



# Conquer the cloud

How Citrix Workspace reduces cloud complexity so you can boost business and IT agility



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# Preparing your infrastructure for the future of cloud

Emerging technologies like AI, analytics, and hybrid and multi-cloud computing are helping organizations drive innovation and capitalize on new opportunities. At the same time, cloud solutions create infrastructure complexity causing security risks and poor user experiences. This complexity is preventing IT organizations from focusing on the strategic business initiatives the cloud should be delivering.

Citrix Workspace reduces cloud complexity, minimizes security threats, delivers a better user experience, and enables IT teams to efficiently manage their infrastructure. It also can help you streamline the delivery and management of apps and data in an increasingly cloud-first world.



# 54%

of organizations are using a multi-cloud strategy. Their top reasons include improved availability and speed, increased cloud options... flexibility, and disaster recovery.<sup>1</sup>

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## Doing more with less

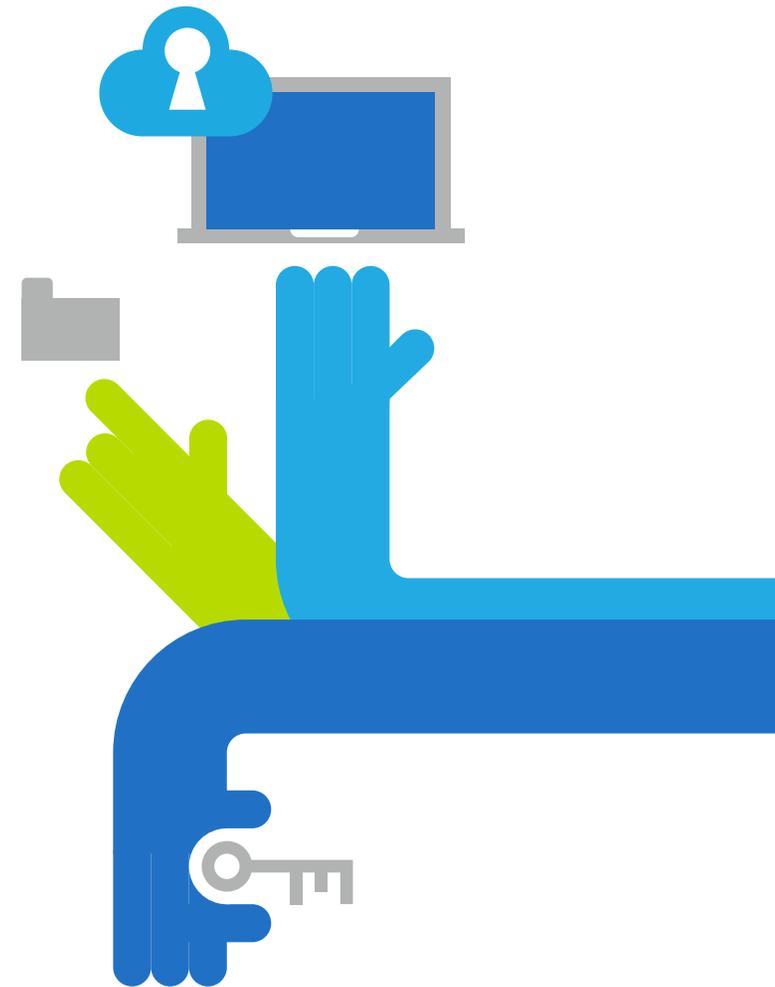
For many companies, the adoption of cloud services has required a greater investment in point solutions for management of app delivery, security, content collaboration, networking and endpoints. This approach has resulted in greater IT complexity, and it reduces the time IT can spend on strategic business initiatives. Citrix Workspace is an integrated solution that allows teams to work more efficiently. Here are a few ways Citrix helps fuel business and IT agility:

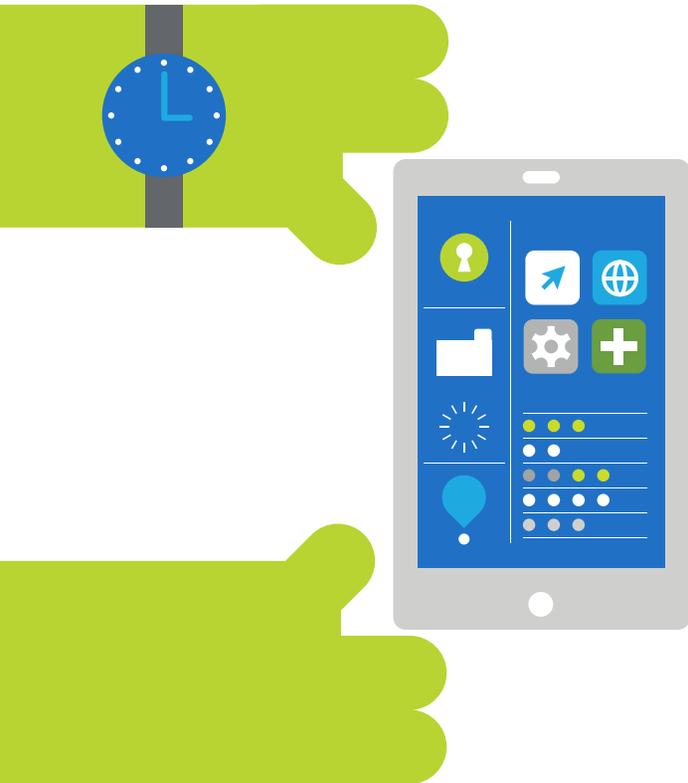
### 1 Centralized, intelligent workspace management

Citrix Workspace and Citrix Networking provide integrated services across your entire infrastructure, including:

- application delivery
- identity management
- access control
- network security and management
- device and application policy management
- content collaboration

But workspace delivery is only the beginning. Citrix Workspace makes it easy for administrators to access all of these services. Added to that is machine-learning based analytics that capture information across the services. These intelligent analytics provide insights into potential security risks, along with opportunities for operational efficiency, and application and network performance.





## 2 Faster onboarding

With Citrix Workspace, you can quickly onboard new employees, contingent workers, or entire offices. Fueling productivity with continuous delivery of apps and data, our Citrix Workspace also secures access to the apps your users need from the get-go, regardless of their device or network. It also ensures a seamless and consistent experience that can be easily managed and updated from a centralized location — so your organization can scale your workforce up or down as demand requires, anywhere around the world.

## 3 Quicker rollout of new apps

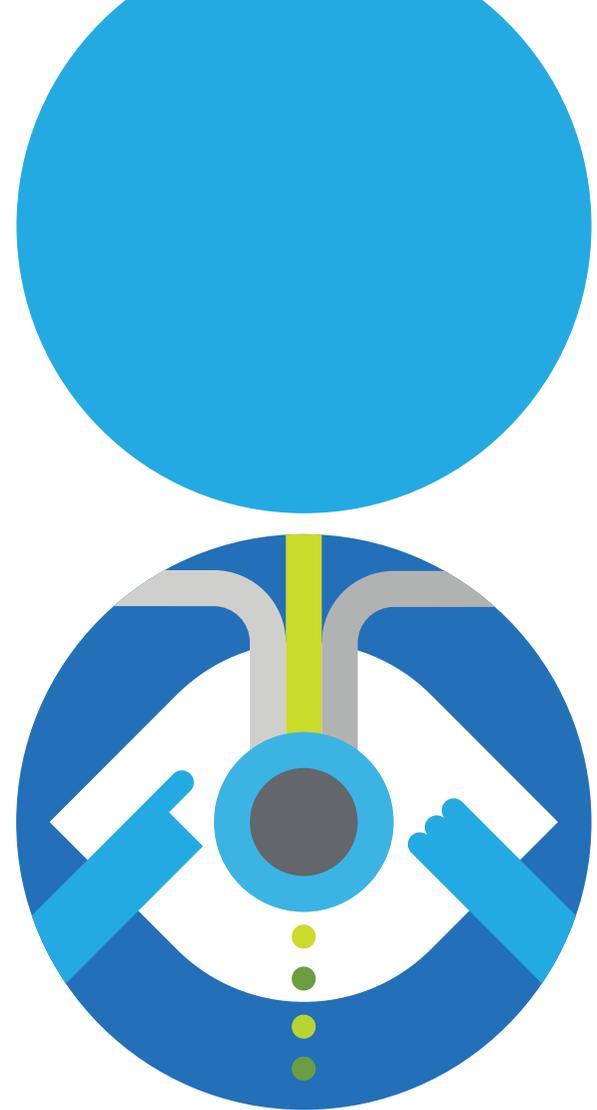
Instead of building, testing, and launching new applications or desktops in weeks, or even months, Citrix Workspace significantly reduces roll-out time to days — and in some cases, even hours. For example, IT teams can build, test and deploy new Windows 10 apps in one workload while simultaneously running daily operations to roll out and manage updates to legacy Win32 apps workloads — regardless of where workloads are hosted.

#### 4 Fewer calls to the help desk

In a cloud world, SaaS and web apps certainly provide greater business agility. But at the same time, they leave users with more apps with separate user names and passwords to deal with. With Citrix Workspace single-sign on (SSO), complete with multi-factor authentication across any app (SaaS, web, virtual, or mobile) users are less likely to call your help desk to reset their passwords. It also provides you with a single point of control resulting in fewer security risks. What's more, deep integrations with ServiceNow help reduce time and frustration for both users and administrators through out-of-the-box or custom workflows. Users can easily request permission to an app through a single click in ServiceNow, and administrators can easily add the application to the user's workspace.

#### 5 Learn and optimize

With user-based analytics, our digital workspace allows you to gather information about your users' work activities. It then compiles the data into informative profiles and actionable insights so you can reduce security threats and provide your users with a better experience by optimizing app performance through intelligent traffic management.



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## Scaling efficiently

Regardless of whether your workloads are in the cloud, on premises or both, Citrix Workspace makes it easy to adjust your workspace as your needs dictate. You can also grow or shrink your cloud usage as needed, route traffic to the best-performing infrastructure for each user, and ensure high performance for critical applications — even when a network link fails. And, you'll be able to meet compliance with hybrid-cloud storage, regardless of whether you save files in the cloud or on-prem.

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# 51%

It's no surprise that more than half of companies now think of their cloud providers as a portfolio that needs to be managed as a whole rather than as individual parts, even as they migrate more applications to more vendors in more clouds.<sup>2</sup>



With the benefits and usage of cloud continuing to increase, finding a way for your teams to harness, control, and secure them is crucial to getting the most from your IT strategy.



Learn more at

[citrix.com/workspace](https://citrix.com/workspace)

**Sources:**

1. [http://www.offis.com.au/static/media/uploads/download\\_files/rightscale-2017-state-of-the-cloud-report.pdf](http://www.offis.com.au/static/media/uploads/download_files/rightscale-2017-state-of-the-cloud-report.pdf)
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