# Workshifting

Work anywhere.
Cut costs.
Delight employees.

Workplace flexibility allows people and organizations to be free from the constraints of the traditional office. People can choose the ideal time, place and device for their work. Organizations can reduce real estate space, ensure business continuity and offer a more attractive, inspirational work experience. Citrix workshifting solutions and best practices make workplace flexibility a simple, secure and effective part of your organization's business strategy.

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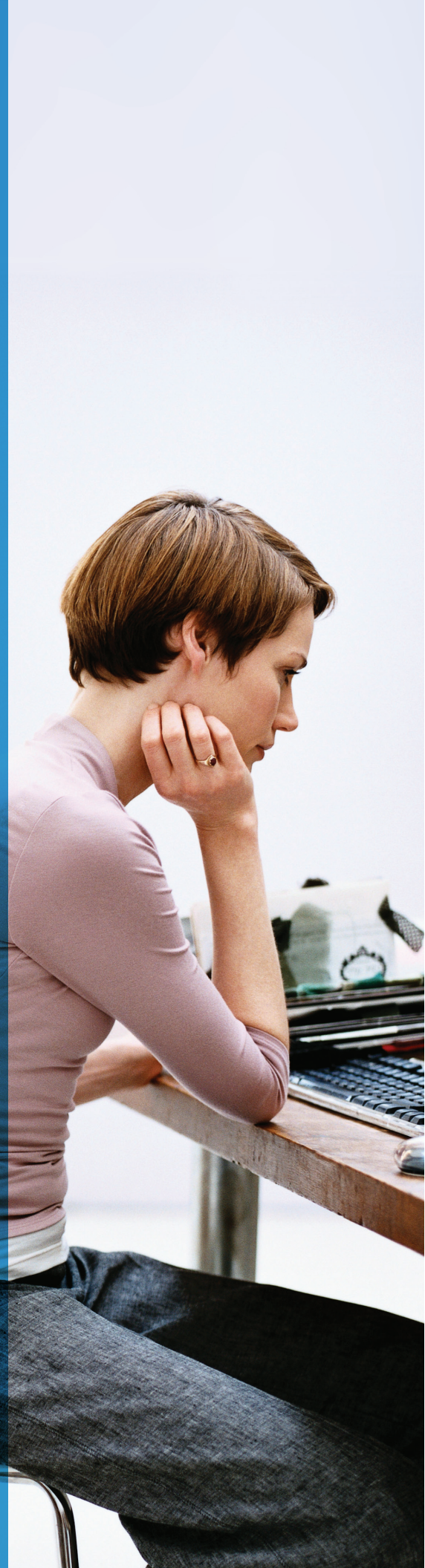
Alternative workplace strategies such as telework, flex-work and outsourcing are transforming the way people and organizations do business. A recent study found that an overwhelming majority of the organizations surveyed—93 percent—plan to provide a flexible work environment within two years; 37 percent of those 93 percent already do.[1] As organizations seek to recruit and empower skilled workers, workshifting provides a more attractive experience in which employees and contractors can choose the ideal time, place and device for their work. By enabling full productivity beyond the constraints of physical offices and traditional work hours, organizations can reduce real estate, travel and labor costs while ensuring business continuity.

To be effective, a workshifting strategy must address two fundamental requirements: people must be able to work in the same way they would in the office, with full access to desktops, apps, files and collaboration; and IT must be able to secure and control business information to maintain protection, privacy and compliance.

As a leader in mobile workstyle solutions, Citrix® enables secure workshifting strategies of all kinds, including part-time and full-time telework, office sharing and open seating, outsourcing and business continuity. Citrix workshifting solutions enable organizations to:

- **Give people the flexibility** of choosing the ideal time, place and device for their work

- **Protect confidential business information** while addressing privacy, compliance and risk management mandates

- **Provide workers with uninterrupted access** to desktops and apps during business disruptions of any kind

- **Reduce real estate, travel and labor costs** through flex-work, telework and alternative workplace strategies

- **Attract and retain the best people** wherever you find them

Citrix workshifting solutions, comprising XenDesktop®, Podio®, GoToMeeting®, Citrix CloudGateway™ and ShareFile®, offer desktop virtualization, online collaboration and meetings, a unified enterprise app store and file sharing, to make workshifting simple and secure for any organization.

Korea Telecom, a leading telecommunications company in South Korea, has created a culture where employees can work and collaborate to drive business value any time, from anywhere. More than 32,000 employees use tablets to access 20 Windows applications, including the company's intranet portal; human resources system; enterprise resource planning (ERP), product management and quote management solutions; and productivity tools including Microsoft Office.

[1]Citrix, Workshifting: A Global Market Research Report, 2011

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Workshifting
Transform your business – empower your people

Desktop and app virtualization

IT can transform any application as well as complete desktops into an on-demand service available on any device. Any combination of desktop and application delivery approaches can be used.

A high-definition experience over any network

Real-time network and performance-optimization technologies ensure a high-definition experience regardless of location, device and network connection. Seamless roaming across devices, locations and networks ensures optimal convenience and productivity.

Collaborative work platform

Get work done with your coworkers and clients on a social work platform that you make your own. Work with any group of people inside a workspace and connect your entire company in your employee network. Social activity streams and hundreds of pre-built and custom apps enable you to create collaborative workspaces for managing your projects, sales, events, intranet and much more.

Easy online meetings

People can initiate or join meetings from any location in seconds, on any device, eliminating the need for many participants to coordinate office schedules or incur travel costs. High-definition video enables true face-to-face interaction.

Self-service app store

People can access any of their authorized apps—including Windows, web and SaaS—easily on any device through a secure, consistent app store with a convenient single sign-on experience.

Follow-me data

People can easily share files with anyone inside or outside of their organization and sync files across all of their devices so people have the information they need no matter where they're working.

Secure by design

Apps and associated data remain in the datacenter, where they are accessed through granular, policy-based user authentication. Access control, auditing and reporting help IT manage compliance, information governance and data protection. If a device is lost or stolen, IT can remotely wipe any enterprise data it may have contained.

Budd Van Lines, a provider of executive relocation services, uses telework to give employees the flexibility they need while ensuring business continuity. Approximately ten percent of the company's employees are full-time teleworkers, an additional five percent telework regularly and all others are allowed to work remotely as needed. Employees can keep the company's operations coordinated and its trucks moving without fail because they're able to remain productive at any time of day, from any location.

E.K. Riley attracts and retains excellent workers by offering a healthy work-life balance. The investment firm offers representatives the option of setting up a home office and using a company-issued thin client—or a device of their own choosing—to work the same way they can in the office. Data centralization simplifies information security and regulatory compliance. If a teleworker leaves the company, IT simply turns off their RSA connection and virtual desktop session.

Defining workshifting policies and processes

Whether introducing a formal telework program or policy or simply allowing employees or contractors to workshift on an ad hoc basis, companies should define organizational parameters in consultation with IT, human resources, real estate, sustainability, legal, and union leadership. Considerations include:

Worker eligibility: While many job roles can be performed remotely, some need to remain on-site. Similarly, workshifting isn't right for every worker; you should define criteria to identify people who are best able to remain productive and engaged in a remote scenario.

Scheduling: Will you allow unlimited workshifting or set a minimum required time for people to spend in the office? You may want to set parameters for the number of people within a given group who can workshift on the same day, or specify days of the week when everyone is required to be on-site.

Management: Managers will need training on how to manage people by productivity and performance rather than by time and attendance, using the same set of criteria regardless of whether people work remotely or on-site.

Workshifting practices: People who workshift should maintain regular work hours to prevent burnout. To function effectively, they also need regular interaction with colleagues to share information and best practices, access training, form mentoring relationships and facilitate team building.

Resources: Wherever employees and contractors work, a dedicated workspace, office supplies, high-speed broadband and a VoIP softphone need to be considered. The company or the individual can provide their computing device; additional peripherals such as printers and scanners may also be needed. The workshifter should be able to securely access applications, simple file-sharing and collaboration tools, including easy online meetings.

The value of workshifting for both organizations and people makes it a key workplace strategy for every type of enterprise. Citrix workshifting solutions and best practices provide a flexible yet controlled framework to implement the right workshifting policies for your organization. For more information about Citrix workshifting solutions, please visit **www.citrix.com/workshifting**.

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About Citrix

Citrix Systems, Inc. (NASDAQ:CTXS) is the company transforming how people, businesses and IT work and collaborate in the cloud era. With market-leading cloud, collaboration, networking and virtualization technologies, Citrix powers mobile workstyles and cloud services, making complex enterprise IT simpler and more accessible for 260,000 enterprises. Citrix touches 75 percent of Internet users each day and partners with more than 10,000 companies in 100 countries. Annual revenue in 2011 was $2.21 billion. Learn more at www.citrix.com.