



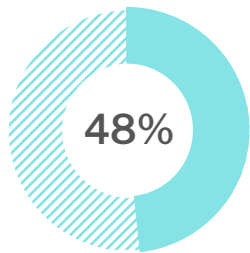
Empower your employees
for digital success



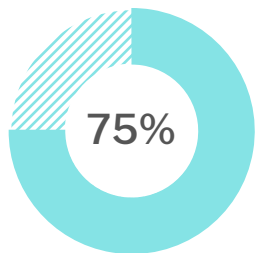
Your employees are a core business asset.

Employees are the core of all businesses and can impact the success of your organization. Giving your staff the flexibility to work how, where, and when they do their best work can increase productivity, innovation, and engagement. In fact, 44% of companies believe that low productivity and low engagement are mutually reinforcing.¹ As a result, 54% of companies are exploring ways to modernize their employee experience.²

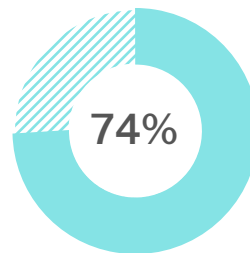
To support innovation, companies must empower their workforce. Hybrid and multicloud technologies can help you build secure digital workspaces that enhance employee experiences, improve IT and business flexibility, and protect your organization. Using integrated components, these workspaces can provide safe access to all apps, content, and data needed for daily work, regardless of the device used.



of companies
prioritize creating
a culture of
empowerment
and innovation.¹



of executives
expect benefits
from advancing
the employee
experience.²



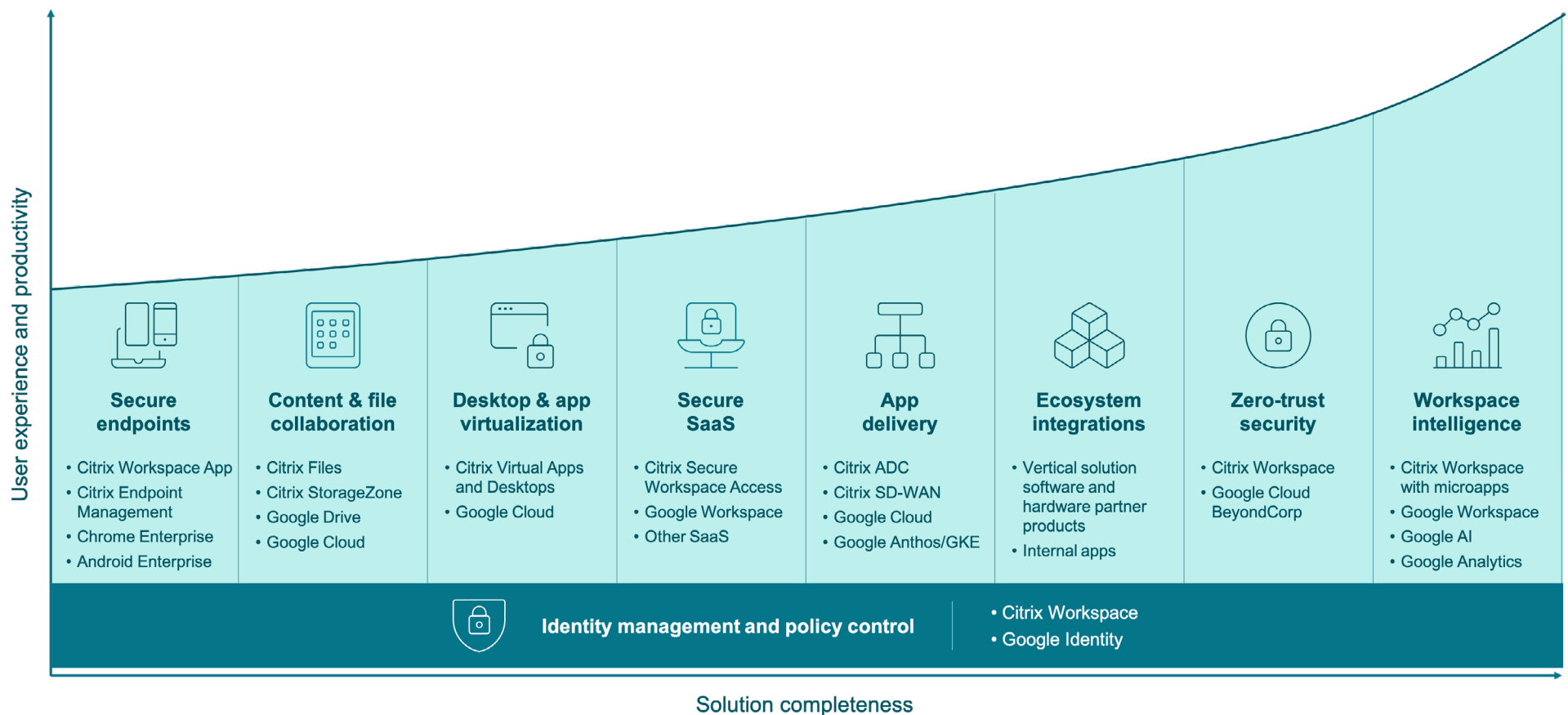
of IT executives
take responsibility
for improving
their employee
experience.³

Sources:

1. The Economist Intelligence Unit 2019 Report "The Experience of Work: The Role of Technology in Productivity and Engagement."
2. Altimeter, "The State of Digital Transformation: 2018-2019 edition," January 2019.
3. Dow Jones 2019 Survey "Exploring the Emerging Technologies Shaping the Employee Experience."

Deliver an end-to-end user experience.

Citrix and Google Cloud offer secure, simple, and integrated digital workspace solutions that give your employees the tools, technologies, and flexibility they need to succeed.





Citrix and Google Cloud help you embrace all that cloud has to offer.

We collaborate at all levels of our organizations to give you more choice—and lower operational costs—so you can enable your employees to be more productive. Our shared vision for the cloud incorporates:

- Security across hybrid cloud environments.
- Frictionless employee experiences.
- Unified, cost-effective approaches.

To achieve this vision, Citrix and Google Cloud provide:

- Reliable and trusted security.
- Flexible, integrated solutions.
- Unparalleled analytics and data insights.
- Transformative collaboration.
- Personalized experiences.

96%

of organizations
use at least one
public cloud.¹

Organizations cite security, managing cloud spend, and governance as their top cloud challenges.¹

Sources:

1. Flexera. “2020 Flexera™ State of the Cloud Report,” April 2020.

Deliver unmatched end user experience, performance, and reliability for employees.

Citrix and Google Cloud offer a better user experience with using a secure digital workspace that includes unified innovation delivery and unmatched performance and reliability across all of your clouds, devices, apps, and networks.

Unified workspace and app delivery

Provide an enhanced experience for both IT and end users using a unified workspace that works across your entire infrastructure.

Secure, contextual experiences

Deliver secure, contextual experiences that make employees part of the solution.

Google device access for apps

Enable access to all the tools your users need—from any Chrome or Android device—using machine learning to register, authenticate, and optimize for user context.

Always-on, resilient workspaces

Deliver exceptional reliability for workspaces running across your infrastructure, so users can always access the tools they need to work.

Greater app performance

Supply outstanding app performance regardless of where apps run, where they are accessed, or which device users employ.

69%

of organizations expect >20% of their company to work mainly from home post COVID-19.¹



Sources:

1. Harvey Nash and KPMG, "CIO Survey 2020: Everything changed. Or did it?," September 2020.

Improve business agility with hybrid cloud technology and a wide range of devices.

Citrix and Google Cloud give you the choice and flexibility to migrate workloads to the cloud at your own pace. We provide many options to fit your cloud needs, enabling you to easily and quickly move to the cloud while providing support for the broadest range of devices.

Hybrid cloud options

Connect your infrastructure into a single, manageable environment and migrate workloads at your pace.

Broad Google device support

Deliver the apps, tools, and workspaces users want and need on a wide range of device form factors, including Google Chrome devices.

Unified IT infrastructure

Unify on-premise and cloud infrastructure to gain unparalleled visibility, control, and security.

Business and IT alignment

Set policies for security, performance, and access to allow IT staff to focus on strategic projects that support business initiatives.

Simple, efficient expansion

Easily add resource capacity where you need it, when you need it, without large hardware and software acquisition costs.



34%

of organizations expect major or radical changes to their business over the next 3 years.¹

Sources:

1. Harvey Nash and KPMG, "CIO Survey 2020: Everything changed. Or did it?," September 2020.

Gain control without compromise and protect data wherever it resides.

Citrix and Google Cloud provide a comprehensive, unified approach for managing access and configurations on endpoints using a secure digital perimeter. We help you protect company information while enabling worker flexibility and choice.

Secure digital perimeter

Protect company assets beyond your firewall using a secure digital workspace that encompasses apps, content, and devices.

Complete, integrated approach

Safeguard your company from threats with built-in security at the infrastructure, network, endpoint, and user levels.

Contextual, profile-based access

Control access actively and intelligently using machine learning that continuously adapts to user context.

Wide, deep visibility and insights

Better understand your environment using analytics that incorporate information about users, content, apps, and networks.

Streamlined management

Manage, monitor, and deliver all apps, tools, and desktops from a single secure digital workspace.

81%

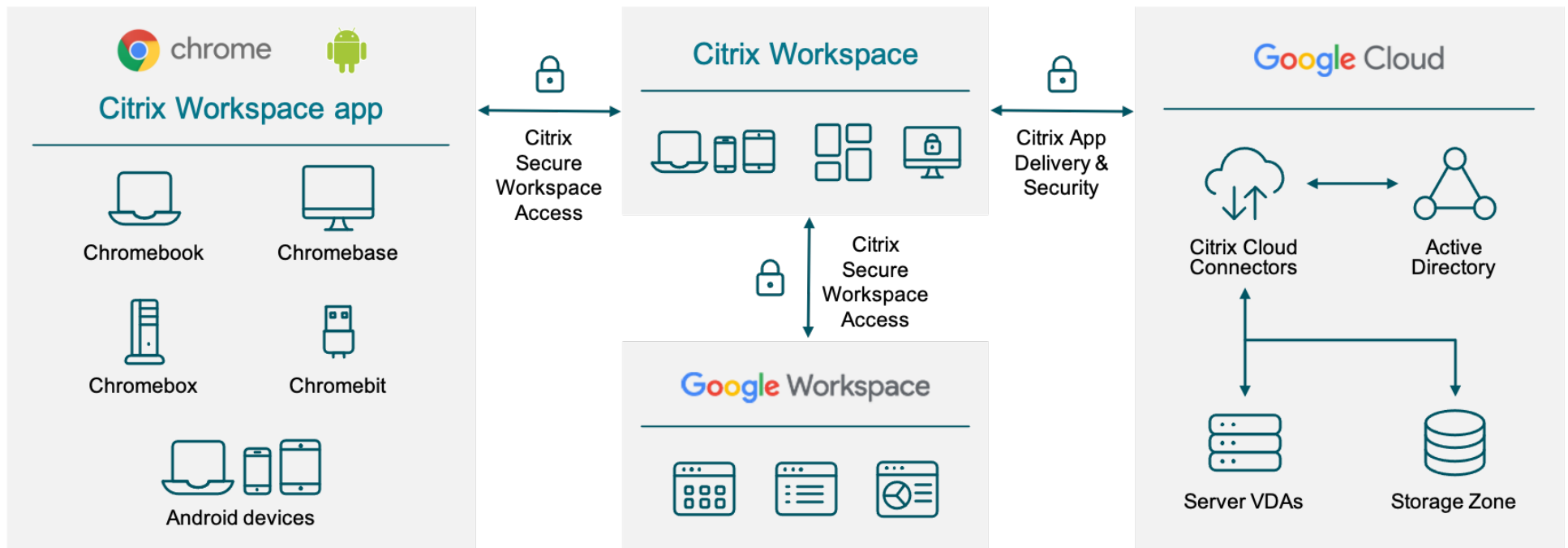
or organizations cite security as a top cloud challenge.¹



Sources:

1. Flexera. "2020 Flexera™ State of the Cloud Report," April 2020.

Build a secure digital workspace with complete, integrated solutions from Citrix and Google Cloud.



Citrix and Google Cloud integrations

Citrix Workspace with Google Cloud

Provide global access with a 100% cloud-hosted virtual app and desktop solution.

- Take advantage of complete, integrated, industry-specific solutions.
- Provide instant access to apps and optimized experiences.
- Control costs with on-demand use, autoscaling, right-sizing recommendations, and economical pricing.
- Get started easily with fast proof-of-concept (POC) deployments and setup scripts.
- Simplify operations at scale with native virtual delivery agent (VDA) image management.

Citrix App Delivery and Security with Google Cloud

Optimize workload delivery with unified cloud connectivity management.

- Deliver reliable, secure branch office connectivity.
- Prioritize critical app traffic for enhanced performance.
- Maintain high performance for audio traffic.
- Improve network resiliency with sub-second link failover.
- Centralize traffic management and load balancing.

Citrix and Google Cloud integrations

Citrix Workspace with Google Chrome Enterprise

Enhance user experiences on Chrome devices with contextual workspaces.

- Simplify performance and access through user context and IT-designed policies.
- Deliver the right experience to the right user at the right time.
- Administer all of your Chrome, Android, and other devices using a single platform.
- Manage app and data access with provisioning and configuration controls.

Citrix Workspace with Google Workspace (formerly G Suite)

Streamline productivity and connections through Citrix and Google app integrations.

- **Citrix Workspace microapps for Google productivity apps:** Offer single-purpose actions from Google Workspace apps in Citrix Workspace.
- **Citrix Content Collaboration app for Gmail:** Attach links from your hard drive, Google Drive, or Citrix Content Collaboration.
- **Citrix Content Collaboration Connector for Google Drive:** Map Google Drive as a folder in Citrix Content Collaboration.
- **Citrix Content Collaboration Storage Zone on Google Cloud:** Securely store your data at rest in high-performance cloud storage.

Customer use case: Remote call centers

Challenge

Due to the COVID-19 pandemic, many organizations are shifting to remote call center operations and need secure, cost-effective, and productive solutions that allow employees to work from anywhere.

Solution

Deploy pre-provisioned Google Chrome Enterprise devices using the Citrix Workspace app to securely connect to Citrix workloads and Google Cloud-hosted applications.

Key results and benefits

- Rapid solution deployment
- Affordable pricing
- Easy workforce learning curve



Customer testimonial: Synchrony

Challenge

Synchrony needed to rapidly move their call center workforce—using office-based desktop computers in the US, India, and Philippines—to remote work due to the COVID-19 pandemic.

Solution

The company deployed their customer-service apps using Citrix Workspace and Chrome Enterprise on 6,000 new Chromebooks to control costs while maintaining security and protecting employees.

Key results and benefits

- <1 month to remote work for US call center
- Great, secure employee experience
- More flexible and agile IT and work



Customer testimonial: Neste Corporate

Challenge

Poor system performance meant that staff often had to wait a long time for applications to start and for processes to run.

Solution

The company deployed a new hybrid architecture using a Citrix Cloud First strategy with Citrix Cloud Services, Google Cloud, Chrome OS, and Google Workspace.

Key results and benefits

- Innovative IT for sustainability
- Unified experience for productivity
- Higher IT efficiency



“

With the Citrix and Google Cloud solution, we can create a unified work experience.”

Mari Wasström
Neste's IT Solutions



Empower your employees to succeed.

Engage your employees, boost productivity, and drive innovation across your organization.

Citrix and Google Cloud make it simple and easy.

Learn more at citrix.com/google.

