

The new reality of work

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



68%

of organizations have experienced one or more successful endpoint attacks that compromised data or IT infrastructure

[Expert Insights, 2025](#)

80–90%

of successful ransomware attacks trace back to unmanaged devices

[Microsoft, 2023](#)

4.35M

average cost of a data breach in USD

[IBM, 2025](#)

A more complex workforce

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



Task workers

Frontline employees delivering essential, repeatable services where reliability and uptime are critical.

Clinicians / Contact Center Agents / Bank Tellers

Knowledge workers

Professionals using information, communication, and collaboration tools to solve problems and drive decisions.

STEM / Professional / Mobile

Power workers

High-performance specialists who depend on advanced tools, compute power, and secure data to innovate at scale.

Developers / Data Analysts / Researchers

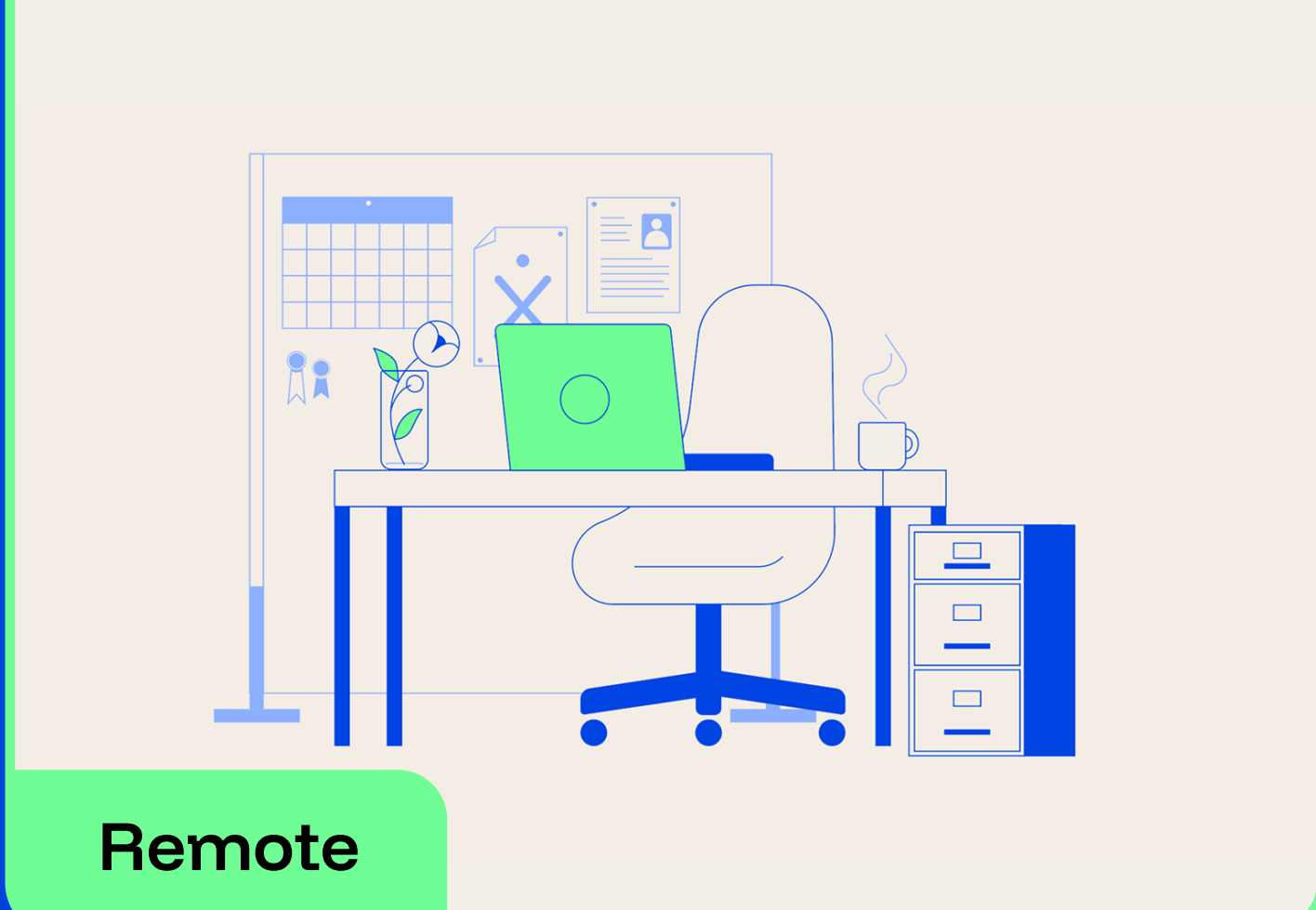
Non-human workers

Automated systems performing repetitive, high-volume, or precision tasks at machine speed.

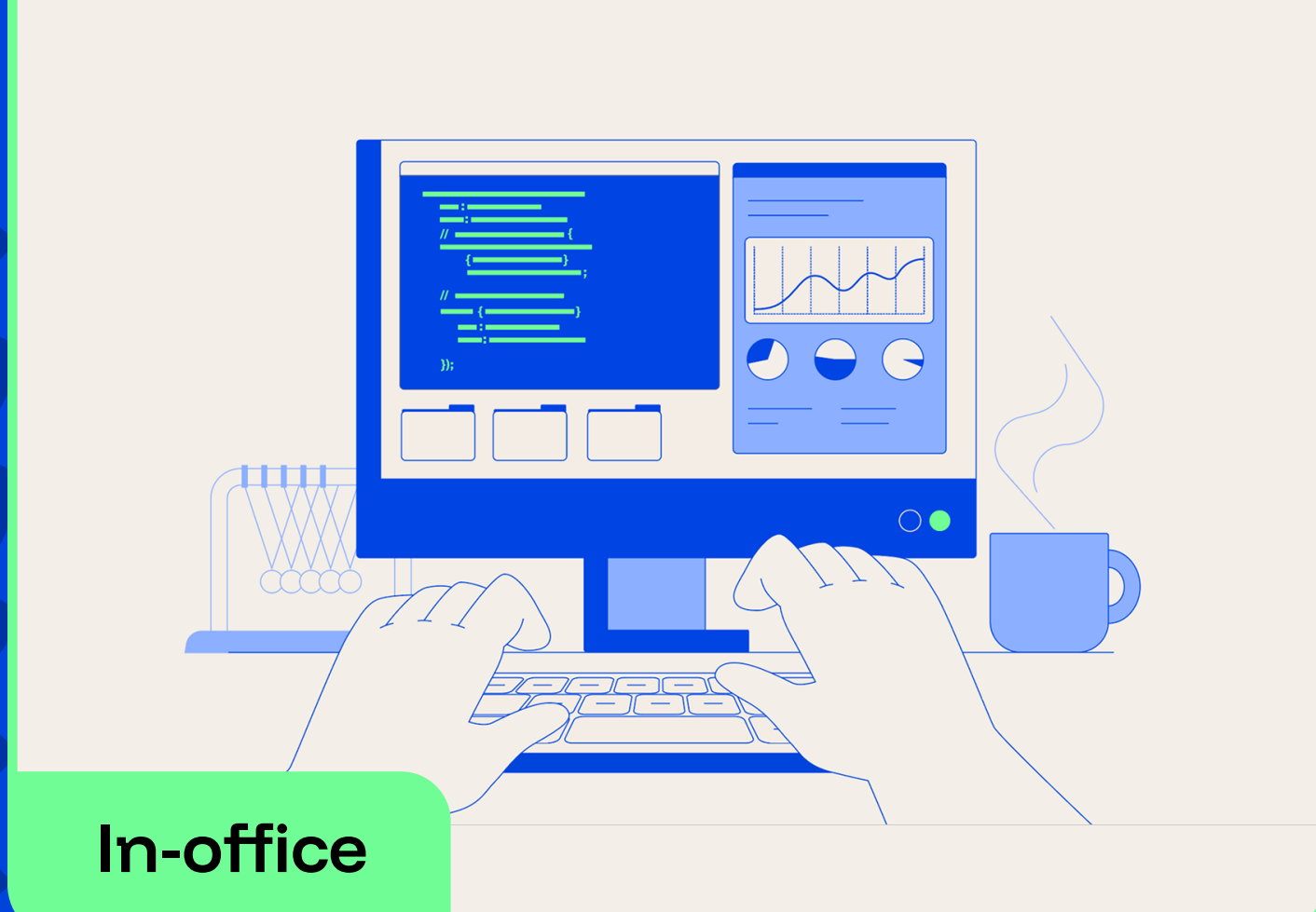
AI Agents / RPA Bots / IoT Devices / Robotic Machinery

Different working styles

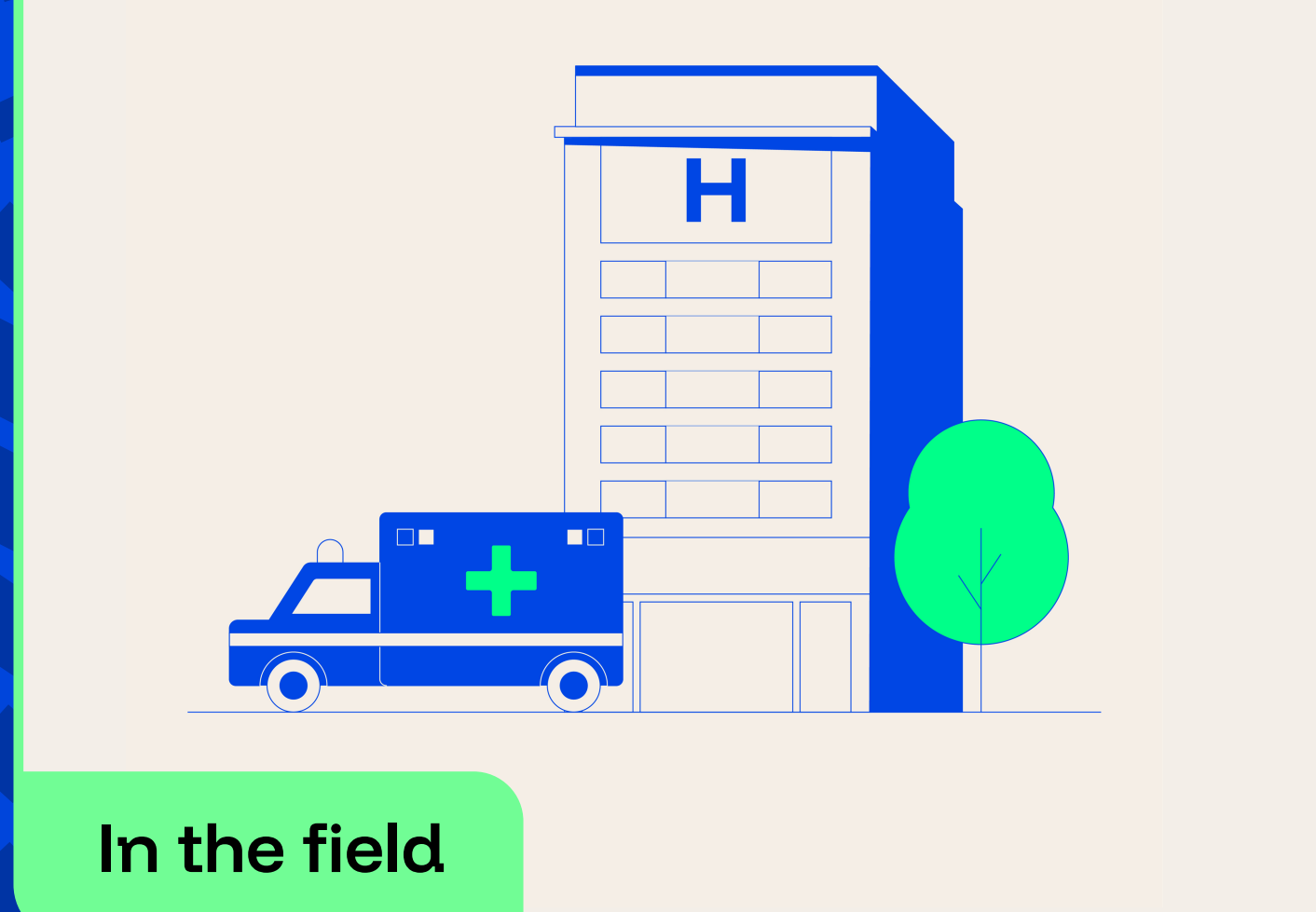
From offices to oil fields, home setups to offshore hubs — how we work has completely changed. Modern work happens anywhere and everywhere.



Remote



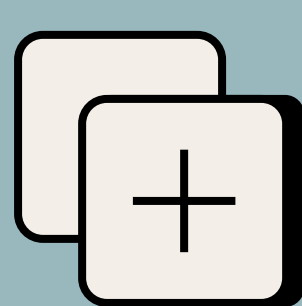
In-office



In the field

A world of possibilities (and risks)

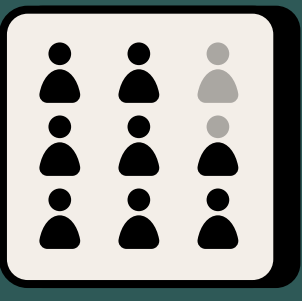
New ways of working expand what's possible — and what's exposed. More apps. More users. More endpoints. More risks.



1,000+

number of apps the average enterprise uses

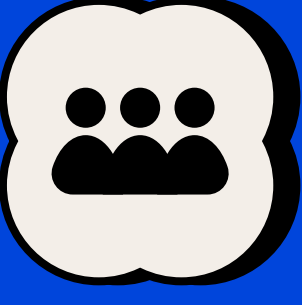
[Salesforce, 2023](#)



82%

of leaders expect to use AI agents to meet the demand for more workforce capacity

[Microsoft, 2025](#)



3x

more employees use Gen AI for a third or more of their work than leaders realize

[McKinsey, 2025](#)

Citrix. Secure the Work.

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



Improved productivity

Modernized UX with faster, frictionless access to everything your team needs.

Tailored security

Unified protection across devices, locations, and clouds.

Optimized costs

Consolidated infrastructure and smarter resourcing with persona-based licensing.

Focus on progress, not problems

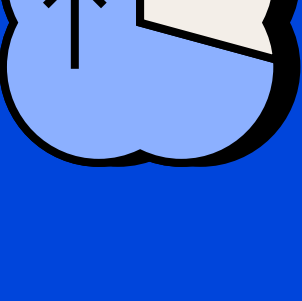
When work is secure, organizations can move forward. Citrix enables and accelerates achievement by driving productivity up, costs down, and experiences forward.



387%

three-year ROI

[IDC, 2025](#)



70%

more efficient application delivery teams

[IDC, 2025](#)



23%

reduced likelihood of security breaches

[IDC, 2025](#)