

# The new reality of work

Work has changed — who does it, where it happens, how it gets done



<h2 style="font-size: 2em;">68%</h2> <p>of organizations have experienced one or more successful endpoint attacks that compromised data or IT infrastructure</p> <p><small>Expert Insights, 2025</small></p>	<h2 style="font-size: 2em;">80–90%</h2> <p>of successful ransomware attacks trace back to unmanaged devices</p> <p><small>Microsoft, 2023</small></p>	<h2 style="font-size: 2em;">4.35M</h2> <p>average cost of a data breach in USD</p> <p><small>IBM, 2025</small></p>
--	---	--

## A more complex workforce

Every organization runs on a mix of people, processes, and platforms — each playing a vital role in the work.

<h3>Task workers</h3> <p>Frontline employees delivering essential, repeatable services where reliability and uptime are critical.</p> <p><small>Clinicians / Contact Center Agents / Bank Tellers</small></p>	<h3>Knowledge workers</h3> <p>Professionals using information, communication, and collaboration tools to solve problems and drive decisions.</p> <p><small>STEM / Professional / Mobile</small></p>
<h3>Power workers</h3> <p>High-performance specialists who depend on advanced tools, compute power, and secure data to innovate at scale.</p> <p><small>Developers / Data Analysts / Researchers</small></p>	<h3>Non-human workers</h3> <p>Automated systems performing repetitive, high-volume, or precision tasks at machine speed.</p> <p><small>AI Agents / RPA Bots / IoT Devices / Robotic Machinery</small></p>

## Different working styles

From offices to oil fields, home setups to offshore hubs — how we work has completely changed. Modern work happens anywhere and everywhere.

<p><b>Remote</b></p>	<p><b>In-office</b></p>	<p><b>In the field</b></p>
----------------------	-------------------------	----------------------------

## A world of possibilities (and risks)

New ways of working expand what's possible — and what's exposed. More apps. More users. More endpoints. More risks.

<h2 style="font-size: 2em;">1,000+</h2> <p>number of apps the average enterprise uses</p> <p><small>Salesforce, 2023</small></p>
<h2 style="font-size: 2em;">82%</h2> <p>of leaders expect to use AI agents to meet the demand for more workforce capacity</p> <p><small>Microsoft, 2025</small></p>
<h2 style="font-size: 2em;">3x</h2> <p>more employees use Gen AI for a third or more of their work than leaders realize</p> <p><small>McKinsey, 2025</small></p>

## Citrix. Secure the Work.

Simple, unified solutions for every kind of worker, workstyle, and workplace.

<h3>Improved productivity</h3> <p>Modernized UX with faster, frictionless access to everything your team needs.</p>	<h3>Tailored security</h3> <p>Unified protection across devices, locations, and clouds.</p>	<h3>Optimized costs</h3> <p>Consolidated infrastructure and smarter resourcing with persona-based licensing.</p>
---	---	--

## Focus on progress, not problems

When work is secure, organizations can move forward. Citrix enables and accelerates achievement by driving productivity up, costs down, and experiences forward.

<h2 style="font-size: 2em;">387%</h2> <p>three-year ROI</p> <p><small>IDC, 2025</small></p>
<h2 style="font-size: 2em;">70%</h2> <p>more efficient application delivery teams</p> <p><small>IDC, 2025</small></p>
<h2 style="font-size: 2em;">23%</h2> <p>reduced likelihood of security breaches</p> <p><small>IDC, 2025</small></p>