



Workspace-as-a-Service: Evaluation Criteria for Workspace Aggregators

Workspace-as-a-Service offers the ability to effectively and securely manage all end users, their devices, compliant workloads and more in the cloud. Find out how to choose the right workspace aggregator that best suits the requirements of your enterprise.

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1 Matrix42's MyWorkspace

According to technology research house, Gartner, Inc., "many IT teams and end users envision a unified workspace of PC, Web and mobile applications available across multiple devices." For this reason,



MyWorkspace is one such workspace aggregator, which is a technology-independent solution that allows IT managers to better manage the end user, as it allows for a single identity to be used across all SaaS deployments and Web apps.



MyWorkspace provides a secure portal which is browser-agnostic and provides a secure means for accessing all digital identities and workspaces. It's a cloud-based solution which is compatible with modern security protocols so that compliant work-loads – such as HIPPA or PCI DSS – can be protected. In the current climate, adequate security is essential for every organization as threats to data continue to grow and become more sophisticated.

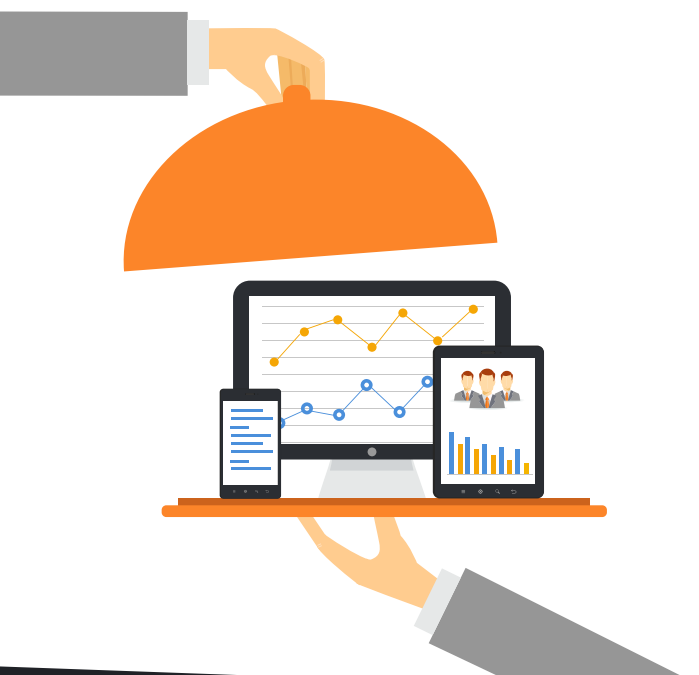


researchers say, leaders should consider the adoption of workspace aggregators immediately, although it's likely that features will continue to evolve over the coming years.

For IT, MyWorkspace is controlled through a simple dashboard, which makes it simple to add and remove users and services. Modern enterprises might see a user access several Web apps, SaaS deployments and URLs during the course of a normal working day. This means that they are required to remember all of the login details for these services. Not only is this inconvenient, it also reduces productivity, increases user frustration and poses a security risk, because with so many logins to manage, end users are more likely to use the same login details over several accounts. MyWorkspace does away with this by providing a primary identity to enable single sign-on for users via any device with an internet connection and using any browser. This results in a more productive and happy end user, who has the peace of mind that security is taken care of, as well as access to and the fast addition of all of the services they need to carry out their job.



Everything is stored in the cloud for additional peace of mind, doing away with the need for the end user to backup locally (where applicable). For IT, MyWorkspace offers complete, centralized control over applications, service access and security settings. Business risk is mitigated due to the integrated compliance management, and security policies are simple to enforce through identity management and access control rights. It can also quickly identify and eliminate unused or underutilized services on the network which are not cost-effective. When it comes to the business case for the use of workspace aggregators, using MyWorkspace allows enterprises to maximize ROI on their existing infrastructures thanks to simple integration.



2 Evaluation Criteria for Workspace Aggregators

Since the technology is new, there's little in the way of research available when it comes to vendors. However, we can understand the necessary criteria by looking at the needs of the end user and the enterprise in the current climate and how aggregators intersect with three essential technologies that should be used by the modern enterprise.

In the last decade, we've seen the cloud, mobility and big data mature and find traction in the enterprise. The link between the cloud and increased productivity is now well-documented. Cloud services allow for improved collaboration, which facilitates better productivity, and mobile allows workers to connect to office workspaces from any device, anywhere. Data has also become extremely important to every business and any workspace aggregator should include access to an analytics dashboard, so that key performance indicators can be monitored, to accelerate business decision-making.

The security concerns surrounding mobility and the cloud in recent years have now abated somewhat. However, a workspace aggregator should give enterprises the ability to secure documents both in the cloud and in transit. MyWorkspace is compatible with numerous modern security protocols and allows for compliance to be taken care of too. The demand for workspace aggregators – also known as Workspace-as-a-Service (WaaS) – is rising quickly as many enterprises now offer flexible working to their employees, who also often access workspaces on many different devices such as PCs, tablets and smartphones. The cloud remains a growing market and still offers plenty of opportunity to enterprises. It's thought that by 2018, more than 78 % of workloads will be processed by cloud data centers, according to the Cisco Global Cloud Index. SaaS accounts for 59 % of this total, and it's thought that this will continue to show strong growth over the coming years.

MyWorkspace sets a new and unique standard in making intuitive, secure and easy-to-manage workspaces available on any device. It's a unified workspace portal

that makes it easy to integrate SaaS and Web applications into an organization's existing infrastructure (e.g. Active Directory-based). It's also the only solution on the market that enables the management of access to applications, corporate documents, devices and user IDs from a single, secure, Web-based environment.

When it comes to the functionality of WaaS solutions, organizations should look for the effective management of:

- Application portfolios
- End user configurations
- End user platforms such as OSs, browsers, virtualized environments, etc.
- User devices
- Compliance
- Remote and satellite workers
- Seamless integration with existing apps and systems
- Custom corporate branding
- Support for custom apps
- License-based account provisioning in the cloud, for maximum transparency over and optimization of all application costs, including those associated with SaaS and Web apps
- Support for and ease of integration for legacy apps and infrastructure

In coming years, it's likely that we'll see new players enter the market due to the increasing demand from organizations all over the world. Currently it's thought that there's untapped demand in the APAC region and the area is therefore likely to see increased market traction. However, the biggest market is expected to be in North America, and it's thought that the rise in mobility within organizations will further boost the market – especially for those vendors that offer advanced vulnerability assessment solutions. It's also thought that we'll see SMBs take advantage of WaaS solutions as they offer an affordable, secure way to manage mobility and security within the business.

3 The Cloud Beckons

The cloud market has matured and gained an incredible amount of traction over the past decade. Mobility and the increasing numbers of remote workers within the enterprise have conspired to create a demand for easy management of a distributed workforce with a primary digital identity for both work and leisure applications. This effectively allows all end users to have their own

private, secure cloud, which they can access on any device of their choosing with a single login. For the enterprise, WaaS offers the ability to effectively and securely manage all end users, their devices, compliant workloads and more. ROI is improved as application portfolios are streamlined and surplus services offloaded, and productivity of the workforce increases significantly.

Matrix42 AG

Matrix42 is a top provider of workspace management software. The company offers forward-thinking solutions for modern work environments under its 'Smarter workspace' motto. More than 3,000 customers around the world, including BMW, Infineon, and Carl Zeiss, currently manage approximately 3 million workstations using workspace management solutions from Matrix42.

Matrix42 operates successfully in seven countries – Germany, Austria, Switzerland, the Netherlands, the United Kingdom, Australia and the United States of America. The company's headquarters are in Frankfurt am Main, Germany.

Matrix42's products and solutions are designed to manage modern work environments simply and effi-

ciently – across physical, virtual, and mobile workspaces. Matrix42 focuses on user orientation, automation, and process optimization. The company's solutions meet the requirements of modern employees who want to work from any location using a wide range of devices, while also addressing the needs of IT departments and businesses.

Matrix42 offers its solutions to organizations across different sectors who value forward-looking and efficient workspace management. The company also successfully collaborates with partners who provide on-site consultation to Matrix42 customers.

For further information, visit: www.matrix42.com

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