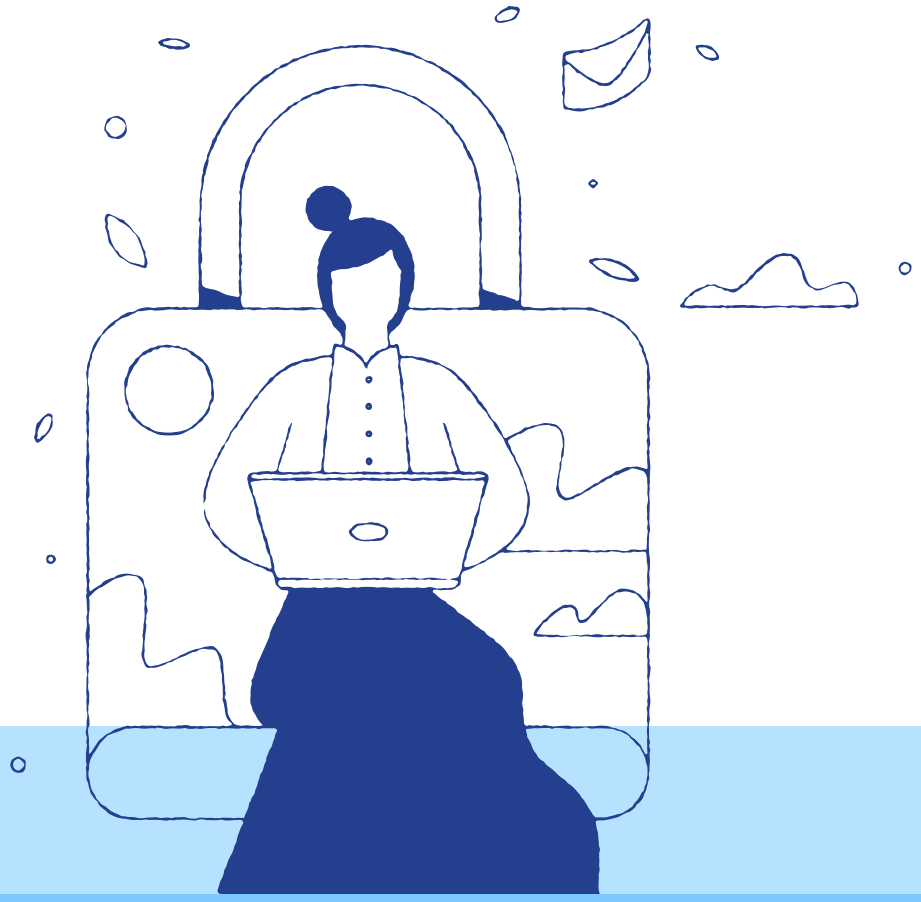
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Securing hybrid work:

How DaaS is modernizing traditional VDI models for IT



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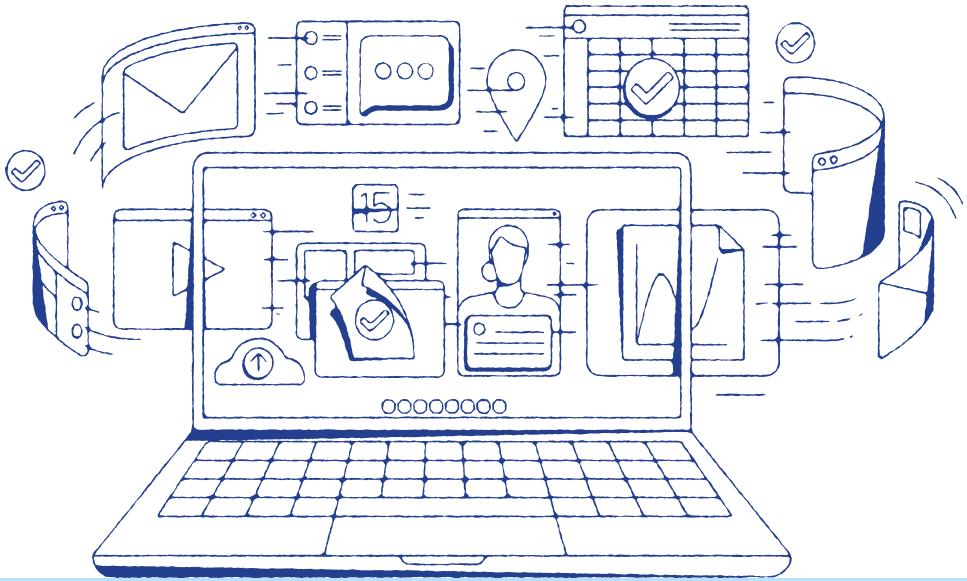
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Securing the new world of hybrid work

The rise of hybrid work models means that employees are now demanding fast and secure access to apps and desktops when working remotely. This demand has led to a a rapid increase in different technologies which provide hybrid workers with secure access to corporate resources that don't compromise on efficiency.

Businesses are now turning to Desktop as a service (DaaS) and VDI solutions to provide greater security for hybrid working. Citrix DaaS can support your journey from on-premises to the cloud, enabling you to provide freedom and security to users while improving business productivity, enhancing security, streamlining device management, and cutting costs.

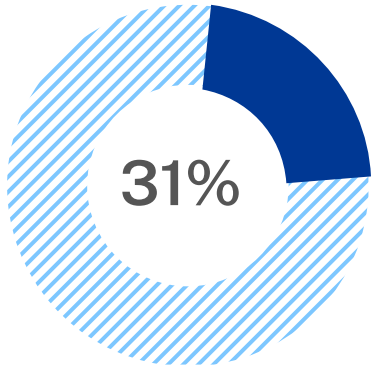


The demand for hybrid working models.

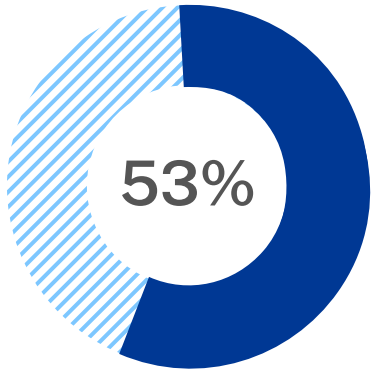
More workers are enjoying the benefits of flexible working than ever before. An estimated 31% of all workers will be hybrid or remote in 2022.

The U.S. is leading the way with hybrid or remote workers accounting for 53% of the U.S. workforce, rising to almost 60% by 2025.

IT departments now need agile solutions to support this new demand.



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What's the difference between VDI and DaaS?

Both systems provide desktop solutions to small and medium-sized businesses (SMBs) and large-scale enterprises, but the key differentiator between VDI and DaaS is how they are built and managed.

With VDI technology, desktop operating systems are typically managed on-site on a company's data center, with in-house deployment and updates. Your IT department is responsible for updating hardware maintenance and software improvements.

VDI has had wide adoption, but some of the biggest benefits come to large-scale organizations that keep their data on-premises in highly regulated industries.





DaaS is a desktop virtualization platform that securely delivers and maintains infrastructure and management tools using the cloud. It's operated by a third-party service provider on a subscription basis; including deployment, security, upgrades, and maintenance. DaaS infrastructure is hosted in the cloud, so it doesn't take up space on company hardware.

While many DaaS solutions are fully hosted, some are flexible and provide capabilities of where workloads are hosted. This flexibility accommodates highly regulated industries avoids vendor lock-in.

These "Hybrid DaaS" deployments offer the simplified management and maintenance benefits of Desktops as a Service, while still allowing IT to retain control of workloads in the datacenter.

Hybrid DaaS gives IT maximum flexibility to manage on-prem and cloud environments together, offering rapid provisioning, streamlined cloud management, and comprehensive tools to deliver hybrid work solutions.

The challenges of providing a remote work model

Given the number of remote workers, companies that deliver DaaS to their end users will find it easier to make high-quality connections.

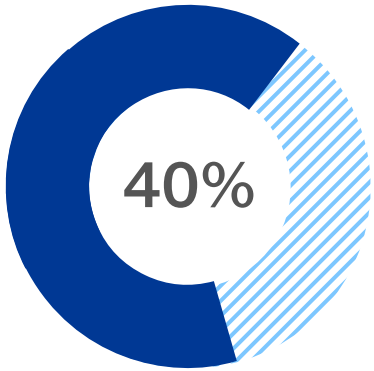
Modern DaaS solutions are up to the challenge of of new working models with increased security and productivity. If your current remote access system is outdated, you could suffer from these problems and more:

- **Inefficient communication** due to admins having to continually update teleconferencing tools (e.g. Zoom, Microsoft Teams, Slack, etc), which are dispersed across multiple locations.
- **High risk of data breaches** due to increased endpoint security vulnerabilities and inability to deploy virtual private network (VPN) protection at scale.
- **Poor user experience** due to latency issues arising from users trying to access centralized VDI applications.
- **Escalating business costs** associated with running legacy on-premises servers and infrastructure, as well as the expense of deploying and managing physical devices across dispersed locations.
- **Tied to datacenter** capacity or IT staffing challenges, and unable to quickly scale up or down.

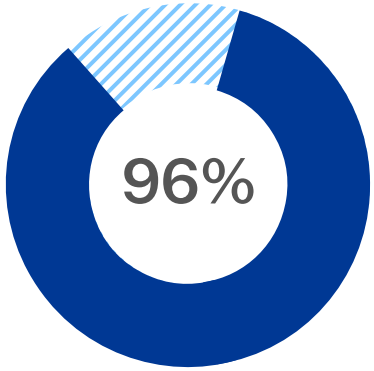
Why are businesses turning to DaaS?

For some IT managers, the idea of transitioning to the cloud might feel risky. In the 2021 Cloud Security report, 96% named cloud security a major concern. Nearly 40% felt that critical barriers to adoption were a lack of qualified staff, data security issues, and legal and regulatory compliance.

What this means is that employees using secure cloud apps and remote access can enjoy a more streamlined, productive working model. DaaS can help modernize your data center by eliminating legacy infrastructure and deploying new tech applications to your employees.



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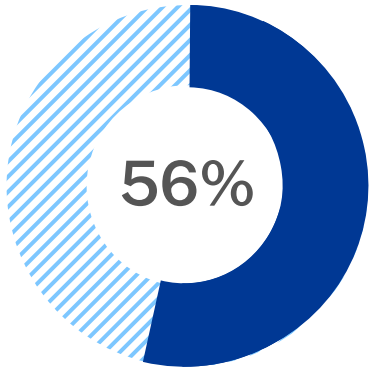
of participants named cloud security as a concern.

With Daas, you can centralize user access and mitigate the chances of data loss from endpoint theft, loss and damage, and experience the following benefits:

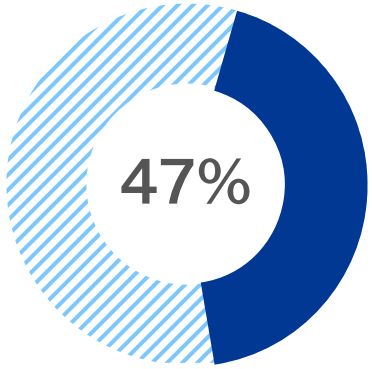
- **Optimized costs:** DaaS helps reduce upfront costs (such as purchasing and shipping out new desktops), and reduces maintenance expenses associated with running infrastructure, like on-premises VDI servers.

  With a cloud-based subscription, monthly costs are also more predictable and flexible regarding the number of users accessing your system. You can make significant IT savings, reducing hardware expenditure by 56%, annually.

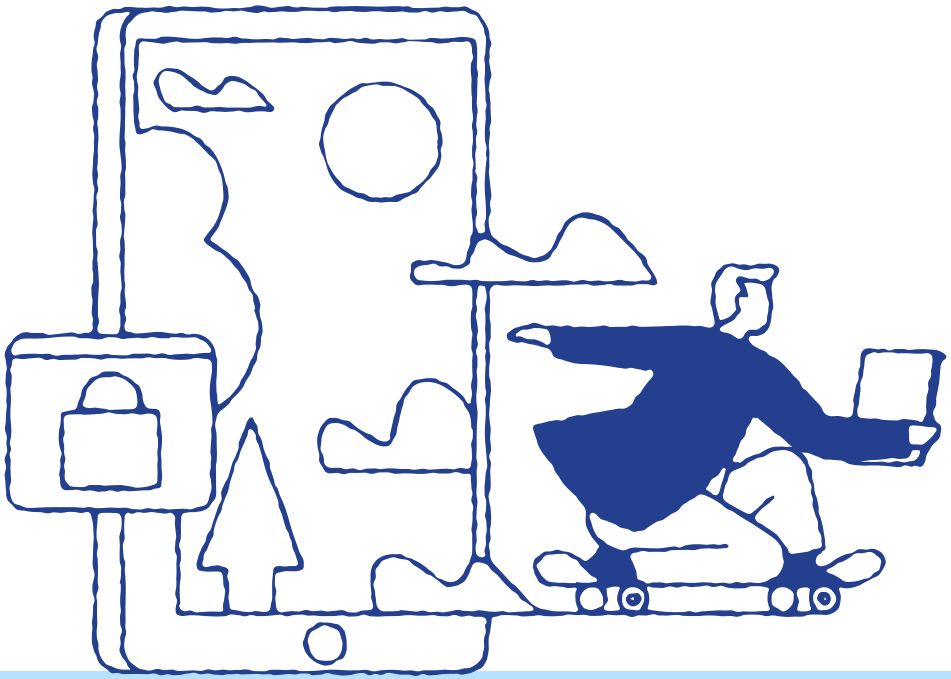
  Indeed, 47% of IT professionals say that IT costs drop by 30-50% in the long run when using cloud infrastructure and apps.



IT savings, reducing hardware expenditure annually.



IT professionals say that IT Costs drop by 30-50%.



- **Improved productivity:** Users can securely access desktops, the web, Windows and Linux applications, and data from any device at any time. This data and these services are no longer siloed, remote workers have access to all corporate resources from any connected device.

  Meanwhile, existing VDI admins will benefit from transitioning to DaaS by spending less energy managing and maintaining infrastructure. With Hybrid DaaS, this is the case even if their workloads stay in on-premises datacentres.

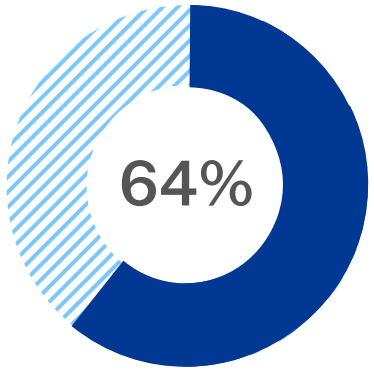
- **Simplified IT operations:** The cloud removes the need to build out VDI servers or distribute computers every time a worker joins a company. Instead, you can rapidly scale remote desktop access without shipping new devices; allowing businesses to deploy and manage devices at scale.

3 ways DaaS is more secure than traditional VDI

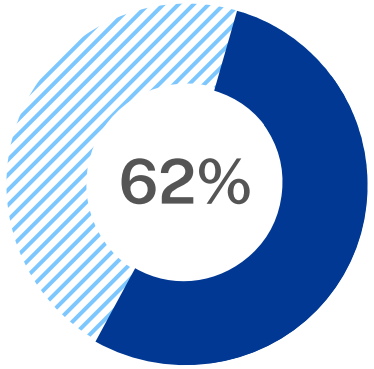
Cloud security is one of the biggest concerns for companies looking to transition to the cloud, with the D cost of a data breach averaging at $4.2 million — a seven-year high.

For instance, 64% of participants in the 2021 Cloud security report worried about data loss leakage, while 62% were concerned about data privacy and confidentiality.

Modern DaaS deployments verify user's devices, defending them against malware and phishing attacks. DaaS solutions offer more granularity, providing more control over end-user devices. They help protect sensitive information, reducing data leakage and cross-contamination.



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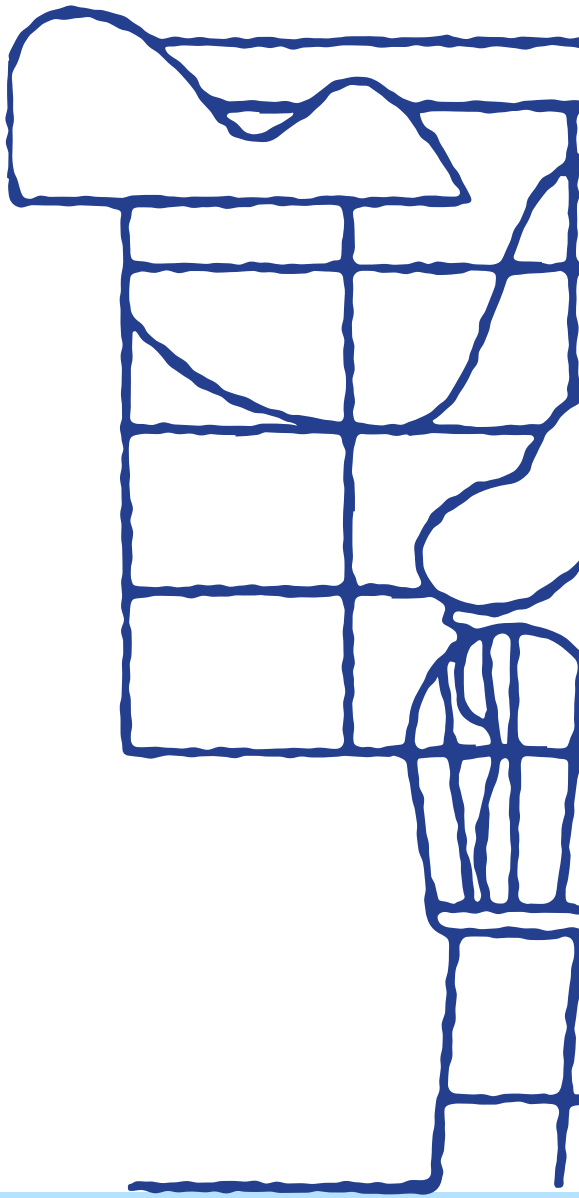


were concerned about data privacy and confidentiality.

1. Adaptive authentication and access policies

With Citrix Secure Private Access, you can scan end-user devices before, and after, a session is established. Administrators can easily define how they want to authenticate and authorize access to IT sanctioned apps based on the user's location and device posture assessment. This feature allows customers to implement the same authentication policy across their DaaS and non-DaaS environments.

Adaptive access policies allow organizations to authorize users and provide them with access to apps based on their end-user device's user risk score, role, location, and posture. Citrix DaaS customers can control what actions users can take once logged in to their virtual desktops or VDI desktops. For example, customers can disable network drive mapping if a user logs in from an unmanaged device.

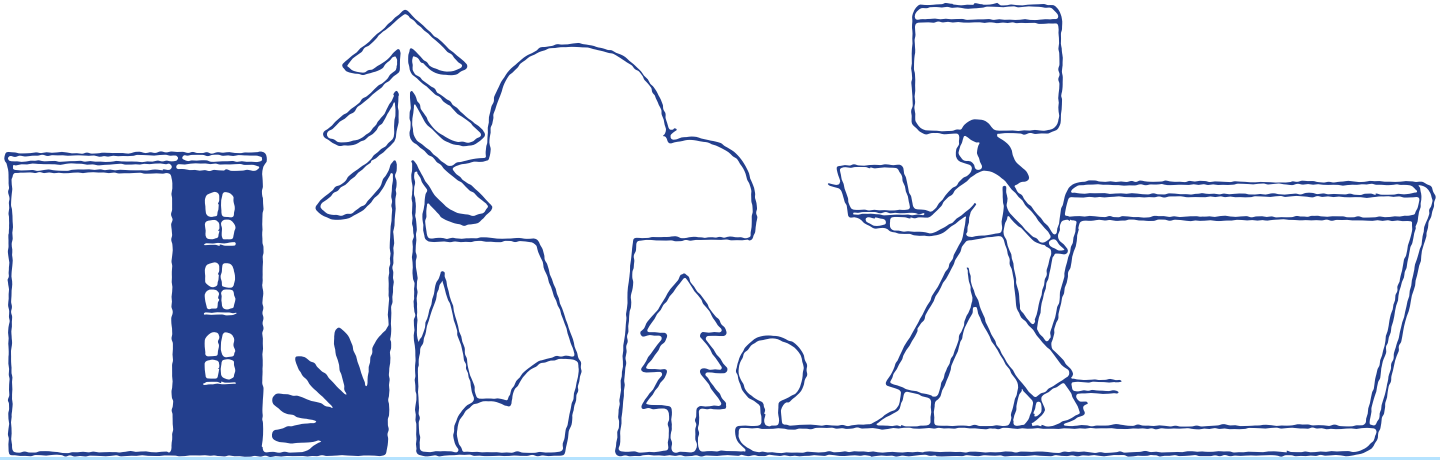




2. Secure access for unmanaged devices

The rise in remote working and the use of personal devices has led to new security challenges. Without knowing a user's device health and the networks they log into, IT teams cannot defend against malware threats, such as keyloggers and screen-capturing malware.

Citrix DaaS App Protection mitigates this risk by enabling secure access for unmanaged devices by scrambling keystrokes and returning screenshots as blank screens, protecting corporate applications and sensitive data.



3. Security risk detection

Citrix Analytics for Security helps automate security enforcements based on user behavior and anomalies detected in the system. Users are given scores based on their conduct to identify high-risk users.

This risk score can be used in conjunction with Secure Private Access to automate app protection features.

Citrix DaaS users can proactively detect malicious activity, resolve security threats and prevent harm with automated remediation actions — reducing IT work and minimizing the risk of unauthorized breaches.

These policies are not only administered at the time of login. Device parameters and users' risk scores are evaluated throughout the user session, with security controls enforced automatically.

End-user benefits for remote workers

Citrix DaaS enables remote workers to access apps and data from anywhere and experience an on-site service.

Only Citrix delivers high-performance graphics, including 3D, CAD, healthcare and engineering apps — even on low-bandwidth or global connections.

Only Citrix delivers across a wide ecosystem of vendors providing telephony, voice/video, and unified communications.

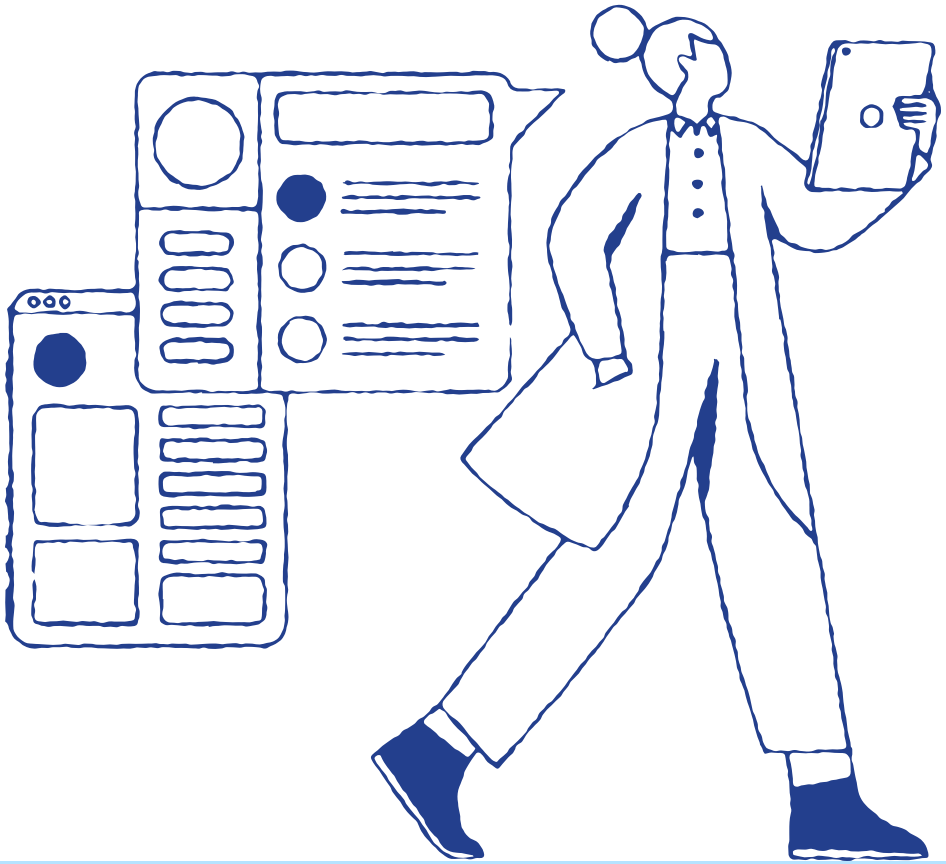
Only Citrix enables any device access (Desktop, Mobile, ChromeOS and thin client), with a native-like experience.

Citrix in Action: HDI

With companies formalizing remote work policies, businesses must have the best desktop technology to attract and retain the best talent, while maintaining their security.

As businesses grow and require more people and larger teams, their IT solutions also need to be able to scale accordingly.

HDI is a leading international insurance firm headquartered in Frankfurt, with more than 60 offices in Brazil. They provide insurance to companies looking to mitigate business risks.



Due to excessive commuting times, their remote workforce has grown since 2020, but so have the security risks. HDI needed to transition to a cloud-based digital workspace platform as VPNs are difficult to manage and don't scale well.

Citrix's Solution for HDI: Secure access to the cloud

- **Citrix Workspace** drove their digital transformation with an intelligent cloud-based digital workspace platform.
- **Citrix Secure Workspace Access** enabled VPN-less access and SSO to HDI's web and SaaS apps.
- **Citrix ADC** load-balanced network traffic.
- **Citrix Endpoint Management** enabled the secure management of all devices from a single platform.
- **Citrix Cloud** served as the management plane.

> "To better accommodate remote work and improve performance for our rapidly growing work-from-home staff, we would have had to make major investments in servers in order to have more virtual machines."
>
> — Gilliard Delmiro, CTO at HDI

Benefits of Citrix DaaS

- **VPN-free access and single sign-on:** HDI users can access a variety of web, on-prem and cloud apps with one set of sign-in credentials, boosting the productivity of remote workers.
- **Improved security:** Their IT team now has better control over user access, which has improved overall security and their ability to achieve compliance.
- **Easier onboarding:** Onboarding new employees is now quick and simple.
- **Greater insights:** Citrix Performance Analytics enables the team to identify the health of apps — identifying the issues users may encounter.

> “With Citrix, we have found a way to increase productivity and deliver a better employee experience. We’ve made remote working more secure. We’ve used analytics to provide better service to users.”
>
> — Gilliard Delmiro, CTO at HDI

Deliver secure hybrid work with Citrix

Citrix DaaS is built on a robust platform that delivers the latest features, simplifies configuration, and reduces IT overhead while fully supporting your existing on-premises data center investments.

- **Hybrid DaaS** gives IT maximum flexibility to manage on-premises and cloud environments; offering rapid provisioning, streamlined cloud management and comprehensive tools to deliver hybrid work solutions.
- **DaaS for Azure or Google Cloud** can deliver a high performance, easy to manage DaaS experience, along with infrastructure and a public cloud of your choice. It can be purchased from marketplaces and expanded according to your particular needs.

You can roll out fully managed cloud apps and desktops in minutes using Citrix DaaS Standard for Azure and close them down at any time.

Learn how you can modernize your IT department with a secure, easy-to-manage cloud solution and deliver a world-class service to your end-users today.



Ready to start your journey?

Discover what steps you can take on your journey to building a flexible working environment with Citrix,contact us at https://www.citrix.com/products/citrix-daas/ for more information.



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