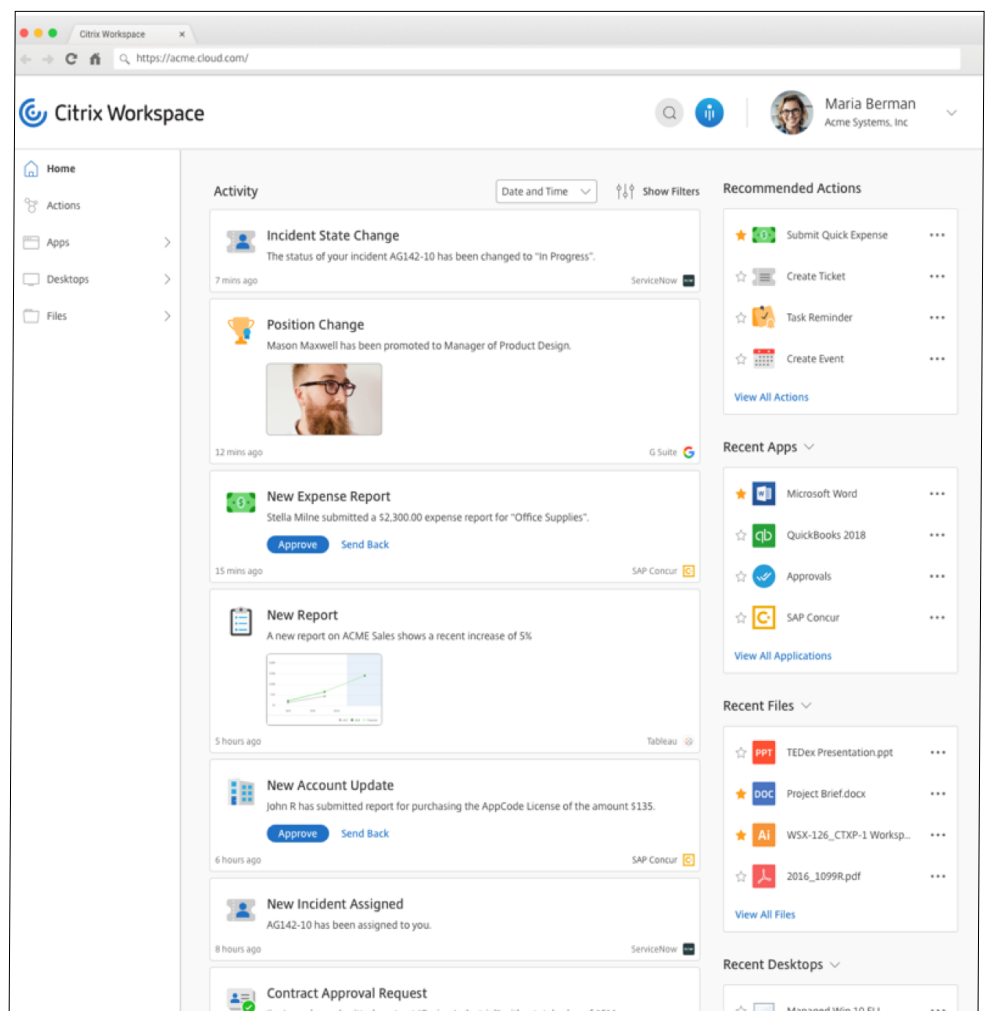


# Citrix Workspace Solution Brief

## Enhancing Employee Experience and Productivity

Your company's most expensive asset – 60% of your overall operating expense – is your workforce. But today, IT complexity causes workforce productivity to suffer. Most employees alternate between multiple devices, receive numerous notifications, and find it difficult to comply with company security guidelines. As a result, workers engage in low-value activities such as toggling between apps, remembering multiple logins, and searching for information stored in numerous repositories. This disjointed experience leaves IT teams struggling to deliver cost-effective solutions that improve productivity and employee engagement.

There is a solution. In 2018, Citrix introduced the Citrix Workspace platform to improve user productivity by providing common layers for application delivery, service management, endpoint management, analytics and network access control. Coming in 2019, Citrix will be the first to market in delivering a comprehensive set of intelligent capabilities that moves beyond organizing apps and securing data to guiding and automating workflows:



### What is a microapp?

Leveraging publicly available API's within SaaS, web, legacy, & homegrown applications, we can allow users to view information and – more importantly – perform actions without requiring a full launch of the application or the need to switch your screen. This results in the streamlining of routine tasks for frequently performed actions and provides users the ability to perform those actions within their Workspace App without having to toggle away.

## Transform the employee experience

### **Reduce context switching. Help users work smarter and faster.**

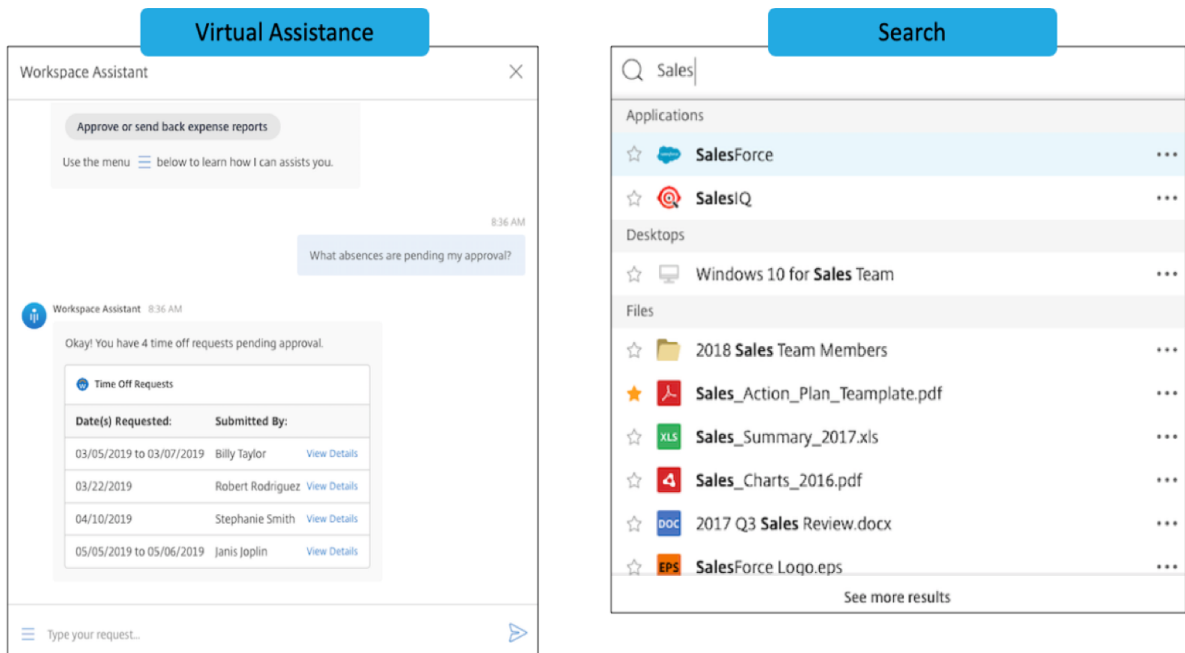
*Too many apps cause distraction.*

This common disruption leads workers to change context every 1.25 minutes. Then it takes more than 25 minutes to resume the original task after the interruption.<sup>1</sup> The secure curated Citrix Workspace intelligent activity feed delivers everything your users need to be productive -- one-click actions, personalized notifications, proactive business intelligence, and real time insights. Interruptions and unwanted distractions decrease thanks to an aggregated view of high-priority tasks. Employees complete actions and view information without logging into individual systems so completing routine tasks in existing applications – giving PO approvals or reviewing sales metrics, for example -- is quick and easy.

### **Reduce searching. Add time back to the work day.**

*Eliminate the frustrations associated with navigating complex enterprise applications.*

68% of workers waste up to 60 minutes per day navigating between apps; that equates to 32 days lost per worker every year.<sup>3</sup> The universal search capability quickly finds information across different data repositories, so users can resume work faster.



**Unify content. Keep employees engaged with timely delivery of key insights.**

*Launching full applications wastes time.*

Companies with high levels of employee engagement report 20% higher productivity and 21% higher profitability,<sup>2</sup> however, simple tasks have become more complex, decreasing productivity. Employees experience bottlenecks in searching for the right information or performing common workflows such as document approvals. Citrix Workspace instills confidence because employees always have actionable content at their fingertips. Within an intelligent activity feed, users seamlessly perform actions or gain insights without launching a full application. And switching from mobile to desktop is seamless. Employees engage in an omni-channel experience connected to other applications such as Microsoft Teams or Salesforce.\* That experience delivers relevant information that drives employee engagement.

The image displays two overlapping screenshots from the SAP Concur mobile application. The top screenshot shows a notification card for a 'New Expense Report' submitted 15 minutes ago by Stella Milne. The notification includes a green dollar sign icon, the text 'Stella Milne submitted a \$2,300.00 expense report for "Office Supplies".', and two buttons: 'Approve' and 'Send Back'. The bottom screenshot shows the detailed view of the expense report, titled 'New Expense Report' and submitted 15 minutes ago by SAP Concur. It includes a 'Details' section with the following information:

Submitted by:	On:
Stella Milne	2/12/2019
Report Name:	Status:
Office Supplies	Submitted & Pending Approval

Below the details is an 'Expenses' section with a table:

Vendor	Date	Charge
Avast	2/5/2019	\$600.00
Microsoft	2/3/2019	\$700.00

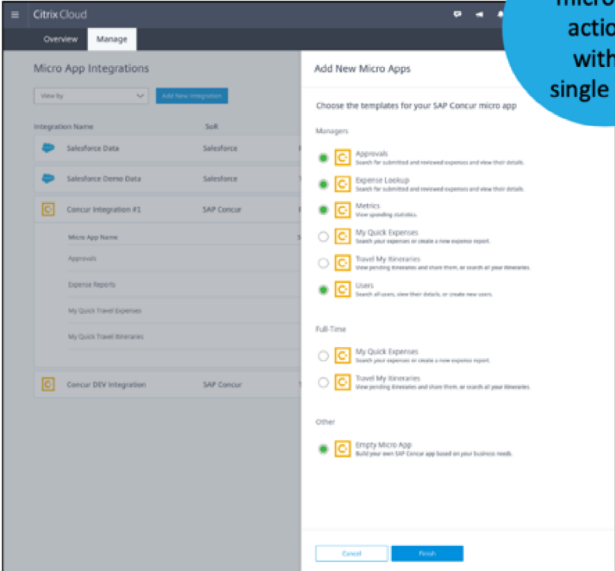
The total amount is listed as \$2,300.00. At the bottom of the detailed view, there are 'Approve' and 'Send Back' buttons.

## Empower IT with visibility and control

### **Automate work in minutes, not days**

*Enable users to interface with information from systems of record in minutes.*

Decrease the number of steps required to achieve common tasks. Use out-of-the box microapps developed in collaboration with popular SaaS providers, or if you prefer to customize, capitalize on the drag and drop microapp builder in the Citrix Workspace admin console to customize your environment.



The screenshot shows the Citrix Cloud interface for managing micro apps. On the left, there's a 'Micro App Integrations' panel with a table listing integrations like 'Salesforce Data', 'Salesforce Demo Data', and 'Concur Integration #1'. On the right, the 'Add New Micro Apps' panel shows a list of templates for SAP Concur, categorized into Managers, Full-Time, and Other. A blue callout bubble points to the 'Add New Micro Apps' panel with the text 'Turn on microapp actions with a single click'. Another large blue callout bubble on the right contains the text 'Over 100 out of the box microapp action templates from leading SaaS vendors coming in 2019'.

### **Use the power of automated intelligence to simplify work**

*Deliver personalized, relevant tasks that are both event-driven and user-initiated.*

Machine learning-powered workflows fuel efficient work and enhance productivity. The intelligent feed and virtual assistance provide a tailored experience.

### **Lower IT support costs**

*Increase business agility by reducing IT silos with a single management console.*

Both technology and end user behavior is changing. This creates a challenging complexity. Micro apps can help solve this problem. Microapp integrations coming in 2019 include: Atlassian Jira, Google G-Suite Directory, Google G-Suite Calendar, Microsoft Dynamics CRM, Microsoft Power BI, Salesforce, SAP Ariba, SAP Concur, Servicenow, Tableau, and Zendesk.\* By connecting to your legacy, on-premises, and SaaS systems, IT admins can easily create streamlined user workflows. This reduces the number of logins, clicks, and swipes. It also leads to less support tickets for password resets.

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## Citations:

1. Dr. Gloria Mark (Research, 2013)
2. Gallup State of the American Workplace, 2018
3. CITE Research, How App Overload is Reshaping the Digital Workplace, 2018  
<https://www.theladders.com/career-advice/69-of-employees-waste-one-month-a-year-on-workplace-apps> ;  
[https://netstorage.ringcentral.com/documents/connected\\_workplace.pdf](https://netstorage.ringcentral.com/documents/connected_workplace.pdf)

**To learn more about Citrix Workspace and new intelligent capabilities, visit [citrix.com/workspace](https://citrix.com/workspace).**

\*Product features coming in Q4 2019. The development, release and timing of any features or functionality described for our products remains at our sole discretion and are subject to change without notice or consultation. The information provided is for informational purposes only and is not a commitment, promise or legal obligation to deliver any material, code or functionality and should not be relied upon in making purchasing decisions or incorporated into any contract.



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