

How Citrix and Microsoft Azure Can Enable the Modern Workplace



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The Current State of Work

Businesses across all industries are constantly looking for technology solutions that increase employee productivity without compromising on security. The rise of remote and hybrid work has meant that businesses now need to consider if their technology solutions enable employees to work from anywhere, on any device. One of the best solutions for this is the use of Citrix and Microsoft Azure, working together to power the modern workplace. In this eBook, we will discuss the importance of cloud technology and how Citrix and Microsoft Azure can enable the modern workplace.

75%

of British workers prefer a hybrid work model

44%

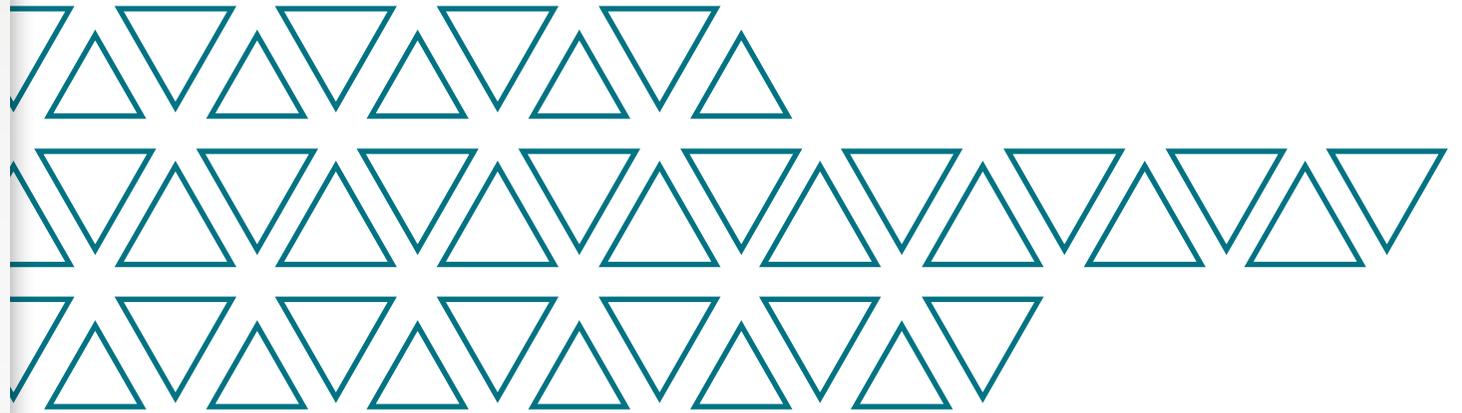
of employees don't have the right technology to work remotely

43%

of workers say they spend too long switching between apps

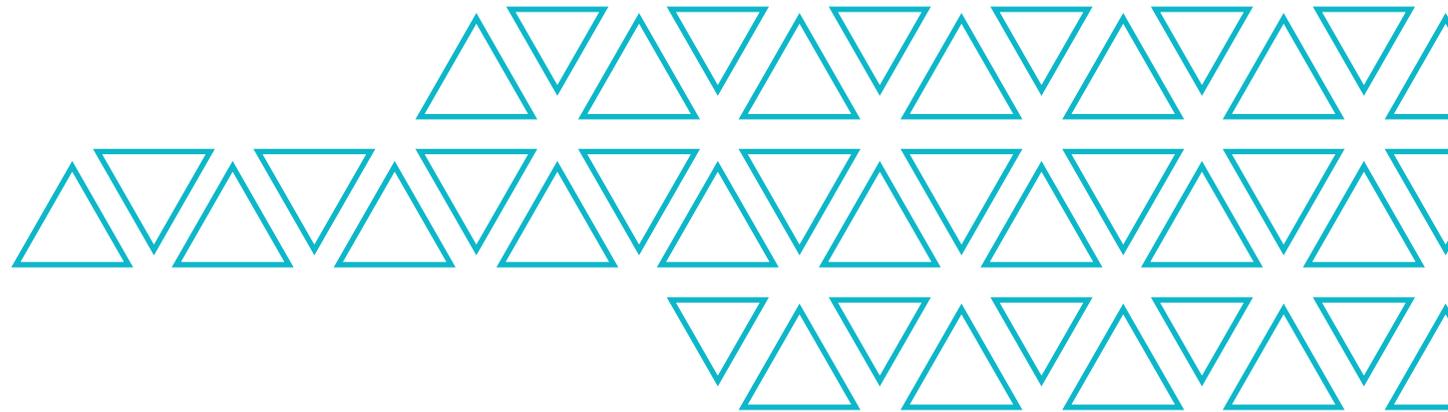
66%

of businesses are redesigning office spaces for hybrid work



What is the Modern Workplace?

Over the past 2 years, there has been a shift in the way that businesses and their employees work. Businesses went from being office-based, to being remote, then to being hybrid workplaces, and now there is a rise of flexible and agile working that is sweeping the nation.



Benefits of the Modern Workplace

Increased Flexibility

One of the key benefits of hybrid working is that it allows greater flexibility for employees. Allowing work from a blend of office and home, allows businesses to empower the employee to decide which environment suits them best, while maintaining an office environment for easier collaboration and teamwork where required.

Research has shown, that employers offering a hybrid working solution see a rise in productivity from their employees, and [hybrid work models have already been introduced by 63% of high-growth companies](#). Having this increased flexibility promises to create more productive employees, leading to better business efficiencies.

Wider Talent Pool

In many industries, there is currently a skills shortage and for some businesses, this has resulted in stunted growth as they struggle to fill necessary roles. Employers that have moved to a fully-remote model, are hiring employees from anywhere in the country, or anywhere in the world. This massively widens the available talent pool and reduces the impact of the current skills shortage.

Reduced Costs for Businesses and Employees

For employees, working in a hybrid arrangement may result in decreased expenditure on fuel from commuting and opens the possibility to move to better value housing as they won't need to commute as often. For employers, hybrid working may allow them to downsize their office spaces and use a hot desk system if not all employees will be working every day.





Challenges of the Modern Workplace

Whilst the modern workplace has many benefits, it also has its own set of challenges. Some employees struggle with time management whilst working from home, and some employers may be uncertain how best to support their workers if they don't physically see them. However, the most common challenges of the modern workplace relate to technology.

Many businesses have older hardware and IT systems, which are not well-suited to remote working. Similarly, there are challenges associated with setting up, deploying and managing devices for new employees.

The Importance of Cloud Technology in the Modern Workplace

Most technology solutions that work well within the modern workplace are cloud-based. This is logical as the concept of the cloud is that it can be accessed from anywhere, on any device. Cloud solutions are typically more flexible, lower cost and easier to scale.

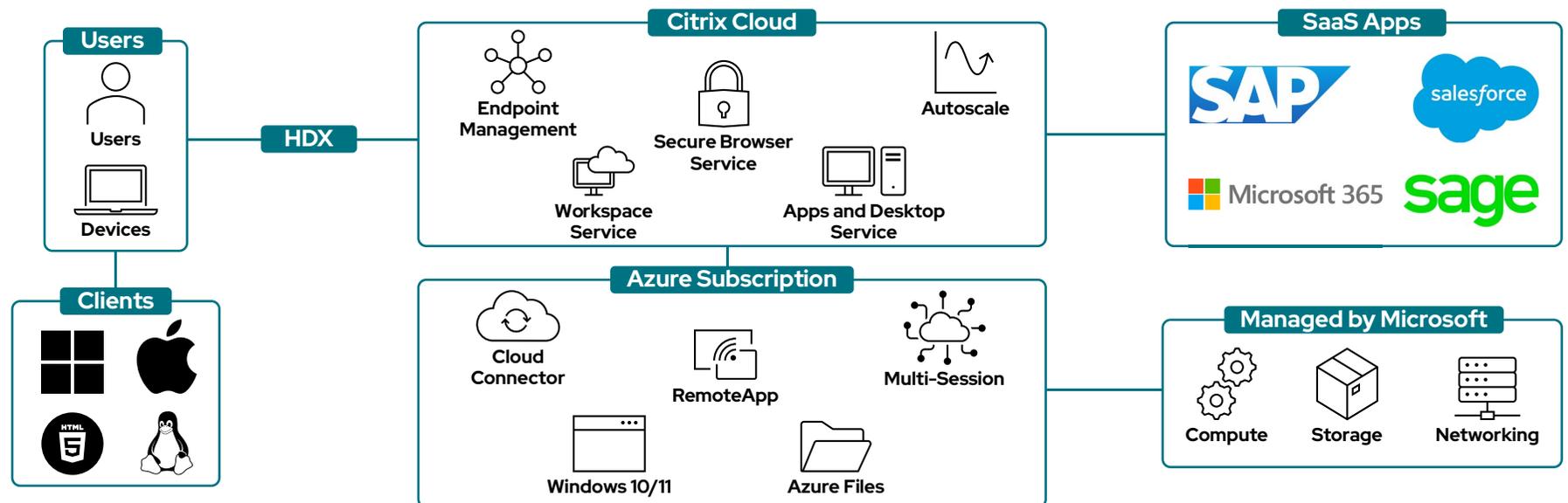
There are many different cloud solutions on the market that are helpful within the modern workplace, such as VoIP, Microsoft Teams, Slack, and Asana. However, no technology solution can transform the modern workplace as much as Citrix and Microsoft Azure together. This solution enables users to log in to a full Windows 10 experience delivered on the Azure Cloud, whilst making use of Citrix's auto-scaling, data protection and security to deliver the best possible experience for the lowest cost.

How Citrix and Microsoft Azure Can Enable the Modern Workplace

What is a Citrix and Microsoft Azure Solution?

There are many ways that Citrix and Microsoft Azure can work together to enable the modern workplace, but the most common solutions are deploying Citrix solutions on Microsoft Azure, including virtual apps, desktops, data and networking. These can also be deployments of Citrix that leverage Azure Virtual Desktop for hybrid cloud infrastructure, delivering centralised, cloud-hosted management, whilst making the most of a business's on-premises investments.

Both of these solutions have many benefits for businesses as they simplify cloud transformation and speed adoption of the modern workplace, whilst reducing overall IT costs and improving efficiency. A diagram of which elements are managed by Citrix vs. Microsoft is included below. There are also many other ways that Citrix and Microsoft Azure can enable the modern workplace included later in this eBook.



Deliver a Consistent Employee Experience

It can be difficult for businesses that have remote and hybrid employees to ensure that they all have the same experience when they are working in different locations. With a Virtual Desktop solution, such as Citrix with Azure, employees can access a full Windows 10 experience on any device, from any location. For the employee, all they need to do is log in to the client via the desktop application, or any HTML 5 compatible browser, and they can start working. Although this solution works for a full desktop experience, businesses can also host single applications on the virtual desktop, enabling employees to access these business-critical applications from their homes, or on the go.

With employees returning to the office, [85% of businesses are enabling a Bring-Your-Own-Device program](#) which has many potential benefits for both businesses and employees. If employees can use their own devices, especially laptops, the business can significantly reduce expenditure on hardware. For employees, being able to bring their own devices allows them to use a phone or laptop they are already familiar with and have a single device for business and personal use. However, there are many security concerns associated with BYOD programs, and this is worsened as [only 39% of businesses have a formal BYOD policy](#). A virtual desktop solution allows businesses to implement a BYOD program whilst addressing security concerns and ensuring that all employees have a consistent experience.

85% of businesses are enabling a Bring-Your-Own-Device program, but only 39% have a formal BYOD policy

Source: BitGlass, Trustlook





Support Digital Transformation

Digital transformation is the process of using digital technologies to bring together data and processes to improve the way a business functions. This concept has been high on the agenda for many businesses over the past five years, although the definition of digital transformation is always vague. This is due to the fact that digital transformation can refer to anything from modernising IT infrastructure, to the invention of an entirely new digital business model. However, digital transformation generally falls under one of the following pillars: **engaging customers, empowering employees, or optimising operations.**

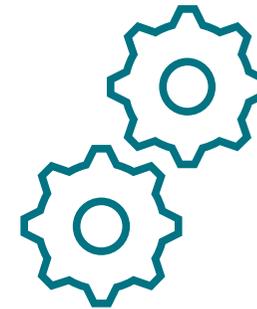
A Citrix and Azure solution can support digital transformation as it empowers employees whilst optimising operations. If a business has a defined digital transformation strategy, this solution will support most strategies as it is flexible and can work with most other technologies. For businesses that do not have a defined digital transformation strategy, this solution allows them to leverage all of the benefits of digital transformation as it solves the challenges of remote work and gives them access to next-generation technologies within a single solution. Businesses can also be confident that the solution is future-proof as Microsoft is constantly improving their products to stay ahead of the curve.



**Empower
Employees**



**Engage
Customers**



**Optimise
Operations**



**Transform
Products**

Enable Secure Remote Access

Although the move to remote and hybrid work has many benefits for businesses and employees alike, it also raises some major security concerns. Now, businesses are responsible for securing a network that spans an office space, employees' homes, as well as multiple cloud services. This lack of visibility and constantly expanding attack surface presents a challenge for many businesses. As a result, it has been reported that [ransomware attacks have increased by 64% year on year](#).

An Azure and Citrix solution can substantially improve a business's security posture as it provides greater visibility over endpoints and ensures that data never leaves the secure cloud. This means that the cloud data centre becomes the attack surface, which is one of the best-protected attack surfaces, with [Microsoft announcing it is investing \\$20 billion into cybersecurity over the next 5 years](#).

An Azure and Citrix solution is also more secure as when the solution is initially set up, a 'golden image' is created which includes the installation of all business applications an employee will need, along with subsequent security policies. Each time a new virtual desktop is deployed, this 'golden image' is used, ensuring that all users have the right security policies to decrease the chance of falling victim to a cyberattack. This also eases the burden of patch management, as businesses can patch all machines at once, whilst no users are logged in. It also makes remediation after a cyberattack easier, as an infected machine can be wiped and reverted to the golden image.

Microsoft has announced it is investing \$20 billion into cybersecurity over the next 5 years

Source: Microsoft



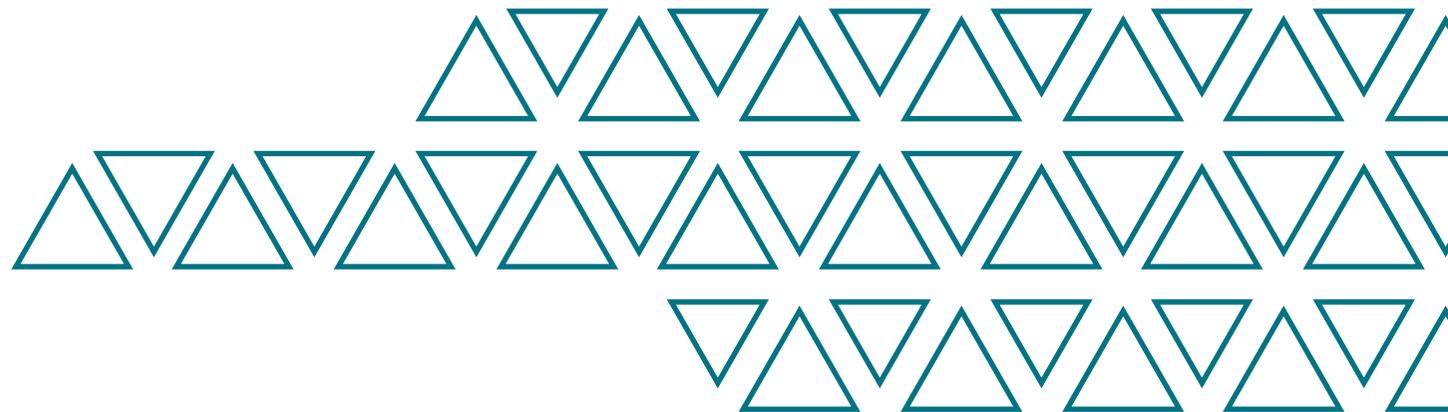


Cost Savings with Intelligent Scaling

In general, moving to the cloud can help businesses decrease expenditure and move from a CAPEX to OPEX financial model. However, for virtual desktops, a poorly optimised deployment can result in higher than expected bills, and negate the cost benefits of the cloud.

Although there are tools within Azure that can help with cost optimisation, one of the greatest ways that Citrix adds value to an Azure Virtual Desktop deployment is by making use of Citrix's advanced cost management features. With a Citrix and Azure solution, businesses can take advantage of features such as active power management, Azure On-Demand provisioning and MCS I/O optimisation. This allows for intelligent autoscaling, based on workloads to ensure that employees always have enough computing power without leaving businesses with an unexpectedly high bill.

Businesses that work with a trusted third-party IT provider, such as Bridgehampton can rest assured knowing that an expert is making the most of Citrix and Azure's cost management features to deliver the best value for money.



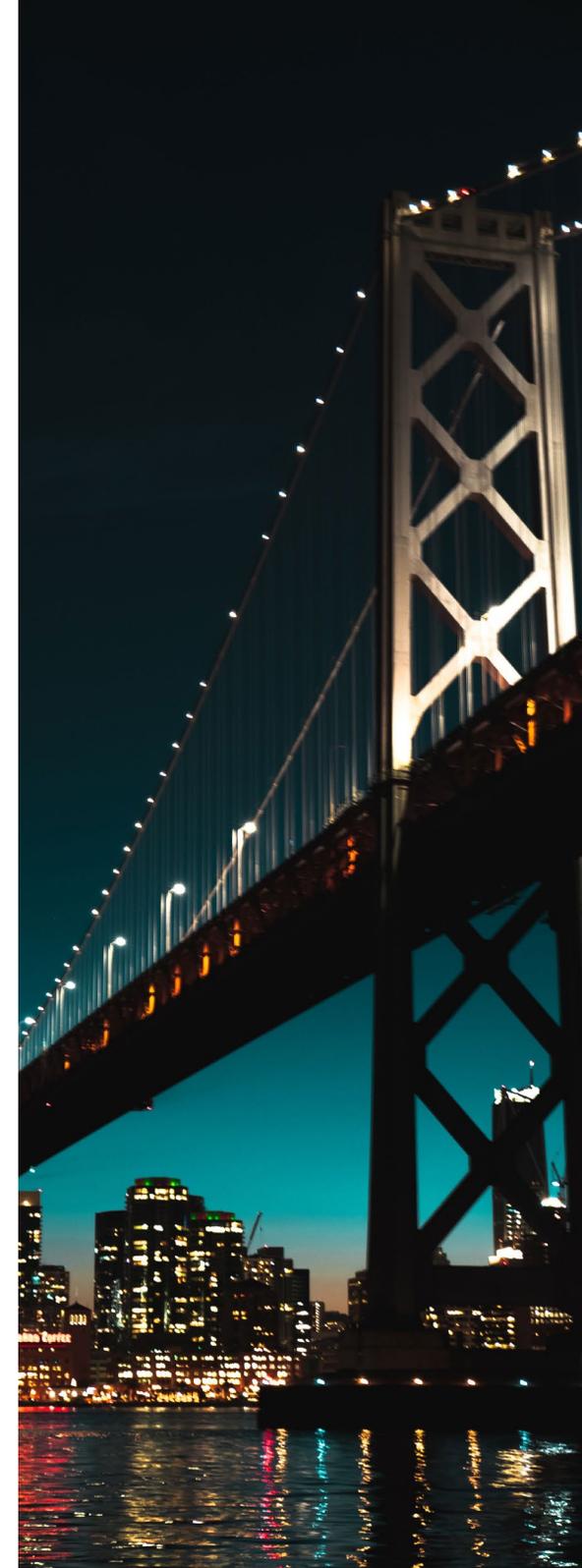
The Bridgehampton Modern Workplace Assessment

With the move from the office to remote and hybrid work, Bridgehampton understands that workplace flexibility and agility are paramount to improving business outcomes. We are experts in Citrix and Azure solutions that enable you to make the most of these benefits, providing bespoke solutions to suit the needs of your business.

To ensure your business is making the most of the technologies available on the market, and to support your journey of digital transformation, we have designed the Bridgehampton Modern Workplace Assessment. The assessments follow an agile method to gather and prepare requirements, review readiness and plan and design a basic solution to enable early testing. Experts from Bridgehampton will work with your technical, functional, and commercial teams to build alignment, drive value, and ensure desired outcomes are achieved in your business.

Our Modern Workplace Assessment reviews your current environment, offers a high-level roadmap, and proposal for the modern workplace solution most beneficial to your organisation. For businesses looking to benefit from a Citrix and Azure solution, we can support your business with this, but we can also help with productivity applications, enterprise mobile and security capabilities, unified communications and collaboration tools and other end-user platforms.

Citrix and Azure can transform the way your business works, and partnering with Bridgehampton will ensure you have all the tools required to power the modern workplace. To find out more, or to book a Modern Workplace Assessment, contact us today.





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