

The end of the traditional office

How virtualization empowers remote workers while supporting your bottom line



How will the rise of the remote workforce impact your physical office?

As employees moved from company offices to home offices, IT teams stepped up to provide a seamless user experience without sacrificing security or productivity. Now that the benefits of remote work are proven, it might be time to consider a work-from-home model that could reduce your real estate footprints and costs.

The business benefits of remote work are clear

At the start of the COVID-19 pandemic, organizations that didn't already have a flexible work culture rushed to build systems for remote employees.

Now, business leaders realize that a flexible environment is critical to their long-term success. Organizations that want to hire top talent must support remote teams, as the majority of Americans prefer to work from home.

Empowering remote employees can also help organizations cut their real estate costs, which is the second-highest business expense after staffing.¹

In the post-pandemic world, the cost of maintaining offices will likely increase as organizations reimagine their space to keep employees safe and productive.

Organizations that lack budgets for the expansions or redesigns needed to accommodate physical distancing may see greater value in a work-from-home model.

IT leaders have an opportunity to use technology to reduce real estate costs and footprints. When you support remote work, you can:

- Increase profitability by removing large real estate costs from your balance sheet.
- Operate with a dynamic IT model and business resiliency plan in place at all times.
- Increase corporate sustainability via decreased commuting.
- Attract and retain skilled employees, as you have a wider, global pool to draw from.



Almost 60% of American adults who worked from home out of necessity would now like to work from home “as much as possible.”²

– The New York Times

“We are going to end up in a world of hybrid working that exists somewhere between where we were and where we are now— a world where remote everything will need to be possible in some capacity. Not just because we have to, but because it’s proving to be efficient and effective.”

– David Henshall, Citrix CEO

Work-from-home is no longer a trend— it’s here to stay

The move away from commercial office space has been happening for years.

Office space peaked at the end of 2009 when the global recession made it hard for companies to find affordable rent.³ Since that time, the square footage per worker has dropped steadily.

Now, the pandemic is accelerating the decline of the traditional office.

Prior to the pandemic, just 3.6% of the US workforce worked from home at least half of the time. By the end of 2021, 25%-30% of the global workforce is expected to work from home multiple days of the week.⁴

Here are three drivers that are contributing to the rise of the remote workforce:

1. Companies in all sectors are supporting remote employees.

Remote work isn’t just for startups. Organizations in all sectors are putting leases on hold and re-evaluating their options, as employees no longer want to be in an office five days a week.

Tech giants, such as Twitter and Facebook, have announced that they will move to a hybrid model with a mix of on-site and off-site employees. Even traditional industries — such as real estate, finance, and law — are providing flexible work options to stay operational and keep employees happy.

2. Organizations must re-design their spaces to promote employee health.

During the past few decades, office design has moved from cubicles to open plans and “hot desks” where several employees share the same workstation. Open offices allowed companies to save money by squeezing more workers into a smaller space.

Now, the need for physical distancing may put an end to the open plan office.

Organizations that want to keep employees on-site may need to move desks further apart or create private offices. The cost of redesign and ensuring employee safety can quickly add up.

3. Investing in office space is risky in uncertain economic times.

Many organizations can’t afford to expand or redesign their space to accommodate physical distancing. They’d rather make use of the space they already have — or downsize — by allowing employees to work remotely.

The average office is empty or goes unused 55% of the time—costing companies \$27,000 per desk each year.⁵

– Regus

The future of work is flexible

The COVID-19 pandemic has proven that much of the work that happens in the office can be completed successfully remotely.

But to see results, you need the right tools.

You can best support your remote workforce and bottom line through virtualization. With the proper virtualization systems, you can:

- Reduce your real estate costs by empowering employees to work from home.
- Give employees a secure, seamless experience—whether they are working on a personal or corporate-issued device.
- Ensure business continuity, as employees will have the tools they need if a sudden change happens in their work environment.
- Manage all of your organization's devices—including desktops, laptops, personal devices, and IoT—in one central, ultra-secure platform.
- Keep your data secure no matter where employees take it. Apply controls that automatically change user access based on where employees go and which networks they use.

Empower remote workers and reduce your real estate costs—while making life easier for IT

Citrix Virtual Apps and Desktops helps you give remote employees the same secure, experience they would have working in the office. Users can access their business apps and personal desktops— from any device and location.

Meanwhile, your IT team can manage everything from a single console to ensure security and quickly provision both on-premises and cloud-based resources.

Here are three ways Citrix Virtual Apps and Desktops helps you move to a secure, remote work model so that you can improve your IT and real estate efficiencies:

1. Simplify app and desktop management.

Citrix Virtual Apps and Desktops provides a central location where you can manage all of your organization's apps and desktops. Using a single console, you can automate the delivery of virtual workloads from both on-premises hypervisors and public cloud platforms.

Our virtualization offerings help you scale up or spin down resources quickly so that you can right-size your IT environment as business needs change. For example, you can replace physical desktops with virtual machines if your organization adopts a remote work model or downsizes its office space.

2. Centralize the enforcement of security policies.

Citrix Virtual Apps and Desktops consolidates all of your apps and desktops in a secure cloud or your datacenter — leaving nothing running locally on employee devices. Using our solution, you can:

- Reduce your risks of data loss and compromised user devices. If a user's device is stolen, you don't need to worry about the thief viewing your organization's data.
- Centralize the monitoring and management of user logins, application access, and security policies.
- Gain complete visibility across apps, users, networks, and devices—reducing security blind spots and helping your IT team proactively respond to potential threats.
- Enforce zero-trust access. Give users access based on parameters such as their job role or device. Also control which actions users can take within an application, such as denying them the ability to print or copy.

3. Improve the user experience of both remote and on-site workers.

Citrix Virtual Apps and Desktops allows you to give employees a high-performance experience — no matter where they work or what device they use. You can even deploy low-cost endpoints such as thin clients or Chromebooks. No matter what types of devices your remote workers are using, your employees can seamlessly access all of their apps and files with a single, secure sign-on — making their virtual experience almost indistinguishable from their desktop one.

With Citrix's market-leading virtualization solutions, you can enhance employee productivity and business resiliency as workers move between the office and remote locations.

Discover how virtualization can help you support a remote workforce and the bottom line.

[Explore Citrix Virtual Apps and Desktops](#)

Sources:

1. Strategy Hat: [Are you paying extra for unused office space?](#) Inc.com: [23 tips to reduce your biggest business expenses](#)
2. The New York Times, May 5, 2020
3. Regus: [The impact of remote working on commercial real estate](#)
4. Global Workplace Analytics: [Work-At-Home After Covid-19 — Our Forecast](#)
5. Regus: [Do away with empty desks](#)



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