

# Delivering the Anywhere Office

An article series from Citrix for mobility-focused IT executives

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Articles authored by Citrix® mobility expert Natalie Lambert have appeared in Wired, Forbes and multiple other online venues, and seek to keep IT executives updated on the opportunities and technologies related to the emergence of the mobile enterprise. We invite you to read and share these articles and to comment on your organizations' journey to enterprise mobility.

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## Mobile Workspaces: Delivering the Anywhere Office

What do Deutsche Bank, University of Sao Paulo, Rhaetian Railways have in common? Each of these companies is saving millions of dollars annually by shedding office space and allowing employees to work remotely. This trend of sending workers home isn't new, but it is becoming much more common thanks to enterprise organizations and government entities publically supporting "telework" initiatives. In 2010, the Federal Government announced their Telework Enhancement Act to "save money by helping government reduce real estate and energy costs and promote management efficiencies; make us more resilient in severe weather and other emergencies; improve the quality of employee work-life; and increase employment opportunities for persons with disabilities." And as of June 30, 2014, employees in the UK have a legal right to apply for flexible working benefits. With multiple government agencies and other organizations offering new, flexible work arrangements, the "anywhere office" is fast becoming a significant benefit for business, for workers and for tax payers.

## The primary drivers for going into an office

While there are numerous reasons employees go into an office, the primary drivers include:

- **To meet and collaborate with colleagues.** There is no doubt that some amount of face time with co-workers is important. Being able to see them, make eye contact, draw on a whiteboard and all of the other things we do during in-person meetings helps us complete projects and engage more deeply in our careers.
- **To access our corporate PC.** Today, many employees must go into an office to use their corporate computers. These managed computers hold all of their corporate apps and data to get their jobs done. While these employees may be granted limited access to certain apps, such as email, when working on a home computer or mobile device, their main productivity machine still sits in a physical location in the office.
- **To access intranet resources.** Even employees that have laptops and other mobile devices can struggle to access all of their content when not in the office. In many cases, certain apps and data sets that sit behind a corporate firewall are not accessible to employees when not in the office or on a corporate PC.

In addition to the reasons above, there is also the stigma that employees working from home or in other remote locations are not working, as they cannot be seen. In most cases, this stigma is created because remote employees simply don't have the access to corporate content that their counterparts in the office have and thus, simply cannot be as productive.

### Benefits of making the office mobile

However, there have been numerous studies on the benefits of enabling a mobile workforce – a workforce that can be productive from anywhere. Sara Suttan Fell, the Founder and CEO of FlexJobs cites the top benefits of flexible work policies include: 1) A more productive workforce, 2) Happier, more satisfied employees, 3) Continuity during uncertain business conditions, 4) A wider talent pool, 5) Opening up new sources of talent, 6) Lowered environmental impact, 7) Reduced turnover and hiring costs, and 8) Faster growth. With all of these benefits, one may wonder why more organizations aren't taking the mobility plunge.

Cultural reasons aside, a major reason more organizations don't support the "anywhere office" is because of technology. Many organizations simply do not have the technologies in place to support people who are not in the office, on a corporate PC, behind the firewall.

### How mobile workspaces deliver the anywhere office

To work from anywhere, people need complete access to all of their corporate apps, data and services from any device, in any location. This means that people must be able to choose the most convenient device for the location they are in or for the task they are completing and still have access to all of the corporate resources they need to be productive. This is just one of the benefits of a mobile workspace.

A mobile workspace is a portable, always on, always connected working environment that follows the user wherever she goes, on whatever device she chooses to use, regardless of what connectivity she happens to be using to help her be productive. This means that people have access to all of their apps, data and services in almost any circumstance or location. With a mobile workspace, they have unprecedented levels of flexibility in how – and more importantly where – work gets done.

So, how does a mobile workspace alleviate the need to go into an office every day?

- **Access to all content, from anywhere.** A mobile workspace puts corporate content (apps, data, and services) at peoples' fingertips. No longer is the corporate PC, connected to the corporate LAN, the only way to get access to all necessary content. Now, any device can securely access the corporate apps and data appropriate for that person's role in the organization – including apps behind the firewall – from anywhere. A corporate PC is no longer required.
- **Collaborate, in real time, from anywhere.** A mobile workspace includes collaboration and unified communications tools to ensure that people are never more than a click away from their colleagues, customers or partners. Using collaboration tools, people can launch a video chat, a virtual whiteboarding session or simply make an audio call directly from their device. Personal interaction with colleagues is now more convenient than ever and therefore the office is no longer necessary for face-to-face meetings.

With mobile workspaces, the anywhere office is a reality and the significant productivity benefits are achievable now.

**Citrix technology transforms any location into “the office”**

For organizations with mobility initiatives, look no further than Citrix. [Citrix Workspace Suite™](#) is the market leading mobile workspace solution that delivers secure access to apps, desktops, data and services wherever people are, on whatever device they are using. This complete and powerful solution is optimized to meet the performance, security and mobility requirements of each individual, with instant access to personalized desktops; mobile, web, and Windows apps; data and services over any network to empower mobile workers with freedom and flexibility to choose how they work and reach new levels of productivity.

In addition, Citrix Workspace Suite seamlessly integrates with other Citrix services, such as [GoToMeeting®](#) and [Podio®](#) collaboration solutions to enhance the anywhere office experience:

- **Citrix GoToMeeting** complements the collaborative file sharing and centralized data access capabilities of Citrix Workspace Suite by enabling team members to initiate or join meetings with one touch from anywhere, on any device, with high-definition videoconferencing for true face-to-face interaction.
- **Citrix Podio** lets people create online spaces for information sharing and collaboration, with flexible tools for project management, content structuring, social communication and integrated online meetings.

Allowing people to access all of the same content and have the same face-to-face interactions that they have while in the four walls of the office, securely from anywhere is the essence of enabling the mobile workforce and realizing the competitive advantage that can ensue.

Learn more about how mobile workspace solutions from Citrix deliver significant organizational benefits to support new, more flexible ways to work.

- Webinar: [Citrix Workspace Suite: The leading Mobile workspace solution](#)
- Web page: [Mobile workspace](#)
- Web page: [Citrix Workspace Suite](#)
- Web page: [How to buy Citrix Workspace Suite](#)

**Mobility on the Move article series:**

Mobile Workspaces: [Delivering the Paperless Office](#)

Mobile Workspaces: [Delivering User-Centric IT to Enable Business Mobility](#)

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<sup>i</sup> [http://www.telework.gov/guidance\\_and\\_legislation/telework\\_guide/telework\\_guide.pdf](http://www.telework.gov/guidance_and_legislation/telework_guide/telework_guide.pdf)

<sup>ii</sup> <http://www.acas.org.uk/media/pdf/m/p/Right-to-apply-for-flexible-working-a-short-guide.pdf>

<sup>iii</sup> [http://www.huffingtonpost.com/sara-sutton-fell/top-10-benefits-of-flexib\\_b\\_4158603.html](http://www.huffingtonpost.com/sara-sutton-fell/top-10-benefits-of-flexib_b_4158603.html)

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**About Citrix**

Citrix (NASDAQ:CTXS) is a leader in mobile workspaces, providing virtualization, mobility management, networking and cloud services to enable new ways to work better. Citrix solutions power business mobility through secure, personal workspaces that provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud. This year Citrix is celebrating 25 years of innovation, making IT simpler and people more productive. With annual revenue in 2013 of \$2.9 billion, Citrix solutions are in use at more than 330,000 organizations and by over 100 million users globally. Learn more at [www.citrix.com](http://www.citrix.com).

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