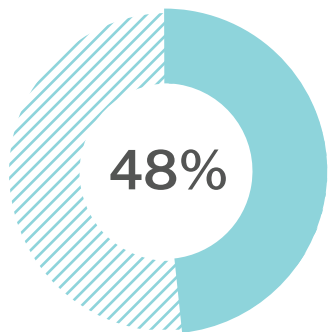citrix.   Google Cloud

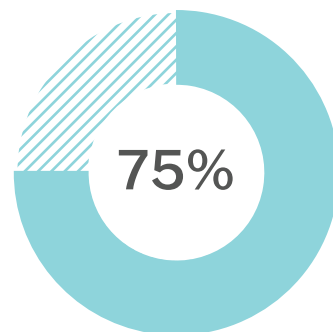# Empower your employees
for digital success

Your employees are a core business asset

Employees are the core of all businesses and directly impact the success of your organization. Giving your staff the flexibility to work how, where, and when they do their best work can increase productivity, innovation, and engagement. In fact, 44 percent of companies believe that low productivity and low engagement are mutually reinforcing.[1] As a result, 54 percent of companies are exploring ways to modernize their employee experience.[2]
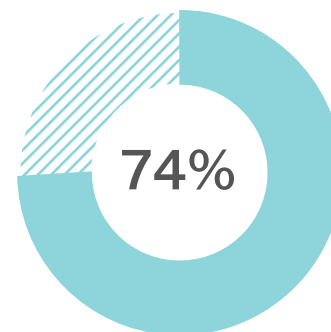
To support innovation, companies must empower their workforce. Hybrid and multi-cloud technologies can help you build secure digital workspaces that enhance employee experiences, improve IT and business flexibility, and protect your organization. Using integrated components, these workspaces can provide safe access to all apps, content, and data needed for daily work, regardless of the device used.

48%

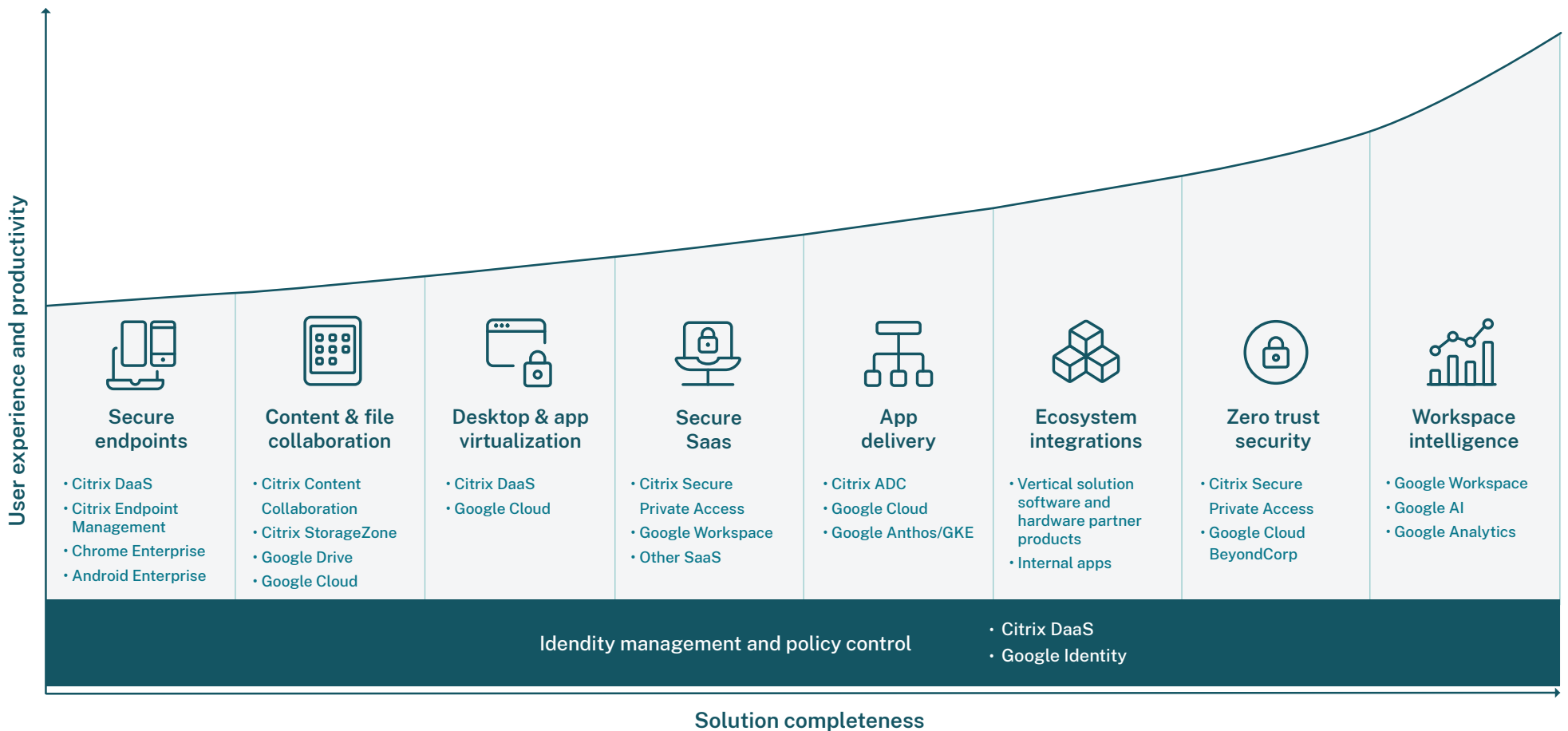of companies prioritize creating a culture of empowerment and innovation.[1]

75%

of executives expect benefits from advancing the employee experience.[2]

74%

of IT executives take responsibility for improving their employee experience.[3]

Deliver an end-to-end user experience

Citrix and Google offer secure, simple, and integrated desktop as a service (DaaS) solutions that give your employees the tools, technologies, and flexibility they need to succeed.

User experience and productivity →

Secure endpoints	Content & file collaboration	Desktop & app virtualization	Secure Saas	App delivery	Ecosystem integrations	Zero trust security	Workspace intelligence
• Citrix DaaS • Citrix Endpoint Management • Chrome Enterprise • Android Enterprise	• Citrix Content Collaboration • Citrix StorageZone • Google Drive • Google Cloud	• Citrix DaaS • Google Cloud	• Citrix Secure Private Access • Google Workspace • Other SaaS	• Citrix ADC • Google Cloud • Google Anthos/GKE	• Vertical solution software and hardware partner products • Internal apps	• Citrix Secure Private Access • Google Cloud BeyondCorp	• Google Workspace • Google AI • Google Analytics

Idendity management and policy control
• Citrix DaaS
• Google Identity

Solution completeness →

Citrix and Google Cloud help you embrace all that cloud has to offer

We collaborate at all levels of our organizations to give you more choice—and lower operational costs—so you can enable your employees to be more productive. Our shared vision for the cloud incorporates:

- Security across hybrid cloud environments

- Frictionless employee experiences

- Unified, cost-effective approaches

To achieve this vision, Citrix and Google Cloud provide:

- Reliable and trusted security

- Flexible, integrated solutions

- Unparalleled analytics and data insights

- Transformative collaboration

- Personalized experiences

96%

of organizations use at least one public cloud.[4]

Organizations cite security, managing cloud spend, and governance as their top cloud challenges.[4]

Deliver unmatched end user experience, performance, and reliability for employees

Citrix and Google Cloud offer a better user experience with using a secure digital workspace that includes unified innovation delivery and unmatched performance and reliability across all of your clouds, devices, apps, and networks.

Unified workspace and app delivery

Provide an enhanced experience for both IT and end users using a unified workspace that works across your entire infrastructure.

Secure, contextual experiences

Deliver secure, contextual experiences that make employees part of the solution.

Better device experiences

Enable access to all the tools your users need — from any Chrome OS or Android device — using machine learning to register, authenticate, and optimize for user context.

Always-on, resilient workspaces

Deliver exceptional reliability for workspaces running across your infrastructure, so users can always access the tools they need to work.

Greater app performance

Supply outstanding app performance regardless of where apps run, where they are accessed, or which device users employ.

69%

of organizations expect >20% of their company to work mainly from home post COVID-19.[5]

Improve business agility with hybrid cloud technology and a wide range of devices

Citrix and Google Cloud give you the choice and flexibility to migrate workloads to the cloud at your own pace. We provide many options to fit your cloud needs, enabling you to easily and quickly move to the cloud while providing support for the broadest range of devices.

Hybrid cloud options
Connect your infrastructure into a single, manageable environment and migrate workloads at your pace.

Broad device support
Deliver the apps, tools, and workspaces users want and need on a wide range of device form factors, including Chrome OS devices.

Unified IT infrastructure
Unify on-premises and cloud infrastructure to gain unparalleled visibility, control, and multi-layered security.

Business and IT alignment
Set policies for security, performance, and access to allow IT staff to focus on strategic projects that support business initiatives.

Simple, efficient expansion
Easily add resource capacity where you need it, when you need it, without large hardware and software acquisition costs.

34%

of organizations expect major or radical changes to their business over the next 3 years.[6]

Gain control without compromise and protect data wherever it resides

Citrix and Google Cloud provide a comprehensive, unified approach for managing access and configurations on endpoints using a secure digital perimeter. We help you protect company information while enabling worker flexibility and choice.

81%

or organizations cite security as a top cloud challenge.[7]

Secure digital perimeter

Protect company assets beyond your firewall using a secure digital workspace that encompasses apps, content, and devices.

Complete, integrated approach

Safeguard your company from threats with built-in security at the infrastructure, network, device, and user levels.

Contextual, profile-based access

Control access actively and intelligently using machine learning that continuously adapts to user context.

Wide, deep visibility and insights

Better understand your environment using analytics that incorporate information about users, content, apps, and networks.

Streamlined management

Manage, monitor, and deliver all apps, tools, and desktops from a single secure digital workspace.

Build a secure digital workspace with complete, integrated solutions from Citrix and Google Cloud

chrome OS

Chromebook

Chromebase

Chromebox

Chromebit

Android devices

Citrix Secure Private Access

Citrix DaaS

Google Workspace

Citrix Secure Private Access

Citrix App Delivery and Security Solutions

Google Cloud

Citrix Cloud Connectors

Active Directory

Server VDAs

Storage Zone

Citrix and Google Cloud integrations

Citrix DaaS with Google Cloud

Provide global access with a 100 percent cloud-hosted DaaS solution.

- Take advantage of complete, integrated, industry-specific solutions

- Provide instant access to apps and optimized experiences

- Control costs with on-demand use, autoscaling, right-sizing recommendations, and economical pricing

- Get started easily with fast proof-of concept (POC) deployments and setup scripts

- Simplify operations at scale with native virtual delivery agent (VDA) image management

Citrix App Delivery and Security with Google Cloud

Optimize workload delivery with unified cloud connectivity management.

- Deliver reliable, secure branch office connectivity

- Prioritize critical app traffic for enhanced enhanced performance

- Maintain high performance for video and audio traffic

- Improve network resiliency with sub-second link failover

- Centralize traffic management and load balancing

Citrix DaaS with Chrome Enterprise

Enhance user experiences on Chrome OS devices with secure contextual access.

- Simplify performance and access through user context and IT-designed policies.

- Deliver the right experience to the right user at the right time.

- Administer all of your Chrome OS, Android, and other devices using a single platform.

- Manage app and data access with provisioning and configuration controls.

Citrix DaaS with Google Workspace

Streamline productivity and connections through Citrix and Google app integrations.

- **Citrix Content Collaboration app for Gmail:** Attach links from your hard drive, Google Drive, or Citrix Content Collaboration.

- **Citrix Content Collaboration Connector for Google Drive:** Map Google Drive as a folder in Citrix Content Collaboration.

- **Citrix Content Collaboration Storage Zone on Google Cloud:** Securely store your data at rest in high-performance cloud storage.

Customer use case:
Remote call centers

Challenge

Due to the COVID-19 pandemic, many organizations are shifting to remote call center operations and need secure, cost-effective, and productive solutions that allow employees to work from anywhere.

Solution

Deploy pre-provisioned Chrome OS devices using Citrix DaaS to securely connect to applications, desktops, and Google Cloud hosted applications.

Key results and benefits

- Rapid solution deployment

- Affordable pricing

- Easy workforce learning curve

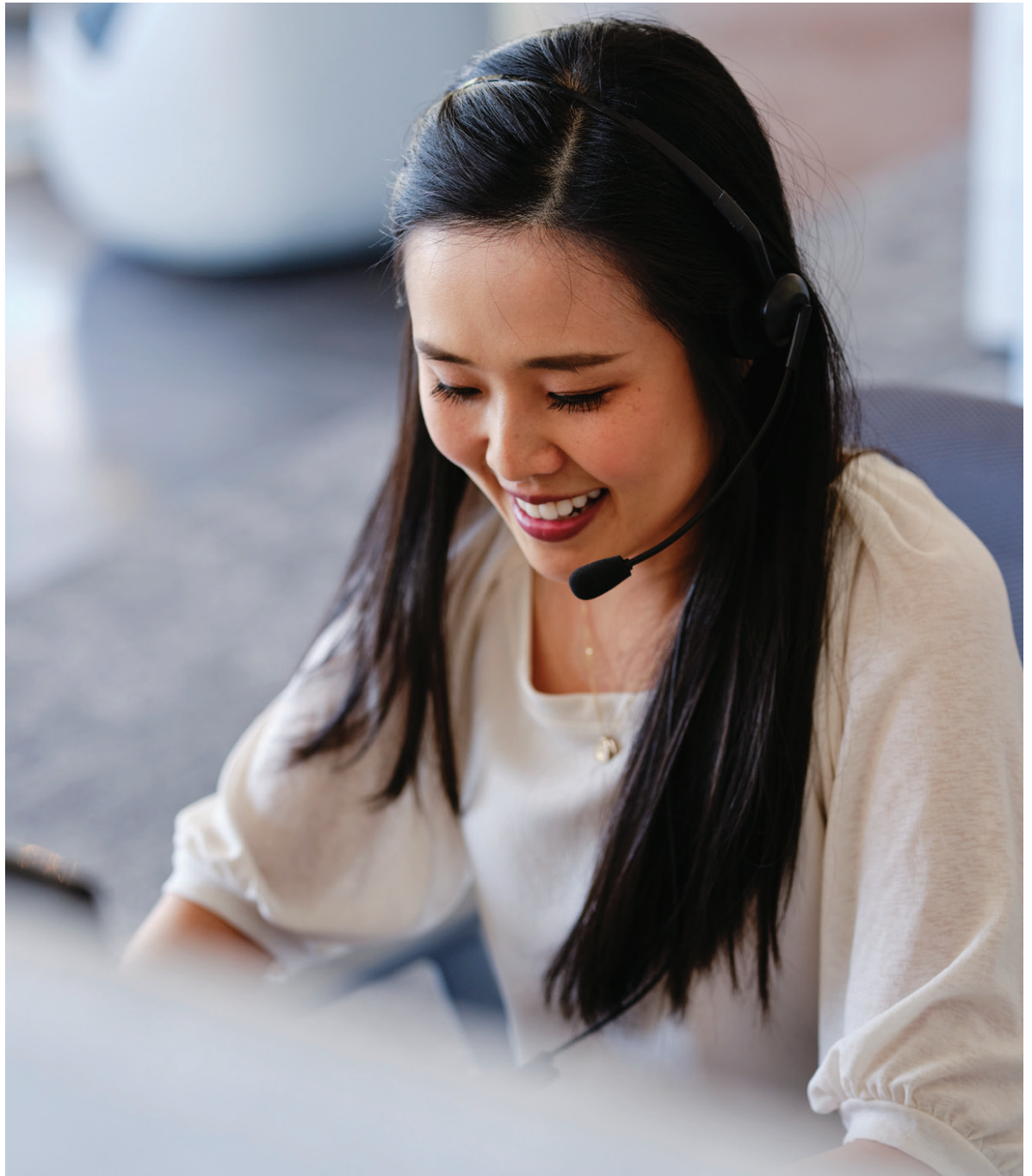# Customer testimonial: Synchrony

Challenge

Synchrony needed to rapidly move their call center workforce–using office-based desktop computers in the US, India, and Philippines–to remote work due to the COVID-19 pandemic.

Solution

The company deployed their customer-service apps using Citrix DaaS and Chrome Enterprise on 6,000 new Chromebooks to control costs while maintaining security and protecting employees.

Key results and benefits

- <1 month to remote work for US call center

- Great, secure employee experience

- More flexible and agile IT and work

Customer testimonial: Neste Corporate

Challenge

Poor system performance meant that staff often had to wait a long time for applications to start and for processes to run.

Solution

The company deployed a new hybrid architecture using a Citrix DaaS, Google Cloud, Chrome OS, and Google Workspace.

Key results and benefits

- Innovative IT for sustainability

- Unified experience for productivity

- Higher IT efficiency

"

With the Citrix and Google Cloud solution, we can create a unified work experience."

Mari Wasström
Neste's IT Solutions

Empower your employees to succeed

Engage your employees, boost productivity, and drive innovation across your organization.

Citrix and Google Cloud make it simple and easy.

Learn more at <u>citrix.com/google</u>.

citrix. **Google Cloud**

Sources:

1. The Economist Intelligence Unit Report "The Experience of Work: The Role of Technology in Productivity and Engagement."

2. Altimeter, "The State of Digital Transformation:

3. Dow Jones Survey "Exploring the Emerging Technologies Shaping the Employee Experience."

4. Flexera. "FlexeraTM State of the Cloud Report,".

5. Harvey Nash and KPMG, "CIO Survey 2020: Everything changed. Or did it?," September 2020.

6. Ibid, Harvey Nash

7. Ibid, Flexera