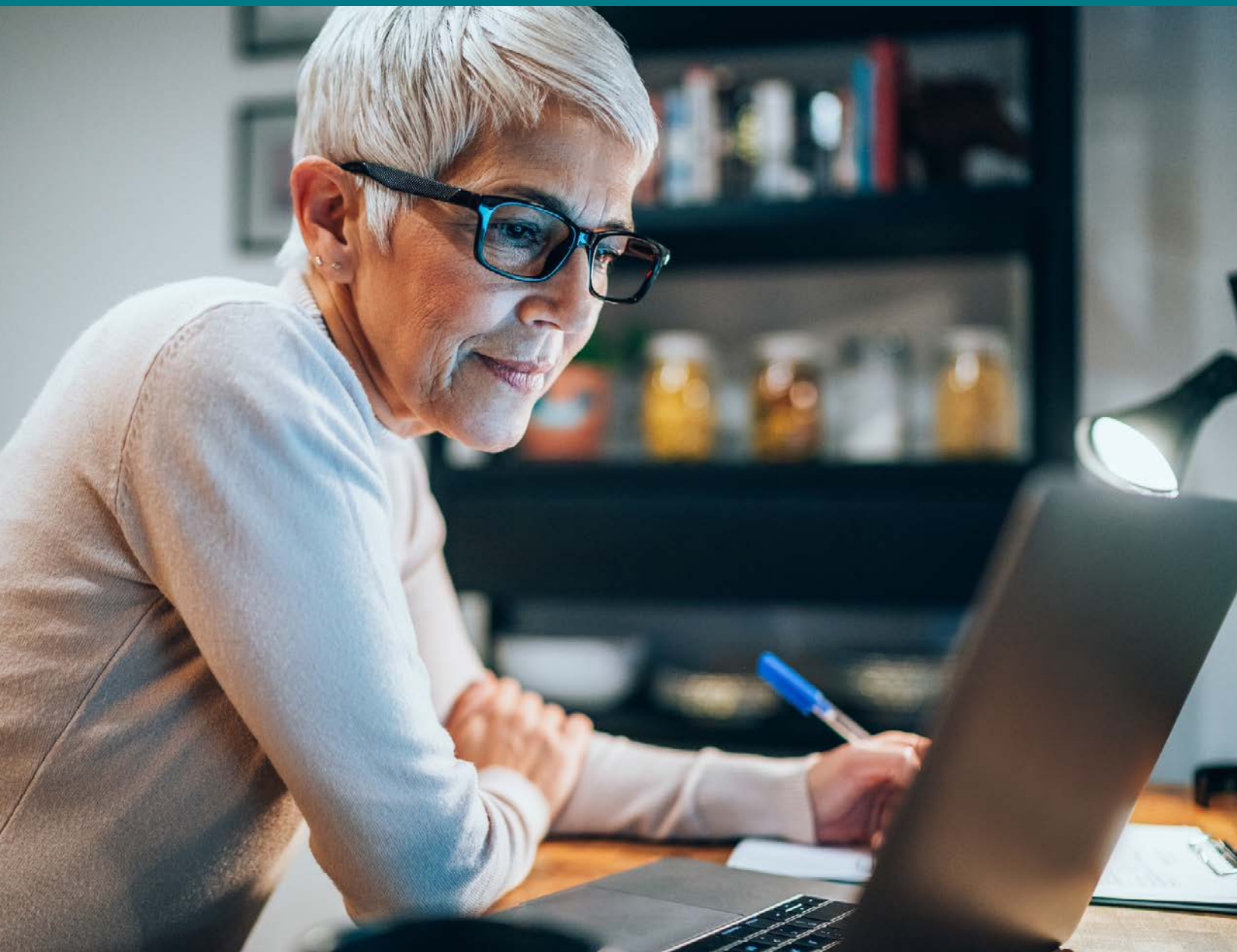


# 5 ways Citrix Workspace empowers remote workers—while simplifying IT management and security



## How well are you supporting your remote employees?

With new models of work and continually shifting business needs, it's critical for IT to provide end users with more than just collaboration apps. IT must offer an integrated platform that gives employees an easy, secure way to find information and perform key tasks.

### Supporting your remote workforce is no longer optional

Employees must do their jobs from any location, over any network, and using any device—with the same level of security they have when they work in the office.

However, remote work and collaboration is often hindered by complexity. For example, the average employee uses 36 cloud services. The more they switch between these services, the more their productivity will decrease.

When your workforce relies on too many systems and apps, you run the risk of:

- Spending too much time on IT support
- Losing visibility into your environment
- Security breaches and data loss
- Increased IT complexity
- Decreased productivity
- The inability for employees to provide prompt service
- Lost revenue

To better support your remote workforce, you can't just provide collaborative tools. You must give end users a single unified platform that delivers everything they need to do their jobs.



**Jumping between multiple apps leads to context switching that can decrease their productivity by 40 percent.**

– Harvard Business Review<sup>1</sup>

## How to drive better business outcomes in the new world of work

Gartner states that “the new work nucleus is a collection of ever-changing, multivendor, SaaS-based personal and team productivity applications that replaces decades-old on-premises applications and empowers teams to collaborate, create content, analyze data, and consume information. Furthermore, these applications are “inherently mobile, collaborative, analytical and integrated, and increasingly infused with AI services — a sharp departure from their on-premises predecessors.”

### According to Gartner, using these technologies can help you:

- Drive individual and team accountability, transparency, efficiency, and autonomy
- Provide organizations with a unique opportunity to substantially improve business outcomes by making the workforce more digitally dexterous

### The more you improve your employee experience, the better your business results. In fact, companies that simplify team communication and collaboration<sup>2</sup> achieve the following:

- 38% more engaged workforce
- 30% higher productivity
- 30% greater efficiency

### Meanwhile, using integrations to streamline your processes and tools can result in:

- 38% faster pace of business due to reduced work friction
- 54% collapse in cycle times

## How Citrix Workspace empowers remote employees and improves collaboration—while keeping your data secure

### To empower your remote workforce, you need the right tools.

This means using technology that gives employees secure, on-demand access to all the business apps, files, and data they need to get stuff done.

Citrix Workspace is a single platform that makes apps and data accessible from any device or location. Since employees will have all of their essential tools and content at their fingertips, they will be better organized and more efficient.

With Citrix Workspace, employees will spend less time searching for information and have more time for collaboration and high-value projects.

Keeping everything in one place also gives IT more visibility and control for simplified management, security, and compliance.

### Here are five ways Citrix Workspace helps you support your remote teams, improve collaboration, and realize the benefits of the new work nucleus:

#### 1. A single, central workspace

Gartner states “Workstream collaboration changes the way individuals and teams communicate with each other in the new work nucleus. WSC is not instant messaging. WSC combines key functionality from consumer messaging, instant messaging, chat rooms and discussion boards. In the past, solutions such as instant messaging focused on one-to-one communications and transitory group chat while one-to-many communications was addressed by discussion boards.”

Citrix Workspace is the place to get everything done. It aggregates all of the files, apps, and data that employees need to complete tasks. Then, it delivers this information in a single, unified interface.

With Citrix Workspace, employees won't need to jump between multiple apps to complete a task. Using just one log-in, they can access everything they need to complete their mission-critical tasks.

## “The new work nucleus is a collection of ever-changing, multivendor, SaaS-based personal and team productivity applications that replaces decades-old on-premises applications.”

– Gartner

### 2. AI and machine learning

Gartner states that “full power to drive workforce digital dexterity is delivered with the underlying augmentation services that come with it. These augmentation services make a platform out of the new work nucleus, one that turbocharges its ability to support new ways of working.”

Gartner states that “these include emerging AI services (like virtual assistants and recommendation engines), easy application integration and development, and the ability to use data and content analytics.”

Citrix Workspace harnesses the power of AI to boost employee productivity and drive better business results. Here's how:

- Machine learning senses patterns in how users work so that they can complete tasks faster.
- An intelligent, personal feed pulls content, tasks, and insights from connected applications and delivers them to each user.
- The feed minimizes distractions and context switching by organizing what's important and putting urgent items front and center.
- Virtual assistance helps employees find information faster. When a user enters a query, the Citrix Assistant will search all of the applications integrated with Citrix Workspace to find the answer.
- AI tools save employees time by automating calendar scheduling, email reminders, and other mundane tasks.

With Citrix Workspace, employees can spend less time searching for information and more time on the high-value work that matters.

### 3. Easy application integration

Gartner suggests elevating the use of the new work nucleus augmentation services to automate and enhance collaboration processes.

Citrix Workspace offers single sign-on (SSO) to any application and out-of-the-box microapp integrations with leading enterprise and collaboration tools, such as Microsoft Teams and Google G-Suite. It automatically syncs data from your mission-critical applications so that employees will always have the most up-to-date data at their fingertips.

### 4. Guide work with microapps

In addition, Gartner states “Business applications and microservices can be embedded into WSC channels. This provides users a single channel for business processes that may span several applications.”

Microapps remove frustrating barriers that impact employee engagement. Unlike the full app, microapps don't force users to slog through countless browser tabs and services to get things done.

Citrix Workspace fully supports microapps. That way, you can streamline processes by giving employees one-click actions they can perform across legacy, mobile, and SaaS applications.

With Citrix Workspace, you can:

- Deploy more than 100 pre-configured microapps in just seconds.
- Create custom workflows and give users instant access to the most popular features in their favorite apps.
- Avoid the hassle of building custom APIs and the high costs of app development.
- Create microapps for your legacy and on-premises applications.

## 5. Security

According to Gartner, workspace security is evolving. Gartner states that most workstream collaboration solutions now, “set security at the team level providing members common access to all channels under that team. Expect security to go one level deeper to support configuration of larger teams within a single channel.”

Citrix Workspace takes this one level deeper still with security at the user level. Secure access controls allow you to protect your organization’s most sensitive assets.

With Citrix Workspace, you can:

- Take a zero trust approach to security so that you can constantly evaluate access while providing users with a seamless experience.
- Enable remote work without the security risks and user experience headaches of a VPN tunnel.
- Proactively monitor applications. With everything in one place, IT can gain a real-time view of your threats and control activities to ensure security.
- Provision, manage, and monitor your entire workspace infrastructure through a unified management console.
- Deliver apps securely—across any device or network.
- Improve your visibility into and control over all applications and endpoints.
- Apply role-based security to ensure that each employee only accesses content that is applicable to them.

Do you want to give employees secure, instant access to all of the tools they need to work effectively from any device or location?

Try [Citrix Workspace](#) today.

Sources:

1. Harvard Business Review: [How \(and Why\) to Stop Multitasking](#)
2. Harvard Business Review Analytics Services via Citrix: [How to Win in Business with Collaboration](#), 2018



### 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).