



Five Organizations Power Business Mobility with Mobile Workspaces

Citrix Workspace Suite delivers mobility benefits today.

Citrix Workspace Suite is an integrated mobile workspace solution that brings together desktop and app virtualization, enterprise mobility management and network optimization to drive business results.

Work is no longer defined by traditional constraints or physical boundaries. The enterprise workforce transcends geographic and organizational borders to enable productivity wherever opportunities arise. People now expect the freedom to choose their work location, device and network according to the context in which they need to be productive. Beyond the productivity benefits of mobility, business success also depends upon agility—the ability to grow, shrink, combine and adapt business units in real time according to market dynamics. For IT, the challenge is to enable the unprecedented need for business mobility and agility with technology that satisfies user demands and meets business requirements.

In this white paper, IT leaders can explore how five customers in diverse industries are embracing mobile workspaces, powered by Citrix Workspace Suite, to transform the way they work and reach new levels of mobility, productivity, agility and security.

Business mobility is an IT imperative. To deliver on its promise for productivity and agility, data and apps of all kinds must be available to people, across any type of device and over any network, with a great user experience. Behind the scenes, data security must be rock-solid, and regulatory and compliance requirements must be met with confidence. What's needed is a single, end-to-end solution that tightly integrates best-of-breed technologies to deliver a comprehensive mobile workspace solution.

The mobile workforce poses challenges for IT

Businesses face both internal and external pressures to transform the way they empower the enterprise workforce. For IT, the diverse and increasingly mobile enterprise environment continues to produce complexity as mobile device strategies expand to include bring-your-own

device (BYOD), choose-your-own device (CYOD) and corporate-owned, personally enabled (COPE) devices, each with its own set of management requirements.

Core to supporting these device strategies is managing and securing a wide variety of apps—including Windows, mobile, SaaS and web apps—as well as data and allow access to them anytime they're needed, on any device. A seamless, convenient and personalized work experience across locations and devices is critical for people to maintain optimal productivity—but this user-centric design can't come at the expense of security. As security threats and regulatory requirements both proliferate, IT must ensure secure access control, auditability and the protection of corporate assets wherever and however they're accessed.

To keep pace with mobile workforce demands, many businesses have made multiple technology purchases to address challenges as they arise. As a result, they are now trying to manage fragmented and costly infrastructures that consume IT resources and don't always meet workers' needs for a seamless experience. Now there is a single solution that addresses the full scope of business mobility, from data to apps to devices to networking. This solution delivers complete security and compliance to minimize risk and offers a great user experience to more deeply engage people in their work.

A complete solution for business mobility

Citrix Workspace Suite includes:

- **Citrix® XenDesktop®** and **XenApp®** for secure Windows app and desktop delivery
- **Citrix XenMobile®** for mobile application and device management
- **Citrix ShareFile®** for secure enterprise data access, sync and share
- **Citrix NetScaler®** and **CloudBridge®** for secure mobile access and WAN optimization

Citrix Workspace Suite—Secure, user-centric business mobility

Citrix Workspace Suite™ provides a complete mobile workspace solution to empower people with personalized access to the data and apps their work depends on, wherever and however they choose to work. A single, flexible solution supports multiple CYO or BYO devices; allows instant, secure access to apps, data and services; and simplifies the way organizations manage their end user computing environment. As the most complete business mobility solution available, Citrix Workspace Suite includes market-leading, best-of-breed capabilities for app and desktop virtualization, enterprise mobility management (EMM), enterprise file sync and sharing (EFSS), and core networking capabilities that enable 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 over 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

Customers benefit from secure business mobility across industries

Organizations in industries of all kinds are using Citrix mobile apps and workspace delivery infrastructure to address key business mobility challenges while maintaining security and compliance. Let's take a closer look at five organizations that chose Citrix Workspace Suite to support their business mobility initiatives.

A government agency enables end-to-end mobility

A local law enforcement agency in the U.S. needed a simpler way for its small IT team to manage desktops, apps and data for its increasingly mobile 700-member workforce. In the past, the agency had relied on traditional management methods revolving around physical machines. Because the majority of its employees work in the field, they need secure access to their desktops, apps and files on tablets so they can work more efficiently wherever their duties lead them. The agency needed a mobility platform that would allow them to quickly deploy company-issued mobile devices, and would also accommodate future requirements to securely accommodate BYOD as its device strategy and policies evolve.

Data sharing posed a challenge as well. Lacking a secure way to manage, share and send files among different sites to aid mobility and collaboration, employees had been saving files to DVDs and shipping them from site to site—a cumbersome method that greatly slowed productivity. They were also unable to sync files across their devices, forcing them to rely on less secure workarounds that undermined IT control and auditability.

Solution

The agency turned to Citrix Workspace Suite for a complete, end-to-end mobility solution incorporating technologies for desktop and

app delivery, secure data sharing and enterprise mobility management. This single solution was far simpler for the agency to procure and implement than a multi-vendor approach would have been.

Results

Citrix Workspace Suite has helped the agency transform its IT environment to enable mobility while maintaining efficiency and security.

- The virtualization of desktops and apps helps IT become more efficient even as it supports users in more places, on more types of devices.
- The enterprise mobility management capabilities help employees in the field become more productive on CYO mobile devices; the agency plans to use the same solution to implement BYOD in the future.
- Secure data sharing across sites and devices improves interoffice communications and helps employees collaborate in real time.
- Deep integration across the suite ensures a seamless and convenient experience for users while simplifying management for IT.
- Secure access control with two-factor authentication, granular policy enforcement and auditability helps the agency comply with the many regulations governing its operations.
- The implementation of a single mobile workspace solution to power desktop and app delivery, secure data sharing and MDM simplified management for IT

[A healthcare provider securely mobilizes access to clinical resources](#)

An integrated healthcare organization based in the western U.S. with over 28,000 employees across numerous facilities needed to upgrade its IT environment to address new requirements for healthcare delivery and organizational challenges. On a fundamental level, the provider sought to improve patient care by

giving doctors more flexible access to patient records and internal applications, including its hosted Cerner HIS system as well as its clinical apps. The organization also faced difficulty managing electronic medical records (EMRs) across hospitals and devices. While it had implemented desktop virtualization, it needed to expand its app and desktop delivery capabilities to support BYOD, a vital strategy for increasing employee satisfaction and ensuring continuity of care—while maintaining security and compliance with strict regulations for patient privacy under HIPAA. From a business perspective, the provider also needed to accelerate the integration of acquired organizations and physicians.

Solution

The provider implemented Citrix Workspace Suite as a single solution to manage and support its entire app, desktop and mobile infrastructure. Already a customer of XenDesktop for desktop and app virtualization as well as the NetScaler Application Delivery Controller™ (ADC), the provider took advantage of the Citrix Workspace Suite Trade Up program to add XenMobile for enterprise mobility management and ShareFile for enterprise file sync and share.

Results

With a mobile workspace solution powered by Citrix Workspace Suite, the provider can empower employees with a new level of freedom, flexibility and choice, all within the parameters of strict security and compliance regulations. A single solution powers comprehensive management support of application, desktop and mobile infrastructure for optimal efficiency and control.

- Clinicians have self-service access to clinical apps, data and personalized desktops from any device, helping to support continuity of care.
- Pre-launched apps and seamless session roaming save valuable time for patient consultations.

- A high-performance user experience on any network increases clinician satisfaction.
- Mobile workspaces make it possible to rapidly deliver virtual desktops and apps as well as mobile apps to thousands of new users, accelerating the integration of acquired organizations or individual physicians.
- Flexible storage of secure enterprise content in a HIPAA-compliant cloud, on premise or on the device allows employees to access content from the device of their choice while maintaining security and compliance.
- The organization's Citrix investment will yield a three-year cost savings of more than \$500,000.

A manufacturer supports distributed operations

A small manufacturer was undergoing an organizational expansion that would double its number of work sites. To support this more distributed environment, IT needed to centralize IT management to improve efficiency. Employees also needed to be able to securely share large documents such as design files across sites without the file size limitations of email or the security and efficiency drawbacks of removable storage devices, consumer file sharing services and other non-secure approaches. While recognizing the importance of making new investments in mobility, the company also sought to save costs where it could by repurposing existing PCs as much as possible. In choosing the technology provider for this new era of its business, the company wanted a complete solution with a proven track record.

Solution

With comprehensive business mobility capabilities delivered through Citrix Workspace Suite, the manufacturer chose Citrix to power its IT strategy for the long term. The company centralized application delivery to empower secure productivity on mobile devices. It also provided easy data access for mobile users for a simple yet secure way to share large documents across sites.

Results

Citrix has helped the manufacturer maintain productivity, efficiency and manageability even as its organization spreads into new locations.

- Centralization has improved IT productivity by eliminating the need to visit each individual site to deploy applications.
- The ability to address all of its mobile workspace needs through a single platform and vendor has lowered the company's IT overhead.
- Employees can share large design files and blueprints easily across locations to speed workflows and aid collaboration without the time and cost of shipping physical media.
- Mobile users have gained a simpler work style with a great experience, helping them get their work done more easily and effectively regardless of their location or choice of device.

An energy company embraces BYOD

A natural gas producer wanted to move away from corporate-issued BlackBerry devices and introduce BYOD for its approximately 8,500 employees. To do this, the company needed a solution with security capabilities to match or exceed the existing BlackBerry solution, while also being able to deliver all of the mobile, web, SaaS and Windows apps its workforce needed. While many early enterprise mobility initiatives in the industry had focused on locking down the device with technologies such as mobile device management, the company determined that focusing on applications and data would be a better approach. By shifting focus from managing devices to managing and securing apps and data people use, they could enforce more granular access policies and allow people to use the same devices for work that they use in their personal lives.

Solution

As a longtime Citrix customer, the company already used Citrix solutions to deliver Windows apps and desktops. An upgrade to Citrix

Workspace Suite made it possible to address comprehensive mobility requirements within the same integrated environment as its current Citrix infrastructure. The solution enables the company to go beyond MDM and provide a full mobile workspace solution with MAM, secure file sync and sharing, and access to enterprise-grade native mobile apps, all with a consistent user experience, to power its BYOD initiative.

Results

Citrix Workspace Suite has enabled the organization to introduce the BYOD program its employees were asking for without compromising on security and control.

- The company can deliver Windows, web, SaaS and mobile apps securely to any desktop or mobile device its employees choose to use.
- A seamless, high-quality experience across devices, networks and locations improves user satisfaction.
- The ability to access corporate apps and data on tablets, including high-end GIS systems, helps employees work more efficiently in the field.
- Contextual application delivery helps the company apply granular, role-based access control policies to apps used across devices to ensure consistent security.

An oil & gas company mobilizes executives and field workers

A leader of the global gas market faced new mobility requirements for both executives and remote users working in the field. The company needed a secure way for its employees to work on and share data from any location, from oil rigs and refineries to airport lounges and home offices. As part of its mobility strategy, the company also wanted to introduce a BYOD strategy offering flexibility and freedom of choice for office workers at its corporate headquarters.

Solution

Citrix Workspace Suite offers the advanced mobility capabilities the company needed, such as MAM and EFSS, to enable secure mobility and BYOD. The integrated capabilities of the solution and the benefits of a single-vendor strategy made Citrix the obvious choice. Additionally, as an existing Citrix customer, they had access to the Citrix Workspace Suite Trade Up Program, which offered an attractive upgrade path.

Results

The company's Citrix solution now powers complete business mobility for employees, from field workers to executives, on any device they use, anywhere.

- Field workers can work more efficiently with secure data access, sharing and storage even from remote work locations.
- Mobile users of all types, including technical workers as well as executives, can access purpose-built productivity apps, such as secure corporate email on any device, separate from their personal email and content, to maintain productivity while reducing risk.
- Containerization ensures that corporate data and apps remain segregated from personal content, eliminating the potential for leakage and making it possible to remotely wipe corporate content without touching the rest of the device's apps and data.
- The ability to allow more flexible device options through its BYOD program helps the company enhance user satisfaction.

Conclusion

As mobility evolves rapidly to become a foundational business capability, a complete mobile workspace has become a critical requirement for organizations in industries of all kinds. Citrix Workspace Suite provides a

complete solution for business mobility, making it possible for organizations to empower workers more effectively, respond to fast-changing business conditions and requirements, and deploy IT resources quickly wherever they're needed. This single solution delivers secure access to apps, desktops and data from any device, over any network to empower people with the freedom and flexibility to choose how they work. End-to-end security includes the centralization of apps and data, secure access control, mobile device and application management, and secure file sync and sharing designed for business, while network and device optimizations deliver a great user experience anywhere, on any device people use. As the experiences of the five organizations profiled in this paper make clear, Citrix Workspace Suite lets you address your top mobility priorities—whether to introduce BYOD, CYOD or COPE; expand the types of apps you can provide to your workforce; simplify management of a

distributed environment; provide secure data access from any location; or enable seamless operational continuity across locations—all through a single, flexible solution.

To learn more about Citrix Workspace Suite, please visit www.citrix.com/workspacesuite.

Additional resources

Website:

[Citrix Workspace Suite Overview](#)

White paper:

[Drive Business Growth with Citrix Workspace Suite](#)

Blog:

[Enterprise Strategy Group Weighs in on Mobile Workspaces](#)

Proof of concept:

[Start a Free Trial to Explore Mobile Workspaces](#)

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About Citrix

Citrix (NASDAQ:CTXS) is leading the transition to software-defining the workplace, uniting virtualization, mobility management, networking and SaaS solutions to enable new ways for businesses and people to work better. Citrix solutions power business mobility through secure, mobile workspaces that provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud. With annual revenue in 2014 of \$3.14 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.

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