



COMPUTACENTER INSIGHT

# INTELLIGENT FLOW

Enabling your  
people to work  
seamlessly  
wherever they are.

Work is all about flow, not technology

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Name your cloud

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Here, there and everywhere

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A brain-powered cloud is the key  
to a truly intelligent workspace

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**CITRIX**<sup>®</sup>

  
**Computacenter**

# WELCOME

The success of any organisation is based on how work can flow from one person to another, one function to another and, most importantly, from inside to out – employee to customer. Reducing friction at every point of the cycle is vital to the efficiency of each individual and their ability to leverage the power of the tools they use, their personal knowledge and expertise, and the data generated across the organisation.

If all that doesn't flow easily, then your organisation can't be as effective as it needs to be in a world where disruption is not only swift but can appear from nowhere. That's why Computacenter and Citrix work together to enable organisations to make the most of technology to set workers free from unnecessary procedures, tasks, and anything that slows them down in the pursuit of excellence – day to day, minute to minute.

In this Insight Guide we set out the main areas where you can make a difference to not just the flow of work but also to the responsiveness of your enterprise. How can you make your workspace truly intelligent? How can you create the conditions where your people can focus on what matters – their work – rather than procedures and protocols which undermine their concentration and personal excellence? How should you make best use of the cloud in its many forms – from on premises to public and multi-cloud? And how can you achieve genuine mobility, not just outside your buildings but inside them too? It's a surprising fact that mobility within the workplace is just as important as it is outside it.

**We brought together experts from Computacenter and Citrix to shed new light on these issues and to offer strategies for a future that flows more freely. We hope you find their insights both informative and insightful.**





# WORK IS ABOUT FLOW, NOT TECHNOLOGY

**BY ADAM KELLY**  
SOLUTION LEADER - WORKPLACE

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Adam Kelly explains how seamless working across all devices and apps ensures work can flow better.



We do our best work when we can concentrate. When our attention is undivided. When the tools we use are perfectly optimised to the task in hand, and the way we like to work. It's how we achieve what psychologists call 'flow'. When we're in the flow we are more productive, more innovative, and more creative. That's good for us, our colleagues and, of course, the organisation for which we work.

But, how do you deliver the perfect conditions to achieve that optimal state? It's a challenge. And it's one that demands the right devices, tools, digital ecosystem, and support. For work to flow, each individual has to be able to make the choices that suit their specific needs. They have to be in an environment that's flexible and supportive. And, most importantly, they have to have the right digital tools to achieve their goals.

You need to start by recognising that most work environments are very complex. People have to juggle different devices, work in many different locations with apps that don't interact with each other easily. And behind the scenes many different solutions are bundled into a complex infrastructure that takes a lot of time, effort, and money to manage.

Thankfully, those kinds of situations are diminishing. That's because vendors are working hard to deliver seamless simplicity to the workspace – at the desktop, in meeting rooms, across the office, and on the go. But what I want to emphasise is that this isn't just about the technology. It's about the individual worker; the professional who just wants to use their skills and judgment to do their best work and deliver the right outcome for them, their customer, and the business.

## Achieving Flow

That's why the idea of 'flow' is so important. It was made famous by Mihaly Csikszentmihalyi, a Professor from the University of Chicago in a book called, not surprisingly, *Flow*.<sup>1</sup> It codified what seems like a very simple idea: when you focus on something you really want to do and have the best chance of doing it well, you achieve happiness.

We've all experienced it: focusing hard on a task we enjoy and, when it's done, being surprised that two hours have gone by. It felt like 20 minutes! And the work we've produced is excellent. As Csikszentmihalyi says, "Optimal experiences add up to a sense of mastery – or perhaps better, a sense of participation in determining the content of life – that comes close to what is usually meant by happiness as anything else we can conceivably imagine."

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<sup>1</sup> *Flow* Random House 1992 [New Edition 2002]

## Flow should be possible anywhere

Flow is not just about focusing your attention, it's also about moving from one device to another, one application to another, without even thinking about it. You start work on your laptop at home, keep working on the same file or app on your phone on the train, then keep going on your desktop or tablet in a meeting when you get to the office. That's key to making organisations more productive.

What stops us getting into that kind of 'flow'? Tools that aren't up to scratch, things that interrupt us, a lack of infrastructure or support, anything that makes it difficult to focus on the ultimate goal that we want to achieve. All too often, digital technology can get in the way of flow.

Computacenter and Citrix are working together to create the right conditions for optimal work wherever that work needs to be done (or wherever you want to do it). It provides people with a sense of being in control. Again, that's an important psychological concept; studies that go back a century show the ultimate truth that when you feel in control you feel more motivated to work, and ultimately, you feel better about your work. If technology gets in the way then you don't feel in control and you cannot achieve flow.

## The technology should be invisible and should not distract

Our focus is to deliver the right conditions to achieve flow. To offer total choice in terms of devices and apps, and to ensure that the ecosystem is seamless – it just flows from one place to another, from one device to another, and across all solutions. The point is to enable people to forget that they are using technology at all. It means ensuring that interacting with technology does not distract the user from their first purpose – the task at hand. The best technology is that which disappears from view.

Naturally, this seamless, intuitive layer of technology must also be secure. And that brings its own challenges. All too often security becomes a burden. We all know it's necessary – after all it protects our identities, our intellectual property and our wellbeing – but if it inhibits workflows and undermines our ability to concentrate then it can undermine productivity and creativity. So, Citrix have been working hard to ensure that robust security is not intrusive security. Security is built in, it's natural, it's quick and simple, but it's also as strong as it needs to be for the specific environment, work, or person accessing the system.

And for the organisation itself, the object is to deliver optimal working conditions that match individual workstyles without increasing complexity or cost. The situation where a range of different solutions had to be bundled, then configured, then managed by hard-pressed IT teams only slowed things down. There needs to be flow; behind the scenes as well as in front of them.

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## Understand how your people work

So, how do you get things flowing? You need to understand how your people work right now and understand their individual workstyles and personas. That's why we recommended starting with a comprehensive Workstyle Analysis. Our experts talk to your people from across all your organisation's functions. We understand how they work, what's good and bad about their current workday, and define the different work personas within your business.

That information enables us to create the optimal 'day in the life' of not just each worker, but the entire organisation. It also means we can work out which are the right devices, apps, and levels of security that will deliver optimal working conditions and opportunities for productivity growth, worker satisfaction, and creative insights.

When we know which devices people want to use, and the apps and data they need to do their best work, we can make specific recommendations that can be actioned swiftly. Using digital experience monitoring solutions, we really do get a granular picture of what's happening day to day, hour to hour. The detailed data helps us ensure that you can leverage whichever environment is in place to achieve tangible benefits.



...we can work out which are the right devices, apps, and levels of security that will deliver optimal working conditions...



## Beyond virtualisation

Desktop virtualisation will always be important in certain environments but we realise that the workplace has to be much broader. We're working with Citrix – one of the main architects of virtualised desktop – to simplify the entire digital environment in which people work.

We're enabling organisations to make the most of the cloud in any way that suits their needs (see Cliff Mann's article) and it also means that they can unify their workspaces via Citrix's Workspace app. That enables employees to use any device, at any time, to access the work and data they need and always at the point where they left off on another device, or at another time.

And users can also access all they need via a single portal on any device. All they see is the apps they need and like. Nothing else matters. They don't care where the app is hosted, whether it's on premises or in the cloud, run by your business or offered as a service, it just works. They can use the apps that suit their workstyles and connect with people using whatever communications tools they want.

## Happier people do better work in an Intelligent Workspace

The essence of a truly intelligent workspace is the application of technology to facilitate flow. It's obvious: happier workers do more work. It also helps you retain the best people and attract more of them. It cuts people costs and technology costs. It boosts efficiency: you do more with less. And, you also stay ahead of change in terms of what your people want and expect.

It's important to keep learning and track how your people are working, how their workstyles are evolving, and how the technology they use continues to support their needs. Citrix delivers behavioural data that enables you to recognise changing patterns that might have an effect on the wellbeing of your people, the efficiency of your systems, and the costs associated with both.

Together with Citrix, we offer proactive support that helps you optimise the physical spaces in which people work, the devices and apps they use, and the way they all interact in a changing landscape. Flow is vital. The best technology disappears into the background so people can focus on their needs, the outcomes they want to achieve and, just doing their best work.



# NAME YOUR CLOUD

**BY CLIFF MANN**

INFRASTRUCTURE ARCHITECT – WORKPLACE

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Cliff Mann believes that there is no one-size-fits-all cloud strategy – just the strategy that suits your organisation.





The cloud can help you become more agile, but true agility comes from within your business.



The vast majority of modern organisations say they have a cloud strategy. It's usually described as 'cloud-first', a buzzword that's become a cliché. It amounts to looking at the cloud-option first so that, eventually, every aspect of an organisation's operations will be managed, stored, and processed in the cloud. The object is usually to reduce costs. It is also, so it's claimed, aimed at achieving ultimate agility. But there's a problem.

It's believed that whatever is done in the cloud is cheaper than it being done on premise. That's a myth. Sometimes it turns out to be more expensive but does deliver crucial benefits. It's the benefits you need to focus on, not the cost. And the obverse is true too: sometimes there are benefits to keeping what you're doing inside your business.

Enterprises also worry about security. The public cloud can be more secure than on premises functions. It can also be more resilient as data and apps are spread across distributed systems which offer high levels of redundancy. But you have to decide your approach based on the specific work you do within your unique environment.

### **It's all about agility**

The object is to boost your inherent agility. The cloud can help you become more agile, but true agility comes from within your business. It has to be based on the fundamentals of your organisation. So, the real point I'm making is that you need to think hard about the cloud and you need help to do that. It's not something you can do in isolation. It has to be based on your specific needs. For instance, do you need to add seasonal workers seamlessly? Do you work with third-party contractors who need access to your apps, systems, and data? Are you engaging outside developers to help you innovate?

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Agility means doing those things via a multi-cloud strategy in a seamless and simple way that's also secure. It means weighing up the benefits of public cloud versus on premises provision and considering the impacts. Moving desktops to the cloud often means re-architecting. Moving from persistent storage to non-persistent is really a requirement due to the cost differences. That requires additional software and complexity to deliver. For follow-the-sun support use cases the ability to share the same desktop 24 hours a day is an efficient use of resources. For a 9-5 desk-worker the need is to ensure that those machines are powered off when not in use. It's really about your need to balance the need to reduce CapEx with your capacity to support OpEx.

Which is where Computacenter and Citrix come into the equation. Together we have deep experience in considering the pros and cons of moving, for instance, desktops into the cloud and server workloads to where they best serve the enterprise.

The cloud is a network of things, and you need to configure that network your way. There's no point putting something into the cloud when it doesn't make sense. So, we start by analysing the way your business works, how your people share data, what that data is [and how sensitive it is], and, probably the biggest driver, what your application strategy is in both the short- and long-term. Where apps are network and latency sensitive positioning them near the desktop is everything. User experience will be massively affected if that doesn't happen. The ability to relocate them as apps move, to one cloud or another or back to on premises, becomes a key requirement of your virtualisation platform. It's a question of balance. A multi-cloud strategy that respects the need for on premises provision within the mix.

## Cutting costs, boosting flexibility

Agility is always the prime focus, but you might want to focus on cost reduction in the first instance, and then build more flexible, distributed working. Or, you're already well on the road to agile processes, and need to become leaner and more innovative. Every business is different, so every cloud needs to be different too.

We start from the premise that merely putting everything into the cloud for the sake of it does not make sense. Citrix Workspace works in the cloud but it's not an all-or-nothing option. Because it is cloud based it is totally flexible. You can configure your business the way you want to. That's why you need a clear strategy with objectives based on the outcomes you desire and which suit your people, your stakeholders, and the marketplace you operate in.

We concentrate on the user experience. What's best for your stakeholders? Your people, your customers, and the outside world in terms of compliance as well as security. It's a sophisticated equation that's not as complex as it sounds. Do the right amount of investigation and research and you will get a clear insight into what you can do, what you should do, and what you should not.

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## The cloud that's best for you

In other words, we'll work out what is best for you. Based on Citrix's robust Workspace cloud offering, you will get a tailored deployment that, more than likely, will be a mix of cloud and on premise systems and apps. The 'multi-cloud'. In truth, most cloud deployments are plural and not singular. It's usually only the youngest of start-ups that are totally cloud based. A well-established business can't just ditch all their legacy systems. That would be madness. A well-run organisation ensures that it gets the most out of its existing investment in technology.

And what you already have and use is an important part of the strategy. How can we make it work better and connect it to new apps so that it boosts your agility? And how can we use the cloud to support existing systems at busy times, for instance when seasonal demand increases. There's no point in buying hardware and systems you only need, for instance, at Christmas or during the summer holidays (all businesses have different peaks and troughs), so why not go to the cloud to augment capacity (human and technological) without the need to spend capital? Makes sense. And many organisations benefit from the cloud in just that way.

The cloud offers resilience. As I mentioned before, it's inherently distributed, so if disaster strikes then you know you can recover data or systems quickly because they will be available from somewhere else.

## Your cloud, your way: Simple, robust, and agile

At Computacenter we find that organisations crave simplicity. They want to focus on their core objectives not become 'cloud companies' and that's why Citrix have the edge. Together we deploy the Citrix Workspace Suite and a management platform that looks after everything that's working out in the cloud. It provides a single portal so you know what's where and what's happening. It also means your systems, apps, and processes are always 'evergreen' – all the updates and version control happens automatically, managed by Citrix. You don't have to keep track of licenses or updates; it just happens. It just works.

Citrix is renowned for ensuring that organisations can build a multi-cloud capability and make use of features that are appropriate to their evolving needs. Which is why Computacenter recommends them to customers. You get peace of mind from a management point-of-view.

And Citrix maintains it all for you, which helps us focus on your cloud strategy and align [and scale] it to your specific needs. We make sure that every desktop, device, and location is part of your cloud. The cloud that's unique to you. You can decide where you want your workloads to go, how your people connect to them, and always ensure that you're benefiting from the latest technologies and systems.

## It's cloud personalisation, pure and simple.



# HERE, THERE AND EVERYWHERE

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Achieving seamless mobility is just as important  
within the work environment as outside it.





What does seamless mobility look like in practice? We followed one executive for a day to find out.

### 9.27am: At the desktop with Alice Collins

"If you made a movie of my day," says Alice, a finance manager for a leading construction company, "You'd see me move around a lot. I like to be mobile. But you'd be surprised that I don't actually leave our office campus that often. A lot of people would say that I wasn't that mobile at all. But, in reality, I am, it's just that the way mobility is usually defined is a bit too narrow."

### 9.33am: The Office Kitchen

Alice is waiting for the kettle to boil. She's just had a chat with a colleague which turned out to be very important. They decided to action an urgent review of an overseas building project later that day and arranged a meeting. They booked a meeting room using Alice's smartphone.

"This is mobility. I was at my desk. I came here to make a cup of tea and took the chance to get a meeting with a colleague. My smartphone is linked in to all the systems and apps I need to make that meeting meaningful. I didn't have to be at my desk," says Alice.

On the surface it doesn't seem to be that much of a deal. Most of us expect that kind of always-on digital connectivity nowadays. What's the big deal?

"It's no big deal, and that's the point," says Alice. "But we separate the office from the outside world too rigidly. Whenever the subject of mobility is discussed – on solution providers' websites or in their marketing materials – the images you see are the usual happy corporate people in coffee shops or in airports or in the back of a taxi. It's as if the office was an entirely static place, while the 'outside' was a dynamic mix of fast-moving locations. But in reality, the most important location for most of us, most of the time, is the office."

That's obvious isn't it? "Yes, it is, but it limits our thinking about how to deliver the tools and apps that people need every day where it counts the most, in the office."



... in reality, the most important location for most of us, most of the time, is the office.



## 10.15am: Alice's Desk

Alice is scanning emails. She gets a call and answers some questions about the project that's to be discussed later.

"Every organisation needs to work out how to make their workplaces completely mobile. Mobility is just as much about the office environment as it is about travelling around a city or a country or across the world," says Alice.

"A hospital consultant is very mobile. She goes from ward to ward, bed to bed, interacting with clinical and nursing teams and then returning to an office to discuss treatments and so on. That's mobile working. The consultant probably doesn't leave the hospital much, but she's still in need of good mobility solutions."

Alice gets a message. She stands and walks away. It was clearly an important one.

## 12.46pm: Common Seating Area

Alice completes a piece of work on a tablet, and then checks her phone. She continues her point "The feeling of being untethered is liberating," she says. Untethered?

"Not being tied to a single device or system while you are in the workplace. It's a 'feeling' because it's central to the day-to-day experience people like us have at work. We 'experience' the freedom we need through simple and seamless technology. I know that's a subject that's been talked about for years, but to be honest, it's only really now being delivered in ways that deliver great results."

Citrix has long had a focus on creating what they call a 'smart work experience' which transcends location and delivering seamless interaction with systems and apps via any and every device. "That's why their acquisition of Sapho was important," says Alice, "The point is to be honest about what was working and what wasn't. And it was clear that many workplaces were not

benefiting from a holistic approach to untethering people from their desktops or from complex systems. As they say, people were being given modern tools but productivity wasn't improving."

The key to doing that was to enable people to do things smarter and faster. "And that means making your workflow truly seamless. It's getting much better all the time. But there are still occasions when it's not so easy to move from one device to another and keep instant track of all the tasks you've got to do," says Alice. She swipes a couple of times on the tablet and then turns it around: she's opened Netflix.

"In the end, what we're after, is the Netflix experience. Most of us take it for granted. You start watching a movie on your TV, pause, pick up your phone and continue from the precise point you left off. Stop just as car chase is coming to an end. Then jump to a tablet and the cars keep going to the climax. That's what we want at work too..."

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## 12.49pm: Small Meeting Room

"...so, when you've done two or three tasks and you break off to go to a meeting, and then you get the chance to return to your To-Do-List, you're right back where you were. No logging in again or closing down one application and logging into another. You just get more things done and get on with your day. More productively!"

Alice turns her tablet around and reveals her own To-Do-List. Half of the items show that they've been actioned. "Sapho is integrated into Citrix Workspace, which enables us to get that Netflix experience across multiple apps. It brings together access to all kinds of important tools in one virtual space which can be accessed anywhere and is always just as you left it. No logging in and out. That saves a lot of time. If you added up the time it takes to log in and log out of different systems, you'd probably find you've been wasting literally hours of your working week!"

Alice thinks of something and then focuses on the tablet. She goes back to work.

## 2.17pm: The path between the Finance Building and the Engineering Building

"What Citrix is providing is a unified work feed that's integrated with the way you work. So, you can start at your desk, go make a cup of tea, attend a meeting, walk between buildings, sit in the foyer, go back to your desk, then head for a conference room – like I'm doing right now – and you're always ready and able to get work done without the hassle of juggling log-ins or apps. It's just there."

Alice stops to chat to a colleague. They quickly examine a document on a phone, agree to talk about it later, and then the colleague walks away. Alice checks her watch and scans her phone for messages.

"What Sapho does is create micro-apps for things like Salesforce, Workday, ServiceNow, Microsoft Teams, Microsoft PowerBI, SAP Concur... you know, all the things you need to get your work done. It's all contextual. It's all about YOUR way of working. What YOU have to do. It's flexible and its responsive."

Alice stops, looks at her phone. She nods and smiles. "When something gets done, you get notified. You know where you are, and where all your work is at. It's all just there, all the time, when and where you want it."

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## 2.28pm: Conference Room

Alice is waiting for her meeting to start. The one her colleague agreed to back when she was making tea. She's alone in the conference room. On the large screen a message tells her that a colleague in Atlanta will be dialling in soon.

"To make the most of what Citrix can offer it's important to understand how your people work and how they want to work. That means analysing what they do and how they do it right now as well as how they want to do what they do differently in future.

The micro-apps are all part of the Citrix Workspace and can be configured and supported through its single portal. It's all part of delivering a better, smarter work experience in the workplace and boosting productivity.

“ It's important to understand how your people work and how they want to work... ”

"You get things done simpler and faster. It's just more natural. It's intuitive. It's seamless. It's all about understanding how people actually work," says Alice. "Because it's easier to go through what you need to do then you do it with greater ease and willingness. We're all human! If it's a chore to get things done, we don't do them with enthusiasm. We end up putting things off. That's bad for the individual and it's bad for the business. You focus on your work without the hassle of sorting out IT. We don't go into work to sort out IT, other people go into work to do that because, well, it's their job to do it! It isn't mine."

Alice's colleague enters the room. He's on his phone, so Alice keeps talking. "It's a key part in what's called Citizen Development. It's an organic way to develop apps that suit specific needs and desires in the workplace. If an app is based on how you actually work you will actually do more work! You can create your own workflows to suit your specific needs. That puts us in control and makes us happier. And in the end, that's the basis of a more productive workplace."

It's time for the meeting to start. Alice puts her devices to one side as the call from Atlanta comes in, and suddenly everyone is focused on the subject of the meeting. The work is flowing, and things are getting done.





# A BRAIN-POWERED CLOUD IS THE KEY TO A TRULY INTELLIGENT WORKSPACE

**BY MARK HARDY**

HEAD OF CLOUD NETWORKING - NORTHERN EUROPE, CITRIX

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Intelligent Workspace Application Delivery must  
be based on the needs of your people.



## What do you mean by 'brain powered'?

Moving to the cloud only delivers benefits when it increases users' access to apps and data and all the tools that sit out in the cloud. So, it has to be organised in an intelligent way and, more importantly, accessed in an intelligent way. It's got to replicate the way our brains access our internal cloud. All the functions our brains carry out day to day, second to second.

## So, you're talking about 'executive function' right?

Yes. We rely on our brains to keep us organised. To keep us regulated. That's why we go to school, to develop our executive functions. To help us develop our working memories, our mental flexibility, and our self-control. If you extend that analogy to the cloud, you'll see that an enterprise works in the same way; it needs to be regulated, organised, and in control of its functions. If it isn't, well, it's not going to be successful. You're going to have people doing things in a chaotic way... or unable to do things because they can't find the right data or apps... it's just a mess. And, like people, if a business is a mess it's not going to succeed, let alone grow.

## But by the time a business moves into the cloud it's already overcome those challenges hasn't it?

Well, you can't assume that the move is easy. Mostly it isn't. It's hard work. You need to get the processes right. Ensure that you overcome the operational challenges and think about risk management too. You have to look at the fact that many organisations already use cloud across multiple vendors for niche processes and, of course, have a lot of their work and data on premise. It's not easy. That's why it's important to get the right help. So, my point is that, moving to the cloud isn't a zero-sum game: you move and it just works. If only it was that easy! It's a detailed process. And it needs control. You have to be able to ensure that your users get a smooth, seamless experience so they don't even know that the functions they're using are in the cloud. They just work. Almost unconsciously, like a well-ordered and mature brain.

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## A brain-shaped cloud? Is that what Citrix is offering?

You could describe it that way. I'd rather call it 'an organised mind' – the mind of your business, instantly accessible, and totally flexible. That's why you need an advanced ADC – an Application Delivery Controller. It's the central cortex of that mind – your enterprise's mind – and it enables all the disparate parts of your business to access functions and data in an ordered, intelligent, and responsive way. It empowers your people rather than hinders them with bureaucracy. Simply, it stops your business over-thinking its technology.

“ It empowers your people rather than hinders them... ”



## And that's what the ADC does – enhance the neural network of your business?

It does. And it does it by becoming the focus point for the organisation of what is out in your cloud. The user doesn't have to know where all the apps or the databases reside – where the servers that serve them up are. They just have to be able to use any device that's to hand (or preferred) and get access simply. And they also don't want to have to log in and out of apps constantly. Imagine how much time that takes! Most people in modern enterprises now use a wide range of apps – I could list them but it'd get boring, let's just say there are a lot of them! Add up the time it takes to log in and log out. To remember different password – because you're always being told not to use the same password for everything – and then you're prompted to refresh your password... and then you get confused and... well, it gets frustrating. How can you work that way? How can you achieve the 'flow' that's so important in a truly intelligent workplace? It's impossible. The ADC does all that for you. You get one log in, and your brain is connected to the cloud via your devices, wherever you are. Simple.

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## So, it's all about access?

It's about access, organisation, and control. Like I said, it's total executive function and self-control, the essentials for daily, optimum functioning for both people and organisations. It's about ensuring that the brain out in the cloud always works to its fullest and best capacity. So, for instance, if you're in London in the morning, then you fly to Frankfurt, then the next day you're off to New York, you don't experience any difficulties in accessing apps or data, and it never gets slow and you always experience the same, high quality access. That's because the ADC understands what you're doing and where you are, and then controls the bandwidth so that you're always accessing the right servers to achieve optimum functionality. The ADC finds the fastest access routes and the most effective data centers without you even knowing. If the user had to do it then they'd never be able to concentrate on their work. And, besides, it's almost impossible for an individual to keep track of where the best routes and servers are. The ADC does it automatically and intelligently. That's how you ensure that your journey to the cloud pays dividends in terms of user experience [excellent] and productivity [higher].

## OK, so why can't an organisation do this for itself without signing up for Citrix's ADC?

Why burden yourself with that responsibility? Sure, you could have rudimentary load-balancing within your own IT department, but will it be global? Will it be able to fully control traffic in an intelligent way? Will you be able to get a true single sign-on so your people can focus on their work and not logging in and logging off all the time? In truth, every large company has an ADC, and all our customers are able to tailor their cloud to their specific needs and be confident that our ADC delivers that seamless user experience which is, after all, the point of going to the cloud. Yes, it's about cutting CapEx costs and taking advantage of SaaS in all its forms, but the bottom line should always be empowering your people and ensuring that the 'brain' of your business functions better.



## The ADC is clearly important, how hard is it to get customers to focus on its importance?

If the conversation is purely technical, then the IT people will be interested, but the rest of the business is looking at outcomes – what does this do for me? My answer is simple: it makes YOU more effective; it saves YOU time and hassle; it gives YOUR customers a better experience and ensures they get what they want from you. Simply, you do more and better business which is good for the bottom line and your remuneration.

## How do customers benefit?

Take a retailer. It's tough in retail. All the stats prove it. Balancing online and offline sales is the key issue for that sector. The ADC not only makes life easier and productive for the employees of a retailer, it also ensures that customers get a faster experience online. Remember, all that great executive functionality and self-regulation out in the cloud – it's focused on speeding up time to purchase. All the research shows that split-second delays between putting stuff in a sales cart and getting to checkout lead to dropped baskets and no sale. So, the ADC load balances your online offering to avoid that happening. And it's vital because if it doesn't work, then it's not only sales that suffer, it's brand reputation.

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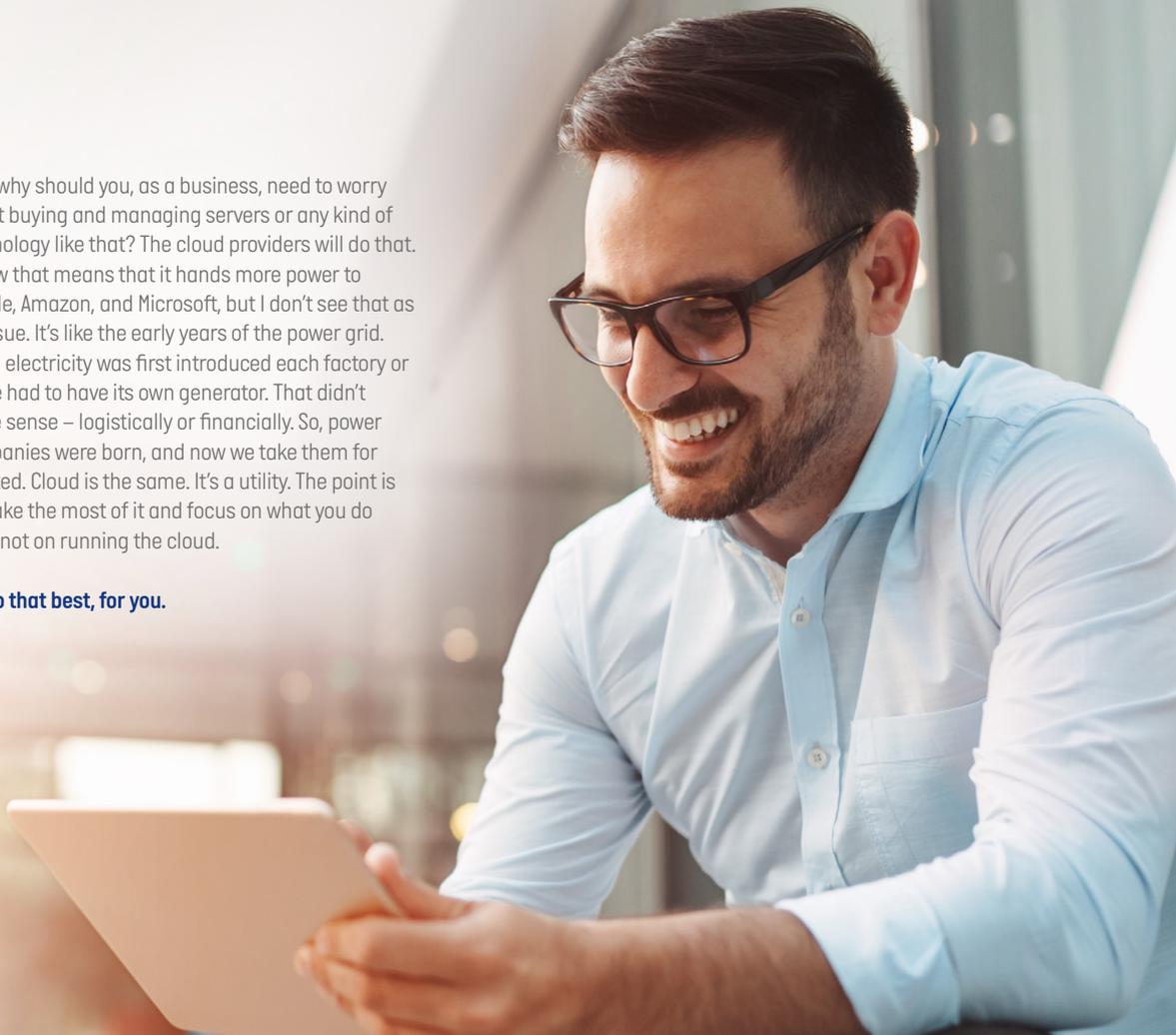
A couple of years ago a number of leading names in UK retail suffered outages to their online stores when the data center went awry. The load balancing couldn't cope with high (and rising) demand, and the servers went down. Screens froze. Sales were lost. And complaints went viral. That's the worst possible news for retailers. Our ADC enables more bandwidth to be available as and when it's needed to cope with spikes in demand. That's why our customers in retail rely on our ADC.

### **And it's only going to get more important, right?**

Definitely. Organisations are moving steadily toward greater cloud functionality. The average customer we see is sixty to eighty per cent in the cloud, and they're going further. It's not going to be all cloud or nothing – it's going to be hybrid-cloud to different degrees. It depends on your business. But cloud will dominate. That means the access to the cloud, and its organisation, is a mission critical issue. And that means the ADC is mission critical. It's simple logic.

Also, why should you, as a business, need to worry about buying and managing servers or any kind of technology like that? The cloud providers will do that. I know that means that it hands more power to Google, Amazon, and Microsoft, but I don't see that as an issue. It's like the early years of the power grid. When electricity was first introduced each factory or office had to have its own generator. That didn't make sense – logistically or financially. So, power companies were born, and now we take them for granted. Cloud is the same. It's a utility. The point is to make the most of it and focus on what you do best, not on running the cloud.

**We do that best, for you.**



# THE CONTRIBUTORS



**ADAM KELLY**  
WORKPLACE SOLUTION LEADER,  
COMPUTACENTER (UK) LTD

As solution leader in the workplace practice, Adam works closely with our vendor partners, sales and technical communities to help define and advise our customers and enable our sales force to position our propositions and services.

The technical portfolio within Adam's remit covers our Modern Client go-to-market. That ranges from the devices people use, how those devices are provisioned and managed, how people access apps and data and the ongoing management and update of those services.

Adam has over twenty years' experience in IT across a range of leading consultancy companies and end-user focused vendors. He has focused the last ten years of that time in the workplace space across a range of commercial and public sector organisations.



**CLIFF MANN**  
INFRASTRUCTURE ARCHITECT – END USER PRACTICE,  
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As an Infrastructure Architect within the End User Practice, Cliff works closely with customers and vendors to help define strategy, and solutions. The outcomes Computacenter deliver are flexible and align to longer term strategies while fulfilling immediate customer requirements.

Cliff works within all End User technologies, with a specific focus on Citrix, VMware and Microsoft technologies. VDI solutions are a critical part of the customer landscape, and Cliff has helped define multiple customer engagements within this technology area.

Cliff has over 18 years of experience within the IT industry, all within End User, and brings this experience to Computacenter and their customers. This enables a broad experience to be leveraged, having seen a wide cross section of business verticals and environments.



**MARK HARDY**  
HEAD OF CLOUD NETWORKING,  
NORTHERN EUROPE, CITRIX

Mark has over 20 years' experience in the IT industry and currently leads the Citrix team responsible for driving all networking-related activities across Northern Europe.

He joined Citrix in August 2016 from F5 where he led the Mid-Market and Public Sector teams. Previously Mark was European Head of two networking start-ups, both acquired by Oracle Corp. He started his IT career at Dell where he spent 14 years managing the Global Accounts Team with seven years based in New York City managing FSI customers.

# GET IN TOUCH

To discover how Computacenter can help transform your digital workplace with Citrix, please contact your Computacenter Account Manager, call **01707 631 000** or email **[enquiries@computacenter.com](mailto:enquiries@computacenter.com)**

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