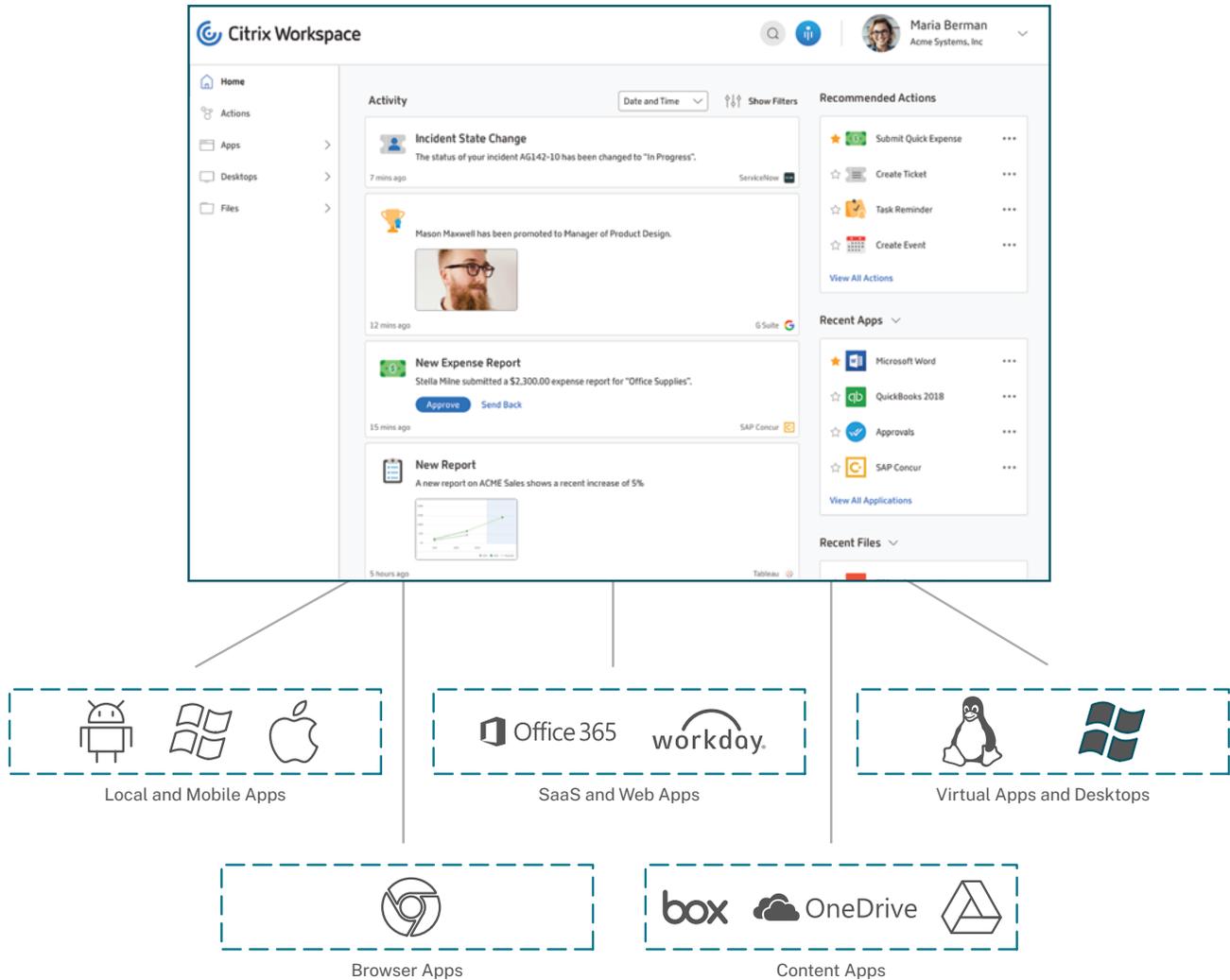


Citrix Cloud Connectors serve as a channel of communication between Citrix Cloud and your resources. Securely connected to your on-premises resources, it enables cloud management without the hassle of complex networking or infrastructure configuration.

Virtualization Is Just the Beginning

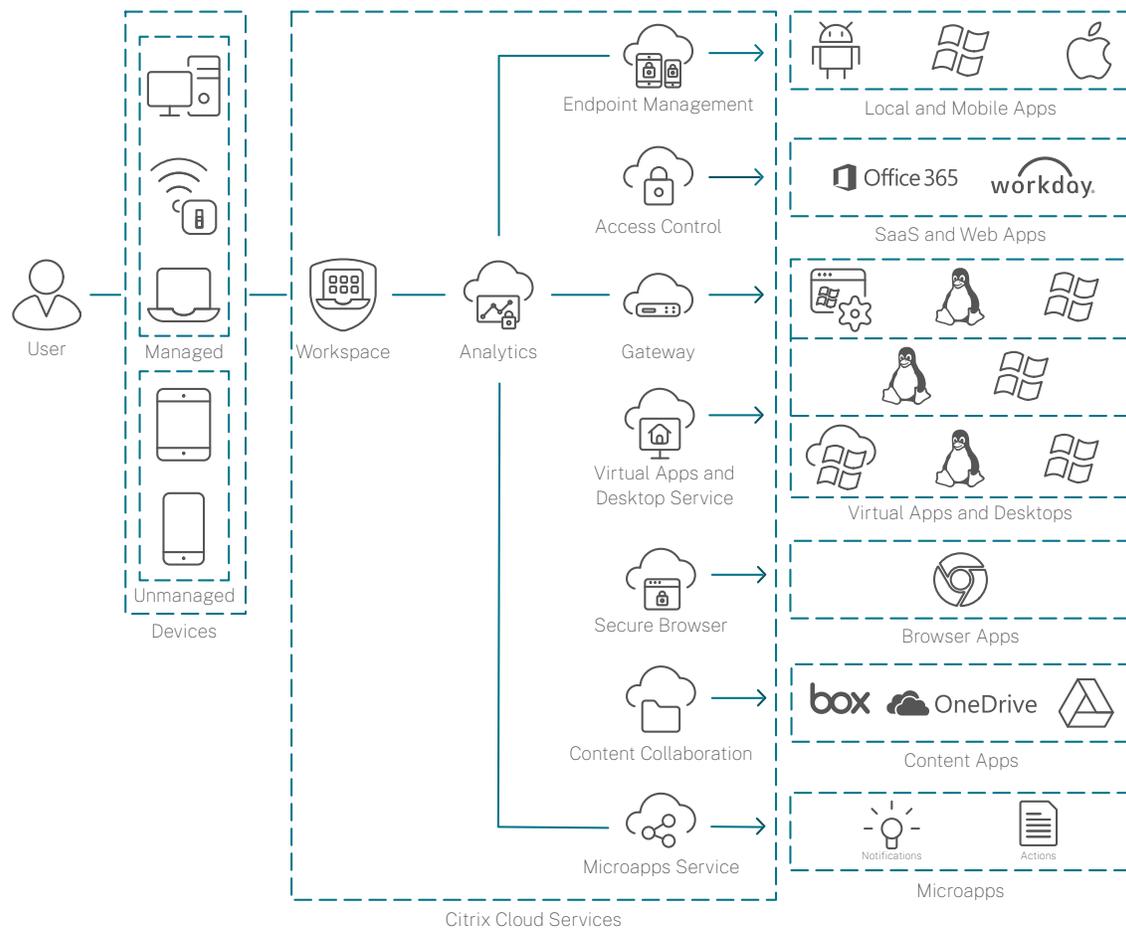
Citrix Workspace is built with intelligence to deliver local, SaaS, web, mobile, browser and content apps and files all within an intuitive UI that's organized and prioritized for every type of worker—whether at home,

on the go, or in the office. Within the intelligent feed, microapps help you deliver actionable notifications from your applications, all without ever having to waste time context switching and searching for files.



For IT teams, Citrix Workspace provides centralized management tools, through a single pane of glass. Performance and Security Analytics maximize app availability while minimizing security threats. Citrix Endpoint Management securely optimizes employee experience on any and every device, from anywhere. And Citrix Content Collaboration securely unifies storage and access to files.

With a full suite of cloud-based services, you maintain complete control over applications, policies, and users, while the control plane components, responsible for product installation, setup, upgrades, and component architecting are managed for you by Citrix.



Benefits of Citrix Cloud Services:

- ✓ Simplified management for both on-prem and cloud resources
- ✓ Better scalability by adding cloud capacity to match user activity
- ✓ Automatic feature upgrades and security patches
- ✓ Proactive visibility into end-user experience, reducing IT calls from remote workers
- ✓ Side-by-side management and integration with other workspace products

Some organizations opt for a wall-to-wall virtualization for all users, while many reserve virtual desktops for specific use cases. With Citrix Workspace, you can control the complexity of multiple log-ins, devices, and resource management for your flexible workforce. And with the security community turning away from all-or-nothing VPN access in favor of a zero-trust approach, your power to architect an ideal environment comes from Citrix Workspace.

“We firmly believe that work is something you do, not somewhere you go.”

– Tim Minahan, Citrix Executive Vice President, Business Strategy and Chief Marketing Officer

Flexible Work Made Real

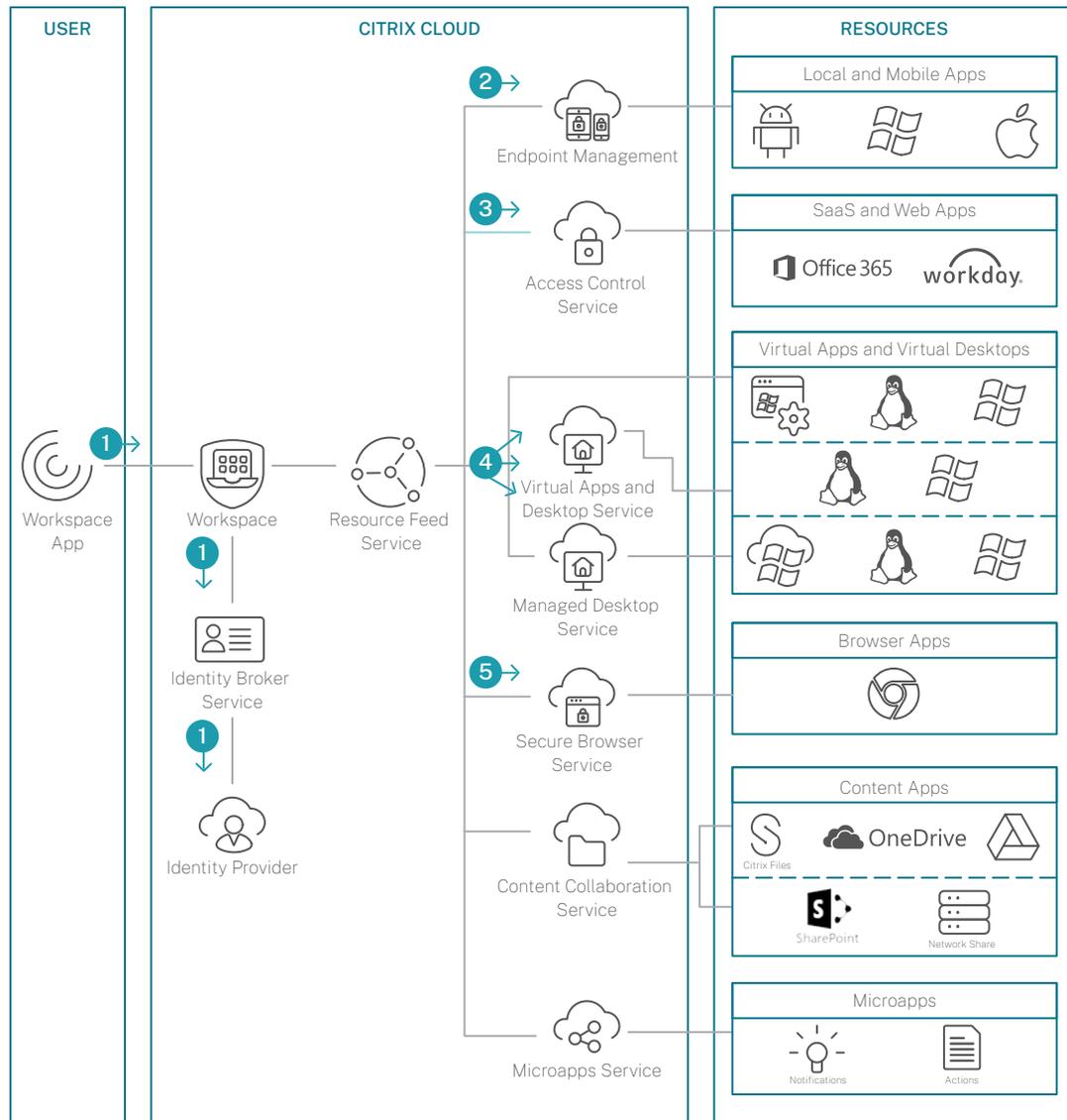
With Citrix Cloud Connectors located in your resource location, the power to architect optimal, flexible work is yours without ever having to change your existing architecture. Here, we'll walk you through surprisingly low-touch components that provide three primary benefits:

- ✓ Faster time to value
- ✓ Better flexibility and agility
- ✓ Simplified management and security



For IT: synthesize access and data

Here's a look at how it all fits together to serve up a unified resource feed, serving up any type of app, desktop, or any piece of content, without the user having to waste time context switching or thinking about where each tool resides and how they're accessed. And Citrix Cloud Services allow you to turn each of them on whenever you need them, rather than a one-size-fits-all solution.



1. Workspace App—Users authenticate with their primary identity provider.

2. Endpoint Management Service—Incorporates local and mobile apps in the list of authorized resources.

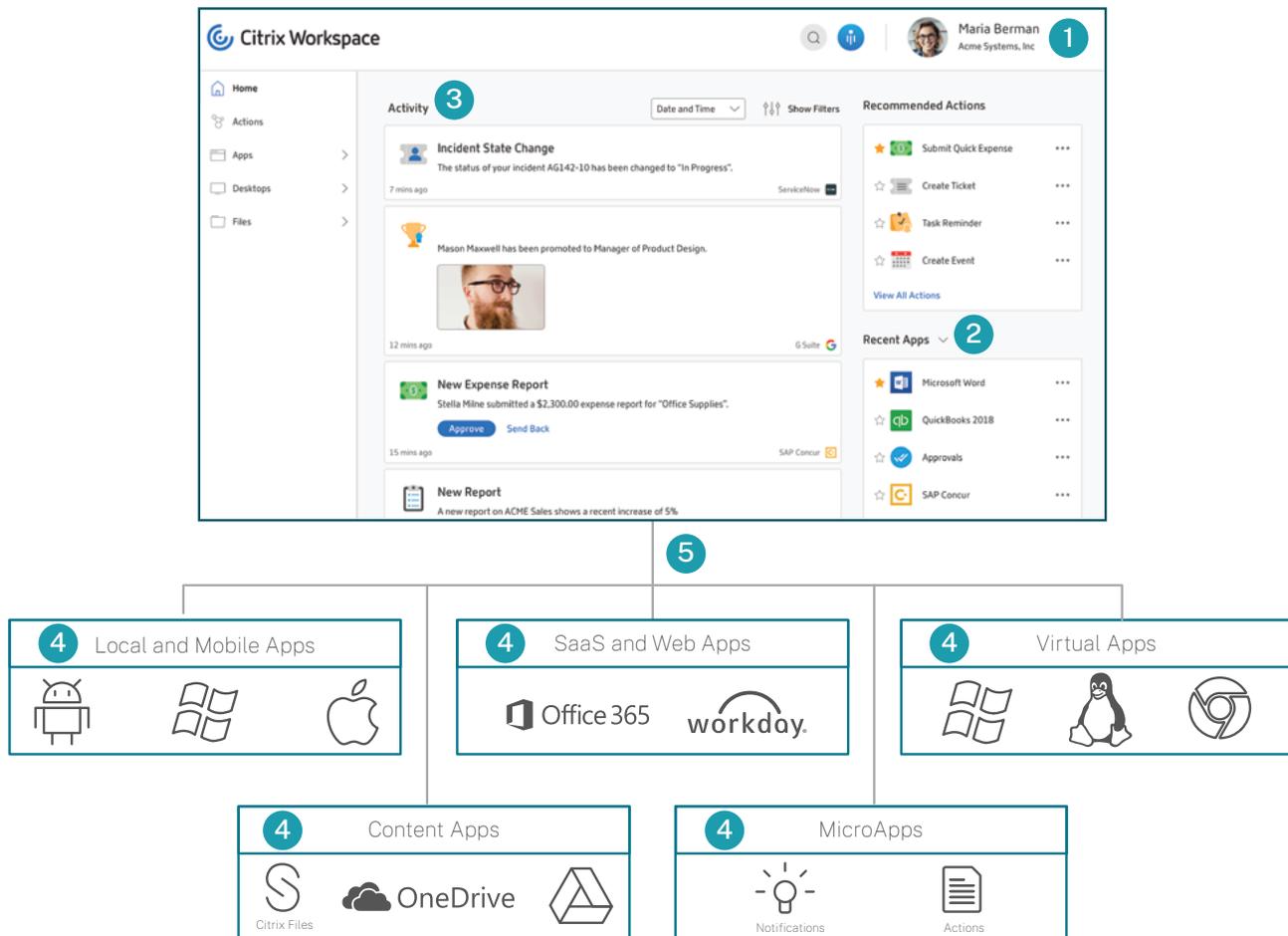
3. Access Control Service—Provides a list of SaaS and web apps into each users' resource feed.

4. Site Aggregation, Virtual Apps and Desktop Service and Managed Desktop Service—Provide authorized virtual apps and desktops, each designed for different use cases and business requirements, and integrate your on-prem virtual apps and desktop environment into Citrix Workspace.

5. Secure Browser Service—Provides authorized websites, available within a secure, remote, disposable browser.

For Employees: Seamless, Uninterrupted Work

From a user's perspective, all they need to get their work done is served up for them in an intuitive, intelligent feed, enabled by cloud-based servers. And they'll get the same dynamically optimized experience no matter where they work.



1. Citrix Workspace—Authenticates each user with their primary identity provider and accesses their unique resources.

2. Unified Resources—Mobile, SaaS, web, content, and virtual apps, along with desktops, all populate according to each user's identity.

3. Intelligent Feed—Relevant notifications, tasks, and insights, tailored to each user.

4. Resource Access—Each resource is authenticated automatically, helping to avoid forgotten or weak password challenges.

5. Dynamic Optimization—The user, workspace, and resource connection is monitored and dynamically rerouted to provide an optimal experience.

It's a Cloud-Based World

With a single unprecedented year of change, IT teams have been tested and proven remarkably valuable in creating an environment for workers to collaborate and even thrive in a remote working model. As organizations reconvene and bring vibrancy back to cities and office parks, IT will be more vital than ever in creating environments for hybrid office/remote work that delivers results.

Citrix Cloud Services support IT teams from day one, with secure, easily managed, low-touch Cloud connectors. Free from the churn of license renewals, updates, and hardware refresh costs, IT teams can focus on innovation and creation, while ensuring that the activated services are constantly optimized to provide secure access and the best possible user experience for every kind of worker—on every device.

“For all the different kinds of users and roles we have within our company, the user experience still should be good. That’s what, at the end, Citrix is enabling us to do.”

– Marco Stalder, Team Leader of Workspace Services, Bechtle

Get the full overview, use cases and resources for [Citrix Workspace](#)

For more in-depth technical guides, video and community-driven content, visit [Citrix Tech Zone](#).



Enterprise Sales

North America | 800-424-8749

Worldwide | 1 408-790-8000

Locations

Corporate Headquarters | 851 Cypress Creek Road, Fort Lauderdale, FL 33309, United States

Silicon Valley | 4988 Great America Parkway, Santa Clara, CA 95054, United States

© 2020 Citrix Systems, Inc. All rights reserved. Citrix, the Citrix logo, and other marks appearing herein are property of Citrix Systems, Inc. and/or one or more of its subsidiaries, and may be registered with the U.S. Patent and Trademark Office and in other countries. All other marks are the property of their respective owner(s).