

Design and deliver cloud-based apps and data for flexible, on-demand IT

Discover the fastest and easiest way for IT to enable business productivity using cloud-based management and delivery of complete workspaces

Move management to the cloud and deliver integrated desktop, app, data and mobility services people need, wherever and however they need them. Help your business move faster while lowering IT costs.

What if you could quickly and easily combine the right set of workspace services for each user—desktops, apps, data sharing and mobility management—into a secure mobile workspace that was accessible on any network from any device? And what if you could deploy those services onto the infrastructure of your choice, and effortlessly manage, extend and orchestrate them to deliver the best experience for users and IT alike? That vision is now a reality with Citrix® Cloud™, the first integrated management platform to deliver the secure, scalable and personalized services the workforce needs to do their best work, wherever they are. By enabling secure workspace delivery at cloud scale, Citrix Cloud helps your business move faster, empowers people to work better, and lowers overall IT costs.

This white paper discusses the new industry standard to define, design and deliver mobile workspaces, including:

- The key role of mobile workspaces in today's organizations
- Challenges that can impede mobile workspace deployment
- A better way to deliver great workspaces to people quickly, securely and flexibly

With Citrix Cloud, IT can quickly and easily create an integrated workspace that any employee can access anywhere, on any device.

Moving IT to the cloud

In our on-demand world, people expect the IT resources they rely on to be conveniently available any time they're needed, on any device. This model is rapidly transforming IT, as major technology providers including Microsoft, SAP, Adobe and many others move their services to the cloud. On-demand cloud delivery has much to offer IT as well, from the ability to provide services more flexibly and cost-efficiently to rapid scalability for optimal business agility.

The concept of the mobile workspace represents the fullest realization of this on-demand principle, going beyond individual apps and desktops to deliver Windows apps, web apps, mobile apps, desktops, files and collaboration in a single, unified environment that users can access from anywhere. Service integration helps ensure a truly seamless and satisfying work experience tailored to fit the devices and networks being used. Technical details like installation, configuration and access rights disappear from the user's view; people just know that they can easily access their workspace on any device, from any location, and start driving business value.

A better way to deliver cloud-based workspaces

As IT organizations take on a more strategic role in business, they need to avoid being tied down by the burdens of building and managing technology. Instead, they should deliver greater value by brokering and integrating services to more rapidly serve the needs of lines of business and enable the enterprise.

Still, too many organizations continue to struggle with granular, low-value activities such as dealing with the complexity of deploying and managing workspaces across diverse clouds and infrastructures, managing users across multiple services, and orchestrating cross-service integration. Inconsistent or suboptimal implementations can make it hard to achieve good as native experiences for virtual apps and desktops, hampering user adoption and acceptance.

Issues like these distract IT from more strategic goals. What's needed is a radically simpler way for them to deliver the mobile workspaces their employees need. IT needs to become a strategic business enabler—not simply engineers or technologists. To do so they need:

- **Cloud-based management** – a simplified infrastructure and centralized control, resulting in less to install, configure and manage. This reduces the costs of managing apps and data while helping to protect business intellectual property.
- **Design-centric approach** – rather than hand-crafting and engineering, IT can design, integrate and deploy workspace services in minutes, at cloud scale, to support any number of locations, branch offices and global subsidiaries around the world with the same quality of service, ease of management and improved global visibility.
- **Deployment simplification** – so IT can deploy workspace services onto any cloud or hybrid infrastructure according to the best approach for each service and according to requirements. This can include deploying enterprise file sync and sharing on-premises for data sovereignty, Windows apps on Amazon® Web Services® to control cost, and in the nearest location for performance-critical apps to ensure a good user experience.
- **Publish/subscribe model** – with pre-designed and pre-configured workspaces that can be assigned to different user groups in minutes, users can subscribe to one or more workspaces based on their need, device or work context.

A new approach: Citrix Cloud— Straightforward design for services on any cloud

For more than 25 years, Citrix has led the transformation to on-demand delivery of IT services, including pioneering solutions for application and desktop virtualization, enterprise mobility management (EMM), enterprise file sync and sharing (EFSS), and software-defined networking.

Citrix Cloud now provides the first fully integrated way to deliver cloud-based services through a unified control plane to assist in designing, publishing, and consuming workspaces. Powered by new Citrix technologies based on industry-leading Citrix XenApp®, Citrix XenDesktop®, Citrix XenMobile® and Citrix ShareFile®, Citrix Cloud enables fast, straightforward workspace creation and delivery through a platform that's always on and always up to date with the latest technologies.

Citrix Cloud also has the unique ability to work with both existing data centers and the world's best clouds, giving customers complete control over workspace locations, security, performance, cost and data sovereignty. As an inherently multi-cloud, hybrid cloud, multi-site solution with no cloud vendor lock-in, Citrix Cloud offers a better way to adopt any cloud and a low-risk entry point for companies new to cloud-based workspace delivery.

Designed for the way people and organizations work today, Citrix Workspace Services moves beyond traditional notions of deployments and users to a more modern approach based on the relationship between people and the services they use. Workspace delivery centers on designing, publishing and subscribing services.

- **Design** – Admins of all levels use simple tools to design and compose any number of workspaces with different combinations of apps, desktops, data and mobility to meet the needs of diverse user profiles and contexts.

- **Publish** – Admins make each workspace available to specific individuals and roles throughout the enterprise as defined in corporate directories.
- **Subscribe** – Users are notified, and then allowed to subscribe to their workspaces as a service that they can access at any time, on any device.

A unified delivery platform to move IT to the cloud

Citrix Cloud is a cloud-based management and delivery platform that integrates across Citrix technologies. Going beyond virtual desktops to provide full workspace delivery, Citrix Cloud includes a cloud-based control plane to create workspaces on any infrastructure as well as the options to mix and match virtual application and desktop, mobility management and lifecycle management services. IT can choose from a variety of service packages according to their on-demand IT strategy and priorities, allowing the flexibility to experiment, grow and address changing needs over time. Services delivered by Citrix Cloud include:

Platform services

The Citrix Cloud platform provides a unified environment for IT to manage customer accounts, including authentication and identity management integrated with Microsoft Active Directory. The platform also manages secure communications between cloud-based control and specific resource locations.

Secure integration of applications and desktops

IT can deliver secure virtual apps and desktops powered by industry-leading XenApp and XenDesktop technology—including both server-hosted and VDI desktops, Windows or Linux—to any device, on the infrastructure of their choice. IT maintains complete control over applications, policies and users while leaving much of the configuration, upgrades and monitoring to Citrix Cloud management. Employees get the best user experience on any device, under any network condition.

Mobility management

Comprehensive enterprise mobility management (EMM) capabilities including mobile device management (MDM), mobile application management (MAM) and enterprise-grade productivity apps provide a secure user experience on BYO or corporate devices. Based on XenMobile technology, the service also enables IT to quickly create pilot environments and experience faster production time to value with automated EMM deployment.

Secure documents

A secure enterprise file sync and sharing service based on ShareFile technology meets the mobility and collaboration needs of employees and the data security requirements of the enterprise. People can access data and files in sync across all their devices and securely share files internally or externally. IT can mobilize existing data in network shares, home drives and Microsoft SharePoint with full control over data storage, encryption, and access policies.

Software Lifecycle management

IT can accelerate and simplify the design, deployment and ongoing management of Citrix enterprise workloads with comprehensive lifecycle management, blueprinting and automation. Able to support multiple types of IT workloads across virtual and private/public cloud environments, the service enables IT organizations to become faster, more cost-effective and more agile.

Future services

As Citrix Cloud continues to expand the on-demand IT capabilities available to enterprises, customers will soon be able to take advantage of additional services that help workers and ease the IT workload.

Fast, flexible and straightforward workspace delivery

Citrix Cloud empowers IT to drive strategic impact for the business through secure workspace delivery at cloud scale.

Cloud services simplicity

Citrix Cloud expands Citrix management infrastructure with easier to use cloud-based management services. Cloud-based services centralize and simplify the design and deployment of virtual apps and desktops, mobility management and secure file sharing solutions—no matter where they are deployed. Centralized control can also lower IT operations costs up to 40 percent and enables faster updates and deployment of new services.

Secure cloud management

The Citrix Cloud platform is designed and architected so that administrators decide where apps and user data reside. This allows IT to maintain physical control to align with their unique security, compliance, data sovereignty or local requirements.

Infrastructure and cloud choice

Citrix Cloud provides IT with the simplicity of cloud-based management that controls where app workloads run and where data is stored. Most cloud services put management and workloads in one cloud for their own convenience, forcing IT to relinquish control. Citrix Cloud uses a unique control-plane architecture that gives IT choice and flexibility. IT can choose to locate and manage workloads in the datacenter, in preferred public clouds, or in private clouds. Only Citrix Cloud delivers this kind of hybrid cloud choice.

Integrated workspace services experience

Through a single cloud services platform, IT can create, deliver, and manage a secure, seamless experience for apps—mobile, web, SaaS and Windows—and documents on the devices users need. Citrix optimization technologies enable a superior user experience—simple, seamless and integrated.

Citrix Cloud: Real world use cases

The pragmatic value of Citrix Cloud can be seen in common use cases across the enterprise.

Making a fast, easy move to the cloud

For companies seeking a smooth and timely transition to the cloud, IT can begin with workspaces deployed on-premises, and then selectively migrate services or entire workspaces to a private cloud or public cloud locations. The process is completely transparent from the perspective of users and IT administrators, who continue to work the same way, regardless of where resources are located.

Consolidating workspace management and datacenters

By virtue of organic growth, inorganic acquisitions or independently operated geographic divisions, enterprises often find themselves managing multiple Citrix versions across multiple farms and data centers. Citrix Cloud can help unify and simplify this complexity by managing across versions and locations, and by simplifying migration and/or consolidation of workloads and locations.

Adopting virtualized desktops for the first time

Historically, some businesses might not have considered implementing virtual desktops due to perceived complexity or a lack of in-house expertise. Now they can see a clearer way forward. Simplified workspace design makes it easy to create and add services to workspaces without the technical requirement to install and manage Citrix products. Cloud deployment capabilities eliminate the need for IT to own and operate their own data centers. Because workspaces can be delivered as a managed service, Citrix Cloud eliminates the maintenance and upgrade tasks of traditional software to minimize internal IT requirements.

Creating simple virtual app and desktop proof-of-concepts and demos

IT can use Citrix Cloud as a simple, fast approach to define and roll out a pilot or demo environment to estimate capacity and test performance and scale. For example, IT can quickly and easily create comparisons by designing and publishing a prototype workspace and deploying it

on a number of different public cloud or private infrastructures, by selecting different resource locations from within Citrix Cloud.

Conclusion

On-demand, cloud-based services aren't just the future of IT—they're what people demand today, and what businesses need to provide to help people work better. While major technology providers throughout the industry are acting quickly to move IT to the cloud, only Citrix provides the first integrated way to deliver complete workspace services to any user on any device, with the flexibility to match any IT strategy and key use cases in the enterprise.

Citrix Cloud uniquely delivers on the full promise of the modern workspace with a unified platform to easily design, deploy and manage secure workspaces for any cloud

or infrastructure. IT can provide each user with the right mix of app, desktop, data and mobility management, automatically integrated to help ensure a seamless experience while freeing IT to focus on strategic enablement.

Secure, scalable and always up to date, the managed platform allows each organization to choose its own resource locations and style of management according to its needs and priorities. In this way, the platform empowers every organization with a simple way to deliver personalized services their workforce needs to do their best work—wherever they may be.

To learn more, visit www.citrix.com/citrix-cloud.



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