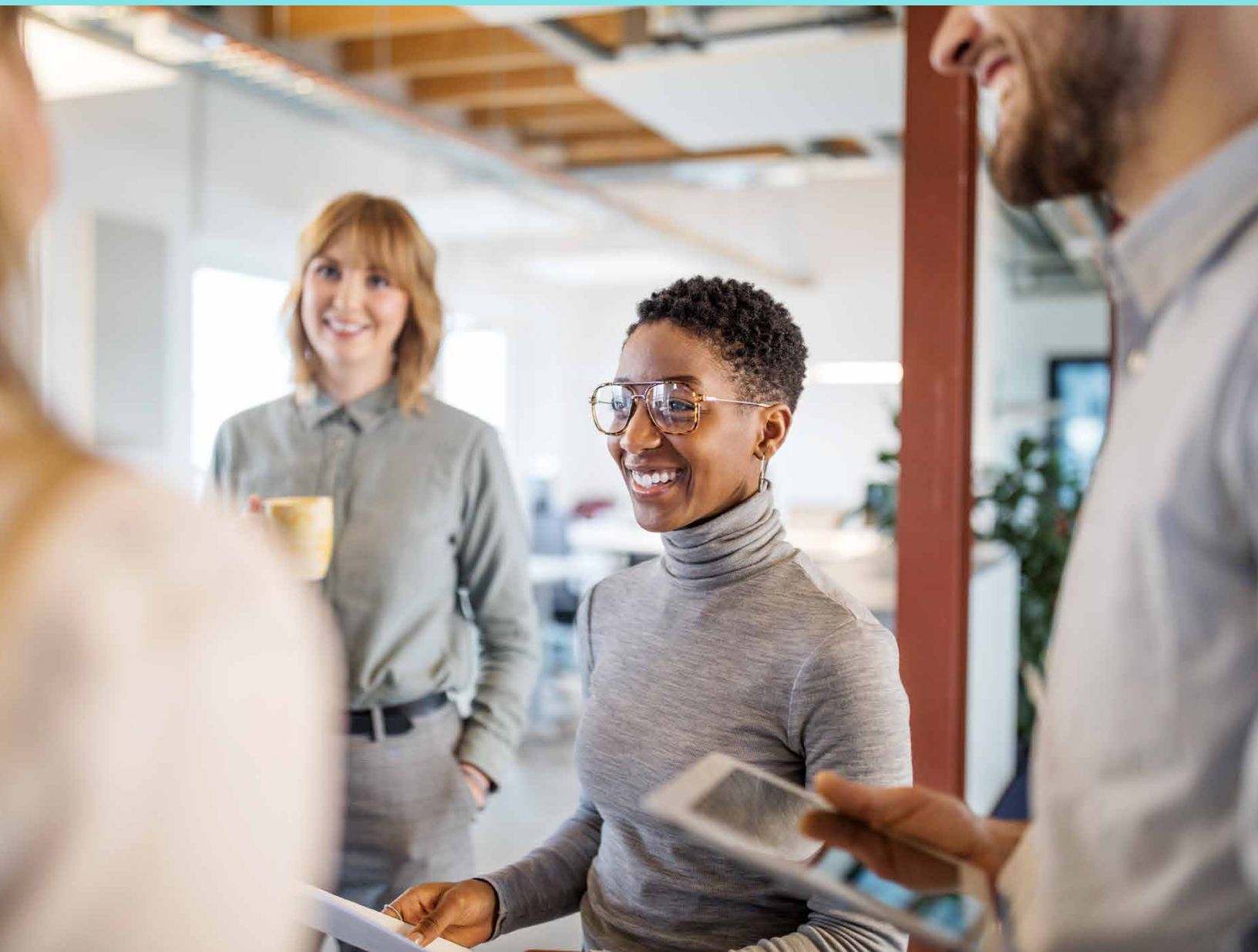




# Citrix + Google Cloud: Reimagine your employee experience

Increase employee engagement and  
productivity through simpler IT



## It's time to rethink the employee experience

Our daily lives are easier and richer because of modern devices and applications — except when it comes to our work. Even routine work tasks often mean switching between applications, remembering multiple passwords, and searching in multiple places for the right file or data. Add the distraction of app notifications and it's easy to see how employees lose the productivity and quality experience that helps them work effectively.

Until now, technology solutions have focused on the productivity side of this challenge. Just as important is the experience side to better engage employees in their work.

The need for a new employee experience is driven by current business needs and trends in four areas.

### Engagement drives productivity

Disengagement in the workforce has significant business impacts, costing companies \$1.4 trillion per year.<sup>1</sup> In contrast, employee engagement has been found to have significant benefits: Companies with high levels of employee engagement report 20 percent higher productivity and 21 percent higher profitability.<sup>2</sup>

### Higher employee retention

Employee engagement has a direct relationship with an organization's success in attracting and retaining talent. Actively disengaged employees are almost twice as likely as engaged employees to seek new jobs, which creates a high cost and time impact.<sup>3</sup> On average, it costs \$4,129 and take 42 days to hire a new employee.<sup>4</sup>

### New ways to work

More of everything — apps, data, devices, communications, collaboration — is a trend that creates overload for employees. And while technology contributes this trend, it can also be a solution by better organizing, guiding, and automating information, processes, and tasks.

### Organizational agility

Employees increasingly expect the experiences they have with consumer technology to be delivered by the technology they use at work. They also expect business systems to keep up with the pace of new developments in consumer apps. These expectations mean IT needs solutions, tools, and practices that enable organizational agility.



For IT, these needs and trends lead to a fundamental question: **How can we better use technology to improve employee engagement and productivity?**

This paper describes how the alliance of Citrix and Google Cloud delivers the comprehensive security, flexibility, and experience IT needs to help employees and the organization adopt new technologies and new ways to work — without being held back by traditional IT restraints.

## What employees need now: New solutions for the way they really work

The future of work has emerged: Flexible, agile, mobile, and cloud-based. Yet many traditional IT applications and services — even if intended to support mobile work — weren't designed for today's devices and cloud services.

What organizations need are solutions that leverage the advantages of a unified digital workspace and a hybrid cloud to help employees work with greater flexibility and ease. These solutions will also need to help IT better manage the complexities and risk of more diverse devices, apps, digital processes, and higher expectations for the user experience.

The Citrix + Google Cloud solutions empower the way organizations and employees work now.

## Complete solutions that deliver a better way to work

Solutions from Citrix and Google Cloud are built on a best-in-class, enterprise-ready portfolio of a secure digital workspace, a suite of cloud-native business productivity applications, a range of user devices, a hybrid cloud platform, and networking solutions to improve application performance and experience.

**“It used to be that competitive salaries, benefits and career development initiatives were enough to find and keep talent. Today, these things are table stakes. To compete and win in the raging battle for talent, companies need to up their game and give employees what they really want: a simple and flexible way to get work done. Because right now, it's simply too complex.”<sup>5</sup>**

— Tim Minahan  
Sr. VP and CMO, Citrix

## Citrix + Google Cloud solutions encompass these areas:

### 1. Citrix Workspace and Google Cloud

The fast, reliable and secure Google Cloud infrastructure provides global access to the Citrix Virtual Apps and Desktops and Google work and productivity apps that streamline employee productivity and experience.

- VPN-less access and zero trust policy enforcement to all applications — web, SaaS, and on-premises — accessed through Citrix Workspace using Google BeyondCorp
- Deliver secure, high-performance, and scalable app workspaces
- Take advantage of Google Cloud's purpose-built, scalable infrastructure with security at its core
- Allow employees to connect to their apps from anywhere, with the same “look and feel” experience
- Incorporate Google work and productivity apps into intelligent work feeds and deliver microapps that integrate multiple workflows to automate and simplify tasks

### 2. Citrix Workspace and Google Chrome Enterprise:

Deliver a great employee experience — on any device — with a secure, contextual, unified workspace.

- A user-centric experience where everything you need to work is in one unified app, with conditional access and performance made simple based on user context and IT-designed policies
- Fully aggregates all apps and data across all applications — both on-premises and cloud — to deliver the right experience to the right user at the right time
- Manage all your devices, including Android and Chrome, through a single platform
- Citrix Endpoint Management provides provisioning and configuration controls that include device enrollment, security policy application, malware protection, and access privileges as well as tools for app management and distribution

**“In extending Citrix Workspace to Google Cloud, we’re giving companies greater flexibility and choice in how they deploy the SaaS, cloud, and web apps their employees need to be engaged and productive and a simple, efficient way to do it.”**

— David Henshall  
President and CEO, Citrix

### 3. Citrix App Delivery and Security with Google Cloud:

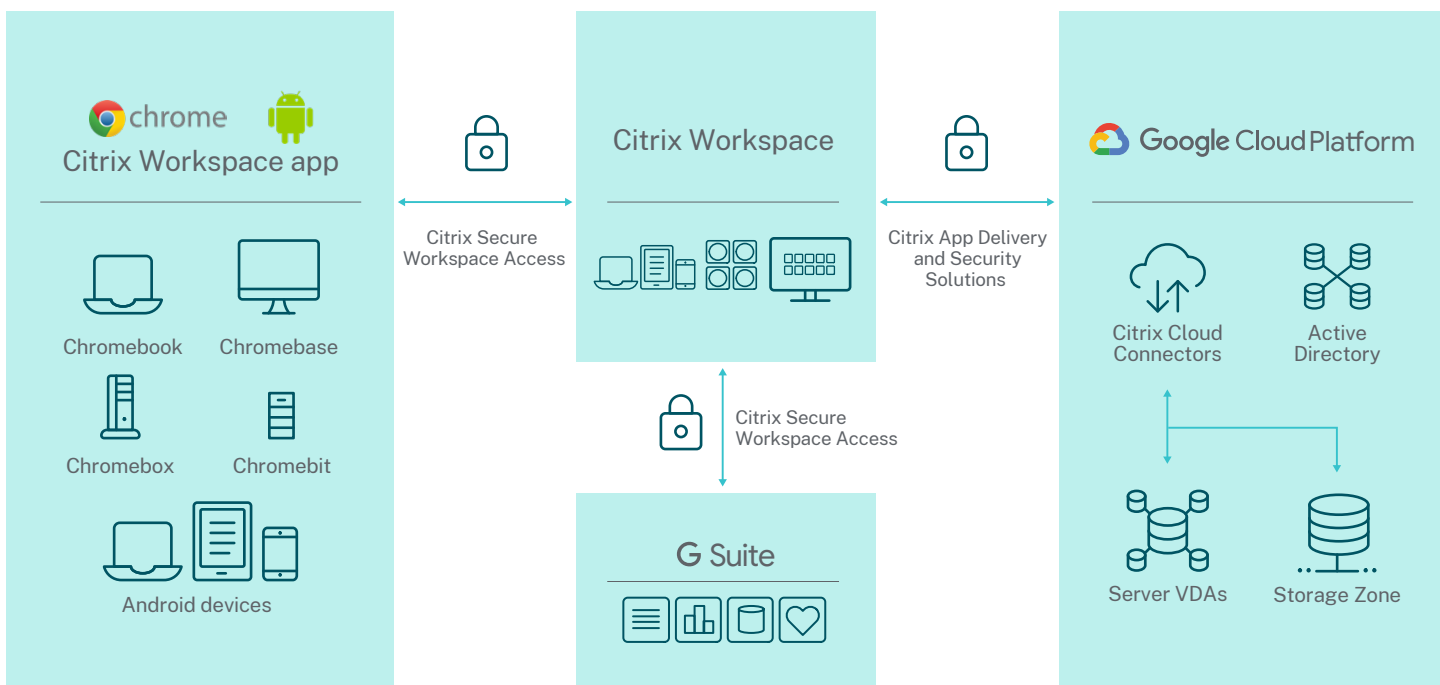
Improve application performance and management across a hybrid cloud infrastructure from a single management and monitoring interface.

- Citrix ADC is an application delivery controller that provides operational consistency, comprehensive security, and holistic visibility across hybrid cloud environments; it also provides ultra-low-latency load balancing and an ingress controller for Kubernetes environments
- Citrix Gateway supports contextual authentication and access policies
- Citrix SD-WAN optimizes delivery and quality of service (QoS) for Google’s work and productivity apps and is tightly coupled with Citrix Workspace to improve performance and the employee experience
- Citrix Application Delivery Management provides a single view to manage, monitor, and analyze the entire Citrix App Delivery and Security infrastructure
- Citrix Analytics uses real-time machine learning to quantify a user’s in-app experience and detect system health anomalies for proactive responses

Cloud-based digital workspaces can help the organization improve employee engagement and productivity. With the integrated components of Citrix + Google Cloud solutions, secure digital workspaces provide safe access to all apps, content, and data needed to organize, guide, and automate an employee’s daily work.

Additional features simplify work for IT:

- Out-of-the-box integrations with common business apps
- Low-code app development
- Prebuilt experience integrations with popular collaboration tools



## A foundation for productivity and innovation

Solutions from Citrix and Google Cloud are built on a best-in-class, enterprise-ready portfolio of a secure digital workspace, a suite of cloud-native business productivity applications, a range of user devices, a hybrid cloud platform, and networking solutions to improve application performance and experience.

### New technologies, simpler management

Hybrid cloud options connect the IT infrastructure into a single, manageable environment and allow IT to migrate Citrix workloads to the Google Cloud Platform at a flexible pace. Broad Google device support delivers the apps, tools, and workspaces users want and need on a wide range of device form factors, including Google Chrome devices.

IT can unify the on-premises and cloud infrastructure to gain unparalleled application and access visibility, control, and security. The ability to set policies for application security, performance, and access allow IT staff to focus on strategic projects that align with business initiatives. As the organization changes, IT can easily add resource capacity when and where it is needed in the hybrid cloud, without large hardware and software acquisition costs.

### Intelligent ways to work

Citrix Workspace is the single, secure intelligent platform for enhancing work. Citrix Workspace guides the user to the next best action within each app based on personalized preferences and habits. When combined with the Google's work and productivity apps, organizations everywhere can transform their employee experience.

All work is done in the cloud — on any app, from any device — increasing productivity by freeing workers from the limitations of time and place. Always-on workspaces mean people can readily access the tools they need to work productively.

### Exceptional application access and performance

With Citrix App Delivery and Security solutions, IT is also able to supply outstanding application performance regardless of where apps run, where they are accessed, or which device users employ.

The Citrix App Delivery and Security solutions, including Citrix ADC and Citrix SD-WAN, offer cloud-scale application delivery and networking solutions. These products optimize the performance, security, and delivery of all workloads including Citrix Workspace, SaaS apps, traditional Windows applications, and cloud-native microservices and container apps. Citrix App Delivery and Security solutions can be deployed in Google Cloud, as part of a microservice or container architecture, and in hybrid cloud environments. Regardless of location, the entire app delivery infrastructure can be controlled from a single Citrix App Delivery and Security management and monitoring interface.

### Insights from artificial intelligence and data analytics

With the best-in-class artificial intelligence and machine learning capabilities available in Google Cloud, the organization can start learning from digital insights to stay ahead of customer needs and market demands. Advanced developer tools make AI and data analytics accessible wherever and whenever they can deliver business impact.

## The combination of Citrix App Delivery and Security and Google Cloud helps IT overcome several challenges for application delivery and management

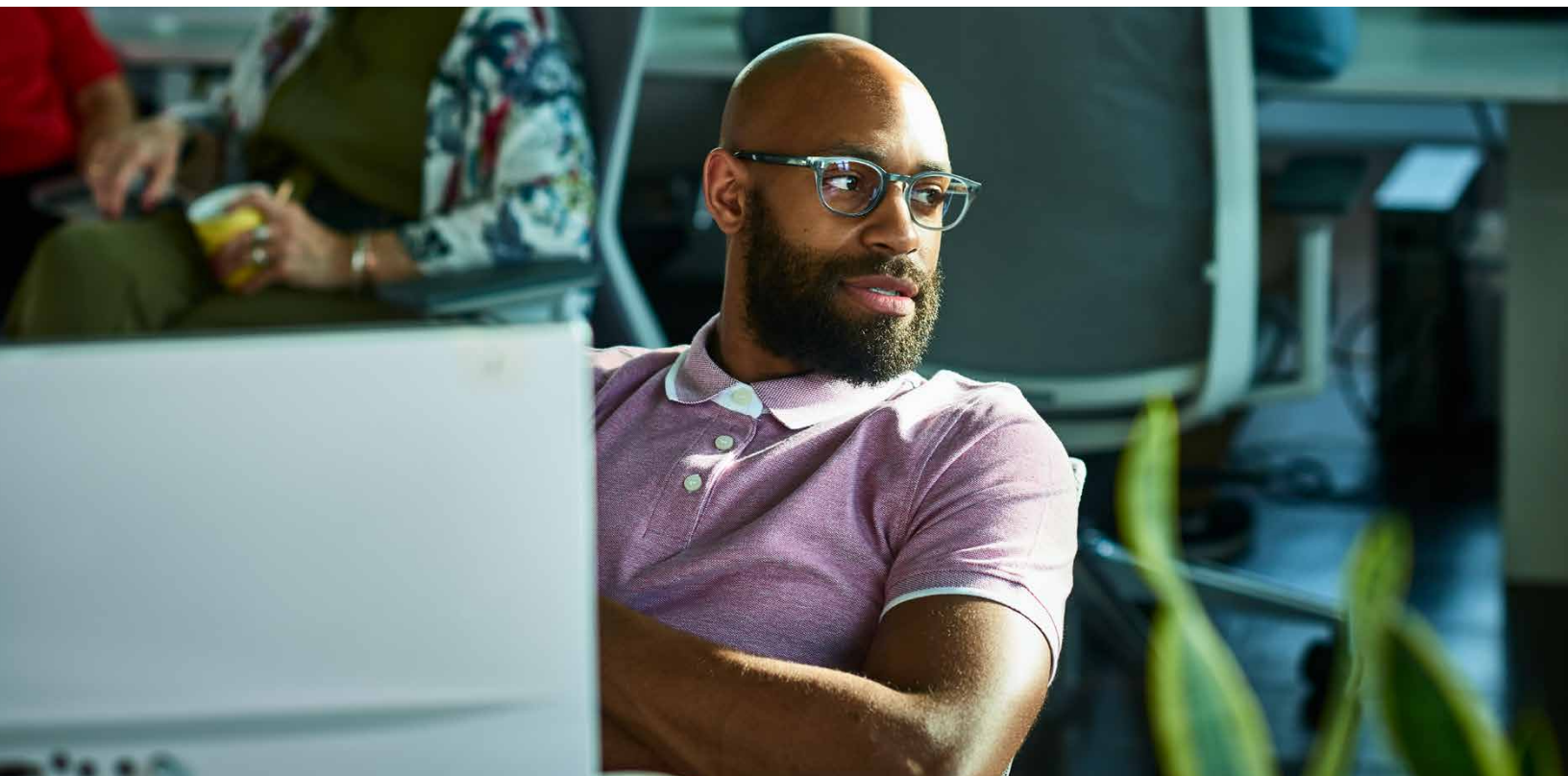
**Managing application delivery across hybrid cloud environments.** An application may be deployed in on-premises servers, cloud servers, or a combination. Citrix App Delivery and Security solutions manage the application access and performance to deliver a seamless, highly-available, and responsive employee experience. These solutions also centralize management and visibility for hybrid network deployments.

**Moving on-premises and legacy workloads.** As IT moves more applications and data to the cloud, Citrix App Delivery and Security solutions simplify the transition.

**Delivering cloud-native networking for microservices and container apps.** The increased adoption of applications built using microservices means access, uptime, and performance levels have to be accounted for. The same Citrix App Delivery and Security solutions used for traditional apps can also be used to manage microservices and Kubernetes in Google Cloud.

**Improving performance for remote access to cloud resources.** Workers at remote sites expect the same level of application performance as headquarters' employees. Citrix App Delivery and Security solutions enable organizations to dynamically provision cloud services to reflect current network conditions and ensure a consistent, high-performance app experience.

**Delivering integrated user access.** An integrated gateway offers a single URL to remotely access any app on any device with single sign-on. IT benefits from the simplicity of central management for access policies.



## Energy case study

# NESTE CORPORATE

### About

Neste creates sustainable solutions for transport, business, and consumer needs and is the largest producer of renewable diesel.

### Challenge

Poor system performance meant that staff often found work arounds instead of using officially published business apps and modern productivity devices.

### Solution

Neste deployed a new hybrid architecture with Citrix Workspace and Google Cloud Platform. Critical applications are delivered with Citrix Cloud while Google Chrome and Google Workspace are used for productivity.



Innovative IT for  
sustainability



Unified experience  
for productivity



Higher IT  
efficiency

Learn more about how Citrix + Google Cloud brings innovation to life for Neste, transforming from an oil company to the world's leading sustainable energy solution: [www.citrix.com/customers/neste-en.html](http://www.citrix.com/customers/neste-en.html)

**“With Citrix and Google Cloud Platform, we have the possibility to create a compelling work experience that has a tremendous effect on efficiency and employee satisfaction. Instead of a solution based in Finland, we now have a global concept that we can deploy to all our sites worldwide giving users a fast and secure application user experience from the cloud.”**

— Mari Wasström  
IT Solutions Service, Management Lead, Neste



## Healthcare case study

# ONCOLOGY VENTURE

### About

Oncology Venture is a unique drug development company that provides precision therapies for cancer patients. For an innovation-driven company, it's essential to be able to get access to resources quickly and easily.

### Challenge

IT needed a reliable and efficient way to support devices and securely share sensitive patient files and data. Security and cost-effective scalability had to be maintained.

### Solution

Oncology Venture deployed Citrix Workspace for Google Cloud and standardized on Chrome Enterprise. The solution combines the flexibility of Citrix Workspace with the power of Google Cloud to deliver secure, high-performance, and scalable workspaces that enables Oncology Venture employees to do their best work. The microapp capabilities of Citrix Workspace have been used to automate routine tasks, improving employee productivity and focus. Citrix ADC is used to optimize application performance and drive a reliable experience.



Secure file-sharing to protect IP and patient data



10 hours per month saved on managing updates



Autoscale delivers savings on cloud costs

Learn more about how Citrix + Google Cloud enables Oncology Venture to scale personalized cancer treatments: [www.citrix.com/customers/oncology-venture-en.html](http://www.citrix.com/customers/oncology-venture-en.html)

**“We are being asked to deliver more and more on Citrix, because people know it works,” he says. “And, we’re ready to work other partner companies very quickly because of Citrix. On IT, we used to lag behind other organizations. With Citrix, we can do things faster and easier. We’re now leading the way and offering better service to our partners, as well.”**

— Ulrik Christensen  
Principal Infrastructure Engineer, Oncology Venture

## Why Citrix + Google Cloud solutions?

Citrix makes it easy to adapt to new models of work and remove the distractions that get in the way of a productive workday. We prioritize helping people use technology to unlock their full potential so they can do their very best work done wherever they are — home, in the office, or a hybrid. Our technology contributes to improved employee experience, employee engagement, team productivity, and organizational success.

Citrix is the leader in workspace, application delivery and security, and analytics solutions that power a better way for employees to work. Google Cloud is the leader in globally available cloud infrastructures, productivity apps, and cloud-ready devices that deliver scalability, performance, flexibility, insight, and security.

Together, we share a vision for a new ways and places to work. Our combined technology gives employees a quality experience for high productivity.

### We do this by providing:

- A secure, intelligence-driven workspace
- Reliable connectivity and trusted security
- Flexible, integrated solutions for digital workspaces, microapps, and hybrid cloud networking
- Unparalleled analytics, artificial intelligence, and data insights
- Transformative collaboration

Citrix and Google Cloud have benefited from a deep, integrated engineering partnership since 2011. Today, our value proposition has never been stronger: A secure digital workspace to embrace the digital transformation and empower a cloud-enabled workforce. Through the integration of Citrix Workspace and Citrix App Delivery and Security solutions with Google Cloud Platform, Chrome Enterprise, and Google Workspace, this partnership creates a natural technology alignment that enables people to work better while reducing the management burden on IT.

[Learn more at Citrix.com/Google](https://www.citrix.com/Google)

Sources:  
1 Citrix | 2 Gallup | 3 Ibid | 4 SHRM | 5 Medium



#### 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).