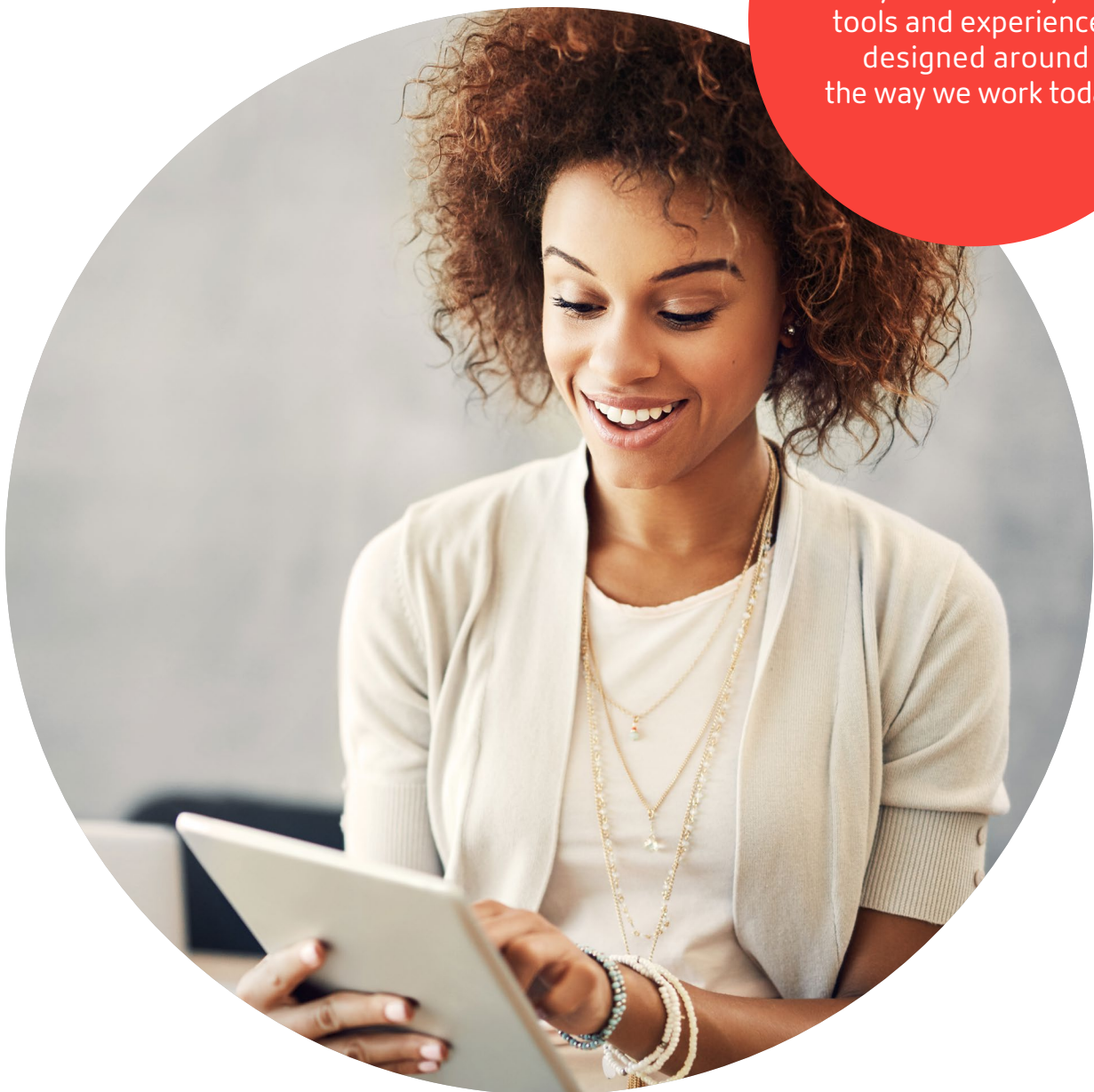


Unlock the potential of your workforce with employee-centric IT

Get more done, more
easily and securely, with
tools and experiences
designed around
the way we work today.



“By getting much greater flexibility, we get better efficiency.”

— Andrew Owen, Managing Director for Corporate Services, UBS

The way people and organizations work is changing. Companies now understand that employees are more productive and creative when they're given more flexibility in how, when, and where they work. According to a recent [Gallup study](#), employees who spend 60 percent to 80 percent of their time working remotely are likely to have the highest workplace engagement.

Employees now expect personalized, intuitive tools and experiences designed around their own needs. And for IT, the impact of this modern employee experience goes far beyond soft benefits like user satisfaction. Simply put, if tools are easier and more effective to use, people are more likely to use them — and that has powerful implications for both security and manageability.

As cybersecurity, compliance, and management become more challenging, employee-centric IT provides much-needed simplicity and control. By offering a great user experience, IT can encourage adoption of approved apps and services, and reduce the temptation for shadow IT. Why bother with third-party apps and services when IT provides something just as good or better? Meanwhile, the same technologies you use to let people work seamlessly across devices, networks, and locations can also be used to tailor security, access, and performance to each user's current needs and situation.

This white paper explores a simple but powerful idea: When the business begins to think from the employee's point of view — putting the user at the center of IT — technology becomes an enabler of each individual's full potential. This is the core principle of Citrix Workspace, the most complete digital workspace to enable people to securely access their apps, desktops, and data from anywhere. Read on to learn how this approach enables a modern employee experience in each of four areas: applications, devices, identity, and privacy.

A great experience for every app, everywhere

Nothing slows productivity like a disjointed user experience. Employees rely on fast, easy access to their apps on either side of the firewall, from wherever they're working. But the need to remember different methods depending on the type of app they're using, their current network, and their location can make it hard to access the resources they depend on. Frustration and forgotten passwords bring productivity to a halt — or lead to the kind of work-arounds that can undermine security. And when application performance varies from setting to setting, their decisions about where and how to work are based on “Maybe I can't,” rather than “Yes, I can.”

For IT, having multiple control points to manage security policies across cloud, SaaS, and on-premises apps can lead to an inconsistent user experience and gaps in policy enforcement. IT's requirements aren't going to get any less complicated — what you need is a simpler way to address them.

With Citrix Workspace, you can provide a great experience wherever people work, for any app they use. Rather than forcing the user toward specific control points to allow a security policy to be applied, a security policy can follow the user wherever they are — which, in today's cloud-enabled world, can be anywhere. Citrix Workspace gives people one place to access every app they need to get their work done — Windows, Linux, web, SaaS, or mobile. On the back end, a single control plane makes it simple for IT to apply unified policies across platforms. Contextual performance and contextual access controls give you more flexibility than the usual all-or-nothing approach, tailored to the needs of your business:

- **Contextual access** – You can dial app access and usage up or down depending on the network connection, location, and device being used to reflect the risks posed in each scenario. Some apps may be safe to use in any setting; others can be made available with limited functionality or kept off-limits entirely as needed on unapproved networks, locations, and devices.
- **Contextual performance** – The digital workspace adapts app delivery according to the user's network connection and location to ensure a high-quality experience whether they're accessing a small data file or a large video asset. In situations where limited processing power is available on the device, performance can be slowed in ways that are undetectable to the user, such as reducing the frame rate of a video, to allow for a smooth experience.

Citrix Workspace can also detect the device you're using and the network you're on to determine if it's secure. If the answer is yes — for example, if you're using Chrome on your laptop inside the office — the app can launch in your native web browser. If the device, network, or another factor is out of policy, the app will launch in a hosted or virtual browser instead. Either way, both the policy check and the resulting delivery method are seamless and transparent to the user.

The number of organizations executing a coherent, integrated strategy to transform around mobile will nearly double over the next three years (44%, up from 23% today), and significantly more organizations plan to have mobile-native core processes in the same time frame.

— Building the Digital Workplace study by Oxford Economics and Citrix

A unified experience across devices

It's not uncommon for today's typical employee to use several devices to get work done. And as IoT devices come into widespread use, the diversity of platforms in the enterprise will continue to rise. Add to that the near-universal acceptance of bring-your-own-device (BYOD) policies — including the growing number of companies that require employees to use their own devices. IT needs a way to make sure employees can work seamlessly whether they're using desktop, mobile, or wearable devices.

With Citrix Workspace, you can deliver a unified, seamless experience however people work. "Follow-me" apps and data let employees continue the same session across devices — for example, opening a document on a laptop at the office and then picking up a tablet after hours and resuming right where they left off. Collaboration tools and workflows make it simple for people to share data and work together both within and outside teams on any device they use.

Contextual performance comes into play here as well, as Citrix Workspace adapts app delivery based on the capabilities of the device being used. If you're on a laptop, Citrix Workspace can offload processing to the endpoint to take advantage of its resources; on a thin client, a virtualized instance running in the data center ensures great performance even with minimal local processing power.

The ability to ensure consistent performance on any device, in any location, benefits both users and IT. IT no longer needs to educate users on when, where, and how they can work, and can simply say, "use anything, anywhere." For employees, a reliable, high-quality experience gives them the flexibility to get their work done however best suits their needs without being constrained by technical limitations.

Bring-your-own identity

Identity and access management can be as much of a burden for users as it is for IT. As the number and diversity of apps increases, employees end up with dozens of credentials to keep track of. Passwords jotted on sticky notes create a security nightmare — while forgotten passwords deluge the helpdesk and make it harder to respond effectively to more substantive cases.

Citrix Workspace simplifies identity for IT and users alike. Single sign-on across all types of apps means users only need to remember one sets of credentials; BYO identity also lets employees use their existing credentials from Azure, OKTA, or other platforms. Citrix Workspace can interact with other directories and identity management systems, giving IT the freedom to use whatever identity management makes the most sense for each app while masking underlying complexity from the user. In this way, you can provide a seamless security experience across all SaaS and on-premises apps without the time and expense of moving your user directory to the cloud.

The privacy and control employees expect

Data protection is a two-way street. IT departments have always gone to great lengths to safeguard the organization's data. Now millennials, Gen Z, and other modern workers want a similar level of control over their own personal information. Many consumer apps and devices already let people decide how much of their data they're willing to share, from GPS, to ad-tracking footprints, to social media content. Citrix Workspace enables a similar kind of "digital contract" between IT and the users.

With Citrix Workspace, users can decide which types of personal data IT can access. Based on these privacy preferences, along with corporate security policies, IT can expand or limit access to apps and data accordingly.

Of course, consumers often do choose to share their personal information in exchange for the services they receive in return. You get more information when you open up privacy. Turning on location services for a mapping app allows you to access the real-time navigation you need to get where you're going; if you need gas or repairs along the way, a local business review app can use your GPS data to find the nearest highly rated service station. The same principle applies in the workplace. Employees who share information about their location, behavior, and other context can more effectively be vetted against corporate security policies and allowed greater access as a result.

Allowing users to choose their own balance of privacy and services, Citrix Workspace helps make the workday as seamless, satisfying, and enjoyable as a consumer experience.

Summary

A broad range of business initiatives around digital transformation, from M&A, to talent acquisition and retention, to workplace transformation, all revolve around user empowerment. Employee-centric IT puts the user at the center, letting people interact with apps and devices more naturally, and manage their identity more easily, to get more done. In this way, a secure digital workplace helps employees engage more deeply in their work so they can capitalize on opportunities, adapt to change, and drive innovation more effectively.

To learn more about how Citrix Workspace can further your digital transformation journey, visit www.citrix.com/workspace.



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