

# REDEFINING the WORKPLACE

Free your business and people to work better.



WORK IS TRULY NO LONGER JUST A PLACE, AND BUSINESSES MUST KEEP UP.



62% of information workers work outside of the office at least once a month, according to Forrester Research.



But keeping up with today's mobile workforce is just one of the current challenges that businesses and IT departments face.



## BYOD

Most tech used for work is personally owned.

68%: Tablets

75%: Smartphones



## Globalization

Nearly 1/5 of information workers collaborate with colleagues in other countries.



## Facility Costs

One physical workspace for an individual employee can cost an organization up to \$14,000 per year.

## SOFTWARE AT THE FOREFRONT

To address these challenges, forward-thinking IT departments are moving toward "software-defined" technology such as storage, data centers, and networks.

Although these concepts are great for delivering IT efficiencies, working the old way (only more efficiently) won't enable companies to meet today's business mobility requirements.

Enter the **software-defined workplace**. Transform physical places and IT resources into fully digital mobile workspaces.

### SOFTWARE-DEFINED DATA CENTER

Provisioning

Time to availability

Operational efficiency

Bottom line

CIO concerns

### SOFTWARE-DEFINED WORKPLACE

Onboarding

Time to productivity

Business agility

Top-line growth

CEO and CIO concerns

## MOBILITY-TRANSFORMED BUSINESS & PEOPLE

CEOs and CIOs are eager to realize the promise of improved productivity, effectiveness, engagement, and profitability from mobilizing their entire business. A software-defined workplace is the way to drive profound business and people outcomes.

### WORKFORCE ENGAGEMENT



Human Capital

### PROCESS TRANSFORMATION



Business Productivity

### FACILITY REINVENTION



Operating Efficiency

## CITRIX IN ACTION

Citrix solutions power business mobility through secure, mobile workspaces that provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud.



App & Desktop Virtualization



Enterprise Mobility Management



Collaboration & Sharing



Delivery Networks & Cloud

## THE BOTTOM LINE

Citrix is leading the transition to software-defining the workplace, uniting virtualization, mobility management, networking and SaaS solutions to enable new ways for businesses and people to work better.

SOURCES:

Citrix Systems, Forrester Research, McKinsey Global Institute, iofficecorp.com

