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Delivering User-Centric IT to Enable Business Mobility

An article series from Citrix for mobility-focused IT executives

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.

Mobile Workspaces: Delivering User-Centric IT to Enable Business Mobility

If you look at companies like Westpac, O'Neill and The British Library, they all have one thing in common…"Mobile first." Their CIOs have adopted this mindset in a world where these two words have dominated the CIO agenda for the past three years. Mobility is changing the enterprise in profound ways and CIOs are racing the clock to capitalize on the increased flexibility, productivity and growth these new technologies are bringing to their organizations.

There is no doubt that mobility has caused significant change and will continue to cause more IT change in the next 5 years than any other trend. Mobility is disrupting, enabling, and forcing the re-invention of work, computing and business. As examples, mobility has:

1. **Disrupted** device procurement practices – today, people expect to choose their own device and use it for work.
2. **Enabled** a global workforce – organizations can now hire the most qualified individual regardless of their location in the world.
3. **Re-invented** work, computing and business. Now, sales teams can spend more time with customers because their content is always with them; IT services and enterprise data can be hosted in the locations or "clouds" that bring the best competitive advantage; and businesses achieve new levels of productivity providing people with essential information and tools wherever they are.

The impact of mobile technologies significantly changes how IT organizations think and act. Ten years ago, IT organizations focused on ensuring their "customers" – their employees and 3rd party workers – had a corporate PC (or thin client) that could run a set of corporate-provisioned applications. Five years ago, the conversation changed to mobile and how to migrate widely-used Windows apps to mobile apps so the exponential number of new devices in the enterprise could access them to continue working while mobile. Three years ago (and really, until now), the conversation again shifted to ensuring that everything provided by IT is designed "mobile first" as the number of mobile devices has grown beyond what anyone thought possible.

Moving from "mobile first" to "me first"

The conversation around "mobile first" is already shifting, because people need so much more than just access to mobile apps. They need access to all of the content required to accomplish a task. They want to take that content and move it between devices (PCs, smartphones, tablets) as their locations change. They want their data and other services, such as helpdesk or collaboration tools, instantly, from wherever they are, on the device they happen to be using. For these people, it isn't about "mobile first." It is about their individual needs first.

We now live in the age of "me first" – true user-centric computing. Although this sounds selfish on the surface, it's not. It's about empowering individuals in a highly personalized manner with new ways to work so they can maximize productivity. Embracing user-centric computing focuses IT organizations on providing the content that individuals need, irrespective of the device being used or where a service is hosted. This is done by uniting a user's content – her apps, data and services – into a "workspace" and allowing the workspace to follow her no matter where she goes and no matter what device she happens to be using.

How mobile workspaces deliver user-centric computing

Mobile workspaces are designed around what users need to be productive in any context. They provide secure access to corporate apps (Windows, web, SaaS, and mobile) and data seamlessly and they allow these business-critical apps to securely co-exist with personal content on the same device. A mobile workspace seamlessly (and securely) integrates all of the personal information and applications that reside on a user's device to ensure a consistent experience. But most importantly, it provides users with the same secure access to their corporate content on any device as they would have if they were sitting in the office on a corporate-provisioned PC. With a mobile workspace, people are instantly connected to their digital life – both personal and corporate – at all times.

For IT organizations, mobile workspaces re-invent how services and data are delivered as well. While there was a time when IT services were simply delivered from the local datacenter or over the LAN, mobility and cloud technologies have changed this. Now, these services must be able to run both on-premises and securely in any cloud (private, public, or hybrid) and delivered over any network (LAN, WAN, 3G/4G, etc.). Mobile workspaces allow IT the flexibility to host services in the most appropriate place and deliver them, with a great user experience, over any network.

Today, organizations are already embracing mobile workspaces in order to deliver user-centric computing. A great example is how Miami Children's Hospital delivers user-centric technologies to their physicians. Dr. Redmond Burke, Chief of Pediatric Cardiac Surgery, states that "I want to be with my family when they need me, but I don't want to leave my patients unprotected. [I need] access to critical patient information anywhere, anytime, on any device." Dr. Burke's "me first" requirements are the essence of user-centric computing – by giving individuals what they need, the organization, and in this case, pediatric patients, all benefit from the flexibility and productivity that results.

Citrix technology delivers user-centric computing

For organizations embracing true user-centric computing, look no further than Citrix. Citrix Workspace Suite™ is the market leading mobile workspace solution that delivers secure, customized 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.

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
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Mobility on the Move article series:

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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.