



Work without **WALLS**

How enterprise mobility is changing the workplace

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Henrik Tang Hedegaard
General Manager
Global Technology Services,
IBM Europe

ON THE MOVE TO A FLEXIBLE WORKPLACE

Greetings,

Technology has never been as eagerly adopted as it is being today. With smartphone prices dropping sharply, access to the devices has increased dramatically. Smartphone penetration rates were expected to reach 59 percent in Western Europe in 2013 and 25 percent in Central and Eastern Europe¹. And smart mobility solutions are likely to be in high demand in the next 15 years; Central and Eastern Europe will be the fastest growing segments, at 31.4 percent by 2025².

With this shift, we will be more connected as we collaborate across the globe, wiping away the barriers of time and space. Organisations are striving to become more agile to engage the new connected world in which we live and work. To optimise business benefits, organisations are looking to leverage mobile technology and provide employees with a seamless work environment.

While the opportunities abound, many organisations have been unable to take advantage of them, as the transition from traditional environments presents significant challenges.

As one of the early adopters of the flexible workplace, IBM sought to enable employees to work collaboratively without compromising personal privacy or enterprise security. Every learning experience within IBM translates into a client benefit, as we know IT is not only about implementing technology but is also about driving business innovation and growth. Add IBM's growing expertise in cloud computing -- the most important technological force in today's competitive marketplace -- and you can see how we are responding to changes in the way individuals and enterprises work.

We could not do this without the value our strategic alliance partners bring to the equation. Our 20-year relationship with Citrix helps us deliver market-leading flexible workplace solutions, from the desktop to the network and the cloud. In this issue, we will explore more about how clients are reaping the benefits of our offerings. I hope you find this paper insightful and helpful in your business.

1 - Source: **Hyundai Securities**; [Future of Smartphones: Second-Tier Counterattacks](#), 17 June 2013

2 - Source: **Frost & Sullivan**; [Strategic Opportunity Analysis of the Global Smart City Market](#), 31 August 2013

Cover story **WORK WITHOUT WALLS**

Work is no longer a place; it's something we do. Technological advancement is increasing workplace flexibility as it provides multiple avenues for employees to connect from anywhere at anytime, share ideas and get information.

Known as the “consumerisation of IT” because it reflects consumer behavior, the result is clear. Employees expect the same capabilities from a workplace as they do at home. They want to collaborate easily with colleagues, clients and business partners, driving the need to create one seamless global workforce network unhindered by office walls.

“Because of the economic uncertainty and challenges in Europe, many companies are still under immense pressure to reduce costs while increasing productivity. This has implications for the IT department: The CIO and his team are asked to drive operational IT costs significantly lower, and with reduced availability, security and compliance suffer. Departments and management also expect better support for their business processes and a much faster implementation of new business requirements. One of these requirements is a mobile and flexible end-user operation.”

(Source: IDC - Virtualised Desktop & client computing (VCC) in Germany, 2013)

Employees are bringing to work new channels of communication which define their lifestyle beyond the office. In addition to the influx of mobile devices, SMS, chat rooms, social networking and other forms of online collaboration are becoming a part of the everyday work parlance. These channels were initially observed from the sidelines, but organisations are adopting rapidly as they begin to see the inherent advantages of providing their employees a more culturally conducive, flexible work environment.

As an example, nearly half of IBM's global employee population works in a mobile environment and does not have dedicated IBM office space, either working from home, at a customer or alternate location, or just on the move.

WORKPLACE TODAY

- **Employees spend majority of the workday collaborating**
- **External partners become more integrated**
- **Tasks flow seamlessly and fluidly across fully connected and visible processes**
- **The centre shifting from the organisation to a community of people**

In focus

THE FLEXIBLE WORKPLACE

The following trends are emerging in Europe, resulting in a significant impact on companies:

1. Mobile technologies make the Internet "social." The result: CIOs recognise mobile topics as focus areas with increasing project sizes.

2. Social, unified communications and collaboration – on one platform, mobile and in real-time. The result: greater, more open collaboration and information sharing.

3. The number of mobile applications used in the consumer and enterprise environment is growing rapidly. The impact: the secure and flexible deployment of applications is becoming a key function of IT.

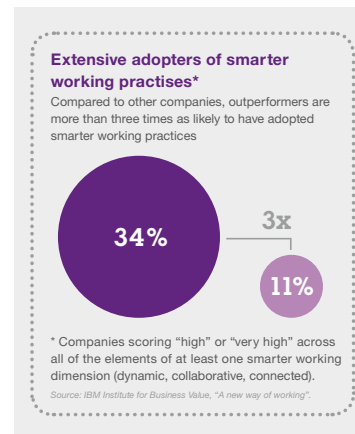
4. Increasing coverage of mobile requirements by cloud provisioning and business models, including increasingly mature sourcing options. The result: Business-Process-as-a-Service (BPaaS), Software-as-a-Service (SaaS), Platform-as-a-Service (PaaS), Infrastructure-as-a-Service, security and service integration are critical success factors in IT.

5. The Internet of Things uses mobile technologies and increases the number of mobile end points exponentially. The effect: The range of enterprise IT expands as mobility and traditional IT converge.

Market trends define the flexible workplace

As noted, there are many trends converging in the workplace that are driving changes to work styles. Among them are:

- **Bring Your Own Device (BYOD).** Employees bring in their own devices to connect to work, from smart phones to tablets. As these personal tools integrate more intensive computing features, they become the desired devices for the work environment, and employees expect to use them to access corporate data and applications. This results in a proliferation of devices and platforms – and challenges for IT departments.
- **Mobility, working beyond boundaries.** Today, we can connect to work from home or check email over a phone. More than ever, we interact with colleagues across multiple geographies and work remotely but collaboratively toward a common objective. The office is a virtual setup enabled by enterprise mobility.
- **Social media communities.** Facebook, LinkedIn, Twitter, Google + and other social media sites take up prominent positions on the computer screens of many employees today. And the communities being formed are largely comprised of colleagues and former colleagues. Employees now create their own content, seek and share information from all sources internal and external resulting in personalised collaboration and communication.
- **Proliferation of parallel networks.** While many organisations are investing in new communication networks to support mobile and social business, they rarely replace legacy networks, instead adding a parallel network over the existing one. However, organisations need to converge networks to reduce cost, improve management and increase productivity for employees as they connect, communicate and collaborate within the organisation and externally with partners and customers.
- **Emergence of cloud.** As collaboration becomes a key driver in the flexible workplace, the need for a common venue in which to interact in real time is increasingly taking place on the cloud – private, public or hybrid. Cloud helps deliver an integrated platform for collaborative tools, web meetings, and social networking, helping you manage teams remotely or lead training sessions across locations. For enterprises, the cloud enables significant opportunities to improve productivity and improve decision-making.



Evolution of the workplace

- The explosion of technological advancements has redefined every aspect of our lives – changing the way we think, interact and work.
- Desk phones and desktop computers have been or are rapidly being replaced by mobile devices, like laptops, tablets and smartphones.
- Social networking tools and virtual-world meeting experiences are making real-time information transfer standard operating procedure.
- Globalisation and “green” business initiatives are defining work styles today. That means reduced physical travel but expanded responsibilities across regions, all the while being conscious of the impact of business practices around the world.

Tangible business benefits from adopting a flexible workplace

While a lot has been said about the near-inevitability of the flexible workplace, organisations can see real business benefits from its implementation.

Business growth through innovation

Collaboration, enabled through mobility and cloud computing, expands the workplace environment to include the contributions from a broad range of stakeholders including employees, vendors, partners, customers, analysts and social media influencers. The availability of multiple channels means customers can access business services on their time, improving their overall experience. And when employees have enhanced access to real-time and task-relevant information, it can increase opportunities to nurture innovative ideas.

Reduced costs

Network convergence and cloud deployment can help reduce the costs associated with network management, the timely dissemination of information, and more efficient IT management. As many companies are discovering, a flexible workplace can also save tremendous overhead expenses for physical office space for field employees or those who work from home through remote connectivity. Advanced collaboration solutions also hold the promise of significantly reducing non-essential travel expenditures.

Productivity

Integrating the latest technology into the organisation's work culture often helps attract and retain the best talent. Integrated, multi-device collaborative tools allow greater sharing and refinement of ideas and quicker response to actual and anticipated opportunities. Finally, IT management of worker devices can become more streamlined, effective and efficient.

Mobile enterprise solutions help make the flexible workplace a reality

Mobile computing is at a turning point. As enterprises continue to become truly mobile, they can attract new customers, and transform both their business operations and IT infrastructure. The IBM MobileFirst portfolio offers an end-to-end approach to the mobile enterprise, from strategy to mobile infrastructure deployment to boost enterprise efficiency, and improve customer service and interactions. Solutions are drawn from across IBM, enabling clients to build the mobile enterprise that reflects their unique requirements – or rely on IBM managed services to design, monitor and support mobility around the world.

Through the IBM-Citrix alliance, enterprises can access a leading solution for enterprise mobility management. Citrix XenMobile features mobile device management; mobile application management; sandboxed productivity applications; a unified corporate application store and multi-factor single sign-on. Clients can securely manage mobile devices, applications and data across their organisation – and help workers be as productive on the go as they are back in the brick-and-mortar office.

In focus

CLOUD

SERVICES AND SOLUTIONS

With cloud, organisations are achieving improved economics, business scalability and faster time-to-market. Enterprises are able to support growth with nearly limitless yet cost-effective capacity. To help them successfully deploy cloud computing, IBM offers a full range of cloud solutions, including consulting and implementation, cloud servers and storage, and both self-service and managed platforms. Citrix helps enterprises at the network, data centre and workplace levels with application delivery, optimisation, orchestration and management.

IBM SoftLayer and Citrix partner in cloud solutions

IBM has fortified SoftLayer as the foundation of its cloud portfolio with additional investments since the acquisition of this leading cloud infrastructure provider. From an expanding global footprint of new cloud centres, to SoftLayer services on IBM Watson solutions, clients are beginning to see new cloud-based capabilities introduced designed to help them transform their organisations.

With SoftLayer and its existing SmartCloud Enterprise + solution, IBM now offers one of the most expansive sets of cloud models, from on-premise hardware and software, to hosted virtualised and bare metal servers, on a choice of architecture and hypervisors. IBM can help deliver cloud without compromise to clients and their most demanding applications.

With the Citrix strategic alliance, IBM is able to offer additional support in a SoftLayer environment – in fact, Citrix and SoftLayer have a long-standing, 360-degree relationship. SoftLayer is a long-time Citrix customer, relying on Citrix NetScaler as a key foundational element. NetScaler is an all-in-one web application delivery controller (ADC) deployed in thousands of networks around the globe that makes applications run five times better, reduces web application ownership costs and helps ensure applications are always available. It can cluster 32 appliances into one entity, run up to 80 NetScaler instances simultaneously on a single appliance, and offers Layer 4 - 7 functionality to IT infrastructures that support mobile and desktop virtualisation.

**IBM CAN HELP
DELIVER CLOUD
WITHOUT
COMPROMISE
TO CLIENTS AND
THEIR MOST
DEMANDING
APPLICATIONS**

SoftLayer also hosts the virtual computing demo centre used by Citrix and partner sales representatives. In addition, SoftLayer and Citrix are partners: NetScaler is offered as a service on the SoftLayer cloud on a monthly subscription basis. And NetScaler VPX is used for hybrid clouds in between the SoftLayer workload and sensitive data on customer premises.

Desktop virtualisation solutions from IBM and Citrix

Previously known as IBM Smart Business Desktop Cloud, **IBM Mobile Virtualisation Services**, in both private and private managed versions, can accelerate virtualisation of your desktop environment to help control costs and enable security-rich access to corporate applications and data. With robust services, including assessment and planning, design and implementation as well as shared cloud hosting, IBM helps clients derive the benefits of virtualisation without having to invest resources in ongoing management of a virtualised environment.

The IBM-Citrix alliance provides critical elements of the client virtualisation solution, which can include Citrix XenApp and XenDesktop to deliver applications and desktops to any mobile device, faster delivery across platforms, simpler management and the best user experience.

Cloud adopters can achieve differentiation



TRANSFORMATION

Financial services provider updates end-user environment with private desktop cloud



Client

Leading IT-Service Provider for German banks



The situation

German company handles financing, leasing and other financial services, and wanted to provide its 1,300 end users with a more updated work environment that would support future growth and new technologies.



The solution

IBM and Citrix provided a private desktop cloud infrastructure, including Citrix XenDesktop and IBM end-user support and managed services. This virtual environment included a mix of shared desktops and published applications, new traditional desktops and thin clients.



The benefits

End-to-end lifecycle services helps the client manage assets and leverage the latest technologies while taking advantage of IBM's deep consulting and project management expertise and Citrix's market-leading virtualisation solution.

TRANSFORMATION

International hotel chain upgrades aging IT infrastructure with virtualisation



Client

Sol Melia



The situation

Headquartered in Spain, with hundreds of hotel and resort properties in 35 countries, this chain wanted to upgrade its IT infrastructure, reduce costs and improve operations. A vendor solution had been halted in 2010 for not meeting expectations, with high bandwidth consumption and poor handling of demanding applications.



The solution

Working with IBM, Citrix replaced the previous vendor's desktop virtualisation solution with its XenDesktop solution. In its first phase, 10 percent of the parent company's 17,000 employees



The benefits

With a successful rollout, the client experienced lower bandwidth consumption, cost savings, stable and dependable response times, great handling of graphics and videos, and flexibility for future updates.

TRANSFORMATION

German IT service provider lowers desktop operating costs with a virtualised desktop infrastructure



Client
DAIS



The situation:

An IT service provider to one of the leading German real estate companies. This firm wanted to refresh its existing traditional “fat” client desktop environment and move toward innovative technologies.



The solution:

IBM designed and deployed a virtualised desktop infrastructure based on Citrix products and provisioning services. Designed for concurrent users, the environment includes 1,700 Citrix XenApp users and 200 Citrix XenDesktop users. IBM strategic outsourcing manages the environment.



The benefits:

The solution helped the client see a lower Total Cost of Ownership, simplified management, increased availability and improved productivity.

TRANSFORMATION

Banking industry gains when IT provider adopts virtual infrastructure to deliver applications



Client
GAD



The situation:

A scattered workplace infrastructure was unable to support more than 450 banking customers and nearly 2,000 employees who needed to access applications in the data centre through web technologies not matter where they were located.



The solution:

A virtualised desktop infrastructure based on Citrix products and IBM's Mobile Virtualisation Services provides a central platform to enable the banks to provide and distribute local applications virtually in Software-as-a-Service (SaaS) or Platform-as-a-Service (PaaS) models. Non-web applications are delivered through terminal-server or application-streaming technologies based on Citrix solutions.



The benefits:

The client lowered the Total Cost of Ownership for applications using virtualisation, and reduced infrastructure complexity and overall IT costs. The client also expects customer service to improve, along with enhanced security and compliance management.



**More information about
IBM services for a flexible
workplace can be found at:**

ibm.com/services/uk/en/it-services/flexible-workplace.html

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Armonk, NY 10504

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