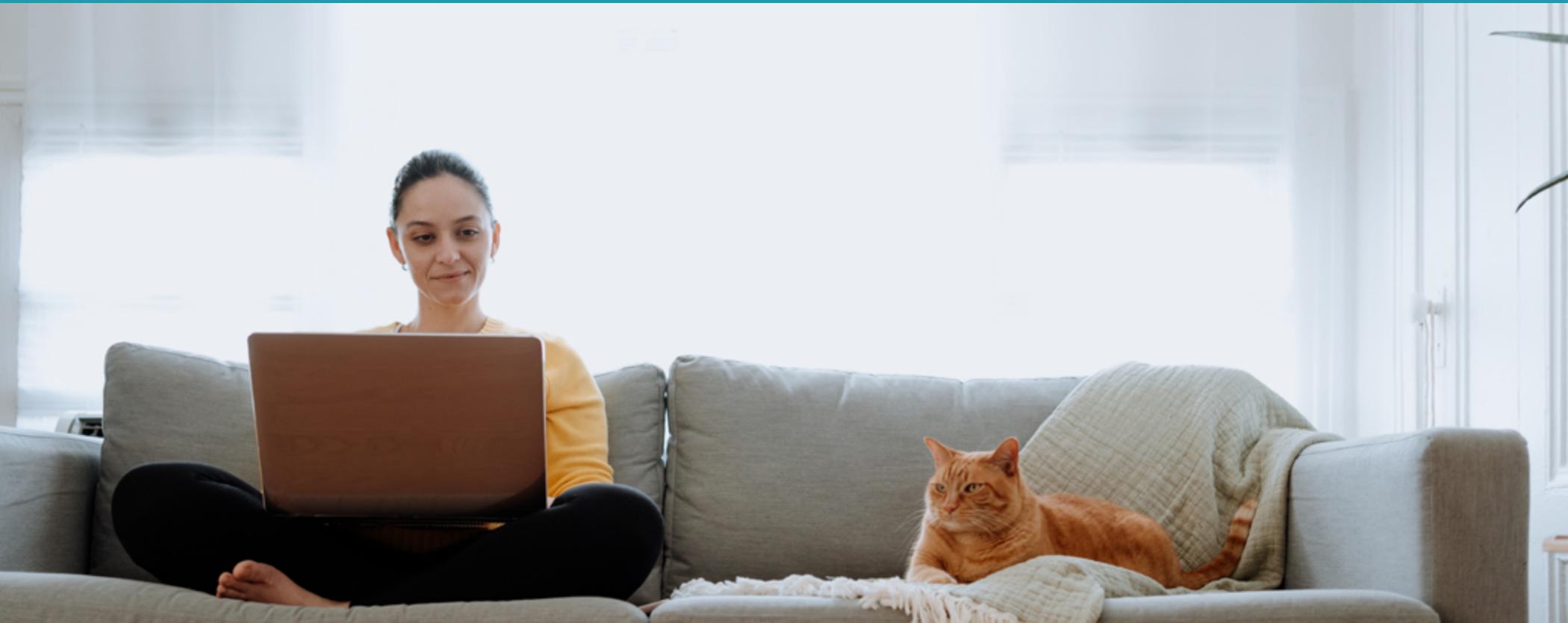


IT + remote work

citrix™

# Three ways a digital workspace benefits IT and employees alike.



Remote work has been a growing trend for years. But almost overnight, Covid-19 more than doubled the number of people working from home. As a result, companies that didn't already have a strong remote work plan in place have had to scramble. It isn't easy keeping businesses open and profitable, giving employees the tools they need to work remotely, ensuring that employees remain engaged and productive, and securing sensitive information on short notice.



# A shifting mindset on remote work

Historically, a lot of companies opposed remote work — for different reasons. Some companies and managers were concerned that employees wouldn't be as productive working remotely or that collaboration might be impacted. Others feared increased security risks.

But many of those same companies now embrace it. They've discovered that it can actually work well; collaboration, productivity, and security can remain high — and it offers tangible benefits, like business continuity.

# More remote work means more work for IT teams

~5M

American employees who worked from home part-time before the pandemic

42M

American employees who will likely work from home by the end of 2021

733%

The amount by which remote work could increase in less than two years

Before embracing remote work, there are a few important questions leadership should ask about implementing it. For instance:

How difficult is it for IT teams to support a distributed workforce across remote, on premises, and hybrid environments? And how do companies make sure they have the technology to enable remote work without digital friction and security risks?

Experts estimate that 3.6%, or about 5 million, American employees worked from home at least 2 to 3 days per week prior to the pandemic, though surveys showed that up to 80% of employees wanted to work from home. Those same experts estimate that the number working from home could jump to 30%, or about 42 million, Americans by the end of 2021.

# The power of a digital workspace meets the demands of remote work

Delivering an exceptional, secure, remote user experience is easier and can be more cost effective than companies assume. It simply requires the right technology — a secure, digital workspace. And it's not just remote employees who can benefit from an exceptional user experience — those working offsite, or doing a hybrid of both, can as well.

# A secure digital workspace at a glance

Here's an overview of three key ways a secure, digital workspace benefits employees and IT professionals alike:

## Unifies IT solutions

- Centralizes storage of apps and data
- Simplifies management of the entire ecosystem from a single platform
- Ensures easy single sign-ons and access to all apps, files, and data from anywhere
- Allows for customizable microapps that make it easy to tailor tasks to individual needs
- Streamlines repetitive tasks with intelligent workflows
- Provides a consistent experience across devices

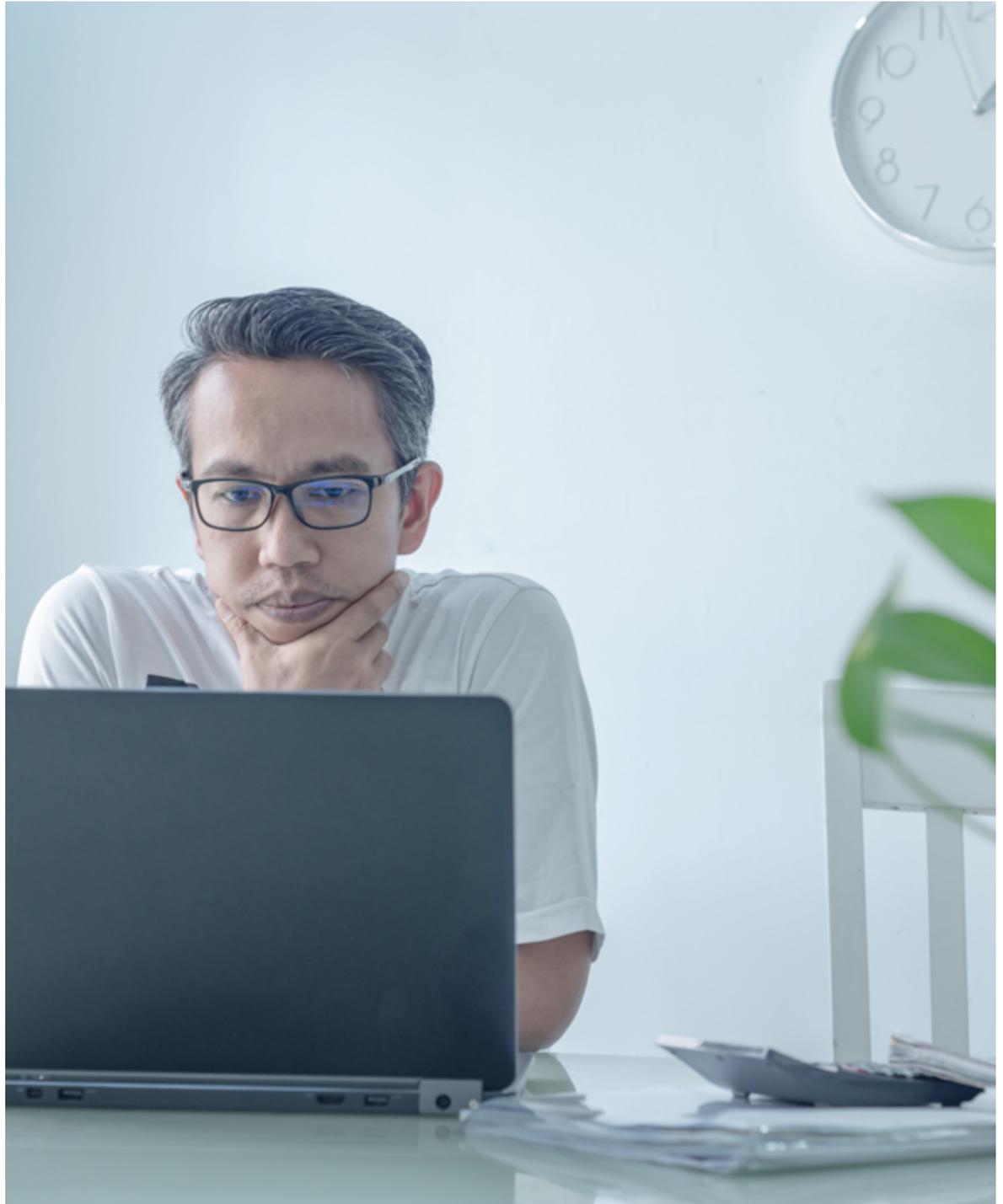
## Secures your ecosystem

- Grants admins granular-level control
- Contextualizes behaviors and sees activity across apps, clouds, and networks
- Decreases the tendencies for unsanctioned apps and downloads
- Helps IT spot anomalies and trends so they can optimize the tools employees use to improve performance and boost productivity
- Ensures visibility across all apps, networks, clouds, and devices

## Delivers analytics for actionable insights

- Makes it easier to monitor and identify unusual activity on your network
- Enhances understanding of user behaviors and needs to keep employees happy and adoption rates high
- Helps optimize app performance
- Supports finding and fixing network performance issues faster
- Highlights slow connections and makes it easier to quickly reroute traffic

We'll explore these benefits in greater detail on the following pages.



# 1. A unified IT solution that brings everything together

Employees have a lot of different needs. For example, different teams or individuals may need specific apps, devices, or access rights. Having a flexible solution can sometimes mean you sacrifice user experience, or or IT control. Meeting all the different needs can be a challenge unless you have a unified solution that can deliver exceptional experiences while allowing for the unique needs of different teams and individuals.

## Employees want simple access to apps and data

When you roll out a unified digital workspace, employees only have to log in once to get access to the apps, files, and data they need, wherever they are located. What's more, a workspace makes it easier to find the information they're looking for, streamlining their workday and improving their work experience.

37%

employees surveyed strongly agree that the applications and devices their organization provides make a positive contribution to their employees' working experience.<sup>1</sup>

—The Economist Intelligence Unit

71%

of employees would like to have a single destination to understand and manage work. But nearly as many — 69% — say they don't have that type of solution in place, according to a recent study by Workfront.<sup>2</sup>

Sources: <sup>1</sup><https://www.willistowerswatson.com/en-US/Insights/2020/06/after-covid-19-cyber-and-the-coming-remote-work-revolution>

[https://www.workfront.com/sites/default/files/resource/file\\_pdf/2019-09/sow-report-2020.pdf](https://www.workfront.com/sites/default/files/resource/file_pdf/2019-09/sow-report-2020.pdf)

# Deliver great experiences for everyone

Employee needs aren't always the same as the needs of IT professionals. Here's a look at how the right technology meets everyone's needs:

## Exceptional employee experiences

- An intelligent digital space that streamlines workflows and fosters collaboration
- All SaaS apps and data in one place to minimize context switching and protect a mental state of flow
- Ensures easy single sign-ons and access to all apps, files, and data from anywhere
- Consistent experiences across all devices, clouds, and networks
- An easy way to onboard and offboard employees from anywhere
- Automation of routine tasks
- A secure connection to company data

## Exceptional experiences for IT professionals

- A simple way to deliver seamless, secure access to apps and data across different devices, clouds, and networks
- Unified management of all apps, data, and devices from a single platform
- The ability to remotely wipe lost or stolen devices
- Data-driven insights for easier troubleshooting to improve speed and performance
- Customizable microapps letting you tailor tools to specific teams, roles, and individual needs



“

Our focus is delivering a unified, secure, and intelligent work platform that transforms the employee experience by organizing, guiding, and automating all activities people need to perform at their best.”

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Calvin Hsu,  
Vice President, Product Management, Citrix

# Minimize context switching

Many organizations still believe employees need to be in an office to be productive. Yet one of the biggest productivity killers isn't related to location at all. It's context switching — toggling back and forth between tasks, or between apps, software, and other solutions.

Delivering a solution that consolidates all of the tools employees need into one easy-to-use platform is a productivity game changer. It allows space for innovative work and better prioritization, ultimately leading to greater productivity for all employees — including IT professionals.

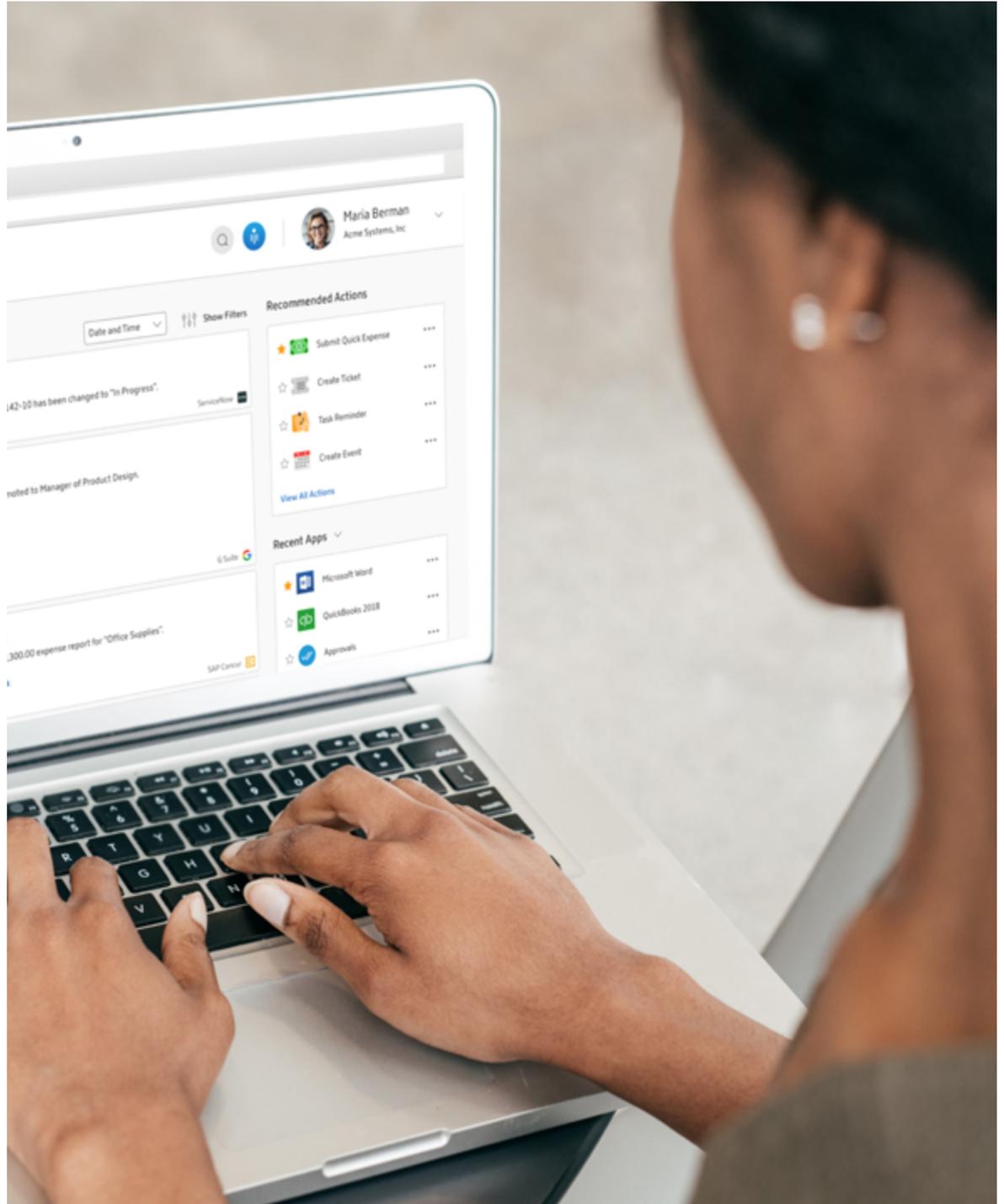
Source: <sup>1</sup><https://www.psychologytoday.com/us/blog/brain-wise/201209/the-true-cost-multi-tasking>

**-40%**

The decrease in productivity that can occur as a result of too much app switching.<sup>1</sup>

# Pave the way for intelligent workflows

When solutions are consolidated on a single platform, like a digital workspace, they can talk to each other and pull information across all apps and files. The digital workspace can then surface the most commonly used apps to the top of your end users' feed, send notifications to remind them of upcoming tasks, automate the routine tasks, and streamline workflows to put everything they need at their fingertips.



Source: <sup>1</sup> — American Psychological Association

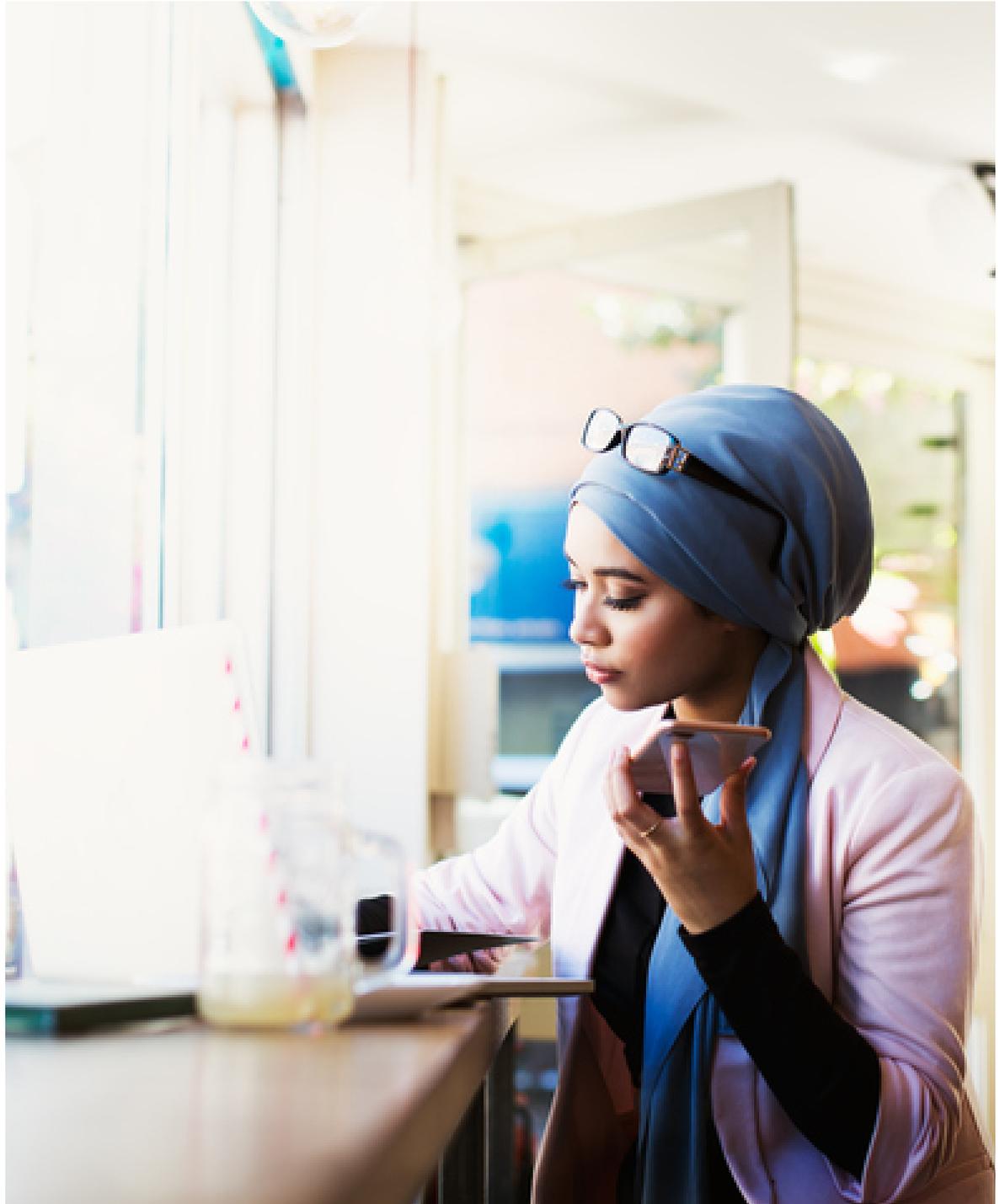
# Drive focus with customizable microapps

Employees have to log in to an app and navigate through the entire interface, even though they're using only one or two features most of the time. Over time, it becomes a big waste of time, and it slows productivity.

But when employees have a digital workspace with customized microapps, they're able to quickly take care of small, routine tasks so they can continue working without interruptions.

A unified digital workspace makes it easy for IT to:

- Customize microapps to give employees quick access to the features they need
- Launch out-of-the-box integrations that streamline microapp deployment
- Build microapps in minutes instead of months



## 2. Comprehensive security across your ecosystem

Cyberattacks and breaches have been skyrocketing since the pandemic and the increase in remote work. There are a few reasons for that. For one, the sudden increase in online browsing, shopping, spending, and sharing of sensitive data has given cybercriminals more access to data.

Secondly, because of the rush to continue business as usual, many organizations had to take shortcuts with security to keep employees working.

# 273%

Cybercrime is costing companies. Large-scale data breaches increased 273% the first quarter of this year, versus the same time last year.<sup>1</sup>

Source: <sup>1</sup><https://www.cnn.com/2020/07/29/cybercrime-ramps-up-amid-coronavirus-chaos-costing-companies-billions.html>

# Threats by the numbers

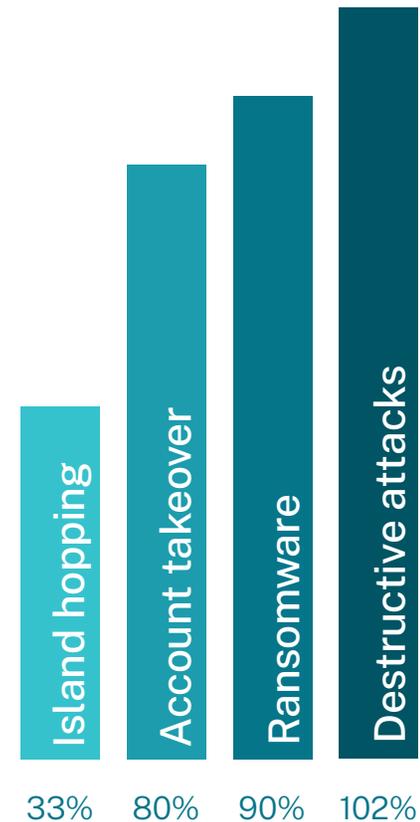
Cyber threats are on the rise across the board. With all the chaos happening during coronavirus, hackers have found that it's easier than ever to steal data and dollars. Many major companies have fallen victim, and the costs can be substantial.

Island hopping is up by 33%

Account takeover attempts have increased by 80%

Ransomware is up 90%

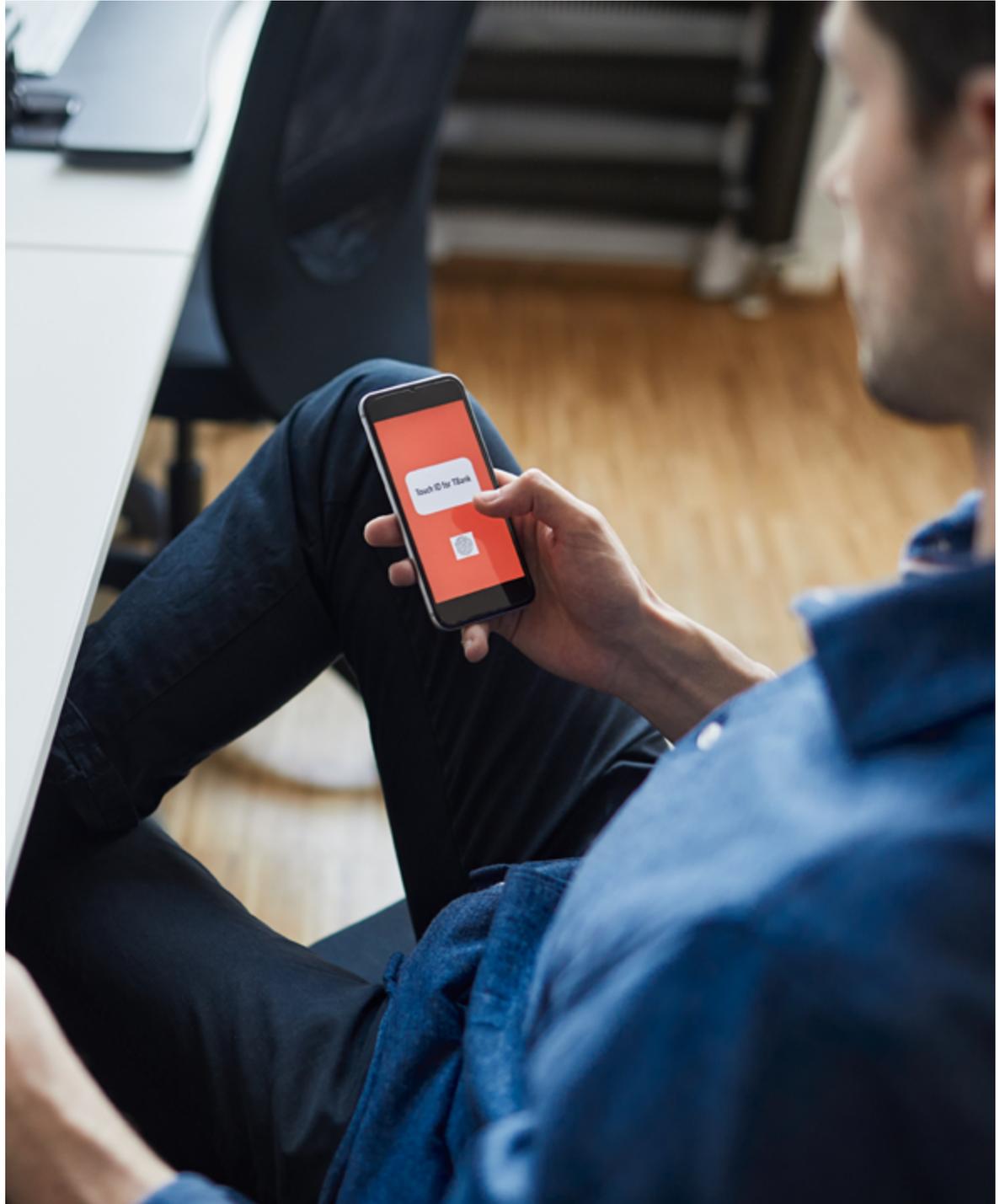
Destructive attacks are up 102%



The increase in attacks in 2020, according to a report in CNBC.1

## Basic security measures aren't enough

Some organizations have turned to solutions like VPNs to give employees a secure tunnel to company data, but those solutions aren't comprehensive, and they aren't ideal. For example, VPNs quickly become complex for IT teams to manage, they aren't designed for high-volume use, they're easy targets for cyber threats, and they aren't user- or privacy-friendly.





“

Remote workers are also being bombarded with attacks based on COVID-19-crisis themes that are taking advantage of delayed updates to email and webfilters, and using social engineering to prey on workforce concerns.”

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McKinsey

# Balance security with efficiency

A secure digital workspace helps organizations minimize additional security costs. Look for a solution with security built into its core. It should include features like:

- **Centralized logins and data storage:** Give employees easy access to the information they need so they don't create Shadow IT headaches with unsanctioned workarounds
- **Deep visibility and granular-level control:** Allow IT to grant or restrict access on an as-needed basis, protecting data from those who shouldn't have access to it
- **BYOD and a mobile-first approach:** Ensure that employees have secure access on any device
  - ~ Whether company- or personally owned
  - ~ On unsecured networks
  - ~ With the ability to wipe data if a device is lost or stolen
- **Zero-trust security model:** Continuously monitor all entities — users, devices, apps, networks, and APIs — and in turn, offer employees greater freedom to do their jobs from remote locations
- **Automation of common tasks:** Make it easier for IT teams to orchestrate and automate common tasks, like incident response tasks, to minimize the likelihood of human error and oversight while freeing up more time for things like active threat monitoring

# Offset costs of safeguarding data

Investing in individual or piecemeal security measures increases IT costs. One way to decrease the costs of safeguarding your data is to implement a comprehensive IT solution that builds security into its very fiber.

~70%

CISOs and security buyers believe budgets will shrink by the end of 2020 but plan to ask for significant increases in 2021.<sup>1</sup>

Source:<sup>1</sup> <https://www.mckinsey.com/business-functions/risk/our-insights/covid-19-crisis-shifts-cybersecurity-priorities-and-budgets>

### 3. Analytics for data-driven insights

As companies begin to move from hastily implemented remote work frameworks to long-sighted IT strategies, analytics is a necessary component to support business goals. It provides user-based data insights on the shifts happening within your organization so that IT teams can make informed decisions, optimize for a better employee experience, quickly spot security anomalies, and take swift action when necessary.

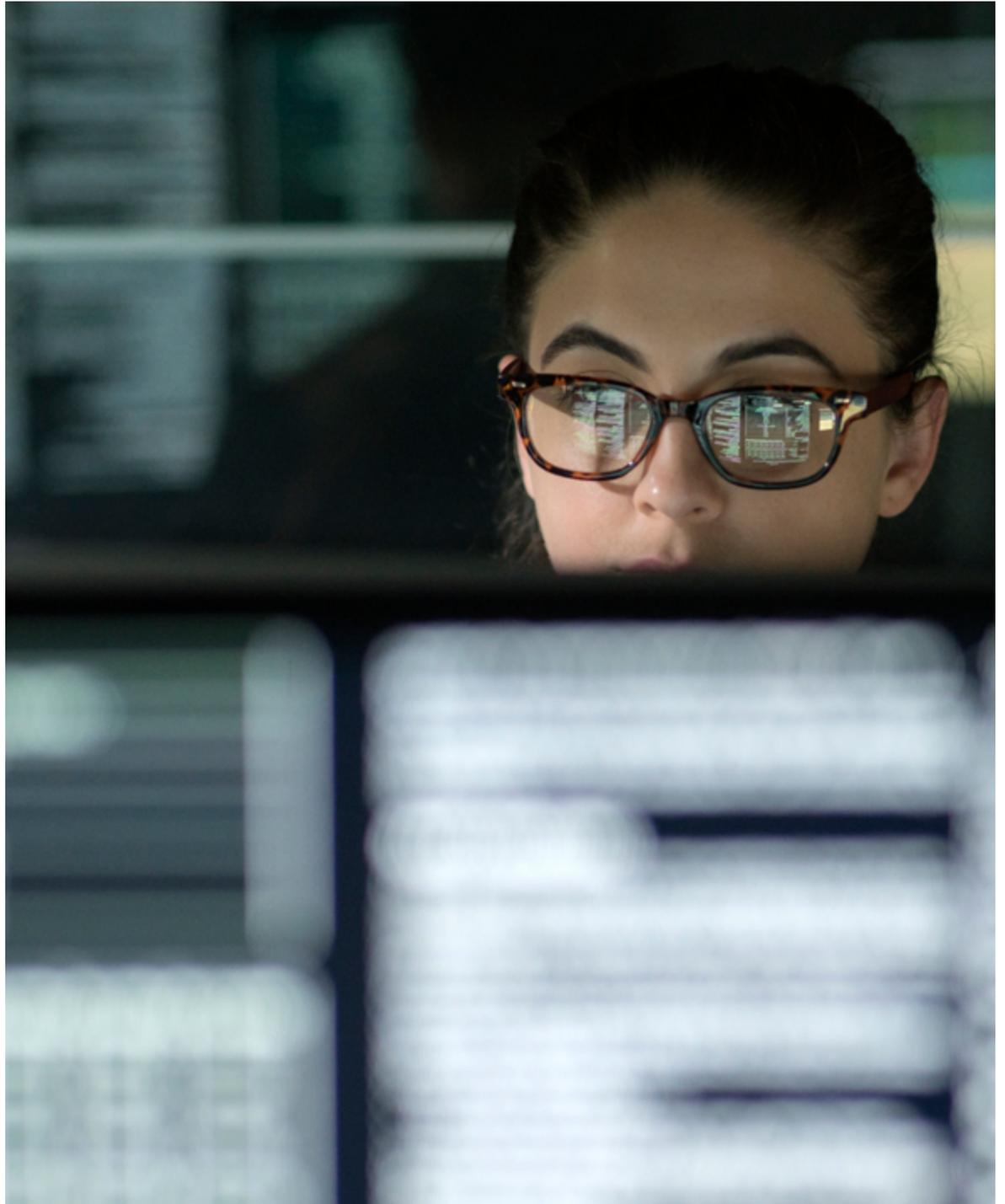
# Data-driven insights to optimize IT operations

Analytics can be a major time and efficiency saver for IT. Analytics can provide insights on things like app and network performance, analyze user behavior, spot lag times, and make predictions about future IT needs.

As a result, admins can better spot and understand trends happening within IT ecosystems and take the necessary steps to remediate issues — ensuring that employees have a speedy, continuous connection.

These are a few of the ways analytics can help tackle business and IT concerns:

- Forecasting demand for IT services
- Identifying potential disruptions in operations or supply chains
- Concentrating support services where most needed
- Determining the effectiveness of unique solutions





“

Companies that can automate routine tasks can free up time for other work that adds more value.”

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McKinsey

# Data-driven insights to improve security

Risk score monitoring is another example of how analytics can impact an organization's efficiency. Assigning a score based on risk factors like user identity, location, behavior, and credentials, risk score monitoring lets you authorize users with a low risk score. Conversely, users or traffic with a high risk score may be flagged, monitored, and even denied access until proper authorization can be given.

The benefits for this are twofold. The first is fairly apparent: It grants low-risk users access to the files and data they need. The second is that when aggregated, these analytics highlight anomalies or patterns of unusual behavior, making it easier to spot potential threats, and use machine learning to predict future risks.

Source: <https://www.cnn.com/2020/07/29/cybercrime-ramps-up-amid-coronavirus-chaos-costing-companies-billions.html>

# +25%

According to one study, solutions with advanced analytics reported a 25% increase in productivity.<sup>1</sup>

# Data-driven insights to boost productivity

While some organizations worry that remote workers aren't as efficient, plenty of studies suggest otherwise. One study conducted by the Centre for Economics and Business Research (CEBR) suggests that remote employees actually experience less distracted time per day (27 minutes) than their office-based counterparts (who experienced 37 minutes of distracted time per day).<sup>1</sup>



Source: <sup>1</sup>[https://www.citrix.com/content/dam/citrix/en\\_us/documents/white-paper/economic-impacts-flexible-working-us-2019.pdf](https://www.citrix.com/content/dam/citrix/en_us/documents/white-paper/economic-impacts-flexible-working-us-2019.pdf)

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