

# Putting Business In Motion With Virtualization

**Today's workforce is mobile.** To empower employees to work from a variety of locations and from multiple devices, organizations are turning to external IT providers to implement virtualization services that seamlessly support, secure, and manage their mobile workers.

## Keeping up with your mobile workforce

[Source: Forrester]



**72%** of employees feel they lack the technology necessary to accomplish their jobs outside the office.



and nearly **3/4** of all enterprises recognize they need to better support their mobile employees, according to Forrester Research.

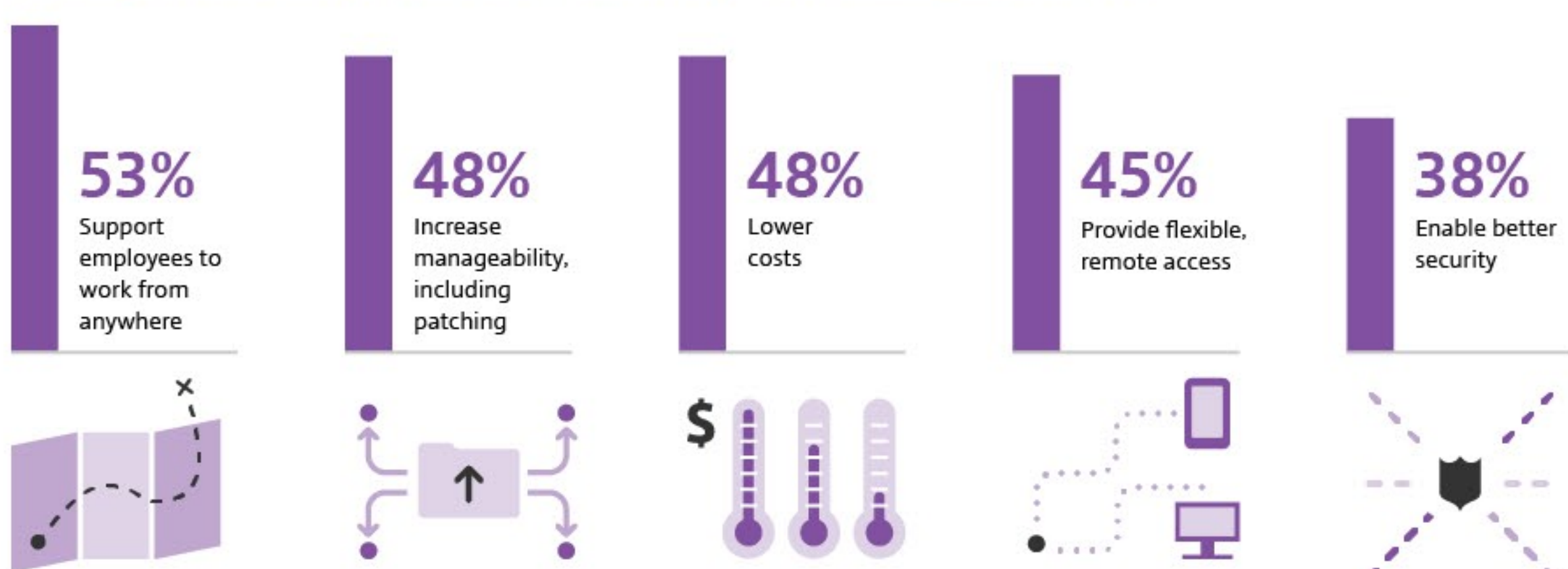
## The Value of Virtualization



Increasingly, employees expect the applications they use for work to be available on their smartphones and tablets. Organizations that provide mobile virtualization offer employees the flexibility they seek while increasing manageability, improving security, and lowering costs.

## Companies implement desktop virtualization to:

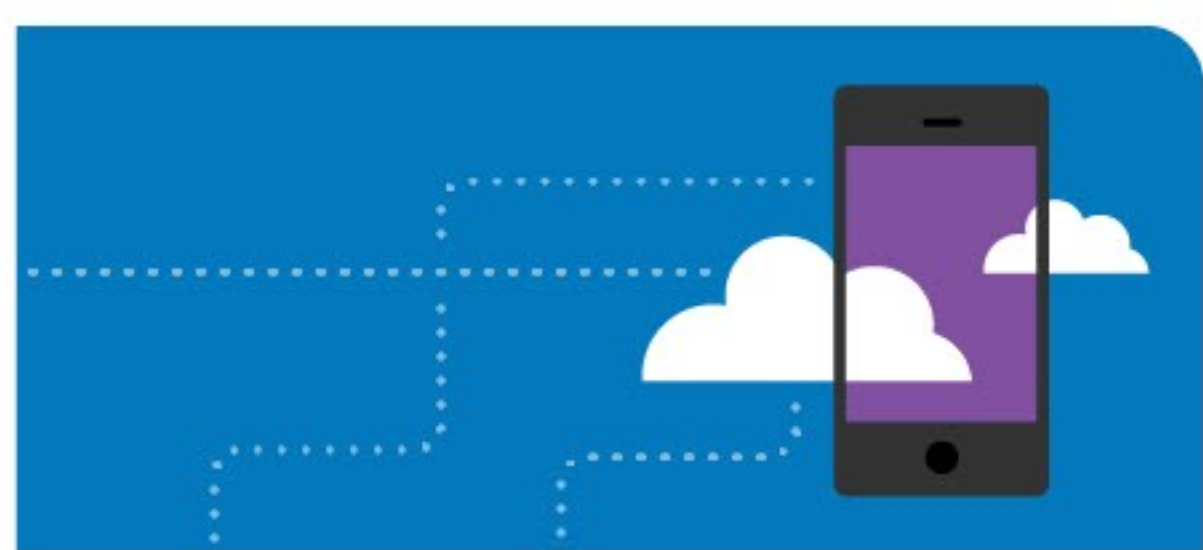
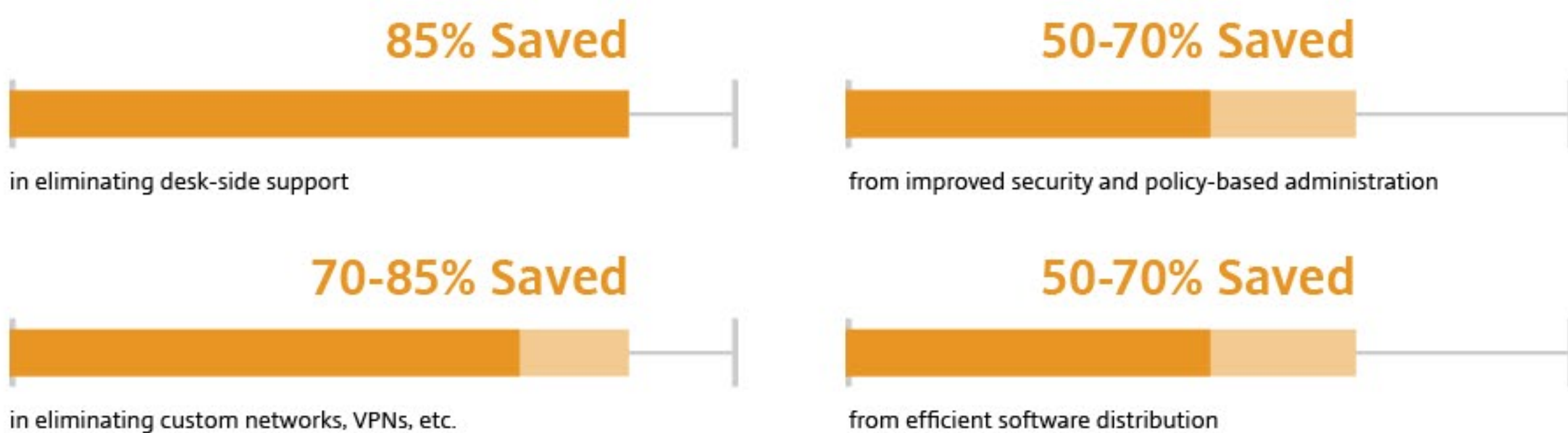
[Source: Forrester's Hardware Survey, Q3 2012]



## Customer Savings Reported in a Case Study with an IBM Client

GREATEST MOBILITY BENEFITS REPORTED BY MOBILE TECHNOLOGY LEADERS:

[Source: Actual IBM Client Experiences]



## External IT Provides a Proven Solution

As demand for mobility rises, businesses seek a trusted partner for a virtualization strategy that meets workers' needs. While integrating virtualization with servers, network, and storage can be complex, organizations are finding success with external IT providers that bring knowledge and expertise.

Benefits of Using an External IT Service Provider for Mobile Activities, Reported by Mobile Technology Leaders:



**65%**  
Improve security



**54%**  
Transfer knowledge/skills to internal staff



**54%**  
Integrate mobile with other systems



**53%**  
Keep up-to-date on mobile capabilities/technologies

**IBM Mobile Virtualization Services** with **Citrix Workspace Suite** enables businesses to securely deliver all apps, data, and services from any device, over any network.



is a leader in large-scale virtualization, providing 40 years' worth of experience, needs-tailored "fit to purpose" infrastructures, and predictable costs with scalable solutions.

WHY IBM?

Higher end user satisfaction with an analytics-based approach to design

Lower project risk based on over 40 years of experience delivering industry-leading solutions

Predictable costs with a common, standards-based resilient architecture and a modular design



WHY CITRIX?

is the leader in mobile workspaces, providing virtualization, networking, and cloud services that make any device a state-of-the-art workspace.

Industry and market leading virtualization, cloud and mobility solutions

Citrix Mobile Workspaces enable business mobility and new ways to work better

Provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud

Organizations that treat mobile as a high priority and a strategic opportunity are experiencing benefits in manageability, security, and cost savings. Make the move to mobile virtualization with the best in mobility solutions. Learn more at <https://ibm.biz/BdEHAG>.

