



# Envisioning a smarter way to work

Organize, guide, and automate work with an intelligent workspace



## Did you know...



Employees spend 20% of their time looking for internal information.\*

**That's a full day of wasted time.**

\*McKinsey Insights

Pg. 3 →

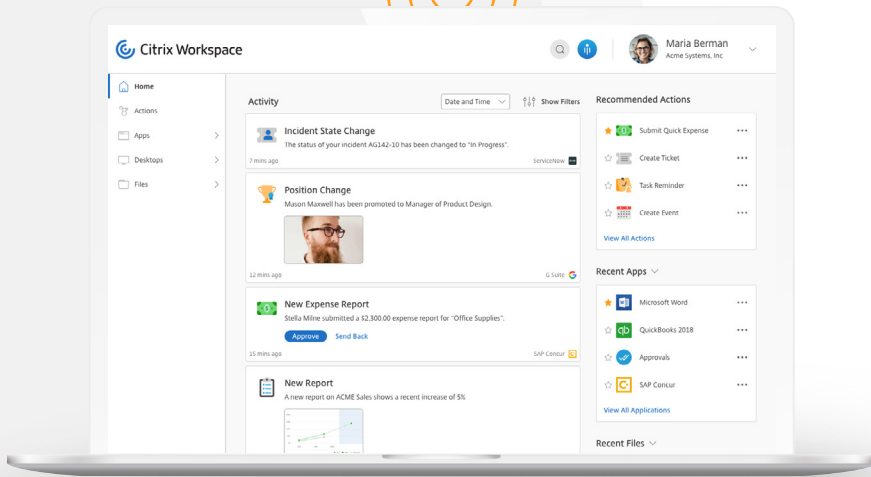
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## What if our work — information, processes, procedures, and technologies — was intelligently organized in and guided by a digital workspace with intelligence?

One that enables a smarter, more flexible way to work by giving us simple, secure access to everything we need to get work done in one place.

Imagine getting a new device, logging on to it for the first time, and downloading one app. From there, you can gain access to all your work needs — content, desktops, apps (Windows, web, SaaS). All of these are contextually aware of your location and security posture to grant you the appropriate access and security requirements. You could also use various types of devices and leverage the same simplicity for access without having to learn the nuances of a new device. This could be a Windows, Chrome, or Mac device, thin client, or your favorite mobile device.

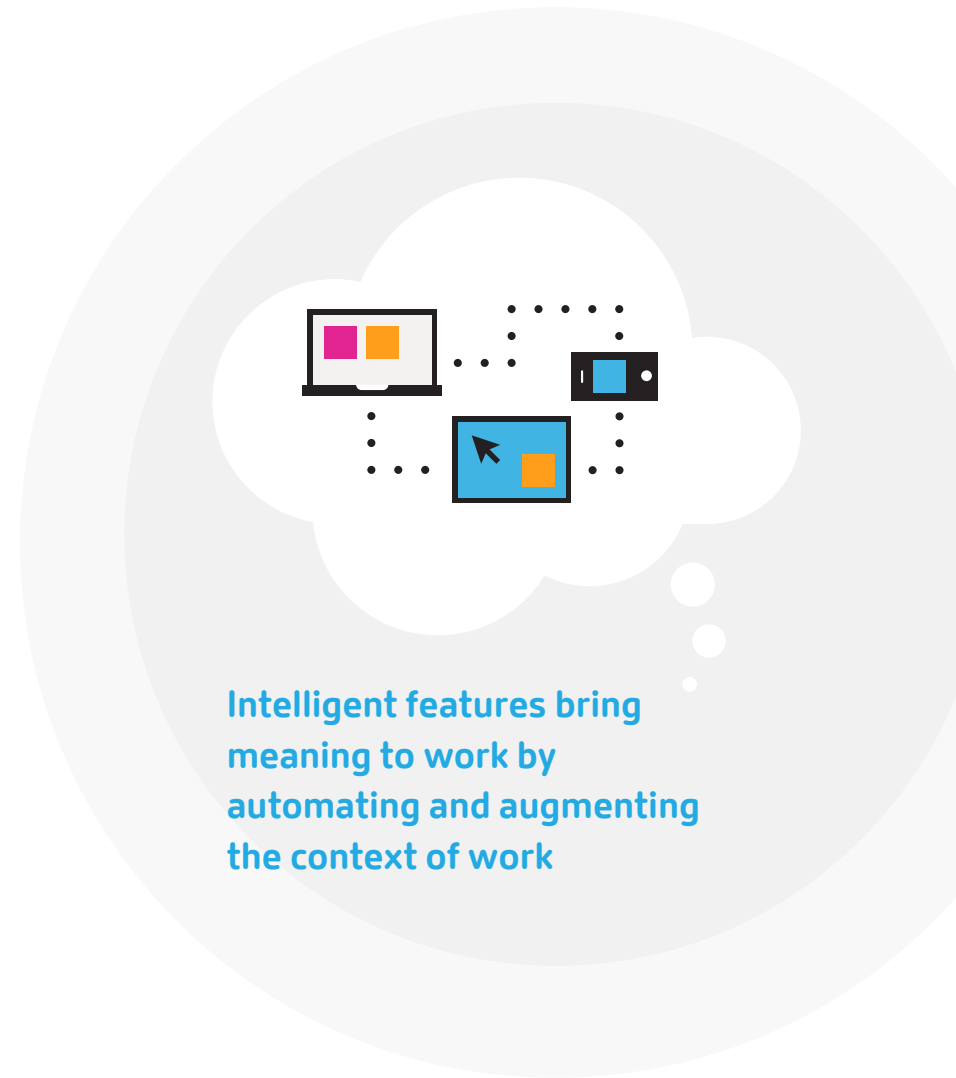


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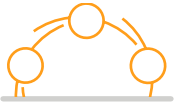
## How to empower your workforce

With a focus on experience, the workspace:

- Enhances and optimizes work
- Integrates management of employee experience, security, and cost so they're optimally in balance for the individual situation and business objectives
- Automates with features, functions, workflows, analytics, and coaching that augment the experience
- Makes the technology work for you without restriction



**Intelligent features bring meaning to work by automating and augmenting the context of work**



This experience brings together everything you need to be productive. It makes work situationally aware and contextual, so the right information is presented to take the right actions and make the right decisions at the right time. The digital workspace with intelligence supports business processes that are continuously evaluated for optimal service delivery and mission success. Automating discovery and business intelligence provides situationally actionable insights and allows for predicting relevant events and trends.



Security enhancements for the workspace require a robust architecture for guiding work that is situationally risk-appropriate for business resources and specific technologies. This security architecture changes the focus from mediating access to comprehensively and proactively managing appropriate usage across the lifecycle of sensitive resources. Security teams and those responsible for sensitive resources are further augmented with dynamic threat intelligence that's integrated with analytics and business-focused security, privacy, compliance, and safety measures to stay ahead of an ever-expanding threat landscape.



Remembering that we're balancing employee experience, security, and cost, a digital workspace with intelligence presents options for managing cost structures that span from opportunity and acquisition costs to dynamically choosing CAPEX and OPEX at the point of service. With integrated analytics, metrics, and dashboards to measure the impact of change, decisions both proposed and realized can be measured and managed. For business leadership, the workspace focuses technologies and business decisions on optimizing the balance of employee experience, security measures, and cost impacts for business units, roles, and individual performance. By understanding the true usage of resources and their correlation to productivity and security, embedded organizational cost structures can be dynamically managed and mapped to business value.

## Deliver an optimal experience for any use case

The way people work varies across industries and job functions. As such, a digital workspace with intelligence needs to satisfy a variety of specialized needs and scenarios. And unlike traditional workspaces with statically defined resource delivery methods, the digital workspace with intelligence can be tailored to dynamically adapt to provide the right balance of security, productivity, experience, and governance objectives for any role or task.

Here are some examples of interesting use cases with vastly different deployment and management needs.



### A mobile first responder

First responders often work offline or in areas where network connectivity is unpredictable. They require predictive content to be always available. This content must be relevant to location, current conditions such as weather, damages, and outbreaks, and the others they must collaborate with. Automating the delivery of this content frees this mobile worker from searching for and actively managing needed resources.



### A remote worker

These workers use everything from legacy company applications to cloud-based apps like Office 365, which must have business policies applied for creating and using sensitive data. And, if they work in a regulated call center, the rigors of PCI DSS must be enforced and defensible.



### **An international traveler**

When visiting multiple jurisdictions and traveling through numerous borders, those on the go need to be productive, safe, and secure while traveling. Data residing on devices must be enclaved and actively managed to assure location-based governance — removing content when policy dictates. The traveler should be able to work on an airplane, in hotels, and at foreign destinations but only with apps and content that are risk-appropriate to each situation.



### **Highly privileged workers**

These workers — who include administrators — express multiple identities, identity factors, and personas, and need an easy way to limit exposure. As keepers of the “keys to the kingdom,” security and resiliency are paramount. They also need not just their endpoints and networks locked down, but their entire privileged session as well.



### **M&A teams**

These teams (and others with top-secret projects) need to keep materially sensitive information and intellectual property for the private use of a small, defined team. All content should be encrypted by default and only accessible by the team — even if accidentally or maliciously exposed. This includes integrations with third parties, such as external legal counsel. And, speaking of M&A, how about simplified and powerful ways to tie disparate organizations together post-acquisition, integrating resources where preferred, and isolating resources where demanded?



### Healthcare workers

Mobility and security can oftentimes seem at odds. Healthcare workers need instant access to resources that directly impact patient care. But this access must also have the strongest defensible security, privacy, and compliance for protecting personal health information (PHI). Access is required to span myriad devices and situations, from clinical to mobile to telemedicine to research in multiple locations, such as the field, clinic, hospital, or isolated lab.



### Teachers and students

Teachers have the challenge of preparing, presenting, and evaluating content, whether that's lessons in the classroom or sensitive and sometimes proprietary student or school information.

Students have the challenge of needing access to educational and personal services and information from anywhere and from increasingly diverse devices. This access can also be determined based on self-selection and programmatic selection.



### Contractors and contingent workers

Many organizations rely on contractors and contingent workers, but managing their unique requirements can be challenging. For example, providing access to company applications and data is tricky, as these workers may not be part of an organization's Active Directory group and, therefore, are not well managed. They also may not have the time to learn how to navigate the necessary applications, as they may be different from those they've used in prior engagements.





To discover strategic options for the design, deployment and management of your digital workspace with intelligence, please visit [Citrix.com/workspace](https://Citrix.com/workspace).