



The Always-on Enterprise: Business Continuity Scenarios that Work

How mobility solutions from Citrix, Google and Samsung ensure continuous productivity.

Business continuity keeps CIOs up at night. The list of potential disruptions to your business is long and diverse, from a planned office move, to a major storm that arrives with little notice, to a sudden power failure or natural disaster that strikes with no warning at all. If you're not prepared, scenarios like these can bring your business to a standstill—productivity stops, relationships suffer and financial losses mount. That's why there's no higher priority than keeping your workforce productive and your business moving forward no matter what happens.

There's more to business continuity than providing a temporary desk setup for displaced employees. We all know it's difficult to be fully productive when working with unfamiliar tools and methods. The key is to empower people to continue working the way they usually do, with the same mobility, flexibility and familiarity of experience.

Citrix®, Samsung and Google offer peace of mind for CIOs—and effective risk management for their organizations—with a complete solution that gives people everything they need to work as usual when their circumstances have changed. To understand the value of the solution, it's useful to consider the drawbacks of the approach it replaces.

Business continuity then and now

In the past, business continuity planning typically revolved around complicated provisions for alternate work scenarios—redundant sites, hotel ballrooms, jam-packed conference rooms at unaffected branch locations and so on. In each case, IT needed to arrange for the needed endpoints—often commodity desktops or thin clients well below the usual corporate standard—as well as alternative methods for accessing applications, networks and other infrastructure. For employees, this meant adapting to a radically different work experience, from the appearance of their desktop to the applications and IT services available. Mobility and flexibility were usually too much to hope for; people were fortunate just to have a way to get work done at all. Meanwhile, the business incurred high additional costs for IT services and facilities.

Businesses increasingly recognize that it's not enough to arrange bare-bones scenarios that allow only the appearance of continuity. To maintain full productivity and business performance, they need to keep people working at their fullest potential, without compromises. That means providing a way for people to access their usual workspace, complete with all their familiar applications, data, work in progress and methods for accessing IT services, as well as collaboration tools to keep teams productive even when scattered. They also need mobility and flexibility in where they work—not just a fixed disaster recovery location, but a home office, customer location, hotel room or wherever else best suits their needs. This is the requirement for business continuity today—the challenge for IT is to meet it effectively at a reasonable cost.

A complete solution for real business continuity

Together, Citrix, Samsung and Google provide everything you need to enable full productivity during a business continuity event.

Citrix solves the workspace delivery part of the problem, giving IT a way to empower people with access to their familiar work environment in any scenario.

- **Hosted desktops and apps**, powered by Citrix XenDesktop® and XenApp®, can be delivered as a service accessible on any device. Wherever and however people connect, they get the same great user experience, complete with all their usual applications, personalizations and data. Centralization and secure access control keep data safe wherever people work—there's no need to worry about someone exposing the business to risk if a device is lost or stolen.
- **Enterprise mobility management**, powered by Citrix XenMobile®, lets employees stay productive using a smartphone or tablet and all their mobile, web or SaaS apps, while company data stays secure. The addition of XenApp makes it simple to provide a mobile-native experience for Windows apps so people can run all their usual apps on a tablet instead of a traditional laptop or thin client, allowing even greater flexibility.
- **Enterprise file sync and sharing**, powered by Citrix ShareFile®, gives people a simple, secure way to share files with anyone and sync files across all their devices. Flexible storage options, policy-based control, reporting, data encryption and remote wipe help keep business content secure when business disruptions occur.
- **Collaboration**, powered by Citrix GoToMeeting®, keeps teams connected and business meetings on schedule by letting people initiate or join meetings from anywhere in seconds, on any device, with HD video for true face-to-face interaction.
- **Cloud networking**, powered by Citrix NetScaler®, ensures that if the primary datacenter goes down, people can be redirected automatically to the secondary site with no impact on their experience. With Citrix CloudBridge™, IT can transform virtualized datacenter resources into automated, elastic, self-service clouds that ensure the best security, performance and reliability during any disaster that may strike.

Organizations wanting it all can also leverage mobile workspace delivery, powered by Citrix Workspace Suite™, to configure complete work environments—workspaces—encompassing all of these services, and make them available to employees from anywhere with an optimized performance over any network.

One of the key advantages of the Citrix approach to business continuity is that the same technologies and methods are equally suitable for routine, day-to-day work. This eliminates the need to train people in special business continuity scenarios—if one location becomes unavailable, they can simply shift to any other suitable location and device, with no other changes to their usual ways of getting work done.

Samsung and Google complete the mobility aspect of business continuity.

- **Mobile operating systems** for the solution include both Google Chrome OS for laptop-style clients and Google Android for Work for mobile devices. Chrome, the world's most popular browser, and Android, the market-leading mobile OS, make it simple for people to access Citrix-powered applications and desktops on Chromebooks and any lightweight Android device. For people using tablets and smartphones, XenMobile supports Android for Work security and management capabilities, which include enterprise-ready features like a secure container to isolate personal and work data, and OS-based encryption and sharing restrictions.
- **Devices to meet every need**, including Chromebooks, laptops, tablets and smartphones, are available from Samsung. IT can support users on the popular high-end Samsung devices they love, or procure a fleet of lower-cost models in advance or in response to a disruption without breaking the budget, and provision them for routine use once the event has passed.

Adapting business continuity to the needs of your organization

Solutions for business continuity from Citrix, Google and Samsung offer the flexibility to choose technologies, operating systems and devices to meet specific organizational needs across a broad range of use cases. For example:

- **Low-cost business continuity for a large workforce** – Organizations with large numbers of task workers such as call center employees need a cost-effective and easily scalable way to keep them productive during a business continuity event. Alerted to an impending event, IT can quickly provision low-cost Chrome OS-based devices, such as Samsung Chromebooks, to these users, with access to virtual applications and desktops powered by XenDesktop and XenApp. Employees can continue to perform their tasks at home as easily as at the office and with the same great experience, for the duration of the disruption.
- **Secure business continuity for mobile healthcare workers** – Mobility plays a key role in healthcare, empowering care providers with access to applications, patient data and clinical information systems from offices, facilities or the patient's bedside. IT can support these professionals with a secure solution that supports their work in any scenario, including business continuity events as well as day-to-day patient care. XenDesktop and XenApp deliver healthcare apps-as-a-service to any device—including laptops, desktops, tablets and smartphones—while keeping patient data in the datacenter to maintain patient privacy and support regulatory compliance. Using XenApp with Chromebooks, apps and data stay in the datacenter or cloud, providing organizations with unmatched security. Android for Work, in combination with XenMobile and ShareFile, makes it easy for IT to manage healthcare professionals' devices and patient information. Care providers can use video conferencing with GoToMeeting to consult with patients and colleagues even when travel is impossible.
- **Secure business continuity for government workers** – Business continuity is especially important for government employees, who must often play an active part in managing the response and recovery from disasters, civil unrest and other disruptions. The combined solution provides the secure mobility these workers need, at a price point compatible with public sector budgets. IT can

use XenDesktop, XenApp and ShareFile to make government apps and data services available on secure, low-cost Samsung devices such as Chromebooks. With ShareFile, agencies can make their records and work in progress available wherever people work, while maintaining full security, control and compliance.

Making business continuity an integral part of your IT strategy

While organizations typically think of business continuity as a separate area of IT, the best approach is to make it an integral part of your day-to-day IT strategy. This makes it possible to eliminate the confusion and disorientation that result from special, alternate methods.

A complete workspace delivery strategy makes it possible to account for any disruption the organization may face and empower users in any scenario. Encompassing all of the Citrix technologies discussed above, Citrix Workspace Suite delivers instant, secure access to personalized desktops; mobile, web and Windows apps; data services; and collaboration tools wherever people are, on whatever device they are using, over any network. Organizations gain a single, integrated solution to ensure business continuity, while people can continue to work in the same, familiar way—even in exceptional circumstances.

[Learn more](#) about how business continuity can be made simple through collaboration among Google, Samsung and Citrix.

Additional resources:

[On-demand webinar: Mobility Dream Team Citrix, Google and Samsung Offer New Ways to Work Better](#)

[Blog: A Step Forward for Business-ready Mobility – Is it Enough?](#)

[Website: Citrix Workspace Suite Overview](#)

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Citrix (NASDAQ:CTXS) is leading the transition to software-defining the workplace, uniting virtualization, mobility management, networking and SaaS solutions to enable new ways for businesses and people to work better. Citrix solutions power business mobility through secure, mobile workspaces that provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud. With annual revenue in 2014 of \$3.14 billion, Citrix solutions are in use at more than 330,000 organizations and by over 100 million users globally. Learn more at www.citrix.com

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