MATRIX42
SMARTER WORKSPACE – BETTER LIFE

The Modern Workplace:
Is Your Business Ready for the Future?

User centric workflows consolidate Software-as-a-Service, apps, digital identities & devices for improved productivity and revenues. The cloud, mobility and big data analytics define the modern workplace – discover how a user centric solution can help your organization to become ready for the future.
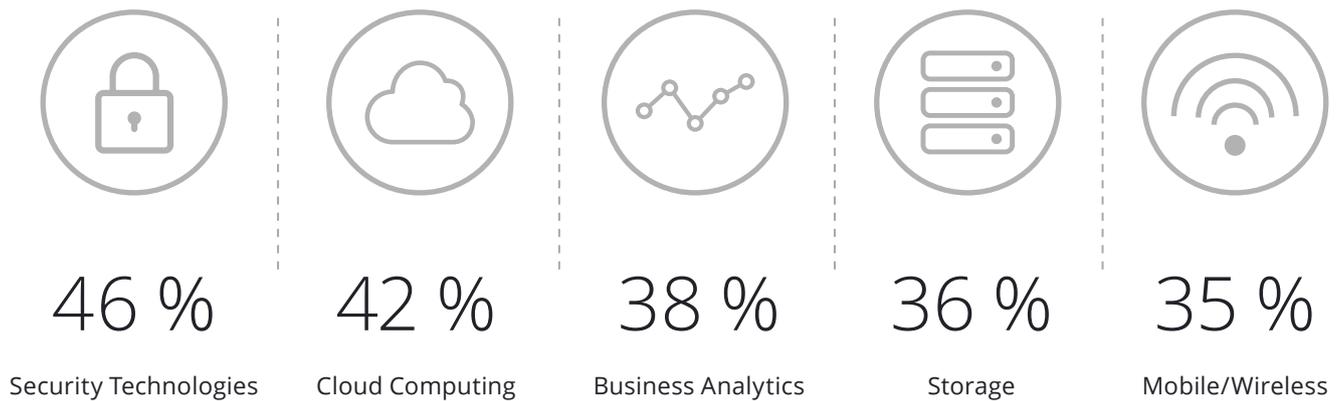
The survey at a glance

Executive Summary:

Software-as-a-Service is less than two decades old, but the opportunity that exists in the sector and for business users is undeniable. It's thought that by 2018 more than 78% of workloads will be processed by cloud data centers, according to the Cisco Global Cloud Index. Of this, SaaS workloads account for 59 % and this is expected to continue showing strong growth over the next few years.

The Five Tech Spending Increases in 2015

46 %	42 %	38 %	36 %	35 %
Security Technologies	Cloud Computing	Business Analytics	Storage	Mobile/Wireless

As the statistic shows, 42 % of enterprises are expected to increase cloud budgets this year and it's thought that global SaaS revenues will reach $106 bn by 2016, representing a 21% increase on projected spending levels for 2015.

Source: Computerworld 2015 Forecast Study

1 The Modern Workplace

The last decade has seen profound changes take place in the enterprise workplace, thanks to the advances in technology that we've seen. The cloud, mobility and big data have all conspired to ensure that the contemporary working environment is almost unrecognizable from just a few short years ago. The cloud has enabled unprecedented levels of collaboration; enterprises which before had to set up and maintain VPN connections now find that they can effectively collaborate with partners, satellite offices and even suppliers from anywhere with an Internet connection. SaaS models have come to the fore and mean that it's now possible to access work applications and data from anywhere – and thanks to mobile, it's even possible whilst on the move. It's now commonly known that collaboration improves productivity and this means that enterprises have an opportunity to boost revenues and streamline business processes.
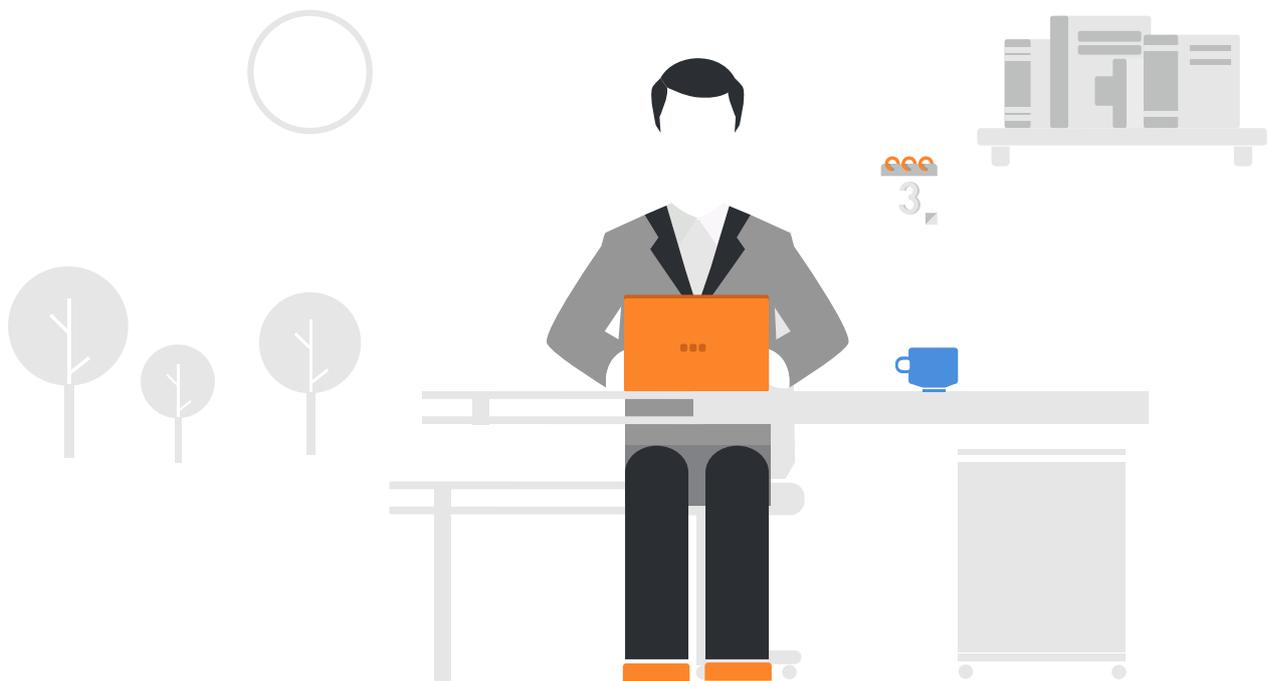
2 Barriers to Adoption

One of the biggest barriers to adoption when it comes to SaaS and the cloud has been in security. Since the technology has really only recently gained mainstream traction, it's taken a little while for confidence to rise. Depending on the supplier, the cloud is in fact extremely secure – often much more so than the average enterprise on-premise setup. However, it's not just in the cloud where security concerns exist. Mobile too has brought its own set of problems that require enterprises to ensure that strict policies are put in place alongside their mobile device management (MDM) solution. Add to this the growing issue of shadow IT, where end users install their own software onto often unapproved devices in the workplace, and it's easy to see how it can all get out of hand, security-wise. The answer to this lies in workspace aggregators. In the modern enterprise it's necessary to consider the implications of working in the future holistically, in order to gain a deeper understanding of the challenges faced and how they can be overcome.

Matrix42 and MyWorkspace

MyWorkspace seeks to address this need to consider workspaces within the enterprise by setting a new and unique standard in delivering intuitive, secure and importantly, easy-to-manage user workspaces. This unified workspace portal allows you to easily and cost-effectively integrate SaaS, device management, Web apps and legacy apps into your existing IT environment, without investing in any additional infrastructure. MyWorkspace is the only solution currently on the market which enables you to manage access to applications, corporate docu-

ments, devices and user IDs from a single, secure, web-based environment. The solution is fully compatible with all modern browsers and allows the IT department to ensure that security is fully addressed via reliable on- and offboarding workflows. Using MyWorkspace, IT can effectively and seamlessly control access to end user workspaces, even when these exist on-premise and in the cloud. Further to this, even workflows that need to be compliant can be effectively and easily managed from a single dashboard.

MyWorkspace enables Hybrid Cloud
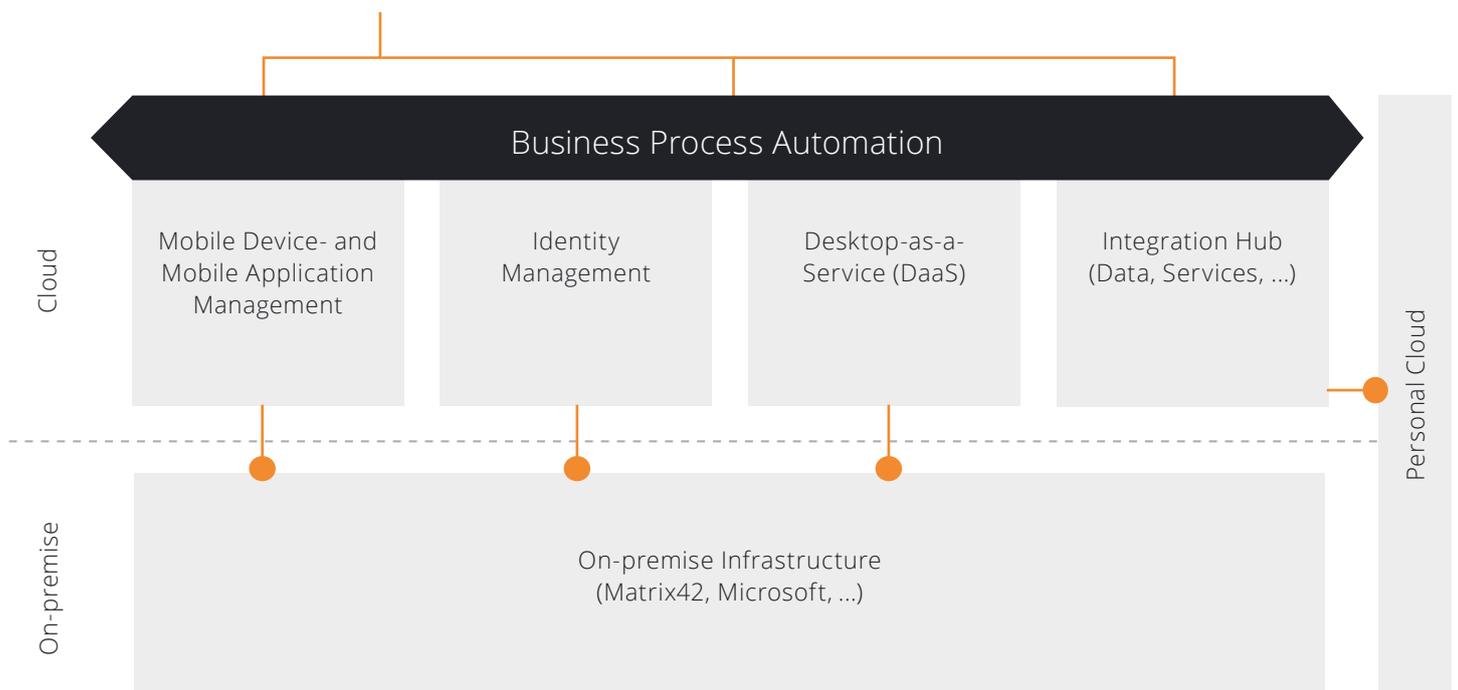
Essentially, MyWorkspace allows each and every user within the enterprise to have their own personal, secure, cloud for access to all of their work apps and documents, from any device. The solution is accessed through a browser and is focused on technology surrounding federated security to ensure complete peace of mind for those who need to focus on data privacy. Legacy username and password management is provided by browser

extensions built for the most commonly used browser software. When a user tries to access a SaaS or web app, MyWorkspace authenticates this in the browser to verify access rights.

All of this can be fully controlled by IT using the centralized dashboard, which can also be used to set up new user accounts, lock accounts or update user settings.

This allows the end user to effectively have one password and URL, which allows them to access all of their application and workflow accounts. This dramatically improves productivity as it does away with password sprawl and the growing incidences of having many different URLs in order to access corporate workspaces.

Further to this, the end user can access all of their apps, documents and workflows from any device, enabling a simple, secure, multi-device single sign-on. In short, an aggregated workspace to allow for ease of access to multiple services accounts from one browser.
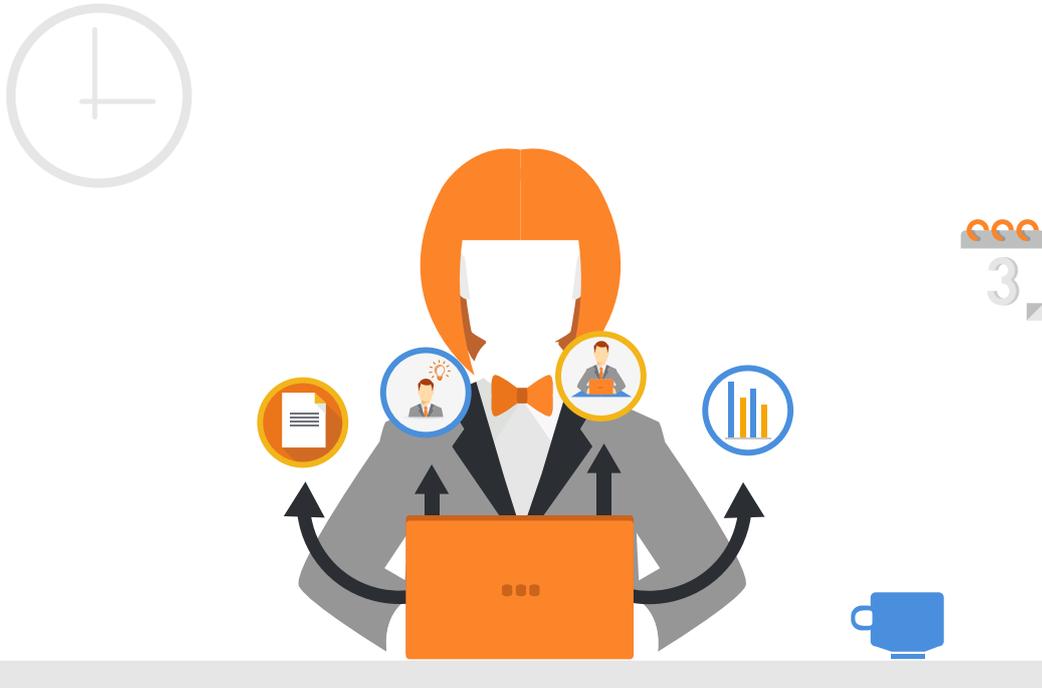
Use Case

A modern enterprise works with numerous applications and has implemented a BYOD scheme on the network. As yet, it hasn't decided on a MDM solution and the logistics of dealing with many different devices is proving to be a headache for the IT department.

Further to this, the enterprise has ongoing issues with lost usernames and passwords, and workers often bemoan this and the way that their workload is scattered across various URLs on the corporate portal and the general web. The enterprise deals with some sensitive customer data and also needs to ensure that certain workloads remain compliant with PCI DSS regulations.

The IT department has investigated various means of addressing these issues and stull ensure that data remains both secure and compliant. It also needs to ensure that users can access workflows from any device, from anywhere in the world.

The IT department has, like many in recent years, also seen its budget slashed and so doesn't have a huge amount of capital to spend on licensing and the various services that it needs to ensure end user and security needs are all covered.

What's Needed

What was needed then was a workspace aggregator which would allow IT to effectively manage the user, rather than individual applications and devices. This would ideally allow the user to access all of the appl- cations and content they need, from any location and in a format that suits the ways in which they work. This meant that rather than approach user management from a centralized physical location at the premises, it was necessary to find a way in which users could work on any device, rather than just on localized machines on the corporate network.

In essence, IT needed to find a solution that would allow them to easily manage the following:

• Application portfolio
• End user configurations
• End user platforms such as OSs, browsers,
  virtualzed environments, etc.
• User devices
• Compliance
• Remote and satellite workers
• Seamless integration with existing apps
  and systems
• Custom corporate branding
• Support for custom apps

The Solution

MyWorkspace allows all of this to be addressed whilst minimizing costs thanks to the pay-as-you-go model, which allows the enterprise to access the solution on a monthly basis. Not only does this mean that the organization isn't tied down to an annual contract, but also that the enterprise can easily scale the solution up and down as necessary, whilst having the peace of mind that security and compliance are taken care of.

MyWorkspace is the only workspace aggregator currently on the market which combines workspace compliance, device management, SaaS, web and legacy applications, content integration and remote desktop support – all without requiring additional investment in new infrastructure.

This proved to be the perfect answer to the IT depart- ment's problem, which also offered an easy-to-use interface that delivered great user experience. For executives, it was the workspace aggregator that offered everything that the IT department was looking for, whilst providing real benefits in terms of ROI and compliance.

Securely Manage Workflows

Using MyWorkspace, the IT department can effectively and securely manage all workflows, devices and regu- latory workloads. IT can provision and handle access to all manner of cloud and SaaS-based workspaces in a simple, secure and device independent way.

Further to this, it allows IT to do away with the com- plexities and headaches that are often associated with remote workers connecting to the corporate network. These and satellite offices can easily be connected just as the workers who are based at the enterprises premises can.

Browser-agnostic

MyWorkspace is browser-agnostic, so all of the relevant users can access it through whatever device they prefer to work with at any given time. IT can even allow users to login via a choice of popular identity providers such as Google, or any of the most popular social networks. The end user can then go on to further personalize their corporate workspaces to adapt the structure of available applications according to their job, which further increases productivity.

Initially, IT was slightly worried that some of its existing custom applications may not be integrated into the solution. However, MyWorkspace technical staff were able to achieve this, as the solution can integrate all kinds of web-based and lagacy appli- cations, as well as a growing list of off-the-shelf apps.
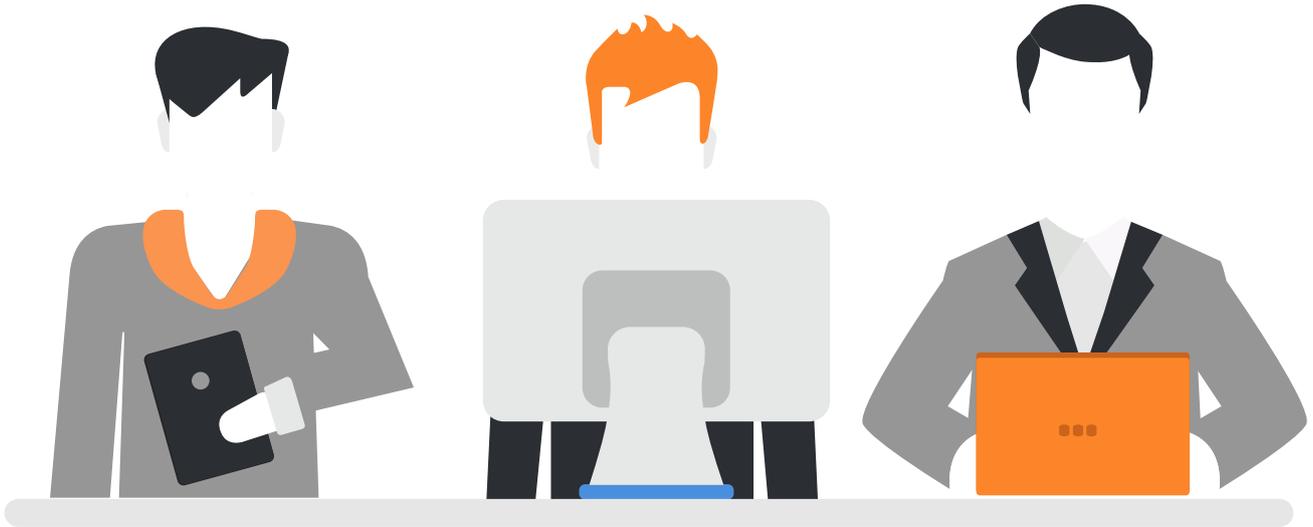
(4) Conclusion

The cloud and mobility have changed the way that we work forever. Whilst it did take the cloud a little time to gain traction initially, now the market is showing strong growth, with this year beating all forecasts and showing a 21% increase in expected growth. However, security and compliance head-aches have conspired to ensure that choosing the right management solution has thus far not been a simple affair. Whilst there are solutions on the market that address the needs of the modern enterprise on an individual level, MyWorkspace looks to further meet these needs by providing a fully aggregated workspace and management solution. On the one hand, this ensures that management is made simpler. On the other, staff get the tools they need to enhance productivity and make the most out of the mobile revolution, with online access to their workspaces, apps and data from anywhere.

No intensive training is required either, since MyWorkspace uses the normal end user browser to provide one-password, one-URL access to everything that they might need. In the current business environment, this is invaluable as productivity sees significant improvement. This in turn boosts morale in the workplace, as staff are given the tools to do their jobs more effectively. MyWorkspace is a user-centric solution, whichis perfect for the modern, people-centric organization.

Sign up for a FREE trial – 60 days Platinum Edition. Start now.

▶ Visit: myworkspace.matrix42.com

Matrix42 AG

Matrix42 is a top provider of workspace management software. The company offers forward-thinking solutions for modern work environments under its 'Smarter workspace' motto. More than 3,000 customers around the world, including BMW, Infineon, and Carl Zeiss, currently manage approximately 3 million workstations using workspace management solutions from Matrix42.

Matrix42 operates successfully in seven countries – Germany, Austria, Switzerland, the Netherlands, the United Kingdom, Australia and the United States of America. The company's headquarters are in Frankfurt am Main, Germany.

Matrix42's products and solutions are designed to manage modern work environments simply and efficiently – across physical, virtual, and mobile workspaces. Matrix42 focuses on user orientation, automation, and process optimization. The company's solutions meet the requirements of modern employees who want to work from any location using a wide range of devices, while also addressing the needs of IT departments and businesses.

Matrix42 offers its solutions to organizations across different sectors who value forward-looking and efficient workspace management. The company also successfully collaborates with partners who provide on-site consultation to Matrix42 customers.

For further information, visit: www.matrix42.com

Disclaimer

MATRIX42

**Headquarter
Germany**

Elbinger Straße 7
60487 Frankfurt am Main
Germany

Phone: +49 6102 816 0
Fax: +49 6102 816 100

info@matrix42.com
www.matrix42.com

**Office
Switzerland**

Poststrasse 30
6300 Zug
Switzerland

Phone: +41 41 720 42 20
Fax: +41 41 720 42 22

info@matrix42.ch
www.matrix42.ch

**Office
Benelux**

Flight Forum 40, Ground Floor
5657 DB, Eindhoven
The Netherlands

Phone: +31 40 79 83 071

info_benelux@matrix42.com
www.matrix42.com

**Office
United Kingdom**

88 Wood St
London, EC 2V 7RS
United Kingdom

Phone: +44 208 528 1065

info_uk@matrix42.com
www.matrix42.com

**Office
Australia**

Level 6, 55 Clarence St
Sydney NSW 2000
Australia

Phone: +61 2 8484 0355

info_au@matrix42.com
www.matrix42.com.au