

Think beyond UEM to accelerate your digital transformation journey



As your environment grows more complex, a holistic approach to management can help you easily and securely support employees wherever, whenever, and however they work.

Digital transformation can make life better for both employees and IT, opening doors for new ways to work and providing more options for infrastructure and service delivery—but a more diverse environment can also add complexity. Unified endpoint management (UEM) can help reduce that complexity, but why stop there? With unified workspace management, you can extend that simplicity and control beyond endpoints to the entire digital workspace.

Unified workspace management delivers the benefits of digital transformation without the complexity. Employees can access everything they need to get their work done without having to worry about the technical implications of the apps, content, devices, locations, or networks.

Everything just works. And IT can create, secure, and manage digital workspaces no matter where or how people work, or how services are delivered. As your dynamic environment continues to evolve, a unified approach to management also helps you grow and adapt more easily.

Learn how unified management across the entire digital workspace — not just endpoints — can simplify and accelerate your digital transformation journey. We'll also look at how Citrix Workspace lets you manage all the apps, desktops, data, and devices employees need, using any type of infrastructure.

Taming the complexity of digital transformation

Digital transformation has changed the way we think about work. Work is no longer a place—it's something we do. This shift also means we need a new way to think about IT management.

In the days when your only endpoint is a PC, your employees all work on-site, your apps and content all live in your data center, and your network is the only game in town, there's little reason to pursue unified management. **But as organizations digitally transform, there are new things to consider:**

- Employees are promised the freedom to use the devices, apps, and locations that best meet their needs—but when they have to spend time juggling credentials and access methods, productivity suffers.
- Content is scattered across on-premises and cloud storage, making files hard to find and use. A disjointed user experience distracts people from their work, leaving them frustrated and disengaged.

• IT has never had more ways to provide the services the business depends on, from cross-platform apps, to hybrid infrastructures, to devices from laptops and smartphones, to IoT and beyond—but each new option brings its own complications. Employees need to be able to access, edit, and share content anywhere, on any device, but you can't afford to sacrifice security. As your environment grows more diverse, you end up struggling to maintain visibility and meet requirements for control and compliance.

Clearly, manageability can no longer be an afterthought; it's a core requirement for transformation. By adopting a unified approach to management across devices, apps, content, identities, infrastructure, and networking, you can keep things simple for employees and IT alike, even as your environment continues to evolve.

Beyond UEM to unified workspace management

In response to these more complex management challenges, some organizations consider unified endpoint management (UEM). This is the right idea—but it doesn't go nearly far enough. Simplifying management for endpoints alone without addressing other aspects of workspace delivery is like plugging just one of the holes in a leaky boat. Only a holistic, workspace-wide approach can solve complexity once and for all.

Citrix Workspace gives you a single point of control across every part of your digital workspace. This includes:

- A simple way to manage every type of device people use (UEM)
- A simple way to manage each type of app, no matter how it's delivered

- Access to content, wherever it's stored
- Identity management across every app and service
- Every part of your hybrid cloud and on-premises infrastructure
- Every network, whether public or private

In this way, unified workspace management lets you pursue your digital transformation agenda with confidence while keeping complexity in check.

Read on to learn how you can use Citrix Workspace to simplify management for every aspect of digital workspace delivery.

Endpoints

Most IT organizations currently manage endpoints in two silos: one for traditional PCs and laptops, the other for mobile devices. Having separate tools, and often separate teams, for different types of devices makes it easy to end up doing twice the work—and spending twice the money—to accomplish the same goal: providing simple, secure, and consistent access to apps and data from any device people use.

Citrix Workspace simplifies endpoint management by giving you a single pane of glass to onboard, configure, and monitor every type of endpoint in your environment, from PCs and laptops to smartphones, tablets and IoT devices. Complete UEM capabilities let you provision and configure endpoints more easily, improve security and compliance, and provide employee-friendly access to apps and data on any device, using the same tools, team, and training.

Apps

Modern applications are no longer confined to a single platform. Microsoft Office, Workday, Concur, Salesforce, and many other common productivity tools are now offered as SaaS and mobile apps—and often in native Windows and macOS versions, too. If software vendors no longer draw hard lines between platforms, why should IT? Employees expect a consistent, unified experience across all their devices; IT should expect the same on the back end.

Citrix Workspace provides a unified admin experience for provisioning, configuration, and performance monitoring and management for every app your employees rely on. Unified analytics let you track application usage by user and group across platforms. A common policy framework helps prevent security gaps however and wherever people work.

Content

Not only do people now work in more places, but their content is stored in more locations, as well, from network drives to services like SharePoint and OneDrive. Wherever people work, their productivity depends on fast, easy access to their files on any device, over any network.

With Citrix Workspace, people can sign in once to access all the cloud and on-premises data sources they use. Web and mobile apps provide simple-to-use workflows for feedback, approvals, and other business processes. By sharing links to stored content instead of the files themselves, employees can avoid the frustration of low-quality public networks and the high costs of mobile data plans. On the back end, IT can provide a unified content repository without the time and expense of migration—files can stay where they are. Flexible storage options simplify compliance by letting you keep sensitive data on premises, while a unified approach to secure access helps you maintain control no matter how or where content is used.

Identities

Identity is the foundation of modern, people-centric workspace management. As people become more flexible and fluid in the way they work, it becomes more important to be able to authenticate and authorize users consistently across every platform and service. You've got to make it as simple as possible for people to access the resources they need, whether cloud-based or on-premises, traditional or mobile, while maintaining full visibility and control for IT. At the same time, you've already made a significant investment in identity management for your traditional environment. Ideally, you should be able to extend that same user directory to new platforms, not start from scratch for mobile or the cloud.

With Citrix Workspace, identity is based on people—not platforms. Instead of having to create or migrate and manage a separate directory for your cloud-based resources, your existing directory can follow people wherever they go. Employees can use the same set of credentials for single sign-on to all their apps, data, and networks, while IT can apply the same context-based access policies across every work scenario. This simplifies everything from information rights management (IRM) and data loss prevention (DLP) to security, governance, and auditing.

Infrastructure

Whatever your cloud strategy or level of adoption, it's likely that your environment includes a mix of on-premises and cloud resources. Local and virtualized IT workloads now run in central data centers, regional branches, and a multitude of public and private clouds. This hybrid environment offers the flexibility to tailor workspace delivery to the needs of your business and employees, but it can also lead to fragmented, inefficient, and inconsistent management.

Citrix Workspace lets you manage your entire hybrid infrastructure through a single control plane. This makes it easy to mix on-premises and cloud services within each workspace, as well as to move workloads and information from one environment to another to meet your requirements for performance, cost, and compliance. Want to host your data in one cloud, your Windows desktops in another, and your apps on premises? No problem. Wherever individual services reside, you can define and publish complete workspaces easily through a single console.

Networking

We've never had so many networks to choose from—MPLS for headquarters, consumer broadband for remote and branch locations, 4G for mobile employees. At the

same time, you don't want to end up paying for excess capacity in one connection, while another connection strains to keep up with its traffic. And the last thing you want is for a critical connection to fail without a backup. The challenge is to deliver cost-effective connectivity according to the needs of each location while ensuring the reliability and performance employees need and the flexibility IT depends on.

As software-defined WAN (SD-WAN) technology transforms enterprise networking, Citrix Workspace lets you manage and optimize traffic across every connection you use so you can deliver the best performance at the lowest cost. Instead of having to juggle different network technologies and vendors to meet real-time requirements, you can think in terms of a single, logically bonded network that does everything you need it to—without waste or downtime.

Analytics

Today's complex IT environments pose new challenges for both performance and security. To deliver the best experience for every employee while protecting your business, you need visibility and insight into your app delivery infrastructure.

Citrix Workspace provides advanced analytics to help you improve performance, spot potential problems, and get early warning of security issues from the data center to branch and mobile employees. Real-time security analytics analyze user and entity behavior to detect both internal and external threats to apps and data. Application analytics provide an overall picture of the health and real-time usage of all published applications. Network analytics measure and optimize connection and network quality for all platforms to keep productivity flowing.

Conclusion

Digital transformation doesn't have to come at a high cost of complexity. By taking a unified approach to workspace management—beyond just endpoints—you can drive transformation for your business while keeping things simple, secure, and cost-effective for IT. Citrix Workspace gives you a single point of management for endpoints, apps, content, identities, infrastructure, and networking across your hybrid environment. Employees get a simple, consistent experience tailored to their needs, while IT can move forward with a foundation powerful enough for the innovations to come. Learn more at www.citrix.com/workspace.



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