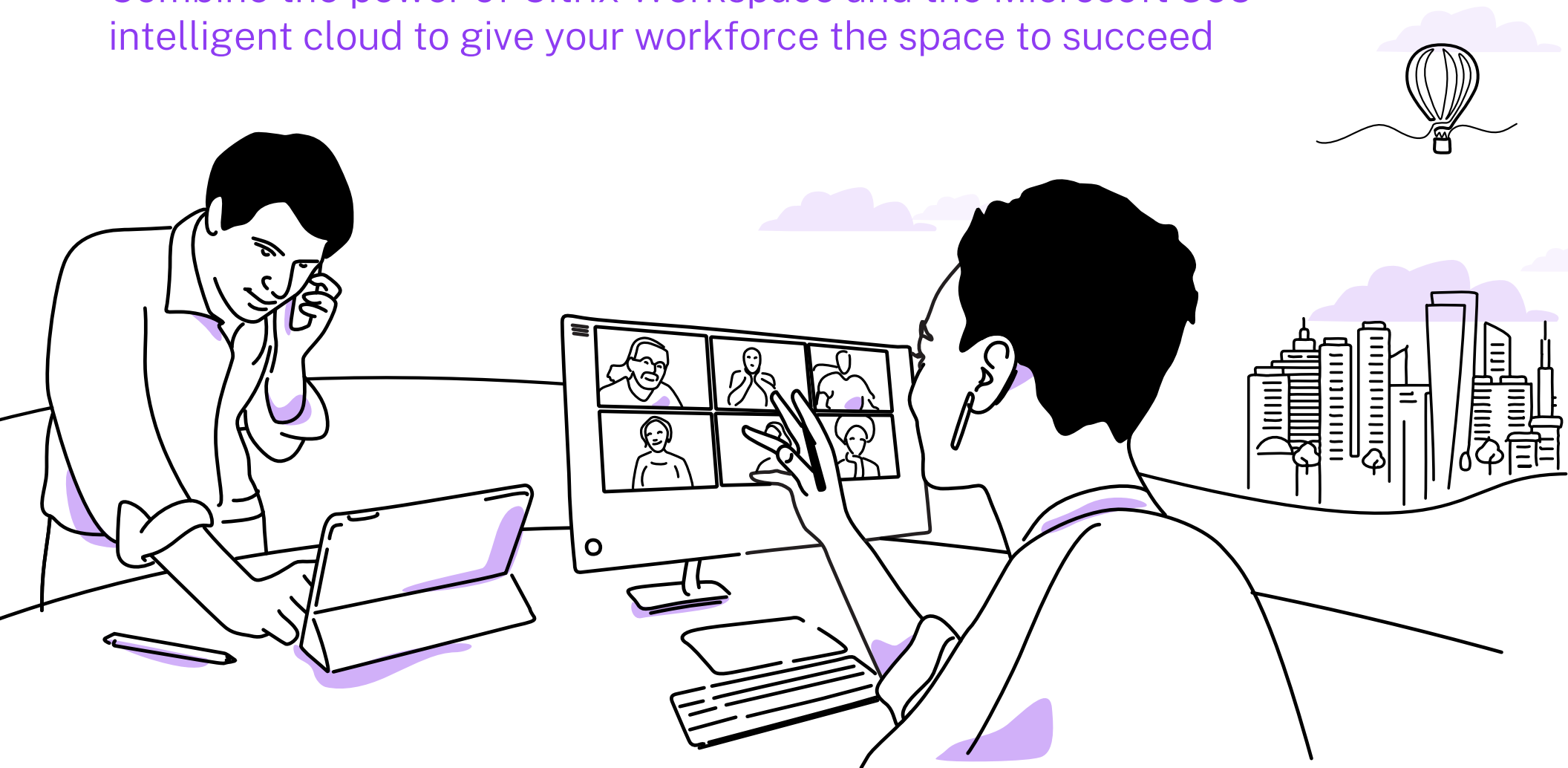




Build the future of work by driving engagement and productivity

Combine the power of Citrix Workspace and the Microsoft 365 intelligent cloud to give your workforce the space to succeed



Navigate industry complexity and challenges by providing a great worker experience

The events of 2020 forced nearly every industry to respond to change and transform their operations. As governments issued stay-at-home orders, businesses scrambled to enable remote workers, keep critical operations flowing, and secure valuable data and processes. Those with well-honed digital capabilities were poised to race ahead, while others scrambled to adapt to a new operating environment.

The pace of business and technology is intensifying. A new wave of digital transformation is underway, spanning industries. Organizations are under more pressure than ever to enable flexible, hybrid work models and meet rising customer and worker expectations.

At Microsoft Ignite 2021, Microsoft CEO Satya Nadella described the new trends governing business. In our new digital world, ubiquitous computing will reign, and trust will be built into solutions by design. Organizations will maintain control over sovereign data, simplifying regulatory compliance. Workers will benefit from ambient intelligence, developing immersive experiences that customers love. Empowered creators will use Citrix and Microsoft tools and analytics to push the boundaries of what is possible, improving economic opportunity for everyone.¹

The key to accomplishing these goals is providing collaboration and innovation tools that enable your workforce to work from anywhere, anytime. By improving the user experience, you can unlock potential for your people, organization, and customers as you build organizational agility, tenacity, and resiliency for what's next.

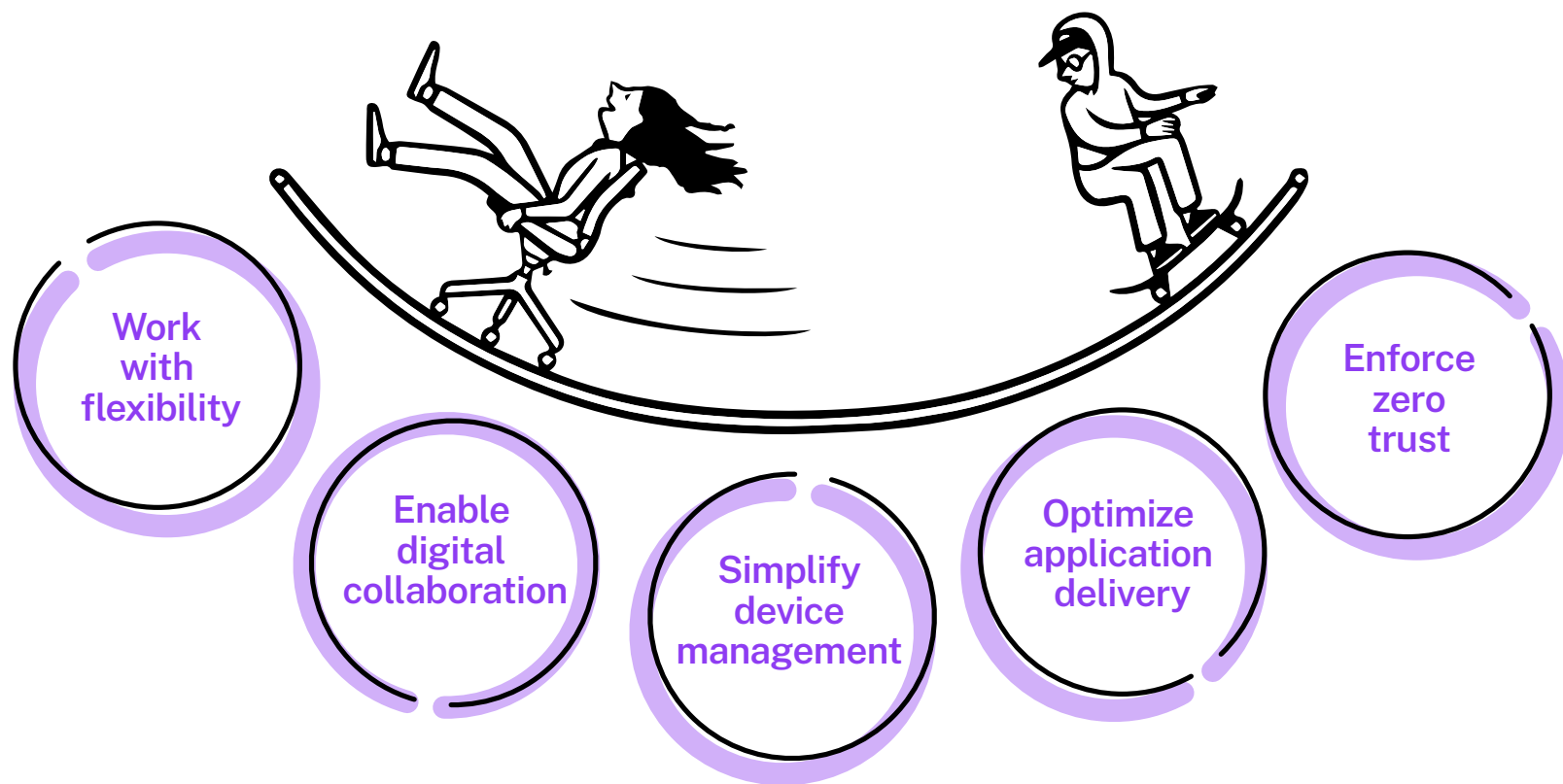
In this eBook, we explore key themes for the future of work and how Citrix Workspace and the Microsoft intelligent cloud will enable greater success for your organization.

- Delivering an intelligent platform for a world of work
- Operationalizing flexible, hybrid work models
- Scaling business growth with a hybrid cloud infrastructure
- Fueling collaboration with streamlined workflows
- Providing a consistent, scalable application and network management experience
- Managing security with a zero-trust architecture

► **Let's take the journey together.**

Citrix and Microsoft are your partner for accelerating the future of work

Citrix Workspace and Microsoft



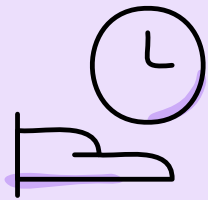
Citrix and **Microsoft** are better together, helping organizations and their people reach their full potential. Together, we deliver an exceptional experience by putting people, rather than devices, at the center of our powerful, integrated platform. People can accomplish more, collaborate better, and work securely, wherever they are.

Celebrating how far we've come with Citrix Workspace and Microsoft 365

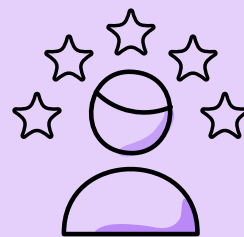
The world has experienced a torrent of change. As organizations enable remote and flexible work models at scale, it has strained networks and app delivery infrastructures, as well as IT organizations' ability to support them. Corporate private virtual networks were ill-equipped to handle exponential growth, accelerating organizations' race to the cloud. However, enabling flexible workstyles with hybrid cloud IT infrastructures, including digital workspaces, has been proven to work. Organizations and their workforces have sustained collaboration and productivity in new ways, driving transformation further and faster than anyone could have predicted.

Workers relish the flexibility, but need help maximizing each workday. The new frontier is redesigning the user experience to enable greater flexibility, collaboration, and innovation. Digital workflows remove clutter from daily work, giving people the space to focus on what matters most.

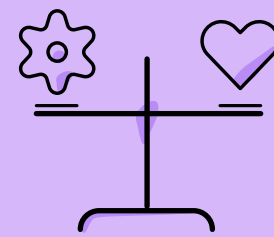
Remote work helps individuals take control of their workday



2 in 3 report an increase in productivity.



2 in 3 say it increases their job satisfaction.



4 in 5 say they have better work-life balance.²

Citrix and Microsoft 365 deliver an intelligent platform for work

Citrix Workspace enables people to work from anywhere, while providing them with a modern Windows desktop; **Microsoft 365** collaboration and productivity experience; and access to all the SaaS, web, and virtual apps they use. Our partnership with Microsoft also increases your flexibility with **Citrix Virtual Apps and Desktops Service**, enabling you to deploy on **Microsoft Azure** to gain enterprise-class virtual desktop infrastructure (VDI) capabilities.

Work productively anytime, anywhere:



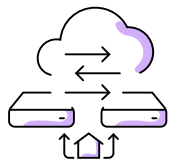
You gain a single, unified experience with Citrix Workspace and Microsoft 365. Workers benefit from faster logins; streamlined access to productivity, communication, and collaboration apps; and intelligent microapps that simplify routine processes.

Collaborate seamlessly around the world:



Citrix Content Collaboration and Microsoft OneDrive speed innovation cycles, with a single sign-on, secure data access and storage, and digital workflows that speed feedback and approvals.

Simplify VDI management:



IT organizations can spin up new resources with Microsoft Azure alone, simplifying Windows 10 migration while gaining cost and efficiency advantages. Or they can tap Citrix Cloud and Azure to simplify management, increase elasticity and host more sessions on individual instances.

Deliver a consistent experience:



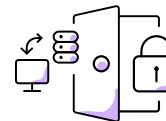
Citrix Application Delivery Controller (ADC) optimizes the application experience with availability, scale, performance, and security. Citrix SD-WAN breaks out Microsoft 365 and Teams to the nearest Microsoft 365 Front Door. Meet increased demand for Teams, while enhancing security, control and scalability. Content offloading enhances the Teams experience.

Meet the needs of diverse industries:



Education, healthcare, government, and retail are virtualizing formerly face-to-face interactions, creating new ways to deliver products and services. Microsoft Teams has scaled to handle incredible demand for video, chat, and online collaboration. In addition, Citrix HDX Real-Time Media Engine optimizes Microsoft Teams, providing flawless voice and video and delivering an exceptional experience with minimal latency.

Secure endpoints everywhere:



With Citrix Endpoint Management's native integration to Microsoft Endpoint Manager, you gain a wide range of app support and security policies. SSO to SaaS and web apps streamline access and dynamically launched isolated browsers protect corporate networks accessing untrusted apps or websites.

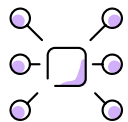
Envisioning the future of work in our new digital reality

As the pace of business and technology change increases, the world's organizations are shattering records everywhere. They're transforming business in real-time and building much-needed resilience to weather both planned and unanticipated change. As a result, IT is now forecasting far into the future: aligning investments and innovation to new trends, so that businesses can tap the full potential of the new opportunities that arise.

So, what's next?

Organizations will develop hybrid infrastructures to support the development of digital business models, products and services, and experiences. At Ignite 2021, Microsoft CEO Satya Nadella said that we will witness the rise of:³

Ubiquitous and decentralized computing:



Advances in technology materials, semiconductors, and systems are fueling the fast-paced evolution of computing architectures, unleashing the exponential increase of compute capacity. In addition, organizations are pushing compute to the edge using the Microsoft Intelligent Cloud, to deliver a better user experience and enable easier processing of vast data sets for analytics.

Empowered creators:



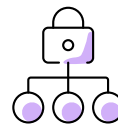
Anyone can become a creator with Citrix Workspace and Microsoft tools, streamlined data access, and predictive and analytical capabilities. For example, users can build custom microapps in Citrix Workspace to simplify and automate everyday tasks. They also can use Microsoft Mesh to team with experts and see, share, and collaborate on persistent 3D content.

Sovereign data and ambient intelligence:



Edge and cloud computing will make it easier to improve data governance and providence, meeting regulatory requirements. Industry organizations will be able to tap multimodal streaming sensor data (including audio, video, and depth) and digital platforms to develop rich, immersive experiences.⁴

Trust by design:



Trust will be built into solutions, simplifying the process of authenticating users, blocking threats, and evolving security to address the latest risks. Solution designers will adopt zero-trust security architectural principles for new tools and use ethical principles to govern the design, development, and deployment of artificial intelligence-driven apps.

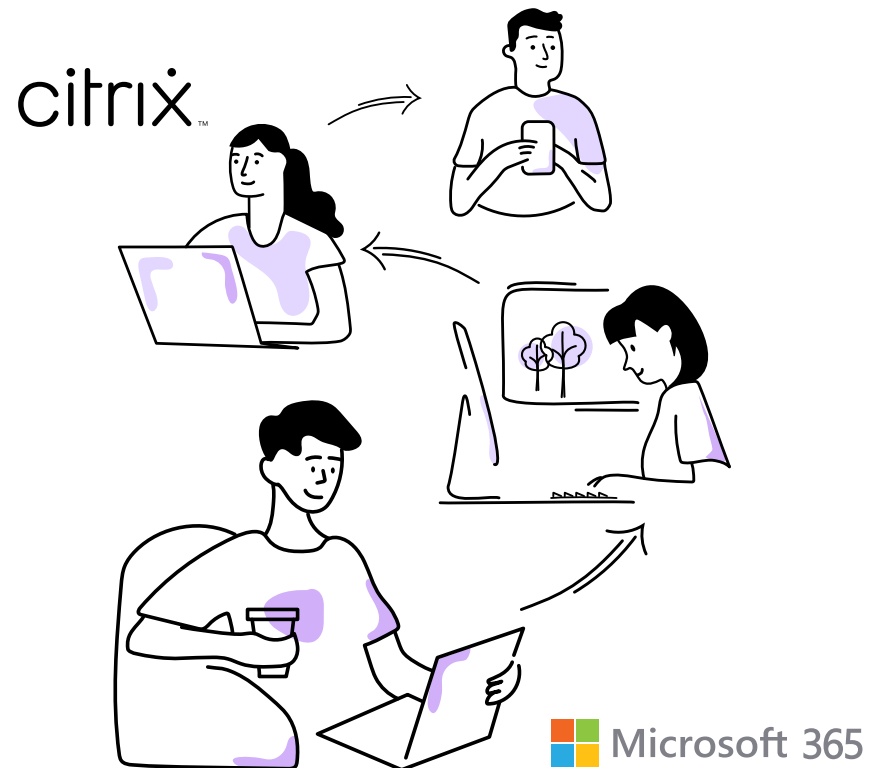
Flexible, hybrid work models are here to stay

So, the future of work is here and creating new possibilities. You can capture opportunity by unlocking the full human potential of your workers. Together, Citrix and Microsoft technology empower a better experience for all your users, so that they can think, collaborate, and innovate.

Citrix Workspace is a secure, intelligent, and high-performing digital workspace designed to help improve the employee experience by quieting distractions and guiding users to work that matters. It organizes, guides, and automates everyday tasks, boosting productivity and generating a sense of accomplishment. Citrix Workspace also gives IT more visibility and control for simplified management, security, and compliance.

With **Microsoft 365**, users can work anywhere, while using business data securely. That may mean working at home, joining in-person groups in the office, or creating physical-virtual groups of workers at any location. It also means partnering with cloud-based talent pools, contractors, and others to accelerate innovation. Whatever work looks like, flexible workstyles will be critical to winning and retaining the best talent. Organizations are evolving HR strategies, IT infrastructures, office space, and more to meet these new demands.

Citrix and Microsoft have jointly developed the **Citrix Optimization for Teams** to create a secure, unified collaboration hub with the performance of a local installation and the security and simplicity of a virtual app. When you combine Teams with Citrix virtualization, you can centralize control by managing Teams alongside other virtualized enterprise apps, improve security by storing data on the cloud, and maximize your existing Microsoft 365 subscription entitlements.



Citrix and Microsoft—operationalizing your hybrid work models

Citrix and Microsoft technology and our connected roadmap drive continuous innovation for the world's organizations. Together, we help organizations rethink their business and IT strategies, simplify remote work and collaboration, effectively navigate business-critical disruptions, and spur innovation and business growth.

Citrix Workspace taps your customers' entitlements for Windows Virtual Desktop on Azure to deliver a secure digital workspace on any device, enabling more seamless growth. Citrix and Microsoft help you simplify Azure migrations and gain new capabilities, while decreasing costs.

Since business demand is always changing, IT can scale up or down to meet burst or seasonal growth with the sustained scale afforded by Citrix ADC and Citrix SD-WAN. That ensures you can continue operating in any condition, while avoiding productivity issues due to latency or application glitches.

With growth and innovation comes potential risk. Citrix and Microsoft unified endpoint management and mobile application management help IT keep endpoints under control, including personal devices. Zero-trust policies continually verify access, rapidly identifying any anomalies. Citrix Analytics enables IT to review user activity across applications, content, and networking. IT organizations can tap machine learning to identify suspicious behavior and enable automated responses.

Microsoft Security Graph API and Citrix provide a unified threat intelligence view across their hybrid cloud environment. Security administrators can use these insights to mitigate risk on an ongoing basis.

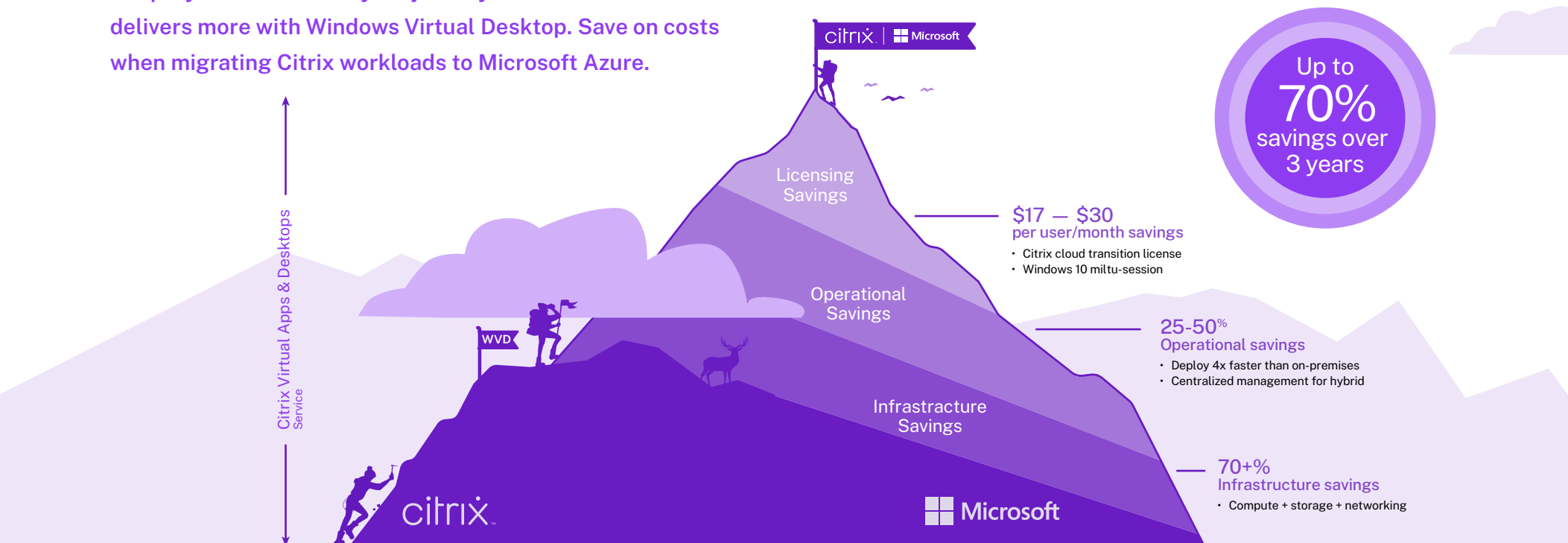


Enabling your IT organization to scale the business

It's likely that your organization was among the 46 percent of businesses that increased their investment in their hybrid cloud infrastructure⁵ to enable faster innovation and remote work models during the pandemic. Microsoft and Citrix provide joint tools and services to simplify and speed the transition of Citrix Virtual Apps and Desktops to Microsoft Azure, while still leveraging Windows Virtual Desktop investments. Citrix technology enables you to manage all your cloud investments in one place. It also simplifies capacity planning, allows for bursts, and controls costs.

IT can build the hybrid infrastructure that makes the best sense for your organization with Citrix and Microsoft. You will be able to fully support Windows 10 multi-session desktops, available only as part of Windows Virtual Desktop, while managing your on-premises infrastructure. Using one view enables you to migrate apps to the hybrid cloud faster, as well as manage hybrid deployments more easily. Citrix IT admin tools for virtual and cloud apps provide rich capabilities, including image management, application layering, and advanced analytics.

Simplify and accelerate your journey to the cloud Citrix delivers more with Windows Virtual Desktop. Save on costs when migrating Citrix workloads to Microsoft Azure.



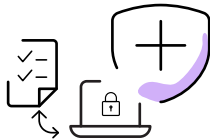
Streamlined workflows make collaboration easier and more powerful

Ready to get to work? **Citrix Content Collaboration** enables internal-external groups to access, sync, and share files securely from nearly any file repository on any device. People just work better when they can access everything that they need in one place. Citrix Content Collaboration meets business demands by:



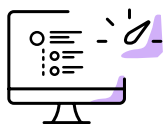
Supporting hybrid storage architectures:

Maintain flexibility by providing access to Microsoft OneDrive, SharePoint, and Windows network shares. Avoid costly migration programs, by continuing to store content on-premises, in the cloud, or across your hybrid infrastructure.



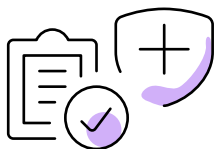
Providing secure file access:

Securely enable access to encrypted content on any device, supporting teams' flexible workstyles. Gain instant access to key documents in the same central console, streamlining workflow.



Accelerating workflows:

Focus your people on innovation, not busywork. Solicit feedback, review and address suggestions, request signoffs, and collect electronic signatures in a seamless, automated workflow.



Maintaining regulatory compliance:

Gain enterprise-grade controls that protect your organization from unauthorized access and data leaks. Audit, track, and log all access to data including personally identifiable information (PII), maintaining compliance with data sovereignty and consumer privacy regulations.

Citrix Workspace provides 100 out-of-the-box microapps to simplify daily tasks, so that users can focus on the work that matters most. In addition, IT can create its own custom low-code workflows in minutes, spurring productivity even more.⁶

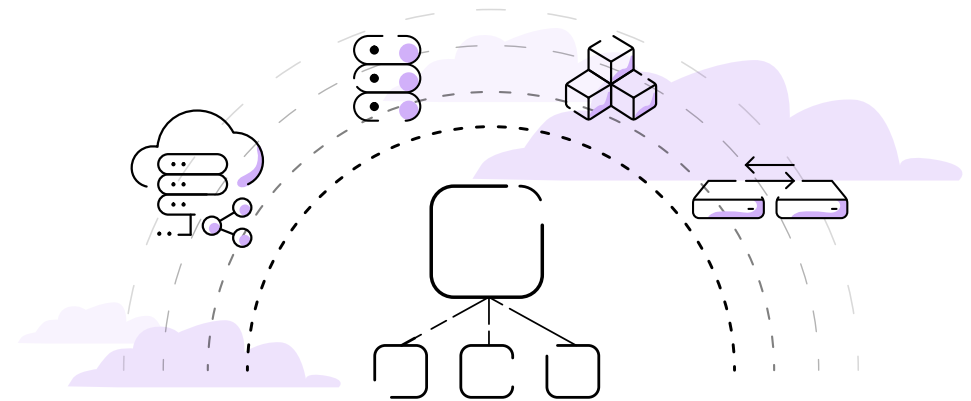
A consistent, scalable application and network management experience can unlock new levels of productivity

Providing seamless, ongoing access to applications and corporate networks has never been more important. In addition to unplanned outages, remote workers are experiencing the impacts of network congestion, as more edge sites, bandwidth-intensive apps, and endpoints create latency. With the growth of 5G, edge computing, and Internet of Things applications, IT teams want to create a network performance model that will scale easily to handle billions of new endpoints.

In March 2020, there was a 63 percent rise in internet disruptions around the world, compared to January.⁷

Citrix Application Delivery Controller (ADC) and **Citrix Application Delivery Management (ADM)** simplify the delivery of applications across your hybrid, multi-cloud environment. Together, Citrix ADC and ADM optimize the entire experience, enabling more efficient user and network access and faster backend server response times and content downloads. You gain exceptional performance for both traditional and cloud-native apps.

Taking a software-centric approach to application delivery also increases IT's visibility and ease of management. IT gains a single pane of glass across the hybrid cloud, with insight into application and network health, performance, and potential issues. IT also benefits from operational consistency by using a single code base across formats, streamlining security, autoscaling, and licensing.



Citrix ADC ensures app performance and high availability in a remote-work world

Citrix SD-WAN spurs application performance

Citrix makes the transition to **Microsoft 365** easy by optimizing network connectivity through a combination of automation and simpler configuration processes. **Citrix SD-WAN** follows Microsoft's recommendations to minimize latency and improve user performance for Microsoft 365 applications by providing direct and reliable connections for all office locations simultaneously. The Citrix solution leverages APIs containing published Microsoft 365 endpoint URLs and IP addresses to automatically learn and use the closest front door locations to users. This capability, in conjunction with the built-in stateful firewall, provides the ability to do local breakout of trusted, latency-sensitive Microsoft 365 and Microsoft Teams traffic over local ISPs for all your office locations.

Citrix SD-WAN enables you to offer a consistent user experience, wherever people work. You can deliver any desktop or app, including Windows, Linux, Web, or SaaS apps, anywhere, increasing your business flexibility. Citrix SD-WAN optimizes where application traffic is routed and how it uses bandwidth to deliver a low-latency experience workers love. It also extends security to the WAN edge and provides TLS security for direct breakout from branch offices to Microsoft 365.

How Citrix SD-WAN ensures the best Microsoft 365

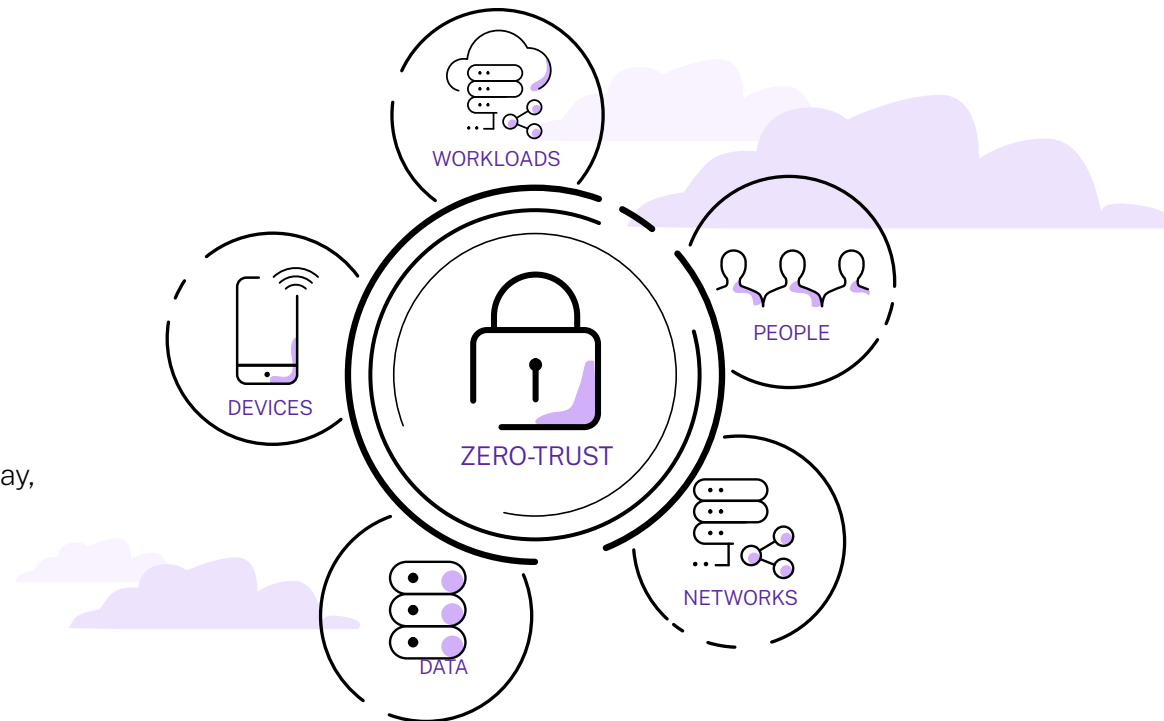
- 1) Identifies Microsoft 365 traffic with a physical or virtual appliance.
- 2) Optimizes trusted traffic to the nearest Microsoft 365 front door.
- 3) Steers Microsoft 365 traffic directly to the Internet from branch locations.
- 4) Provides last-mile connectivity with local DNS to Microsoft 365 Cloud Front Doors.⁸

Managing security with a zero-trust architecture

Security risks and threats are growing, challenging organizations' ability to keep pace. IT organizations have witnessed a rise in phishing, social engineering, ransomware attacks, and fraud attempts, among other threats.

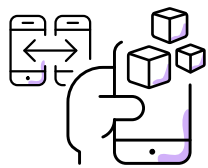
Instead of blocking and tackling each threat, organizations are increasingly adopting a zero-trust model, which is based on the principle “**never trust; always verify.**”⁹ This includes explicitly and continuously validating identities, devices, and communication between micro-services to immediately detect and prevent unauthorized access attempts and enforcing least-privileged access principles. By so doing, IT can proactively reduce their organizations' attack surface.

Citrix and Microsoft help IT teams realize their goal of developing zero-trust architectures. **Citrix Secure Workspace Access** and **Azure Active Directory (AD)** provide contextual access management, while Azure AD maintains an up-to-date user and device inventory. Citrix Endpoint Management isolates and protects apps and content across devices and user sessions. Single sign-ons to SaaS and web apps protect the user experience, while integrated security policies and isolated browser sessions for untrusted apps and websites further enhance network security. Finally, Citrix Secure Internet Access, Citrix Gateway, and Citrix Analytics for Security provide a unified, cloud-delivered security stack, with secure remote access and proactive protection.



Integrated security tools from Citrix and Microsoft

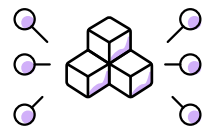
IT organizations want to strengthen endpoint management without harming productivity. **Citrix and Microsoft Unified Endpoint Management (UEM)** keep your user experience and enterprise security rock-solid in any condition. Citrix and Microsoft UEM offers the widest range of app support and policies, triggering automated actions based on how, when, and where users access apps and data. We create a unified experience for all your technology, including Citrix Workspace, Microsoft tools, and other apps.



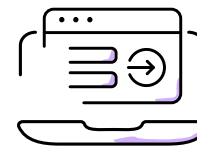
Offers 200+ mobile device management (MDM) and 70+ mobile app management (MAM) policies.



Uses Microsoft mobile application management and micro-VPN to enhance mobile security.



Manages every app and endpoint with one unified view.



Benefit from Azure AD Single Sign-on for a better user experience.

Citrix Endpoint Management was named to Gartner's Magic Quadrant for 2020, IDC Marketscape Worldwide Unified Endpoint Management (UEM) Software 2021 Vendor Assessment, and the Expert Insights' 2021 Cybersecurity "Best-Of" award winners in the categories of Unified Endpoint Management (UEM) and Enterprise VPNs.¹⁰

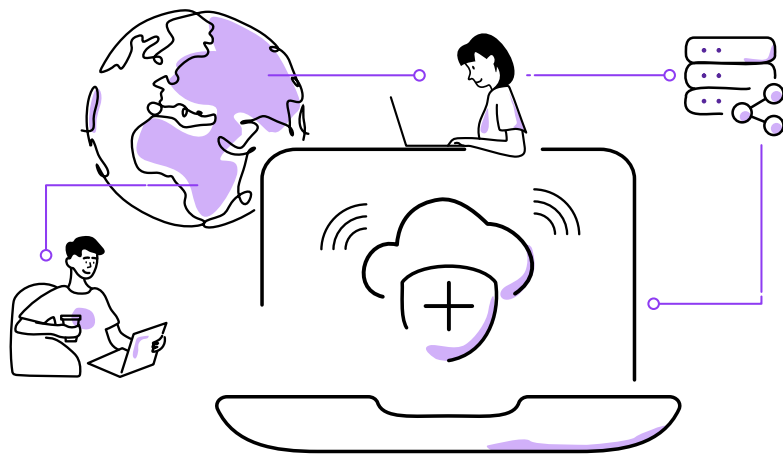
Managing your users, endpoints, and data is easier than ever with Citrix Endpoint Management and Microsoft Endpoint Manager. Better together, we provide the optimal mix of security, policy compliance, and management solutions to protect your business in a world of exponential data growth and mobile remote work. In addition, the deep insights provided by Citrix Analytics enable the security to proactively mitigate threats as they arise.

Citrix Workspace and Microsoft 365 help you sustain intensity

When you deploy **Citrix Workspace** with **Microsoft 365**, you get the modern desktop, digital workflows, and intelligence you need to maximize worker engagement and productivity, unlocking new potential.

Our digital workspace solutions enable your users to do their very best work. And our platform brings the user experience, IT flexibility, and security together to foster innovation, resilience, and business continuity — all while removing the limits of geography, devices, networks, and even clouds to deliver a better user experience.

In conclusion, Citrix and Microsoft offer your business the opportunity to harness cloud services, scale and economics to deliver high-performing digital and virtualized workspace solutions. You can unlock the full potential of your workforce to create competitive advantage in the marketplace. IT is empowered to do more with simple processes and centralized visibility and control, enabled by Citrix Virtual Apps and Desktops service. Finally, Citrix allows you to capitalize on existing investments, enable new scenarios and roll out new workloads to Microsoft Azure, easily driving business growth while meeting your cost objectives.



Evolve your intelligent workspace today.



Contact a Connection Account Manager for more information.
1.800.800.0014 ▪ www.connection.com/citrix

Sources

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- 3 Satya Nadella, Microsoft Ignite 2021 address, *ibid*
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- 5 “Study Shows Hybrid Cloud Steps Up to Meet Business Needs Amidst COVID-19,” news release, PR Newswire, November 18, 2020
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- 10 Gartner Magic Quadrant for Unified Endpoint Management 2020; Citrix® Named a Leader in Unified Endpoint Management by the IDC MarketScape, press release, Citrix, March 11, 2021; Citrix® Tops Among Cybersecurity Solutions, press release, BusinessWire, February 17, 2021.