

# Reduce your endpoint costs with a BYOD program powered by Citrix

Your business could save over \$1 million annually by implementing Citrix\*

22% of employees use a combination of company-owned and personal devices, and 33% of employees use personal devices for work<sup>1</sup>. With Citrix, you can implement a bring your own device (BYOD) policy that allows employees and contractors to securely access corporate resources from their own devices. A BYOD policy means reduced endpoint management for your corporate IT team, and reduced spending on corporate-owned and managed endpoints.

Managed devices with VPN connections to corporate resources come with a host of issues including poor user experience, complicated management, and security threats. Using a VPN can increase lag with client-server applications, especially if an employee has a low bandwidth and high latency connection. A BYOD program is simple to consume and easy to leverage once put in place as compared to a VPN. It has a better user experience, is easier to manage for IT, and has superior security measures once your BYOD program is installed and configured. It's also easier to isolate threats with a BYOD solution as compared to a VPN where once a user has access to corporate resources, it's much harder to remove their access.

Though employer-owned device programs are traditionally thought to be more secure than BYOD programs, if you use a VPN it could expose your corporate network to threats like phishing and ransomware attacks. Company data is also stored on the endpoint, outside the data center, which makes compliance monitoring difficult. Lastly, employer-owned device programs can be costly when you add up deploying and managing local apps on individual endpoints, buying the laptops or mobile devices, and implementing a VPN.

## Use cases for a BYOD program

A Bring Your Own Device (BYOD) program can help your business reduce costs and meet your sustainability goals. A BYOD program is great for businesses that have any of the following:

- End users with locally installed applications on native endpoints who work in a hybrid or remote environment
- Third-party contractors or partners who are issued corporate-managed devices by their employer
- Internal employees who use personal devices with few or no local applications
- Employees who hold extremely mobile roles and need a device that works on the go, such as a laptop or tablet
- Thin or fat client users who work in a hybrid or remote setting for some portion of time

However, implementing a secure and reliable BYOD program is not easy, and if done incorrectly it could expose your business to security threats. So how can you take advantage of all the cost saving and sustainability benefits of a BYOD program, without compromising on security and experience?

## Citrix solutions for BYOD programs

There are a lot of considerations that go into choosing a solution for your BYOD program. With Citrix, you can create a secure BYOD program without compromising on user experience, so that your employees can get more done, without costing more. Citrix offers an exceptional range of features to support a BYOD program with high-quality user experience, simplified operational management, Zero Trust security, and reduced hardware costs.

## User experience

When you let employees or contractors bring their own devices, depending on the type of device they use their experience might suffer. Citrix offers a highly optimized user experience technology with bandwidth

optimization, so that your users get high-definition graphics and videos in real time on any device, even on unstable networks. HDX supports a broad range of devices too, including laptops, tablets, thin clients, and mobile devices.

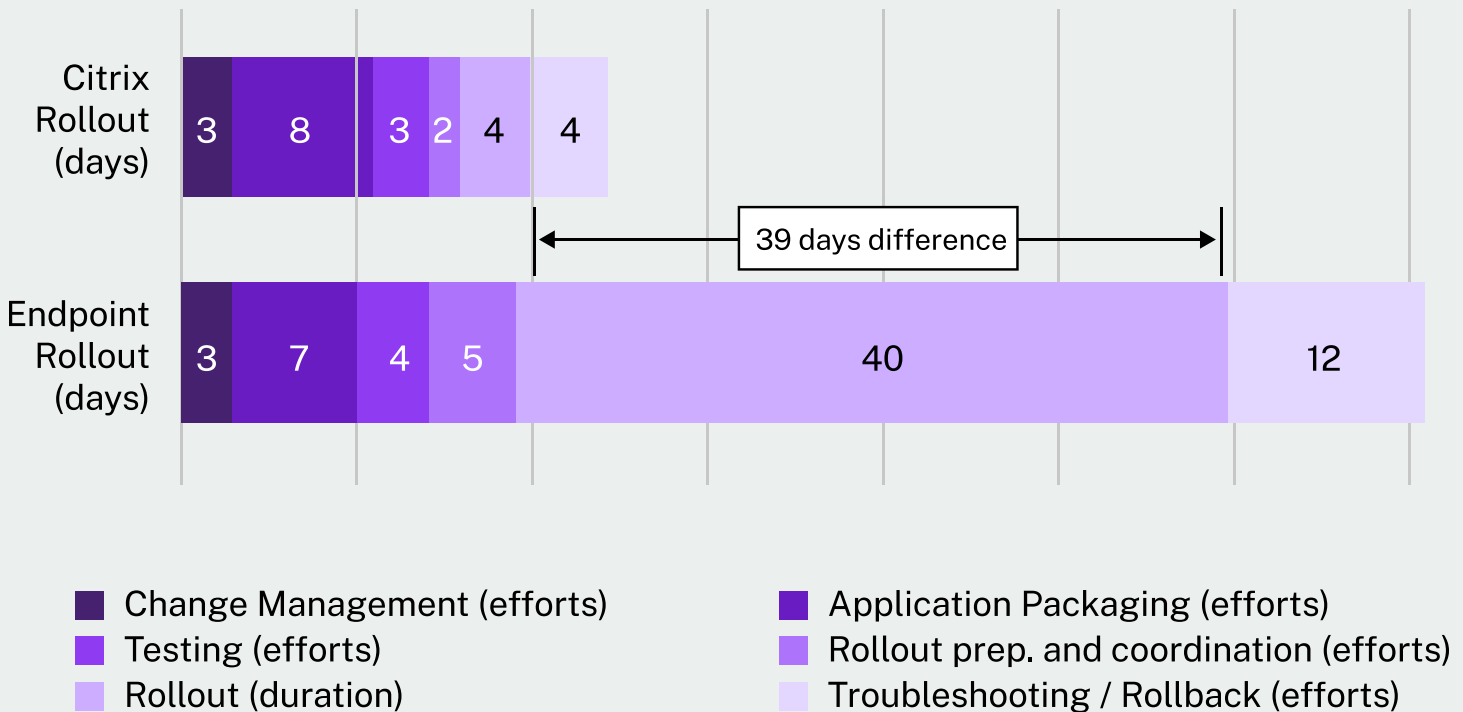
### Application rollout

IT can easily [manage application rollout](#) too, another advantage of Citrix solutions. Our technology reduces the amount of effort required to roll out new applications and makes those efforts more successful,

since applications only need to be installed and updated on one master image. This is way easier than having to update applications individually on potentially thousands of corporate devices.

For one manufacturer with over 200,000 users worldwide, rolling out applications to endpoint devices presented a big challenge. This manufacturer has over 6,000 apps, with 95 percent of those applications hosted on premises. In some cases, it would take over 10 weeks to update applications on all devices, so updates are typically put off, which means slower security and performance updates.

SAP GUI Rollout Endpoint vs. Citrix



Days to roll out an application are reduced significantly with Citrix.

Once this manufacturer implemented Citrix, they saw quite a few improvements, starting with reducing the end-to-end rollout process by 39 days. They were also able to execute more releases since they were so much faster, reducing operational efforts and applying urgent security updates almost immediately. Citrix-based updates can also take place during work hours without disrupting users, unlike endpoint-based deployments. Citrix solutions also made it much easier to manage updates for hybrid and remote employees because IT no longer has to update applications through slow VPN connections. Ultimately, Citrix helped this manufacturer reduce complexity and improve agility.

## Secure corporate resources

Citrix makes secure access easier for your users as well. In a study by Gartner®, 69% of employees have bypassed their organization's security rules in the past year, and 72% would be willing to do so if it helped their team reach a goal<sup>2</sup>. By simplifying secure access, you can ensure that your employees properly access applications to keep your corporate resources secure.

Just like the manufacturer mentioned in the last section, many businesses do not have a way to quickly deliver applications, security updates, and patches to their user's endpoints. Not only can this increase your risk of a data breach, but it can cause frustration for your employees if they have to jump through too many hoops to access corporate resources as you try to keep











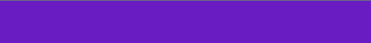


your data secure. With Citrix, you can quickly deliver patches and updates because Citrix virtual desktops are separated from local endpoints, reducing the risk from external threats like malware, ransomware, and viruses. Additionally, this protection works across any kind of device, no matter the operating system, and they'll still be able to access corporate resources.



You can also control who can access applications and desktops on a contextual basis with Citrix Adaptive Authentication and Citrix Device Posture Service. This allows you to check and enforce certain requirements that the user's endpoint device must meet to gain access to Citrix resources. Citrix security policies can be configured based on conditions as well. Also, if someone leaves your organization, you can revoke their access without leaving any data on the endpoint.

Compliance is a breeze with Citrix too, because all of our cloud-based services are compliant with the main standards such as [GDPR, HIPAA, and more](#).

## Reduced hardware and operational costs

Issuing laptops and other devices to employees who already own such devices costs your business more. Managing corporate-owned endpoints means increased endpoint device costs, backend infrastructure costs, endpoint software costs, and hardware operational costs, as compared to desktop virtualization.

Cost Driver	Managed Endpoint	BYOD + DaaS (CVAD)
<b>Hardware</b>		
Endpoint Device Cost		
Backend infrastructure costs		
Endpoint software costs		
Citrix licenses*		
Microsoft licenses**		
<b>Maintenance</b>		
Hardware operational costs		
Software operational costs		
<b>Total</b>		
Total hardware and licensing costs	325	324
Total operational costs	112.2	7.5
<b>Total costs per user per year (USD)</b>	<b>437.2</b>	<b>331.5</b>
<b>Total costs per 10,000 users per year (UD)</b>	<b>4,372,000</b>	<b>3,315,000</b>

KEY:  lavender=least expensive  purple=most expensive

See how much a business would spend in each category for each solution

\*Assuming E3 and E5 Licenses are in place

Based on this table, the top cost drivers for managed endpoints are endpoint device costs, endpoint software costs, and hardware operational costs. For 10,000 users, this approach costs over 4.3 million dollars per year plus a more complicated rollout for application updates. With Citrix Universal, the same amount of users costs 3.3 million dollars per year, a million dollars less than

a managed endpoint approach. With Citrix, there are significant reductions in endpoint device costs as users bring their own devices. All these reductions in hardware and maintenance spending add up to one year's savings of 1 million dollars for 10,000 users. Plus, with Citrix, IT can roll out application updates much faster and create more secure connections as reviewed earlier in this paper.

## Significantly lower costs, same result

Implementing a BYOD policy doesn't have to make your IT environment more complicated. It doesn't mean your employees become less productive either. With Citrix, you can create a high-performing, secure application and desktop delivery platform to reduce hardware costs and data center costs. In some cases, it can save your company millions of dollars. If your company is ready to take the next step, reach out to sales today.

1. <https://www.ponemon.org/userfiles/filemanager/bkox4uly18udll2ydgyg/>
2. <https://www.gartner.com/en/newsroom/press-releases/2023-02-22-gartner-predicts-nearly-half-of-cybersecurity-leaders-will-change-jobs-by-2025>



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