Design and deliver services on any cloud to power the new workspace

A single management platform for workspace services on any cloud. A personalized, high-definition experience for every user. Deliver integrated desktop, app, data and mobility services people need, wherever and however they need them, with an easy-to-use services management platform to use with any cloud or infrastructure.
What if you could quickly and easily assemble the right set of services for each user—desktops, apps, data sharing, mobility management—into a secure mobile workspace that was accessible on any network from any device? And what if you could deploy that workspace on the infrastructure of your choice, and effortlessly manage, extend and orchestrate it to deliver the best experience for users and IT alike? That’s the vision for Citrix® Workspace Cloud™, a groundbreaking cloud services management platform that gives corporate IT and service providers a simple way to deliver the secure, scalable and personalized services the workforce needs to do their best work wherever they may be.

This white paper discusses the new industry standard to define, design and deliver mobile workspaces, their key role in today’s organizations, challenges that can impede their deployment, and a better way to deliver great workspaces to people quickly, securely and flexibly. With Workspace Cloud, IT can easily create an integrated workspace that any employee can access anywhere, on any device.

**Just what is a mobile workspace?**
People do their best work when they have immediate access to their work resources—the people, apps, and files they need to be productive at any specific moment or context. This is the design principle behind the mobile workspace, which unifies Windows apps, web apps, mobile apps, desktops, file and collaboration in a single, secure and context-aware environment that users can access from anywhere and on any device.

Delivering the new workspace goes beyond deploying products and creating services. To provide a truly seamless and satisfying work experience, these services must be integrated to work in concert together. Services must also be context-aware, tailoring the user experience to fit the devices and networks being used, and adjusting access rights and security to devices, locations and user types. People need to know that they can easily access their workspace on
any device, from any location, without having to worry about installation or other technical details. Meanwhile, IT teams and service providers need to be able to create these workspaces to fit diverse user profiles and use cases with the right mix of apps, desktops, data sharing and mobility management services.

The opportunity for a better way to create and deliver mobile workspaces
As IT organizations take on a more strategic role in business, they need to avoid being tied down by the burdens of building and managing technology. Instead, they can deliver greater value by brokering and integrating services to more closely serve the needs of lines of business and enable the enterprise. Still, too many organizations continue to struggle with granular, low-value activities such as dealing with the complexity of deploying and managing workspaces across diverse clouds and infrastructures, managing users across multiple services, and orchestrating cross-service integration. IT in particular is also challenged with inconsistent or suboptimal implementations that can make it hard to achieve good-as-native experiences for virtual apps and desktops, hampering user adoption and acceptance.

Issues like these distract IT from their more strategic goals. What’s needed is a radically simpler way for them to deliver the mobile workspaces their employees need so they can add business value through strategic enablement, not from being engineers or product experts. This includes:

• **Design-centric approach** – The ability to design, integrate and deploy workspace services in minutes, at cloud scale, so IT can support any number of locations, branch offices and global subsidiaries around the world with the same quality of service, ease of management and global visibility

• **Deployment simplification** – The ability to deploy workspace services onto any cloud or hybrid infrastructure according to the best approach for each service according to unique requirements, such as deploying enterprise file sync and sharing on-premises for data sovereignty, Windows apps on Amazon Web Services to control cost, and in the nearest location for performance-critical apps to ensure a good user experience

• **Publish/subscribe model** – The ability to assign pre-designed and pre-configured workspaces to different user groups in minutes. Users can subscribe to one or more workspaces based on their need, device or work context

**Citrix Workspace Cloud—Simple design for services on any cloud**
Powered by Citrix technologies based on industry-leading Citrix XenApp®, Citrix XenDesktop®, Citrix XenMobile® and Citrix ShareFile®, Workspace Cloud automatically integrates across workspace services to simplify workspace creation and delivery. This management as a service ensures that the platform is always on and always up to date with the latest technologies.

Citrix Workspace Cloud also allows partners and customers to choose the best locations for their workspaces, whether datacenter, public cloud or hybrid cloud. This gives businesses the control they need over security, performance, price and data sovereignty of their own unique workspaces.
The transformative nature of Workspace Cloud moves beyond traditional notions of deployments and users to a more modern approach to the relationship between people and the services they use. Workspace delivery centers on architecting, publishing and subscribing to services.

• **Design** – Admins use simple tools to design and compose any number of workspaces with different combinations of apps, desktops, data and mobility to meet the needs of diverse user profiles and contexts.

• **Publish** – Admins make each workspace available to specific individuals and roles throughout the enterprise as defined in corporate directories.

• **Subscribe** – Users are notified, and then allowed to subscribe to their workspaces as a service that they can access at any time, on any device.

Workspace Cloud empowers IT providers to drive strategic impact for the business through key benefits including the following:

• **Fast creation, integration and delivery of complete workspaces**
  Workspace Cloud accelerates time to market with out-of-the-box tools to increase admin productivity using the unified design-publish-subscribe model described above. The unified platform eliminates manual integration of apps, storage and device management, and streamlines the addition of new services to existing workspaces. Citrix HDX helps ensure that subscribers enjoy the high-quality experience they expect without the need for extensive tuning by the admin.

• **Flexible options to choose the best deployment infrastructure**
  Infrastructure agnostic deployment lets you choose the best on- or off-premises resource locations to prioritize and balance cost, performance and compliance for each service. IT providers can easily deploy or transition onto hybrid or public cloud, removing friction from the cloud adoption process and supporting the full range of cloud maturity levels and roadmaps.

• **Secure workspace service delivery**
  Workspace Cloud is architected and maintained with a DevOps approach in mind to ensure a consistent security posture while allowing the flexibility to support diverse deployment models and use cases. Choice over deployment and resource location helps IT providers meet unique privacy and data security needs.

• **Global scale with local options**
  Workspace Cloud runs on a globally available platform to meet enterprise needs for comprehensive geographic availability. A smooth system for scaling up and out as needs evolve helps reduce risk and uncertainty, while control over resource locations makes it possible to optimize business and economic requirements. Admins can use either as-a-service management, or blueprint-based management approaches, whichever best suit their technology appetite and control needs.
Workspace Cloud in the real world
The pragmatic value of Workspace Cloud can be seen in common use cases across both enterprises and solution providers.

Consolidating workspace management and datacenters
By virtue of organic growth, inorganic acquisitions, or independently operated geographic divisions, enterprises often find themselves managing multiple Citrix versions across multiple farms and data centers. Workspace Cloud can help unify and ultimately simplify this complexity, first by managing across versions and locations, and second, by simplifying migration and/or consolidation of workloads and locations.

Adopting virtualized desktops for the first time
Some businesses might not have considered implementing virtual desktops due to perceived complexity or a lack of in-house expertise and can now gain a clearer way forward. Simplified workspace design makes it easy to create and add services to workspaces without the technical requirement to install and manage Citrix products. Cloud deployment capabilities eliminate the need for IT to own and operate their own data centers. Because workspaces can be delivered as a managed service, Workspace Cloud eliminates the maintenance and upgrade tasks of traditional software to minimize internal IT requirements.

Creating simple virtual app and desktop proof-of-concepts and demos
IT can use Workspace Cloud as a simple, fast approach to define and roll out a pilot or demo environment to estimate capacity and test performance and scale. For example, IT can quickly create comparisons by designing and publishing a prototype workspace and deploying it on a number of different public cloud or private infrastructures, quickly and easily by selecting differing resource locations from within Workspace Cloud. In fact, IT could even deploy a full-scale pilot environment onto a public cloud—saving time and avoiding capital investment—and then be able to accurately estimate scale and scope of on-premises implementation.

Getting started with workspaces in the cloud quickly and easily
For companies and service providers seeking a smooth and timely transition to the cloud, IT can begin with workspaces deployed on-premises, and then selectively migrate services or entire workspaces to a private cloud, partner cloud or public cloud locations. The process is completely transparent from the perspective of users and IT administrators, who continue to work the same way regardless of where resources are located.

Getting started with managing or hosting workspaces
Service providers wanting to enter the workspace hosting market can do so with their own infrastructure, or reduce initial capital investment risk by using a public cloud infrastructure. Workspace Cloud also provides both customers and the service provider complete choice of where and how to physically locate workspace workloads. The platform is ideal to help design and administer workspaces in a managed services context, speeding time to market to meet client change requests.
Conclusion
The notion of the mobile workspace is the culmination of powerful trends in business mobility and cloud computing, providing a new way for IT providers to help people work more productively from anywhere on any device.

Citrix Workspace Cloud uniquely delivers on the full promise of the mobile workspace with a unified platform to easily design, deploy and manage secure workspaces for any cloud or infrastructure. IT can provide each user with the right mix of app, desktop, data and mobility management, automatically integrated to help ensure a seamless experience while freeing IT to focus on strategic enablement. Secure, scalable and always up to date, the managed platform allows each organization to choose its own resource locations and level of management according to its needs and priorities. In this way, the platform empowers every organization with a simple way to deliver personalized services their workforce needs to do their best work wherever they may be.

To learn more, visit citrix.com/workspacecloud.