Five signs it's time for mobile workspace delivery

Key questions to guide your move beyond virtualization

You've already seen the benefits of virtualization. Now, is your organization ready for the transformative business impact of a complete mobile workspace?

CITRIX®

Virtualization helped you address key user priorities including secure remote access and bring-your-own device (BYOD) while helping IT become more efficient and agile. Now times have changed. Workers use more devices and demand is intensifying for anytime, anywhere access to business apps and data. C-level executives need the business to be more productive—and that means workers who are mobile, secure and efficient. Can you enable full productivity on any type of device? Are consumer-grade mobile apps and file sharing services poking holes in your security posture? Are multiple vendors causing headaches when you patch together solutions for app delivery, data, mobility and networking? If you can't provide the mobility, flexibility and seamless experience users have come to expect, it's time to update your strategy for the way people work today.

Evolving business and workforce needs are driving the rapid adoption of mobile workspace delivery by organizations of all kinds. A secure mobile workspace builds on your foundation of application or desktop virtualization to provide everything people need to be fully productive, anywhere, on any device. A complete workspace includes mobile application management (MAM), mobile business productivity apps like email and calendars, and synchronized data sync and sharing.

In this white paper, we'll pose the tough questions every IT organization needs to be asking today. We'll explain how those questions can be answered with a complete workspace that drives business value. We'll explain why virtualization shops are now expanding to embrace mobile workspaces, including:

- Enterprise file sync and sharing (EFSS) to let people access business data and files anywhere, on any device, while allowing IT to maintain full security, control and compliance
- Enterprise mobility management (EMM) to provide a consistent, seamless and high-quality experience on any device for any type of app—Windows, SaaS, web or mobile—while keeping sensitive data safe
- Networking to provide the scalability, performance and access control your business needs, with a convenient, unobtrusive security experience for users

Know when you're ready for mobile workspace delivery
Mobile workspace delivery is a response to the continued rise of business mobility, the explosion of mobile apps and devices, and the need for more a seamless, integrated experience for users as they transition across scenarios. Also known as a digital or unified workspace, a complete mobile workspace brings together the essential elements of a worker's experience—secure access to apps, desktops, data and services from any device, over any network. Delivered through a single solution, a mobile workspace also meets the need to make IT more streamlined, secure, scalable and efficient.

The drivers for the rise of mobile workspace delivery are clear and powerful. Mobile technologies have transformed the way people conduct their personal lives, and mobility is quickly becoming a baseline expectation at work as well. In Forrester research, 58 percent of enterprise workforce respondents said they expect their company to provide the mobile tools they need to do their job, and 68 percent of these respondents said they use a smartphone at least weekly for work.[1]

Mobile technology has transformed the way people work

58% Expect their company to **provide the mobile tools** they use.

Global Business Technographics® Applications and Collaboration Workforce Survey, Forrester Research Inc., 2015

The implementation of work-at home strategies can help companies retain talented employees and empower them for full productivity—but only if the right tools are available. In the survey, 56 percent said they are more productive when working from home, and 45 percent of respondents said they would work from home more frequently, but only 39 percent feel their company provides home workers with all of the technology they need to do their job from home.[2]

Working at home is in demand but the right tools are needed

56% Are more productive working from home

45% Would work from home more frequently

39% Feel their company provides home workers with all the technology they need to do their job from home

Global Telecom & Mobility Workforce Survey, Forrester Research Inc., 2016

Businesses now recognize the potential to increase productivity, agility and employee satisfaction through remote work—whether at home, a client site, a hotel or a coffee shop. It's up to IT to evolve accordingly. A complete mobile workspace provides the way forward.

[1]Forrester Research Inc., Global Business Technographics® Applications And Collaboration Workforce Survey, 2015

[2]Forrester Research Inc., Global Telecom & Mobility Workforce Survey, 2016

Five questions that only a mobile workspace can answer

1. Are you able to deliver any app to your users with the enterprise features and experience they need and want?

Some of your users are going to require native mobile apps, web apps, and virtual apps. Are you able to deliver all these different types of apps through a single app store over the same network infrastructure? For BYOD users, are you able to separate your users' personal apps and data, without having to enroll their personal smartphone or tablet? Some of your users may have had to resort to using native mobile email to be productive. But native mobile email lacks many of the enterprise features they're used to having when they use their email with their desktop or laptop. Are you able to provide them the choice of a virtual enterprise email app or an enterprise class, secure mobile email app? For web apps, a mobile workspace gives you the option of using a native secure mobile browser or a virtual browser.

2. Can you provide secure access to you users regardless of the type of app, connection, or device?

For virtual apps and desktops can employees be productive from anywhere—even over low bandwidth or shared wifi—without increasing risk? For mobile apps, does each app have its own secure VPN tunnel to prevent malicious to access your corporate network or do the apps have to share a single VPN tunnel even if the apps are managed?

3. Do your users have a secure and effective way to share documents?

Employees have little patience for clumsy SharePoint implementations or slow FTP sites. If they don't have a simple and convenient way to share documents, they'll use their personal file share system for business purposes. That's a huge risk for your business. Consumer-focused storage systems are great for family photos or personal documents, but they're hardly enterprise-class.

A mobile workspace can include file sharing that integrates with both virtual desktops and mobile apps for a seamless experience. Workers can easily share content with the right people—including vendors, partners and other employees—while IT maintains security and control based on the content of the files themselves.

4. Does your mobility vendor strategy make sense?

Are you managing multiple vendors for app and desktop virtualization, enterprise mobility management, secure data sync and share, mobile productivity apps and networking? You already know how hard that makes it to manage apps across point products, much less provide a unified user experience. It's time to get control over all types of apps with a consistent approach.

A mobile workspace solution lets IT streamline and simplify. Working with a single vendor for a complete mobile workspace saves time, reduces staff training needs, simplifies technical support, lowers overall costs and gives users a more seamless and convenient experience.

Key use case: BYOD

Mobile workspace delivery gives people flexibility to be productive on any device, including the devices they've chosen to use in their personal lives. In fact, this preference can be so strong that the adoption of BYOD is becoming a matter of necessity for many IT organizations to avoid the risks of shadow IT and unsanctioned practices. While some workspace vendors limit users to a set number of devices, Citrix Workspace Suite allows people to use as many devices as they'd like—four, six or even more.

Key use case: Shared mobile devices

Many organizations provide corporate mobile devices to be shared among field or mobile workers, such as factories, hospitals and telecommunications providers. With Citrix Workspace Suite, the company can maintain security and control through MAM while still providing a simple and transparent user experience.

5. Are you securing your enterprise by protecting apps and data?

A mobile workspace solution must address five essential pillars of enterprise security:

- **Identity and access** – ensure appropriate levels of access by user, endpoint, network and security profile
- **Network security** – provide encrypted delivery of applications and desktops, enforce network access control and segment networks for compliance and security
- **Application security** – centralize patch and configuration management, provide secure access even from BYO devices, and protect against zero-day and denial of service attacks
- **Data security** – keep data secure in the datacenter, containerize and secure data on mobile devices and ensure secure file sharing.
- **Monitoring and response** – quickly triage and identify the source of service issues, detect misconfigurations and attacks, support compliance, and ensure uptime and performance

Take it from Citrix customers—84% of customers agree that
"Citrix Workspace Suite has helped to mobilize the workforce so we can easily and securely access apps, desktops, data and services from any device, over any network."

Source: TechValidate.
TVID: CBD-465-7FD

Making the move to mobile workspace delivery with Citrix Workspace Suite

Citrix Workspace Suite is a complete solution for mobile workspace delivery, expanding on the Citrix virtualization technology you're already using. Citrix XenApp powers virtual app delivery, while Citrix XenDesktop powers VDI and other virtual desktop delivery models. These core capabilities are complemented with Citrix ShareFile for enterprise file sync and sharing (EFSS), Citrix XenMobile for enterprise mobility management (EMM) and Citrix NetScaler for secure remote access from any device.

The business value of Citrix Workspace Suite is clear: driving productivity for the mobile workforce and the business while streamlining IT processes.

Aligning with C-level outcomes
Citrix Workspace Suite helps IT leaders meet the expectations of senior executives as reflected in a recent survey.
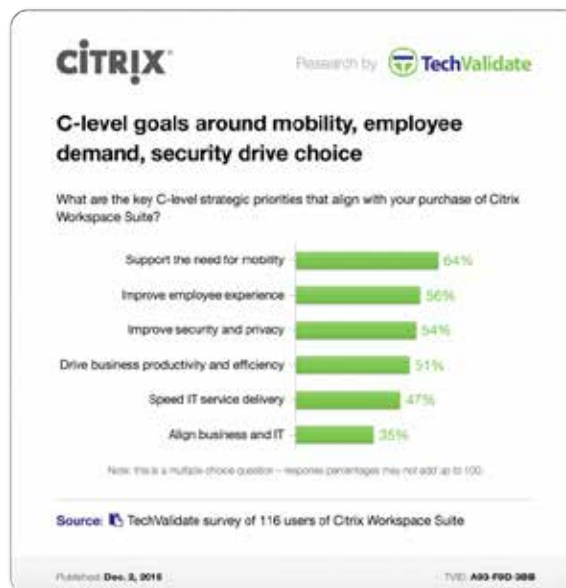
Expanding to EFSS with ShareFile

App and desktop virtualization give people the freedom to access apps and data from wherever they're working, but data is no less critical for business productivity. People need to be able to access, sync and share files easily from whatever device they're using. The use of unsanctioned personal file sharing services pose serious security risks and undermines compliance. IT needs to provide an enterprise-grade service with a consumer-like experience and enhanced business functionality to promote adoption.

ShareFile complements app and desktop virtualization as part of a complete mobile workspace. For users, ShareFile provides:

- Anywhere, any-device data access though data sync tools & apps for any device
- Ability to access data within the network as well, including SharePoint and network drives
- Seamless, convenient user experience including Microsoft Outlook® Plug-In, Windows Explorer and Mac Finder Integration; Large File support – up to 100 GB; Built-in Mobile Content Editor
- Simple, intuitive collaboration experience

For IT, ShareFile provides:

- Control over where data resides through StorageZones and StorageZone Connectors for SharePoint and network drives, giving IT the flexibility and control to store data wherever best fits requirements of regulatory compliance, IT strategy and infrastructure
- Centralized management and security, including robust reporting and notification features and DLP integration
- Native device security policies to extend security to endpoints
- On-demand sync for virtual desktops

Expanding to EMM with XenMobile

Mobile devices have become central to business productivity, as people turn to tablets and smartphones—both IT-issued and BYO. IT needs to protect data accessed on these devices without overly restricting use or interfering with personal content. At the same time, IT has to make sure that consumer-grade mobile apps for business protect corporate data.

App and desktop virtualization address one component of secure mobile and remote access, keeping sensitive data in the datacenter and not on the device itself. XenMobile complements virtualization by allowing data to be downloaded securely to a mobile device when needed.

Key use case: Microsoft Office 365

If you're considering Office 365, XenMobile offers key enhancements that no other EMM solution can match. For example:

- IT can deliver Office 365 through a corporate app store
- Data is encrypted and users can be prevented from storing data beyond IT's control
- With ShareFile integration and security partners such as Skycure and Netscope, Office 365 users can be preventing from storing their files in unmanaged storage services

For users, XenMobile provides:

• Mobile productivity with a transparent and convenient security experience
• Separation of business and personal content on BYO devices to maintain user privacy
• The most complete suite of secure mobile productivity apps, including apps for mail, website access and company-specific forms

For IT, XenMobile provides:

• Network security through Citrix NetScaler and micro-app VPN, which reduces the risk of unauthorized access to your network
• Device and data security through containerization, encrypted storage and usage, app-to-app data control and selective data wipe
• Uniform management across different platforms and devices through a single console for a better IT admin experience

Expanding to secure remote access from any device with NetScaler Unified Gateway

With more types of devices and apps being used, remote access can easily become much more complex for IT, with a myriad of more point products for different devices, ownership models, networks and apps. IT needs to consolidate and simplify remote access infrastructure while giving people a simple, consistent way to access their apps from whatever device they're using.

NetScaler solves the complexity of any-device, any-app productivity. The solution provides remote access from any device type to XenApp and XenDesktop environments; SSL VPN-based remote access to enterprise apps, web apps and SaaS; and integration with XenMobile for secure mobile apps.

For users, NetScaler Unified Gateway provides:

• One URL to access any app using any type of device
• A stable, high-performance app experience over any network

For IT, NetScaler Unified Gateway provides:

• A consolidated remote access infrastructure
• Visibility into XenApp and XenDesktop traffic via HDX Insight to help ensure a good user experience

Mobile Workspaces: Where to begin

Many Citrix customers approach the move to mobile workspace delivery through a phased implementation focusing on user impact and business value.

First, assess your environment to understand your existing business mobility deployment and its challenges to users and IT. Whiteboard existing scenarios like:

- An inconsistent authentication experience and usability across environments
- Weak or no integration between apps
- Resistance from BYO users to enroll personal devices
- A lack of secure productivity out of the office

You'll also need to identify key mobility use cases and workflows. Consider these from the perspective of users and the workforce, and their needs, preferences and workstyles across different types of devices, apps and networks.

Your assessment should also include business requirements around security and compliance.

Next, create a conceptual solution mapping out the proposed user experience and workflows. Focus initially on low-hanging fruit that can deliver quick wins for IT and users, such as adding ShareFile to support important file sharing use cases, and then expanding with XenMobile to allow a greater range of mobile apps to be used. Your proof-of-concept for the solution should be conducted with representatives from all business units to ensure that you're meeting the full spectrum of requirements.

Implement your mobile workspace solution in phases, not for every user at once. Target a single business unit, and manage adoption for success by collecting feedback, evaluating acceptance and using this insight to iterate and refine the solution.

Conclusion

The rise of mobile workstyles and the increasing strategic importance of business mobility pose challenges that can't be addressed through a piecemeal, multi-vendor technology stack. Only a complete and unified mobile workspace delivery solution can empower people to be fully productive on any device, using any app, with the high-quality experience they demand and the security IT requires.

With Citrix Workspace Suite, organizations can overcome mobility headaches around security and management, provide a rich set of enterprise-grade mobile productivity apps, enable secure file sharing on any device and deliver a seamless experience through a single, comprehensive solution. By implementing Citrix Workspace Suite through a phased approach based on your most important use cases, you can complete the transition to mobile workspace delivery while driving optimal value for your business.

Next Steps:

Learn more about Citrix Workspace Suite

Trade up to Workspace Suite and save

Five Organizations Power Business Mobility with Mobile Workspaces

Corporate Headquarters
Fort Lauderdale, FL, USA

India Development Center
Bangalore, India

Latin America Headquarters
Coral Gables, FL, USA

Silicon Valley Headquarters
Santa Clara, CA, USA

Online Division Headquarters
Santa Barbara, CA, USA

UK Development Center
Chalfont, United Kingdom

EMEA Headquarters
Schaffhausen, Switzerland

Pacific Headquarters
Hong Kong, China

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 2015 of $3.28 billion, Citrix solutions are in use at more than 400,000 organizations and by over 100 million users globally. Learn more at www.citrix.com.