



# Drive business growth with mobile workspaces

Increase productivity by delivering an anytime,  
anywhere work experience

Business today can't wait for people to get to the office and launch a full Windows desktop. Imagine how much more effective and productive people could be with a truly mobile, anywhere, anytime work experience. To get a fast start on the day, they begin responding to email, filling out online expense reports and reviewing background information for the morning's meetings right from the train or carpool. A geographically dispersed product design team collaborates in real time on a CAD drawing, including one engineer using his tablet in a café. A marketing executive turns around edits on a strategic presentation the moment the draft comes in, pausing only to ask the flight attendant for a coffee refill. An attorney forwards a time-sensitive file to a client's corporate counsel without leaving the bleachers of her daughter's little league game. Customer advisory council members around the world meet face-to-face with management—without having to set foot outside their own offices. A major airline allows reservationists to work from home, lowering its overhead while allowing employees to experience work and life in harmony. That's the way people need to be able to work now, free from having to care about where they are, what device they're using or how they're connected.

Mobile workspaces fulfill this vision for anywhere, anytime flexibility and productivity. People are empowered to get their work done in an always-on, fully secure environment that follows them everywhere, on any device, from an office laptop, to a tablet in transit, to a hotel kiosk. With seamless self-service access to all corporate resources—even on the same devices that hold their personal content—people can get their work done faster and better for optimal business impact. By achieving true enterprise mobility, the organization as a whole gains new levels of agility and performance.

This paper discusses Citrix Workspace Suite™, a complete mobile workspace solution that enables businesses to:

- **Empower employee productivity** with instant access to enterprise apps of all types, corporate data and personalized desktops from any device
- **Deliver a high-performance experience** on any network
- **Secure enterprise content** in the cloud and on the device
- **Streamline management and support** of app, desktop and mobile infrastructure through a single, flexible solution

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Whether you're just beginning your enterprise mobility journey or you've already taken steps, however large or small, Citrix® Workspace Suite is designed to build on and extend solutions you may have already implemented, such as VPNs, mobile device management (MDM) or virtual apps and desktops to take you the rest of the way to complete business mobility. Complementary technologies such as high-def videoconferencing and remote support let you seamlessly enhance your solution to help people become even more productive and engaged in their work.

### **A new kind of workspace that follows people on-the-go**

Dramatic shifts in work life pose new challenges for businesses. Consumerization has transformed the way people think about everything from the apps, devices and data they use to the times and places they work. Bring-your-own and telework are the new normal for the born-digital generation, and they have little interest in joining organizations defined by outdated, rigid infrastructures and IT policies. Companies must adapt to these expectations quickly to recruit, retain and engage this modern workforce, and to empower them to do their best work. In a volatile business

environment characterized by rapid growth, decline, market shifts, M&A, planned and unplanned operational disruptions, and constantly evolving regulations, competing effectively depends on the ability to enable productivity instantly for people anywhere in the world, from anywhere.

A mobile workspace allows people the flexibility to work from wherever they may be at a given moment—from a home office to an offshore call center to the back seat of a taxi—to meet the requirements of the business while maintaining full security and compliance. Designed around the needs of individuals, a mobile workspace provides access to all the resources their work depends on, on any device and over any network, to achieve full productivity. These include:

- **Applications** – including not just Windows® apps, but also SaaS, web and mobile apps, with an optimized experience on any device they choose to use, over any network
- **Corporate data** – from Microsoft Office® documents, to centrally managed design and production files, to data in ERP and CRM systems—even while people are working beyond the corporate LAN
- **Collaboration tools** – including videoconferencing, project management, file sharing and other tools to let people work remotely with colleagues, partners and customers as easily and productively as they could in person

A mobile workspace isn't just mobile across locations; it also follows people from device to device, allowing them to shift seamlessly among the personal and corporate devices that best suit their needs. Most information workers now use more than three devices in a given day<sup>1</sup>. With a mobile workspace, a task begun on a laptop in the office can be resumed on a tablet at lunch, completed on a home office PC and then sent to

<sup>1</sup> 2013 Mobile Workforce Adoption Trends, Forrester Research, Feb. 4, 2013.

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a colleague for review from a smartphone in a dentist’s waiting room. Technical details like network connectivity, access control and app optimization are handled automatically, freeing people to focus on their work, not their context.

For IT, mobility also means the flexibility to provide services over any network and from any cloud. As organizations develop public, private and hybrid cloud strategies, they want to be able to choose the best place to host each service, and deliver them over LAN, WAN, 3G/4G and any other network people choose to use – with a great user experience. This back-end diversity must be completely transparent; people should be able to access apps and other services of all kinds, wherever they may be hosted, the same simple way, with convenient self-provisioning and single sign-on.

### **Citrix Workspace Suite—the mobile workspace solution**

Citrix Workspace Suite, the industry’s most comprehensive mobile workspace solution, delivers secure access to apps, desktops, data and services from any device, over any network to empower mobile workers with the freedom and flexibility to choose how they work. For IT, Citrix Workspace Suite breaks down the technology silos of desktop and mobile computing and makes it possible to focus on delivering the experience people need, wherever and however they’re working. For a business analyst or marketing professional creating content in an office, this can mean a traditional desktop computing environment with full keyboard, mouse and monitor. For a field technician or a retail associate roaming the floor, it can be a tablet used to access touch screen-optimized apps and data. When connectivity isn’t an option, such as in flight or at a remote job site, the right experience allows offline access to apps and data while maintaining end-to-end security. In any

scenario, IT can provide access to all the resources people rely on, in the best way that meets their needs.

Citrix Workspace Suite provides everything you need to get started implementing your enterprise mobility strategy. The solution incorporates complete, integrated technologies for:

- **Windows app security and delivery**, with an optimized experience on any device—including adaptive controls and interface elements such as enlarged buttons and automatic keyboard pop-ups when used on a touch-screen device such as a tablet. Apps are managed in the datacenter to enable centralized data protection, compliance, access control and user administration regardless of where people work or how they access their apps.
- **High-performance virtual desktops** provide on-demand delivery of standard images to help you provision new locations and work teams quickly and accurately. IT can deliver the right kind of desktop for each use case, from personalized desktops for information workers, to standardized, locked-down environments for shared use, to client-side virtual desktops for secure offline use.
- **Mobile application and device management (MAM and MDM)** to ensure security for corporate resources accessed on any corporate or personal mobile device. Corporate apps and data are kept separate from personal content to prevent data leakage and simplify management, including the ability to wipe corporate content remotely while leaving personal content untouched. End-to-end control and protection across devices, people and locations minimizes risk, and granular application-level controls let IT enforce device security policies without compromising employees’ personal apps and data on mobile devices.

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- **Mobile productivity apps** including secure email, browsing, calendaring, and data sync and sharing. Citrix Worx Mobile Apps provide an enterprise-grade alternative to unsecure consumer apps and services while offering a superior user experience including features that simplify business workflows, such as the ability to launch an online meeting with a single click from the calendar.
- **Data access, sync and share** from anywhere. People can easily access and edit all the data they need to get their job done, including files on their desktop, in SharePoint, ECM systems and network drives, and they can securely share any file within and outside the organization. The solution also provides complete access controls, auditing and archiving features to help you maintain security and compliance.
- **A unified app store** providing a single point of access and provisioning for any type of Windows, mobile, SaaS or web app on any type of device, including all tablets, smartphones, PCs, Macs and thin clients. People can easily find the apps they need, while IT gains a single point of control and administration for identity-based provisioning, automatic account de-provisioning for terminated employees, and remote wipe for data and apps on lost devices.
- **A secure mobile gateway** providing secure mobile access to corporate resources hosted in any cloud, over any network. IT gains granular application- and data-level controls while empowering people with easy remote access from anywhere.
- **WAN optimization** to deliver a great experience to people working in branch offices and other remote locations. IT can connect and accelerate applications, optimize bandwidth utilization across third-party public clouds and private networks and achieve full visibility into application performance to aid troubleshooting and management.

Citrix Workspace Suite allows a phased approach to introduce new or additional capabilities as your needs and strategy evolve. For example, if you've already mobilized Windows apps, Citrix Workspace Suite lets you take the next step by delivering secure mobile apps and data anywhere, over any network. If you've implemented MDM, Citrix Workspace Suite allows you layer on mobile SaaS, web and Windows apps to achieve complete device and application management. And, if you have yet to mobilize your data, the data sync and share capabilities of the solution ensure that your employees are never more than a click away from their files. Regardless of where you are starting, Citrix Workspace Suite is designed to extend your existing capabilities to deliver a world-class mobile workspace solution to enable business mobility.

### **Realizing the benefits of a mobile workspace in your organization**

Citrix Workspace Suite eliminates the constraints traditionally posed by factors such as location, device, application type and network to enable full productivity in any scenario. With this single solution, you can:

- **Improve employee productivity** with instant access to enterprise apps, corporate data and personalized desktops from any device, in any location, over any network. A unified app store provides self-service access to Windows, web, SaaS and mobile apps for delivery to any device; the solution even provides an optimized experience for Windows apps on touch-screen devices. Native mobile apps for email, browsing, calendaring, and data sync and sharing maximize productivity and security for mobile workers.
- **Deliver a high-performance user experience** on any network. Built around the needs of people, Citrix Workspace Suite eliminates complexity and provides seamless continuity of content and context across any combination of

devices, locations and networks. IT can meet the high expectations of today's workforce, empower people to do their best work, and improve satisfaction and retention.

- **Empower the entire workforce** with personalized, self-service access to all the corporate resources people need to do their jobs—from call center workers, to CAD designers and engineers, to mobile field technicians, to on-the-go executives and salespeople. As people change contexts over the day, moving from office to home or customer site to hotel room, their mobile workspace follows them, enabling them to be fully productive no matter how, where or when they work.
- **Secure enterprise content** in the cloud and on the device. Enterprise-grade security helps you protect corporate information assets as business moves across locations, networks and devices. People can access and sync all of their data from any device and securely share it with people both inside and outside the organization without exposing it to risk. The centralization of apps, desktops and data within the datacenter strengthens and streamlines security and compliance. IT also gains the flexibility to enforce different security models for different types of data—while most data is centralized, some data can be delivered locally as required for offline use cases, and protected through encryption. Features like password authentication, secure lock and wipe, inter-app policies and micro VPNs provide additional protection for content on mobile devices.
- **Provide a single, flexible solution** for comprehensive management and support of the resources people rely on to be productive. Instead of working with multiple vendors for desktop, mobile, app and data services, IT can deliver the full range of services with a single integrated solution over any network and from any cloud, including private, public or hybrid environments, to streamline application and desktop deployment and lifecycle management to reduce IT costs.

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## Enhancing your mobile workspace solution

The flexibility of Citrix Workspace Suite makes it simple to seamlessly introduce additional services to your mobile workspace environment. For example:

- **Citrix GoToMeeting®** complements the collaborative file sharing and centralized data access capabilities of Citrix Workspace Suite by enabling team members to initiate or join meetings with one touch from anywhere, on any device, with high-definition videoconferencing for true face-to-face interaction.
- **Citrix Podio®** lets people create online spaces for information sharing and collaboration, with flexible tools for project management, content structuring, social communication and integrated online meetings.
- **Citrix GoToAssist®** makes IT fully mobile as well, enabling IT to centrally support people and technologies in any location to ensure uptime for corporate computing devices, servers and networks throughout the organization.
- **Citrix NetScaler®** builds on the secure access gateway included with Citrix Workspace Suite with advanced networking capabilities to optimize, secure and control the delivery of mobile and cloud services. With NetScaler, IT can ensure the best performance and availability for all applications over any network, scale performance and capacity easily and cost-effectively, and achieve full application security and visibility.

## Conclusion

Work is no longer a place people go—it's something that people get done wherever, whenever and however best suits their needs. A mobile workspace is now a critical requirement for business, providing full access to apps, desktops, data and services that follows people across locations and devices for truly seamless productivity. Designed specifically for the way people and

businesses need to work today, Citrix Workspace Suite lets you meet the expectations and demands of your workforce for a mobile, flexible and high-performance experience while satisfying enterprise requirements for security and control. Comprehensive technologies make it possible to deliver every element of business mobility, from apps and data to collaboration tools and network optimization, through a single, fully integrated solution. Businesses can empower individuals to work and collaborate from anywhere, from headquarters to home offices to offshore, partner and customer locations, and even in transit, to drive growth and productivity. Citrix Workspace Suite enables your workforce to work better.

### Additional resources

Web:

[Citrix Workspace Suite](#)

Infographic:

[Enable people with new ways to work using Mobile Workspaces](#)

Webinar:

[Citrix Workspace Suite: The leading Mobile workspace solution](#)

**Corporate Headquarters**  
Fort Lauderdale, FL, USA

**Silicon Valley Headquarters**  
Santa Clara, CA, USA

**EMEA Headquarters**  
Schaffhausen, Switzerland

**India Development Center**  
Bangalore, India

**Online Division Headquarters**  
Santa Barbara, CA, USA

**Pacific Headquarters**  
Hong Kong, China

**Latin America Headquarters**  
Coral Gables, FL, USA

**UK Development Center**  
Chalfont, United Kingdom



#### About Citrix

Citrix (NASDAQ:CTXS) is a leader in mobile workspaces, providing virtualization, mobility management, networking and cloud services to enable new ways to work better. Citrix solutions power business mobility through secure, personal workspaces that provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud. This year Citrix is celebrating 25 years of innovation, making IT simpler and people more productive. With annual revenue in 2013 of \$2.9 billion, Citrix solutions are in use at more than 330,000 organizations and by over 100 million users globally. Learn more at [www.citrix.com](http://www.citrix.com).

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