

State and Local Government: Your Guide to Empowering a Mobile Workforce

If agencies can transform how their employees work, they can improve efficiency, lower costs, and serve citizens better

For government employees, work isn't a place anymore. It's something they do, wherever and whenever the need arises. To reach decisions, build relationships, manage finances, and drive strategic value—even with today's tight resources—mobile workers need the freedom to move beyond agency walls without leaving behind the resources they need to be effective. They need to be able to do anything, anywhere, and on whatever device is most convenient—including their own personal devices—from laptops to the latest tablets and smartphones.

In turn, state and local governments must support their entire mobile workforce, from part-time teleworkers to full-time remote and field workers. If governments can succeed in this workplace transformation, they can improve efficiency and lower costs. A study published by Deloitte University Press predicted up to 45 percent improvement in productivity for a group of government caseworkers in Florida who use mobile tools. The same study estimated that if mobile adoption rates in government were to double to 70 percent, additional value generated (in terms of government output) could exceed \$50 billion annually.* And it's not just about what mobility can do for the government; better employees mean better service to state and local citizens.

Not surprisingly, government agencies are moving quickly to adopt mobile strategies. The California Department of Justice now gives officers in the field access to criminal justice information anytime, anywhere, and on any device. The city of High Point, North Carolina, uses desktop virtualization to keep employees productive and responsive anywhere, on any device—even during a disaster. And Orange County Public Libraries in California uses desktop virtualization to reduce capital expenses, administrative costs, and security risks.

More and more, state and local governments understand the consequences of not supporting a mobile workforce, including lower employee retention, the inability to adequately serve the demanding needs of citizens, and skyrocketing costs—at a time when they are seeing severe budgetary pressure, as long-term liabilities outpace tax revenue.

Why governments need a mobile work strategy

Staff productivity, freedom, and job satisfaction are key drivers for instituting a mobile work strategy, as well as weather and other disasters, which have proven that agencies will always need a reliable and seamless contingency plan to keep business up and running.

Better work life

Just like the private sector, employees at public agencies are looking for ways to create a healthy work-life balance. The demands of public service shouldn't always take them away from their families and personal lives. A home office or hotel room can become just as productive as a corner office at agency headquarters. Employee satisfaction rises when they can choose the ideal time, place, and device for work, and when their mobile experience is reliable and consistent across devices, connections, and software. This, in turn, helps state and local governments attract and retain the best staff possible—not an easy task when competing with the high-paying private sector.

More productivity

Sustained productivity is one of the top concerns for agencies that are implementing or expanding mobile initiatives. Workers are likely to produce more work at higher quality if they have flexibility in how they approach their work and can access the computing environment they experience in the office, with easy-to-use tools and low latency. A manager who is interrupted in the middle of an analytics report should be able to pick up at the same point later in the day—on the same home computer her kids use for homework. A public relations professional should be able to access

* William D. Eggers and Joshua Jaffe, "Gov on the Go: Boosting Public Sector Productivity by Going Mobile," Deloitte University Press (Feb. 18, 2013), <http://dupress.com/articles/gov-on-the-go/>.

Adobe Photoshop files or Microsoft PowerPoint presentations from anywhere in seconds—even on a smartphone or tablet. In short, they need a work-anytime-anywhere approach.

Reduced costs

By enabling full productivity beyond the constraints of physical offices and traditional work hours, agencies can reduce real estate, travel, IT, and labor costs through flex-work, telework, and alternative workplace strategies. If government agencies adopt a robust bring-your-own-device (BYOD) strategy, they can even forgo much of the cost of purchasing and maintaining mobile devices for workers.

When agencies centrally manage devices and apps, it significantly reduces IT operational and time-to-service costs. This consolidation means it's easier to maintain IT infrastructure and software updates, and there is a more efficient use of hardware and compute resources. A mobile work strategy that includes virtualization can transform apps and even desktops into on-demand services. Desktop and app virtualization delivers a full, personalized set of applications and other resources to each government desktop, laptop, home computer, tablet, or other device over the network. Instead of installing and running software, apps, and the operating system locally on each PC or device, these components, plus the worker's personalizations, run on servers in the data center.

Increased security

Widely publicized recent events have highlighted the potential exposure of highly confidential government data. Delivering applications over the network (particularly the Internet) demands a security solution that can safeguard data from hackers and other cyberspace threats. A mobile work strategy can ensure that remote devices—especially public terminals—have full and up-to-date protection.

The mobile work strategy provides a method for remotely controlling the degree of worker access to applications based on the security level of each device. For example, if mobile workers' antivirus protection is not current, they need to update before they can save sensitive data on their devices. IT staff must be able to enforce these controls from the data center with policy-based controls. They also must be able to protect confidential government information while addressing privacy, compliance, and risk management mandates and be able to use secure single-sign-on software.

Disaster recovery

When workers can use any device anywhere to access their applications, files, and collaboration tools, they can continue working when they experience disruptions of any kind, such as tropical storms, twisters, flooding, and wildfires. If the government experiences a site outage, employees can quickly move over to a disaster recovery site. If this site is in the cloud, it reduces the need for data center space, IT infrastructure, and IT resources, which leads to significant cost reductions.

Mobile work policies and processes

Whether introducing a formal workforce mobility policy or simply allowing employees or contractors to work from home on an ad hoc basis, state and local agencies should bring together IT, human resources, and other departments to define the parameters of the program.

Worker eligibility

While many workers can perform their roles remotely, some need to remain on-site. Mobile work isn't right for every worker. Leadership should define criteria to identify people who are best able to remain productive and engaged in a remote-work scenario.

Scheduling

Decide whether to allow unlimited mobile work or whether to require a minimum amount of time in the office. Agencies may want to set parameters for the number of workers within a given group who can work remotely on the same day, or specify days of the week when everyone is required to be on-site.

Mobile workers should maintain regular hours to prevent burnout. To function effectively, they also need consistent interaction with colleagues to share information and best practices, access training, form mentoring relationships, and facilitate team building.

Management

Supervisors need training on how to manage people by productivity and performance rather than by the traditional measuring sticks of time and attendance, using the same set of criteria regardless of whether people work remotely or on-site.

Resources

Wherever employees and contractors work, management should consider dedicated workspaces, office supplies, high-speed broadband, and phone service. Whether the agency or the individuals provide the computing devices, there may be a need for additional peripherals such as printers and scanners. Staff should also be able to securely access applications and simple file-sharing and collaboration tools.

Necessary tools to execute a mobile strategy

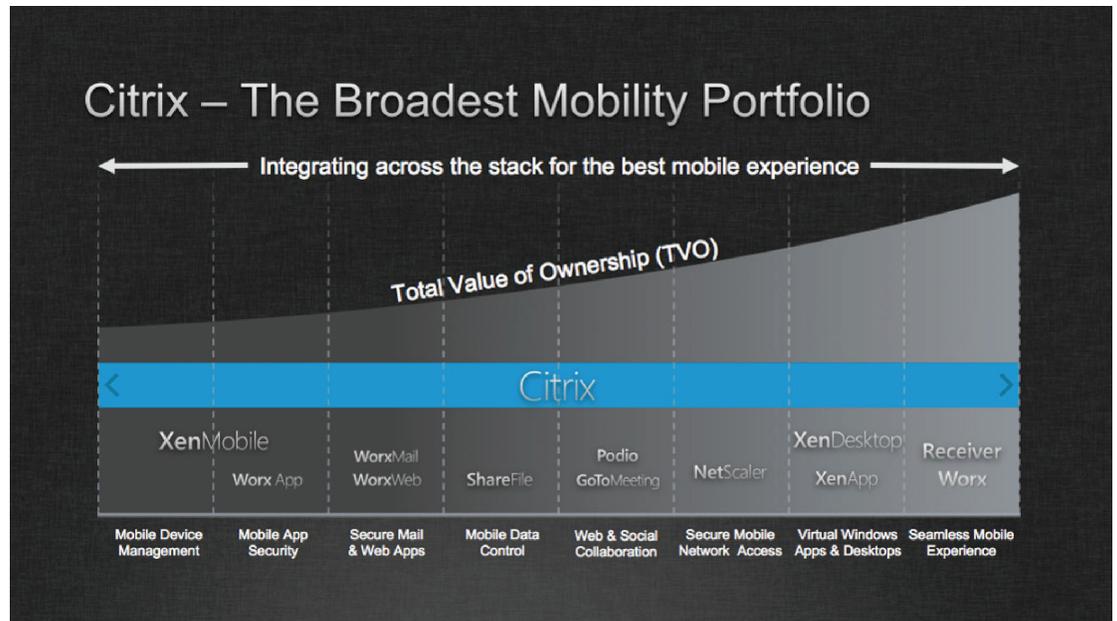
Increased productivity, security, disaster recovery—that's a lot to ask of a mobile solution. As a leader in secure application and data delivery for 25 years, Citrix enables state and local governments to expand current and future program initiatives with the least expense and staff resources, while giving mobile workers simple, secure, and reliable solutions for connecting to the information and tools they need to remain productive.

Employees can work anytime, anywhere while agencies can reduce costs and improve the lives of workers and citizens. Citrix powers mobility programs of all kinds, including part-time and full-time remote work, office sharing and open seating, outsourcing, and business continuity. Agencies can develop a tailored program suited uniquely to their needs using the following Citrix solutions:

- **Citrix XenApp:** The industry-leading solution for virtual application delivery, XenApp provides Windows and web apps to workers on any device, anywhere. By centralizing control with XenApp, you can give your team the freedom of mobility while increasing security and reducing IT costs.
- **Citrix XenDesktop:** The benefits of desktop virtualization for remote, mobile, and displaced workers are clear. With XenDesktop, as an on-demand service, IT teams no longer have to track down and perform maintenance on individual devices scattered across disparate locations. Single image management simplifies the administrative experience even further to allow IT staff to quickly apply updates or patches. XenDesktop is No. 1 in market share, with more than 120 million users.
- **Citrix XenMobile:** Mobile device management, mobile application management, and enterprise-grade productivity apps are included in this one comprehensive solution. When combined with XenDesktop and XenApp, XenMobile provides users with access to all their apps—mobile, Windows apps/desktops, software as a service (SaaS), and web—from a single unified app store.
- **Citrix NetScaler:** Seamlessly integrating with XenApp and XenDesktop, NetScaler provides secure remote access while centralizing applications and data in the data center, where they are easier to protect. You can control remote access based on user, device, and even network to eliminate risks associated with unmanaged devices. Single-sign-on capabilities and multifactor authentication help ensure security for all applications and data. Single sign-on access also helps improve the worker logon experience, reduces the number of passwords for people to manage, and ultimately increases adoption. NetScaler recognizes attacks based on signatures or learned patterns, protects against distributed denial of service attacks, provides ratings for website threats and safety, and enables PCI DSS compliance. NetScaler has achieved Common Criteria certification multiple times, including the newly created certification based on the Network Device Protection Profile (NDPP).
- **Citrix ShareFile:** Workers can collaborate better with ShareFile by easily and securely sharing files with anyone inside or outside of their organization and syncing files across all of their devices so they have the information they need no matter where they are. Workers can even edit documents and save changes on the fly via mobile devices.
- **Citrix disaster recovery and business continuity solutions:** XenDesktop, XenApp, XenMobile, and NetScaler help prepare state and local governments for any scenario. These solutions have the ability to seamlessly fail over workers to disaster recovery sites during a primary site outage.

Citrix technology optimizes desktop and application delivery over IP-based WANs, including private leased lines, public Internet, virtual private networks (VPNs), and satellite and wireless WANs. Installed in the data center, the Citrix solution automatically and dynamically applies to each data flow the best combination of performance-boosting techniques depending upon the application,

data, and network conditions. Mobile employees will experience LAN-like application performance over the WAN, which means less time waiting and more time using their desktop applications and other resources.



Citrix mobile solutions portfolio

How Citrix leads the way

In its 2015 Magic Quadrant report, IT marketing research firm Gartner recognized Citrix for leadership in enterprise mobility management suites, leadership in application delivery controllers, and leadership in enterprise file sharing. Citrix helps government agencies and their employees do the following:

- Work from anywhere on any personal device.
- Increase productivity with the ability to access agency applications from mobile devices.
- Implement a BYOD initiative that allows government agencies to choose the best device for any need and situation. They can use any brand and platform including Windows and Mac desktops and laptops as well as BlackBerry, iOS, Android, and Windows-based mobile products.
- Seamlessly roam across devices, locations, and networks to ensure optimal convenience and productivity.
- Collaborate with co-workers and clients in any workspace.
- Easily access any authorized apps on any device through a secure, consistent app store with a convenient single-sign-on experience.
- Use sophisticated, specialized software—including audio, multimedia, or 3D graphics—that has the same high performance and responsiveness at home or on the road as in the office.

Conclusion

The key to achieving mobility goals is the right IT system. A simple and secure way of accessing desktops and applications is essential, as well as getting technical support from any location, on any device or connection. The right technology can ease the IT challenge of managing an increasingly distributed worker environment and, ultimately, help workers to focus on getting their jobs done and serving their fellow citizens better.

Many government agencies have already successfully implemented Citrix technologies for the latest in virtual app and desktop delivery on mobile devices. These best-practice solutions make it feasible and cost-effective for state and local employees to work productively from anywhere, any time, and on any device. They also improve staff retention and satisfaction and reduce costs.

For more information, visit www.citrix.com/solutions/us-government or register for an event at www.citrix.com/events.

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About Citrix

Citrix (NASDAQ:CTXS) is leading the transition to software-defining the workplace, uniting virtualization, mobility management, networking and SaaS solutions to enable new ways for businesses and people to work better. Citrix solutions power business mobility through secure, mobile workspaces that provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud. With annual revenue in 2014 of \$3.14 billion, Citrix solutions are in use at more than 400,000 organizations and by over 100 million users globally. For over 25 years, Citrix has been working with federal, state, and local government organizations to improve performance and efficiency. By transforming the mobile workplace with secure application and data delivery solutions, Citrix provides agencies and departments mobile secure access to government applications, desktops, data, and communications they need on any device, network, and cloud.

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