CONCERO
CLOUD WORKSPACES

CITRIX®

Cloud Workspaces Deliver Better IT for the Modern Business

Discover how cloud workspaces powered by Concero and Citrix are the best way to enable business productivity for today's mobile users.

What if you could quickly and easily have a secure workspace for every employee—desktops, apps, data—that they can access anywhere, on any device?

What if these workspaces were available as a service, on-demand, and could be hosted on any mix of public or private compute infrastructures, globally?

That vision is now a reality with Concero and Citrix®. Using the Citrix Cloud™, Concero has a unified management platform to deliver the secure, mobile, and personalized workspaces modern organizations require using the best compute resources for each customer's business requirements.

In tandem with Concero's end-to-end approach to cloud workspace delivery and support, the unified control and flexibility provided by the Citrix Cloud platform empowers your staff to be productive at any location, on any device while improving security and lowering overall IT costs.

This white paper discusses the new standard for the delivery of cloud workspaces, including:

- The key role of cloud workspaces in today's organizations
- Challenges that can impede cloud workspace deployment
- A better way to deliver great workspaces to people quickly, securely and flexibly

Moving to Cloud Workspaces

Today, people expect their IT resources to be available any time they're needed, on any device. This is rapidly transforming IT, as many business applications are now available via the cloud, including Microsoft Office. Along with browser based access, these cloud-based services are delivering rapid scalability and cost efficiency for optimal business agility.

The concept of the cloud workspace represents the fullest realization of this on-demand principle, going beyond individual applications to deliver entire desktops, windows and web applications, file storage places, and printing services in a single, unified environment that users can access from anywhere, from any device.

This integration of services into a single cloud workspace helps ensure a truly seamless and satisfying work experience tailored to each user and organization.

And because the users' cloud workspace never leaves the security of the data center, the integrity of the user device used to access the workspace is irrelevant. A shared, lost, or compromised device does not impact the availability, performance, or security of the cloud workspace, making it perfect for BYOD environments. And in the office, the overhead of PC purchasing and maintenance can be eliminated in favor of inexpensive, plug-and-play "hubs" into which you connect your monitor(s), keyboard, mouse, and other peripherals.

Staff only know know that they can easily access their workspace on any device, from any location, and start driving business value.

A Better Way to Consume IT

As IT organizations take on a more strategic role in business, they need to avoid being tied down by the burdens of building and managing technology. Instead, they should deliver greater value by brokering and integrating services to more rapidly serve the needs of lines of business and enable the enterprise.

Still, too many organizations struggle with granular, low-value IT activities such as dealing with desktop computing and risk and complexity of managing their own corporate server and storage infrastructures.

It would be a further step back to burden corporate IT with the overhead of delivering cloud workspaces. Not only will it distract IT from more strategic goals but a suboptimal implementation risks exploding costs and hampering user adoption.

What's needed is a radically simpler way to deliver cloud workspaces to staff. This is what Concero and Citrix are all about. Here is what each brings to the table.

Concero Cloud Workspaces

For over 10 years, Concero has delivered hosted desktops and application to organizations across Canada using a service platform featuring Citrix XenDesktop®, Citrix XenApp®, Citrix XenMobile® and Citrix ShareFile® technology.

Concero's cloud workspace solutions are completely turn key. From its operations center in Canada, Concero fully manages all aspects of the implementation, testing, and ongoing maintenance of their solutions as per the customer's business requirements.

For a truly end-to-end solution, Concero also provides "hub" devices as part of its customer's cloud workspace subscription. A "hub" greatly simplifies and secures desktop IT by replacing the PC with a micro-device that attaches the end-users keyboard, mouse, monitor(s), and other peripherals to their cloud workspace.

With the arrival of the Citrix Cloud, Concero has further evolved its services to offer comprehensive workspace-as-a-service solutions flexible enough to fit a wide variety of use cases. For typical small and medium sized deployments, the efficiency of the Citrix Cloud has reduced Concero's overall operations costs and, thus, allowed it to offer the benefits of cloud workspaces at lower than ever price points.

The Citrix Cloud also allows Concero to easily deploy and manage workspaces within and across various types of private and public compute infrastructures, including Microsoft Azure.

This flexibility gives Concero complete control over workspace locations, security, performance, cost and data sovereignty on behalf of the customer. It also makes hybrid and geo-distributed delivery solutions ideal for some larger enterprises much less complicated and more affordable.

Citrix Cloud

For more than 25 years, Citrix has led the transformation to on-demand delivery of IT services, including pioneering solutions for application and desktop virtualization, enterprise mobility management (EMM), and enterprise file sync and sharing (EFSS) technologies.

Citrix Cloud now provides the first fully integrated way to deliver cloud-based services through a unified control plane to assist in designing, publishing, and consuming cloud workspaces.

Citrix Cloud is a cloud-based management and delivery platform that integrates across Citrix technologies. Going beyond virtual desktops to provide full workspace delivery, Citrix Cloud includes a cloud-based control plane to create workspaces on any infrastructure as well as the options to mix and match virtual application and desktop, mobility management and lifecycle management services. IT can choose from a variety of service packages according to their on-demand IT strategy and priorities, allowing the flexibility to experiment, grow and address changing needs over time.

Benefits delivered to Concero by the Citrix Cloud platform include:

Simplicity

Citrix Cloud provides cloud-based management services that centralize and simplify the design and management of cloud workspaces no matter where they are deployed. This simplified control lowers operational costs up to 40 percent and enables faster updates and deployment of new services.

The Citrix Cloud platform also simplifies administration by providing a unified environment for manage customer accounts, including authentication and identity management integrated with Microsoft Active Directory.

Flexibility and Control

Most cloud services put management and workloads in one cloud for their own convenience, reducing flexibility. Citrix Cloud's unique control-plane architecture gives customer's choice and flexibility. Concero can locate and manage workloads in any data center, in preferred public clouds, or in private clouds. Only Citrix Cloud delivers this kind of hybrid cloud choice that puts complete control in the customers hands.

Mobility Management

The Citrix Cloud includes comprehensive enterprise mobility management (EMM) capabilities including mobile device management (MDM), mobile application management (MAM) and enterprise-grade productivity apps provide a secure user experience on BYO or corporate devices. This service also enables IT to quickly create pilot environments and experience faster production time to value with automated EMM deployment.

Document Management

A secure enterprise file sync and sharing service based on ShareFile technology is integrated into the Citrix Cloud platfrom to meet the mobility and collaboration needs of employees and the data security requirements of the enterprise. People can access data and files in sync across all their devices and securely share files internally or externally. Organizations can mobilize existing data in network shares, home drives and Microsoft SharePoint with full control over data storage, encryption, and access policies.

Real World Use Cases

The pragmatic value of Citrix Cloud can be seen in some common use cases.

Making a Fast, Easy Move to the Cloud

For companies seeking a smooth and timely transition to the cloud, Concero can begin by deploying workspaces on-premises, and then selectively migrate workspaces to public cloud locations. The process is completely transparent from the perspective of users and IT administrators, who continue to work the same way, regardless of where resources are located.

Consolidation

By virtue of organic growth, inorganic acquisitions or independently operated geographic divisions, enterprises often find themselves managing multiple Citrix versions across multiple farms and data centers. Concero can help unify and simplify this complexity by managing across versions and locations, and by simplifying migration and/or consolidation of workloads and locations.

Adopting Virtualized Desktops for the First Time

Historically, some businesses might not have considered implementing virtual desktops due to perceived complexity or a lack of in-house expertise. Using the Citrix Cloud platform, Concero provides organizations a clear way forward with a turn key solution flexible and robust enough to meet the most demanding business requirements.

And because Concero delivers cloud workspaces as-a-service the the overhead and risk of internal IT getting bogged down in infrastructure and desktop maintenance and upgrade tasks are eliminated.

Creating Proof-of-Concepts and Demos

Concero can use Citrix Cloud to quickly define and roll out pilot or demo environment to estimate capacity and test performance and scale. For example, Concero can quickly and easily create comparisons by designing and publishing a prototype workspace and deploying it on a number of different public cloud or private infrastructures, by selecting different resource locations from within Citrix Cloud.

Conclusion

On-demand, cloud-based services aren't just the future of IT—they're what people demand today.

Thanks to the Citrix Cloud platform -- which enables the centralized design, deployment and maintenance of workspaces within and across private and public computing infrastructures -- Concero can uniquely deliver on the full promise of the cloud workspaces for modern business.

Now, for the vast majority of use cases, Concero's workspace-as-a-service solution delivers an overall superior end-user experience to today's mobile user while addressing the demand from organizations to improve security, maintain control over data sovereignty, and lower overall IT costs.

To learn more, visit www.concero.cloud and www.citrix.com/citrix-cloud.

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