



Citrix + Google Cloud: Where innovation gets to work

A circular inset image showing two women in a laboratory or office environment. The woman on the left has long dark hair and is wearing a pink patterned top. The woman on the right has blonde hair and is wearing a dark top with glasses perched on her head. They appear to be looking at something off-camera with interest.

Integrated solutions
empower employees and
digital business with reliability,
security, and simplicity

The future of work means a new IT balancing act

No matter what the work of your organization, today it's likely done...

...As much out of the office as in it

...As much on mobile devices as traditional computers

...And much more through cloud applications for core business activities and collaboration with customers and partners.

The future of work has arrived, and with it comes a complex new balancing act for IT.

On one side of the scale are high expectations for how IT can enable digital transformation and innovation in the business. On the other side is more accountability for mitigating risk, even as growing adoption of new technologies means more apps, more devices, and more mobile employees. This balancing act is driven by current challenges and trends in four areas.

Digital business transformation

In a survey, 88 percent of CIOs said their role is increasingly focused on digital innovation, yet 73 percent also said it's challenging to find the right balance between enabling innovation for the business and sustaining operational excellence in IT. It's also clear to CIOs that traditional ways of managing IT are no longer able to keep up with business needs.¹

Cloud adoption

Although using cloud-based software-as-a-service (SaaS) apps and cloud storage for data offers many advantages for business agility and performance, this choice also increases the complexity of management tasks for IT. Additionally, surveyed CIOs said multi-cloud environments are difficult to set-up and monitor for their impact on the user experience.³

Risk mitigation

More employees needing to work in new ways introduces new cybersecurity threats into the enterprise. For example, an employee may simply charge the expense of a SaaS app on a corporate credit card, with no IT visibility or control for the app purchase or use. Indicating the widespread scope of this problem, two-thirds of survey respondents said they are not effective at reducing risk from an influx of new, unapproved apps and devices.²

Empowered employees

IT leaders know that empowering employees with technology is key to digital success. Today's employees expect the freedom to work how, where, and when it is best for them. Using technology to support these new ways to work is key to attracting and keeping top talent, onboarding those employees quickly and effectively, then boosting their productivity and innovation for the organization.



For IT, a fundamental question has emerged: **How can we serve all of these business needs by adopting cloud and other new technologies, yet minimize the associated complexity and risk?**

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 IT needs now: New solutions for the future of 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.

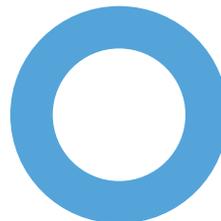
What organizations need are solutions that leverage the advantages of a unified digital workspace and a hybrid cloud to help employees work with greater flexibility and ease. These solutions will also need to help IT better manage the complexities and risk of more diverse devices, apps, digital processes,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

The Citrix + Google Cloud solutions not only serve the future of work, but empower it.



“Many of our customers have existing software and infrastructure investments, yet still want the freedom to invest in their cloud future. In expanding our partnership with Citrix, we can better help these customers with their transformations by enabling them to access and run the apps their businesses depend on anywhere—simply, flexibly and securely.”

— Rob Enslin
President Global Customer Operations,
Google Cloud



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.



Citrix + Google Cloud solutions encompass these areas:

- 1. Citrix Workspace and Google Cloud Platform:** Provide global access with a 100 percent cloud-hosted virtual app and desktop solution on a fast, reliable and secure cloud infrastructure.
 - Unified control plane and management for Citrix and Google Cloud Platform resources
 - Auto-scale feature for power management and cost savings
 - Instant application access and optimized user experience
 - Fast proof-of-concept deployment using a simple setup script
 - Automated provisioning of Windows on Google Cloud at scale
- 2. Citrix Workspace and Google Chrome Enterprise:** Deliver a great experience to users—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 Chrome and Android, 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
- 3. Citrix Content Collaboration with G Suite:** Streamline productivity and connections through app integrations.
 - G Suite authentication to Citrix Content Collaboration
 - Document linking from a hard drive, Google Drive, or Citrix Content Collaboration
 - Google Drive mapping in Citrix Content Collaboration
 - Secure at-rest data storage with Citrix Content Collaboration storage zone on Google Cloud Platform
 - Single pane of glass access to all documents, no matter where they're stored, including G Drive, network shares, or other cloud storage repositories

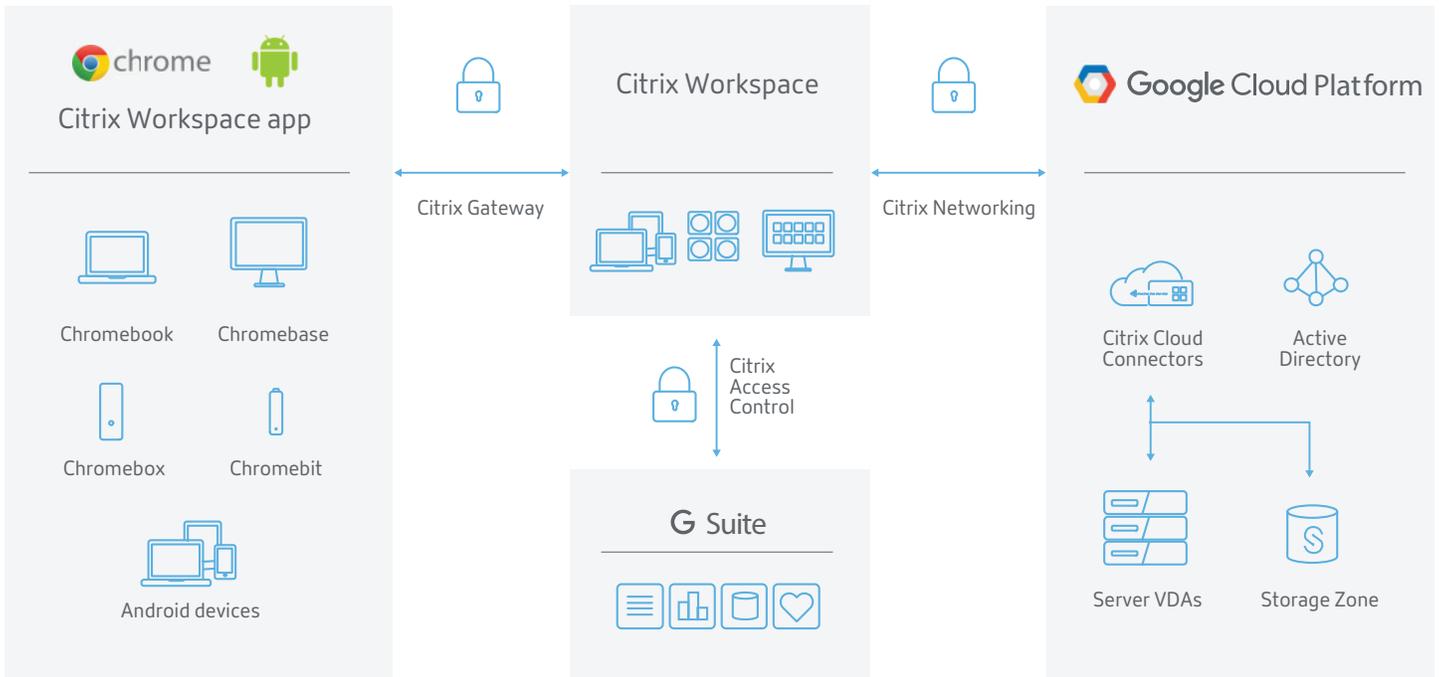
4. **Citrix Networking with Google Cloud:** Improve application performance and management across a hybrid cloud infrastructure from a single management and monitoring interface.

- **Citrix ADC** is a controller that manages delivery and load balancing for applications, microservices, and containers; also provides a Kubernetes ingress controller for microservices
- **Citrix Gateway** supports application access controls, single sign-on, and contextual user access to applications and cloud services
- **Citrix SD-WAN** optimizes delivery and quality of service (QoS) for G Suite and is tightly coupled with Citrix Workspace to improve performance and user experience
- **Citrix Application Delivery Management** provides a single view to manage, monitor, and analyze the entire Citrix Networking infrastructure

“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





Delivering cloud-based digital workspaces to employees can help the organization make a more effective digital transformation. With the integrated components of Citrix + Google Cloud solutions, secure digital workspaces can provide safe access to all apps, content, and data needed for daily work, regardless of device and network, as well as analytics to optimize the IT environment. This secure digital workspace helps IT:

- Enhance user experience and productivity
- Improve security and compliance
- Boost efficiency with hybrid cloud

A foundation for productivity and innovation



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.

Insights from artificial intelligence and data analytics

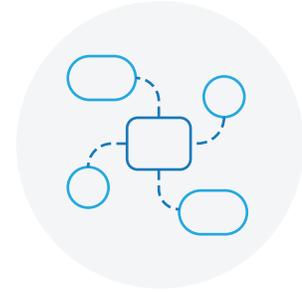
With the best-in-class artificial intelligence and machine learning capabilities available in Google Cloud, the organization can start learning from digital insights to stay ahead of customer needs and market demands. Advanced developer tools make AI and data analytics accessible wherever and whenever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



Empowered cloud workers

The Citrix + Google Cloud solutions empower employees to work anywhere, anytime with fast, secure, cloud-native Chrome Enterprise devices. A user experience that is optimized for cloud-native workstyles and collaboration gives employees what they need to be most productive. For example, single sign-on eliminates the need for users to struggle through multiple authentication steps or search for apps and files in disparate locations.

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 users can readily access the tools they need to work.



Exceptional application access and performance

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

Citrix Networking is a complete family of cloud-scale networking solutions designed to optimize the performance, security, and delivery of all workloads including Citrix Workspace, web apps, traditional applications, and cloud-native microservices and container apps. Deployed in Google Cloud, inside microservices and containers, or in a hybrid cloud, the entire cloud networking infrastructure can be controlled from the single Citrix Networking management and monitoring interface.

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

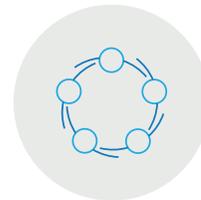
Poor system performance meant that staff often found work arounds instead of using officially published business apps and modern productivity devices.

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 G-Suite are used for productivity.

“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



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:

<https://www.citrix.com/customers/neste-en.html>

Why Citrix + Google Cloud solutions?

Citrix is the leader in workspace, networking, and analytics solutions that power a better way 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 offer more choice, with lower operations costs, to enable customers to make employees more productive. We do this by providing:

- Reliable connectivity and trusted security
- Flexible, integrated solutions for digital workspaces 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 Networking solutions with Google Cloud Platform, Chrome Enterprise, and G Suite, this partnership creates a natural technology alignment that enables people to work better while reducing the management burden on IT.



Citrix and Google Cloud provide the secure and simple solutions that free your organization to work anywhere, anytime and bring innovation to life.

[Learn more at citrix.com/google](https://citrix.com/google)

Sources:

¹2018 State of the CIO, IDG Study

²Ponemon Study

³Dynatrace Global Survey

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