

# Citrix Hybrid Work

Το HR ως μοχλός ανάπτυξης: Υβριδική Εργασία & Βιωσιμότητα

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# The new world of hybrid work is here

The employee value proposition (EVP) must change for hybrid work and respond to shifts in employee expectations



**85%**

of IT organizations will embrace “cloud first” principles by 2025

**52%**

of employees say flexible work policies will affect the decision to stay at their organization

**73%**

of workers want flexible remote work options to continue even when pandemic subsides

# 9 Future of Work Trends Post Covid-19

Source: Gartner, July 2022

[9 Future of Work Trends Post Covid-19 \(gartner.com\)](https://www.gartner.com/en/future-of-work-trends/post-covid-19)

1. Hybrid work becomes mainstream
2. There's a shortage of critical talent
3. Well-being is a key metric
4. DEI (diversity, equity, inclusion) outcomes could worsen
5. Turnover will increase
6. Managers' roles are changing
7. Gen Z wants in-person work experiences
8. Shorter work weeks are a new EVP
9. Data collection is expanding



Success will go to organizations that can deliver a unified, secure, and simplified work experience, across every work channel and location.



# Do your best work—wherever, whenever, and however work needs to get done



## Any User

Employees  
Contract  
Business Partners



## Any Location

At Home  
In the Office  
On the Road



## Any Device

Corp-Owned  
Personal (BYOD)  
Corp-Owned Personal



## Any Application

Windows  
SaaS  
Internal web apps



## Any Work Type

Business Workflow  
Tasks  
Content

# Common use cases



Enable Hybrid Workforce

Mitigate Cybersecurity & Compliance Risk

Accelerate Onboarding

Power Business Agility & Continuity with IT

Support Environmental Sustainability

# Citrix enables 5,100 remote users and ensures business continuity and user experience



## Challenge

Companies faced overwhelming IT challenges when the COVID-19 pandemic broke out. Instant access to critical apps, desktops and data, coupled with the basic requirement to communicate efficiently with colleagues and clients became urgent as the restrictive measures to prevent the spread of the pandemic brought many employees to a work at home mode.

## Solution

Citrix Virtual Apps and Desktops

## Results

The initial set-up was for 600 remote Windows PC users with 150 VDIs running in the production and disaster recovery sites and before COVID-19 there were **between 100 and 150 concurrent daily user sessions**.

When the pandemic loomed, a 40-strong Eurobank team swung into action to support remote working and now, **over 5,100 users** are connected to the system.

*“With Citrix Virtual Apps and Desktops, all users are working as if they were at their office. They have the same access to applications with no difference comparing to the desktops they have used for years.”*

**Kostas Zafiris**

Assistant General Manager, Group IT Operations & Infrastructure Head  
Eurobank

 Read more

# Can hybrid work help create a low-carbon future?

United Kingdom government councils race towards a carbon-zero future



## Challenge

The 2 councils to “be London’s most sustainable” by 2025 by utilizing remote working to achieve climate action goals.

At the same time, they are considering how to facilitate future workstyles.

“When we think about future work practices, our focus is all on culture and how we use the tools we have. We don't need to worry about changing the infrastructure.”

## Solution

Citrix DaaS + Google chrome OS

## Results

Hybrid work has improved Kingston and Sutton Councils’ service delivery and reduced its environmental footprint while giving employees greater flexibility in how they work.

5,000 staff worked from home to provide services for 400,000 citizens.

90% decrease of endpoint emissions with Citrix DaaS.

The councils also reduced their carbon footprint by the equivalent of 3,700 acres of mature forest and generated annual electricity savings of £40,000.

*“Using Citrix ... makes us more energy efficient in our operations, it gives our staff more control over their workstyles, and it provides Kingston and Sutton councils with greater resilience in the face of disruptive events like the Covid-19 pandemic”*

**David Grasty**

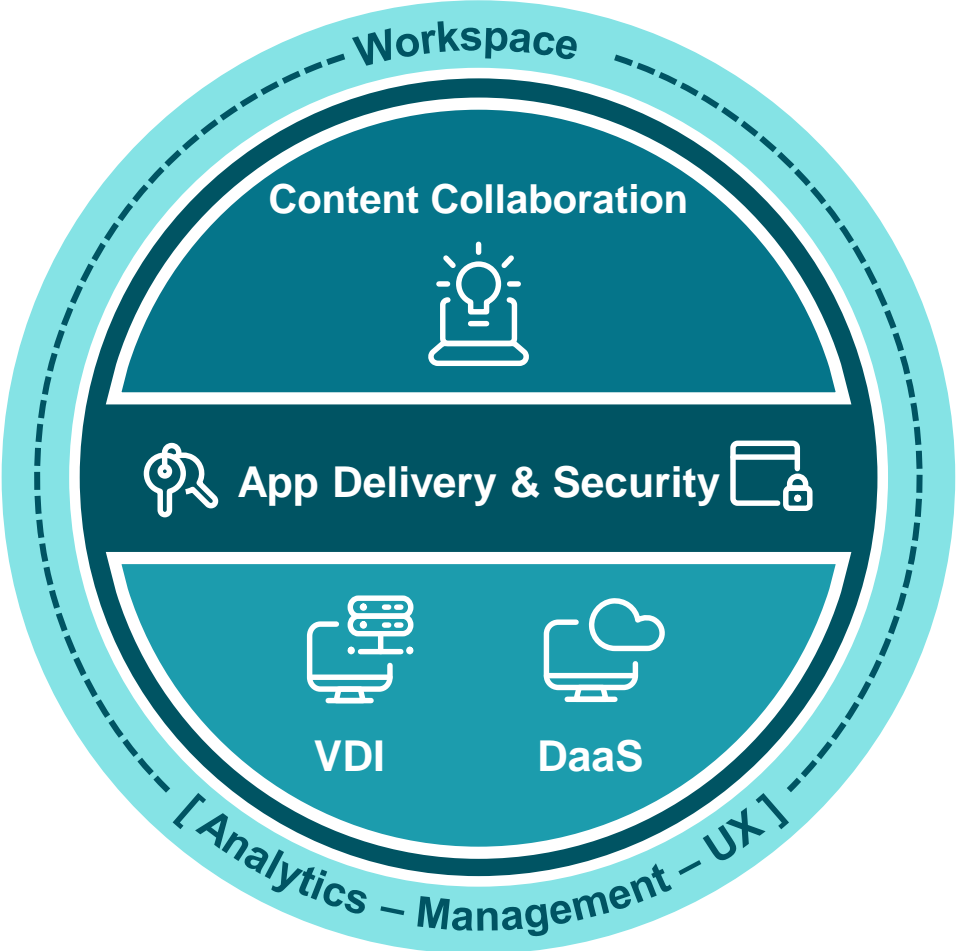
Head of Digital Strategy & Portfolio Kingston and Sutton Councils

 [Read more](#)



# The Citrix Advantage

## Portfolio



## Advantage

99%  
of the  
Fortune 500

“Most  
Complete  
Digital  
Workspace”  
*According to IDC*

#1

Virtual Client  
Computing (VCC)

#2

Application Delivery  
Controller (ADC)

Leader

in Collaborative  
Work Management

(1) IDC, *Worldwide Virtual Client Computing Software Market Shares*, (Jun 2021)  
(2) Gartner, *Enterprise Network Equipment ADC Hardware Vendor*, (Jun 2021)  
(3) Forrester Wave: *Collaborative Work Management Tools* (Nov 2020)

Ευχαριστώ!

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