CiTRIX®

Redesign your workplace to achieve better business and employee outcomes

How technology can enable a more flexible workplace approach to increase productivity, employee engagement and cost efficiency

People become more productive and engaged in spaces designed around their needs. And since people are often regarded as the most valuable assets of a business, this more satisfying work experience helps the organization improve attraction and retention to reduce turnover costs —and that's only the beginning of the savings a redesigned workplace can yield. By transforming traditional office layouts into a variety of settings for individual focus, group collaboration and other work styles, the organization can use its space much more efficiently to dramatically lower real estate costs. Citrix solutions unlock the full benefits of this mobile, people-centric environment by allowing people to use whatever device best suits their needs, anywhere they choose to work— and enable the replacement of traditional endpoints with thin clients and bring-your-own-device programs for yet another layer of savings. The result: better business and employee outcomes and more sustainable, cost-efficient operations.

Why the new era of digitalization calls for a new workplace strategy

Organizations of all kinds are evolving their workplace into a more flexible, people-centric environment as part of their larger digital business transformation initiatives. In a recent IDG Tech Pulse poll, 57 percent of IT decision-makers reported having a workplace redesign initiative in place or in planning stages.[1] This trend is driven in part by the need for businesses to become more agile and innovative in today's 24 x 7 economy. To fund strategic initiatives and improve shareholder returns, they must also optimize costs for real estate, technology and human resources. At the same time, the modern workforce brings new expectations for a work experience designed around people's needs instead of narrowly defined work spaces and styles, and for a setting that fosters productivity, company culture, engagement and wellness. To respond to these imperatives, companies have to move beyond traditional office models with rigid allocations of offices, cubicles and meeting rooms, and create a workplace where form follows function and productivity, engagement and efficiency are woven into every design decision.

Achieve better workforce engagement and productivity and cost efficiency

Workplace redesign can help organizations address key priorities and reap significant benefits for both the business and its workforce.

Create a more innovative environment
- **Foster both focused individual work and collaboration** through flexible designs to support diverse activities including group projects, brainstorming, presentations, training, quiet work and social interaction.
- **Serve changing needs** by allowing people to move fluidly from one setting to another and adapting spaces for different purposes over time as needed.
- **Promote a strong company culture** with opportunities for socialization across different disciplines and levels through amenities such as fitness areas, recreational facilities, cafés and living room style sitting areas.

Develop a highly engaged workforce
- **Attract and retain top global talent** by offering employees the opportunity to work in a place that reflects core values such as sustainability, wellness and environmental awareness.
- **Offer flexible work scenarios** that allow people to do their best work and reach their full professional potential.
- **Foster open communication** and a collaborative culture that promotes innovation.
- **Reduce hierarchical behaviors** by allocating space based on need rather than status, and by managing people based on their contribution to the business, not their visibility in the office.

Reduce capital and operating costs
- **Reduce real estate costs** through more efficient utilization by employees, contractors, consultants, vendors and others—measures that can cut per-person space by more than half for corresponding savings in rent and maintenance.
- **Support and manage growth** without the need to secure additional real estate.
- **Decrease employee turnover and absenteeism** through a more flexible and satisfying work experience.
- **Lower costs for onboarding and reorganization** as new workers—including contractors and short-term staff—can be accommodated much more quickly, and moves within and between offices can be completed easily without the cost and productivity delays of an IT ticket or moving company.
- **Reduce device costs** by replacing PCs with thin clients and introducing BYOD programs that get IT out of the business of procuring and supporting the devices used for work.

Planning the workplace redesign
A successful workplace redesign calls for a thoughtful approach—not just an arbitrary replacement of offices with open floor plans, but the development of a comprehensive plan across technology, real estate and HR that ensures the best work experience for people and the best results for the business.

Real estate planning
- **Gather information** on work needs, styles and preferences through interviews with key stakeholders, surveys, focus groups and observation, and identify both the types of spaces needed and requirements for shared technology such as devices, monitors, printers and conferencing equipment.

- **Anticipate changing needs** such as future expansion or the need to create a large ad hoc space when a group comes in for a meeting, training or seasonal work; approaches include modular areas with movable walls, multi-function rooms and even furniture that can be reconfigured.
- **Specify the types of spaces** to be created and how much of each, including project, collaboration and meeting rooms; private rooms and quiet spaces; fitness, wellness and recreation facilities; and cafes and other social areas for networking.
- **Refine the strategy** through a phased roll-out across floors, buildings and cities that allows testing of different types of spaces and furniture, and the incorporation of real-world feedback and learnings along the way.

Change management
- **Build excitement and buy-in** through management support and peer champions who promote the human benefits of a new environment designed around the specific needs and preferences of the people who work there.
- **Set guidelines** for the use of dedicated, shared, team and common areas, including protocols for noise, privacy and cleanliness; time limits for various spaces; reservation policies; and the designation of personal storage and lost & found facilities.
- **Educate managers** to help them become comfortable with the change from line-of-sight management to management based on output and goal achievement.
- **Address concerns** through a coordinated plan to receive and respond to feedback, and by showcasing model individuals and groups who are making exemplary use of the new office design.
- **Celebrate the redesign** as a people-centric initiative to benefit both the workforce and the business, and as a reflection of the organization's commitment to a culture of innovation and empowerment.

Technology planning
- **Enable work-anywhere mobility** by providing ubiquitous Wi-Fi throughout the office and making it possible for people to move seamlessly across spaces and devices.
- **Support individual and group productivity** with secure access to corporate apps, files and IT resources throughout the office; tools to collaborate and share information with colleagues; and secure access to resources for contractors and other third parties.
- **Provide shared resources** such as thin clients, printers, monitors, telephony and other IT equipment.
- **Embrace consumerization** by allowing people to use their own devices for work (BYOD) and enabling self-service provisioning of business applications and other resources.

Citrix solutions to enable workplace redesign
Citrix offers a comprehensive technology solution for the new workplace delivering secure access to apps, desktops, data and services from any device, over any network to allow complete freedom and flexibility in how people choose to work.

In the new workplace environment powered by Citrix:

• Wherever people choose to work, they can access the apps and data they need to be productive, and can collaborate and share information with colleagues in any location.
• No longer tethered to a single space, people can move throughout the office as needed with a simple, consistent experience to access corporate resources from anywhere.
• People can use a variety of both their own and corporate-owned devices, printers, monitors and other equipment.
• BYOD and mobile workspace delivery accelerate onboarding for new employees and contractors—IT can centrally deliver complete resources to any device in any location.
• Layered network and domain security controls ensure the right level of access to Windows, web, SaaS and mobile apps for every individual, device, location and network connection without putting corporate data at risk.

The same Citrix solutions that support your workplace redesign can play a broader strategic role in your organization by enabling people to work anywhere within or outside the office with the same familiar experience and a completely portable mobile workspace. Remote access from any location, over any network, allows complete mobility and flexibility across offices and in non-corporate settings such as home offices, customer locations and in transit. Additionally ensure business continuity by allowing people to become productive on any device, anywhere, in the event of a disruption.

Citrix provides the solutions to make workplace redesign a reality, offering new levels of productivity and innovation for people and businesses.

CITRIX®

About Citrix
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 2015 of $3.28 billion, Citrix solutions are in use at more than 400,000 organizations and by over 100 million users globally. Learn more at www.citrix.com.