



Citrix + Google Cloud: Reimagine your employee experience

Increase employee engagement and
productivity through simpler IT



It's time to rethink the employee experience

Our daily lives are easier and richer because of modern devices and applications — except when it comes to our work. Even routine work tasks often mean switching between applications, remembering multiple passwords, and searching in multiple places for the right file or data. Add the distraction of app notifications and it's easy to see how employees lose the productivity and quality experience that helps them work effectively.

Until now, technology solutions have focused on the productivity side of this challenge. Just as important is the experience side to better engage employees in their work.

The need for a new employee experience is driven by current business needs and trends in four areas.

Engagement drives productivity

Disengagement in the workforce has significant business impacts, costing companies \$1.4 trillion per year.¹ In contrast, employee engagement has been found to have significant benefits: Companies with high levels of employee engagement report 20 percent higher productivity and 21 percent higher profitability.²

Higher employee retention

Employee engagement has a direct relationship with an organization's success in attracting and retaining talent. Actively disengaged employees are almost twice as likely as engaged employees to seek new jobs, which creates a high cost and time impact.³ On average, it costs \$4,129 and take 42 days to hire a new employee.⁴

New ways to work

More of everything — apps, data, devices, communications, collaboration — is a trend that creates overload for employees. And while technology contributes this trend, it can also be a solution by better organizing, guiding, and automating information, processes, and tasks.

Organizational agility

Employees increasingly expect the experiences they have with consumer technology to be delivered by the technology they use at work. They also expect business systems to keep up with the pace of new developments in consumer apps. These expectations mean IT needs solutions, tools, and practices that enable organizational agility.



For IT, these needs and trends lead to a fundamental question: How can we better use technology to improve employee engagement and productivity?

This paper describes how Citrix and Google Cloud partner to deliver the comprehensive security, flexibility, and experience IT needs to help employees and the organization adopt new technologies and new ways to work — without being held back by traditional IT restraints.

What employees need now: New solutions for the way they really work

The future of hybrid work has emerged: Flexible, agile, mobile, and cloud-based. Yet many traditional IT applications and services — even if intended to support hybrid work — weren't designed for today's devices and cloud services.

What organizations need are solutions that leverage the advantages of a unified digital workspace and a hybrid cloud to help employees work with greater flexibility and ease. These solutions will also need to help IT better manage the complexities and risk of more diverse devices, apps, digital processes, and higher expectations for the user experience.

The Citrix + Google Cloud solutions empower the way organizations and employees work now.

Complete solutions that deliver a better way to work

Solutions from Citrix and Google Cloud are built on a best-in-class, enterprise-ready portfolio of a secure digital workspace, a suite of cloud-native business productivity applications, a range of user devices, a hybrid cloud platform, and networking solutions to improve application performance and experience.

“It used to be that competitive salaries, benefits and career development initiatives were enough to find and keep talent. Today, these things are table stakes. To compete and win in the raging battle for talent, companies need to up their game and give employees what they really want: a simple and flexible way to get work done. Because right now, it’s simply too complex.”⁵

— Tim Minahan
Sr. VP and CMO, Citrix

Citrix + Google Cloud solutions encompass these areas:

1. Citrix DaaS and Google Cloud

The fast, reliable and secure Google Cloud infrastructure provides global access to Citrix Virtual Apps and Desktops service and Google work and productivity apps that streamline employee productivity and experience.

- VPN-less access and zero trust policy enforcement to all applications — web, SaaS, and on-premises — accessed through Citrix Workspace using Google BeyondCorp
- Deliver secure, high-performance, and scalable DaaS workspaces
- Take advantage of Google Cloud's purpose-built, scalable infrastructure with security at its core
- Allow employees to connect to their apps from anywhere, with the same “look and feel” experience
- Incorporate Google Workspace into intelligent work feeds and deliver microapps that integrate multiple workflows to automate and simplify tasks

2. Citrix Workspace Solutions and Chrome Enterprise

Deliver a great employee experience — on any device — with a secure, contextual, unified workspace.

- A user-centric experience where everything you need to work is in one unified app, with conditional access and performance made simple based on user context and IT-designed policies
- Fully aggregates all apps and data across all applications — both on-premises and cloud — to deliver the right experience to the right user at the right time
- Manage all your devices, including Android and Chrome OS devices, through a single platform
- Citrix Endpoint Management provides provisioning and configuration controls that include device enrollment, security policy application, malware protection, and access privileges as well as tools for app management and distribution

“For teams to thrive in a distributed environment they need easy, fast, and secure access to applications and workspaces from virtually anywhere. We’re excited to partner with Citrix to help organizations support remote work in the long-term, with low-latency and trusted access to desktops and applications across all types of devices, endpoints, and work environments.”

— Kevin Ichhpurani
Corporate Vice President of Global Ecosystem,
Google Cloud

3. Citrix App Delivery and Security with Google Cloud

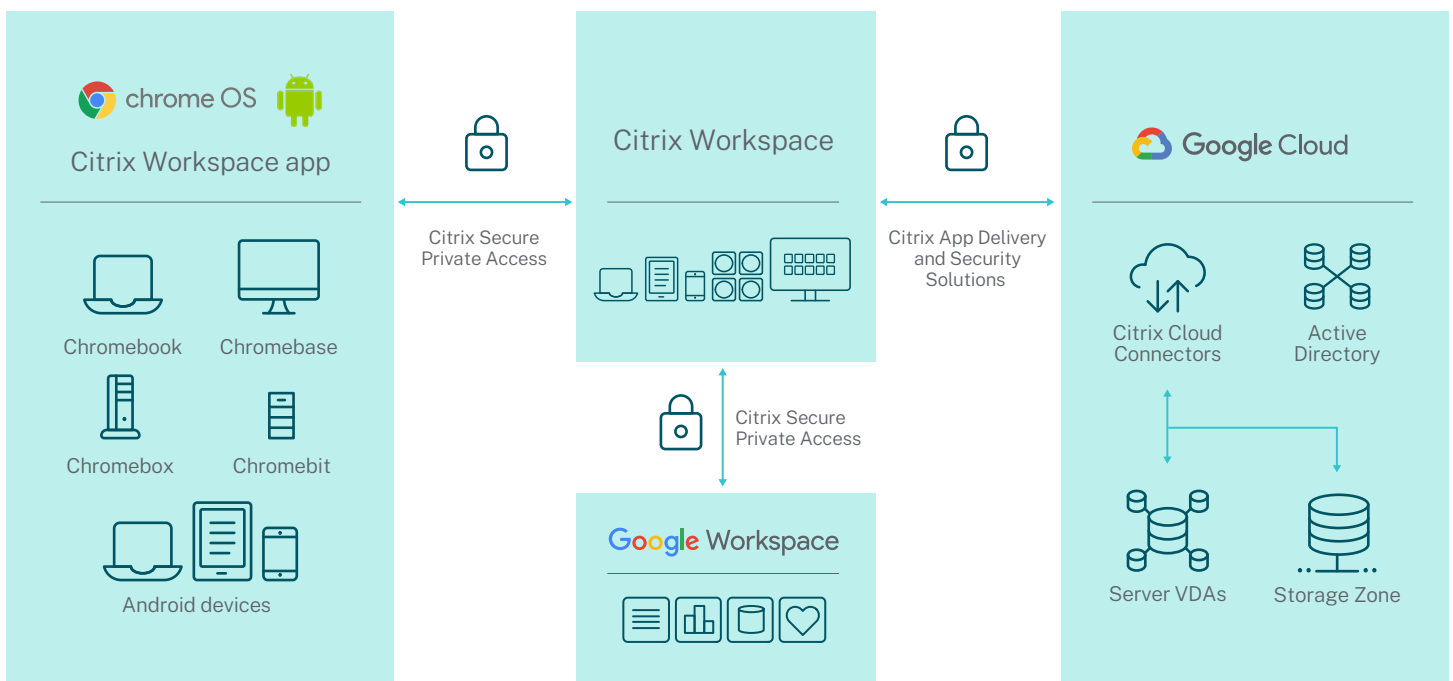
Improve application performance and management across a hybrid cloud infrastructure from a single management and monitoring interface.

- Citrix ADC is an application delivery controller that provides operational consistency, comprehensive security, and holistic visibility across hybrid cloud environments; it also provides ultra-low-latency load balancing and an ingress controller for Kubernetes environments
- Citrix Gateway supports contextual authentication and access policies
- Citrix SD-WAN optimizes delivery and quality of service (QoS) for Google Workspace and is tightly coupled with Citrix DaaS to improve performance and the employee experience
- Citrix Application Delivery Management provides a single view to manage, monitor, and analyze the entire Citrix App Delivery and Security infrastructure
- Citrix Analytics uses real-time machine learning to quantify a user's in-app experience and detect system health anomalies for proactive responses

Cloud-based digital workspaces can help the organization improve employee engagement and productivity. With the integrated components of Citrix + Google Cloud solutions, secure digital workspaces provide safe access to all apps, content, and data needed to organize, guide, and automate an employee's daily work.

Additional features simplify work for IT:

- Out-of-the-box integrations with common business apps
- Low-code app development
- Prebuilt experience integrations with popular collaboration tools



A foundation for productivity and innovation

Citrix DaaS and Google Cloud are built on a best-in-class, enterprise-ready portfolio of a secure digital workspace, a suite of cloud-native business productivity applications, a range of user devices, a hybrid cloud platform, and networking solutions to improve application performance and experience.



New technologies, simpler management

Hybrid cloud options connect the IT infrastructure into a single, manageable environment and allow IT to migrate Citrix workloads to the Google Cloud at a flexible pace. Broad Google device support delivers the apps, tools, and workspaces users want and need on a wide range of device form factors, including Chrome OS devices.

IT can unify the on-premises and cloud infrastructure to gain unparalleled application and access visibility, control, and security. The ability to set policies for application security, performance, and access allow IT staff to focus on strategic projects that align with business initiatives. As the organization changes, IT can easily add resource capacity when and where it is needed in the hybrid cloud, without large hardware and software acquisition costs.



Intelligent ways to work

Citrix Workspace solutions provide users with a single, secure, intelligent platform for enhancing work. Citrix Workspace guides the user to the next best action within each app based on personalized preferences and habits. When combined with the Google Workspace, organizations everywhere can transform their employee experience.

All work is done in the cloud — on any app, from any device — increasing productivity by freeing workers from the limitations of time and place. Always-on workspaces mean people can readily access the tools they need to work productively.



Exceptional application access and performance

With Citrix App Delivery and Security solutions, IT is also able to supply outstanding application performance regardless of where apps run, where they are accessed, or which device users employ.

The Citrix App Delivery and Security solutions, including Citrix ADC and Citrix SD-WAN, offer cloud-scale application delivery and networking solutions. These products optimize the performance, security, and delivery of all workloads including Citrix DaaS, SaaS apps, traditional Windows applications, and cloud-native microservices and container apps. Citrix App Delivery and Security solutions can be deployed in Google Cloud, as part of a microservice or container architecture, and in hybrid cloud environments. Regardless of location, the entire app delivery infrastructure can be controlled from a single Citrix App Delivery and Security management and monitoring interface.



Insights from artificial intelligence and data analytics

With the best-in-class artificial intelligence and machine learning capabilities available in Google Cloud, the organization can start learning from digital insights to stay ahead of customer needs and market demands. Advanced developer tools make AI and data analytics accessible wherever and whenever they can deliver business impact.

The combination of Citrix App Delivery and Security and Google Cloud helps IT overcome several challenges for application delivery and management

Managing application delivery across hybrid cloud environments. An application may be deployed in on-premises servers, Google Cloud, or a combination. Citrix App Delivery and Security solutions manage the application access and performance to deliver a seamless, highly-available, and responsive employee experience. These solutions also centralize management and visibility for hybrid network deployments.

Moving on-premises and legacy workloads. As IT moves more applications and data to the cloud, Citrix App Delivery and Security solutions simplify the transition.

Delivering cloud-native networking for microservices and container apps. The increased adoption of applications built using microservices means access, uptime, and performance levels have to be accounted for. The same Citrix App Delivery and Security solutions used for traditional apps can also be used to manage microservices and Kubernetes in Google Cloud.

Improving performance for remote access to cloud resources. Workers at remote sites expect the same level of application performance as headquarters' employees. Citrix App Delivery and Security solutions enable organizations to dynamically provision cloud services to reflect current network conditions and ensure a consistent, high-performance app experience.

Delivering integrated user access. An integrated gateway offers a single URL to remotely access any app on any device with single sign-on. IT benefits from the simplicity of central management for access policies.



Energy case study

NESTE CORPORATE

About

Neste creates sustainable solutions for transport, business, and consumer needs and is the largest producer of renewable diesel.

Challenge

Poor system performance meant that staff often found work arounds instead of using officially published business apps and modern productivity devices.

Solution

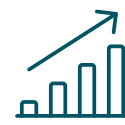
Neste deployed a new hybrid architecture with Citrix Workspace solutions and Google Cloud. The combined Citrix, Google Cloud, and Chrome OS solution provided Neste employees with secure access to business-critical applications and productivity tools, creating a unified work experience.



Innovative IT for sustainability



Unified experience for productivity



Higher IT efficiency

Learn more about how Citrix + Google Cloud brings innovation to life for Neste, transforming from an oil company to the world's leading sustainable energy solution: www.citrix.com/customers/neste-en.html

“With Citrix and Google Cloud, we have the possibility to create a compelling work experience that has a tremendous effect on efficiency and employee satisfaction. Instead of a solution based in Finland, we now have a global concept that we can deploy to all our sites worldwide giving users a fast and secure application user experience from the cloud.”

— Mari Wasström
IT Solutions Service, Management Lead, Neste

Telecommunications case study

TELECOM ITALIA

About

Telecom Italia (TIM) is the leading ICT group in Italy and Brazil, whose goal is to “bridge the digital divide” that is necessary to create growth and develop in-demand skills within the regions. By doing so, TIM will create better internal value and better customer experiences.

Challenge

TIM could not afford to take a multi-year journey to the cloud. They needed to achieve a rapid time to value, and for that they needed to work with partners that could accelerate the timeline. Citrix, Google Cloud, and Noovle SpA (a Citrix Service Provider partner owned by TIM) were selected to lead the project.

Solution

TIM began with a pilot, migrating the online training academy to Google Cloud. 500 virtual desktops were migrated to Citrix DaaS using Citrix Virtual Apps and Desktops service that would serve as the platform for training, webinars, and video learning. The entire migration — from design to delivery — was completed in six weeks.

Next, TIM moved the IT infrastructure of their retail stores to Google Cloud and delivered LOB apps with Citrix DaaS. Citrix ADC was deployed in Google Cloud to provide global server load balancing (GSLB) and secure access capabilities.



6 week migration
from on-premises
to Google Cloud



500 DaaS seats
deployed with
Citrix Virtual Apps
and Desktops service



Improved TCO
and sustainability
footprint

Learn more about how Citrix + Google Cloud enable Telecom Italia to expand their flexibility, scalability, and responsiveness for employees and customers:

www.citrix.com/content/dam/citrix/en_us/documents/case-study/telecom-italia-en.pdf

“Telecom Italia (TIM) is always keen to identify the most advanced solutions available on the market to further improve its services. It's clear that Google and Citrix each know how to leverage the others' technology. And Citrix technology is effectively plug-and-play on Google. You can set it up on Google Cloud very easily.”

— Mauro Maccagnani
Head of Digital Enterprise Solutions, Telecom Italia

Why Citrix + Google Cloud solutions?

Citrix makes it easy to adapt to new models of work and remove the distractions that get in the way of a productive workday. We prioritize helping people use technology to unlock their full potential so they can do their very best work done wherever they are — home, in the office, or a hybrid. Our technology contributes to improved employee experience, employee engagement, team productivity, and organizational success.

Citrix is the leader in DaaS, application delivery and security, and analytics solutions that power a better way for employees to work. Google Cloud is the leader in globally available cloud infrastructures, productivity apps, and cloud-ready devices that deliver scalability, performance, flexibility, insight, and security.

Together, we share a vision for a new ways and places to work. Our combined technology gives employees a quality experience for high productivity.

We do this by providing:

- Enterprise-grade DaaS solutions to enable employee productivity from anywhere
- Reliable connectivity and trusted security
- Flexible, integrated solutions for digital workspaces, microapps, and hybrid cloud networking
- Unparalleled analytics, artificial intelligence, and data insights
- Transformative collaboration

Citrix and Google Cloud have benefited from a deep, integrated engineering partnership since 2011. Today, our value proposition has never been stronger: Today, our joint mission is to empower distributed and hybrid workers to securely access the tools and information they need to engage and be productive, wherever they happen to be. Through the integration of Citrix Workspace solutions and Citrix App Delivery and Security solutions with Google Cloud, Chrome Enterprise, and Google Workspace, this partnership creates a natural technology alignment that enables people to work better while reducing the management burden on IT.

[Learn more at Citrix.com/Google](https://www.citrix.com/Google)

Sources:
1 Citrix | 2 Gallup | 3 Ibid | 4 SHRM | 5 Medium



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