

Building an Enterprise App Catalog the RIGHT Way!

3 Requirements to Consider





Introduction

There's no question that the workplace has become more dynamic, mobile, and diverse. Digital disruption is changing the rules of the game for every industry, and companies need to do everything they can just to keep up. More than ever, they're focusing on business agility and better collaboration.

The way people are working is evolving, too. Today's "consumerized" workers are comfortable with cloud and mobile technology, and they've come to expect nonstop access to all the apps and services they need—anytime, anywhere, on any device. With enterprise consumerization, the traditional ways of managing, securing, and supporting workforces, apps, and data don't always meet business requirements.

IT needs to rethink its delivery models for the new world, with a focus on self-service access, cloud-first delivery, and granular, contextual policies that grant the right people access to the right information with the right security controls—without compromising user experiences.



The Digital Workspace Delivers

A digital workspace is a great way to support these needs. It's a complete change in the way end-user services are delivered by IT, enabling organizations to deliver the apps and data that employees need to work, across any device. Whether they bring their own device or it's owned by their organization, employees can take advantage of a convenient, consistent, and compliant experience.

A successful digital workspace strategy will support any device type and OS, offering the flexibility to handle any ownership model. It ensures authorized access to corporate owned, locked-down and shared devices, as well as employees' personal devices with robust privacy protection. It also protects corporate data at rest and in transit including email, files, and application state that may be cached or stored on devices.

With a digital workspace strategy, IT can automate application distribution and updates, make their processes more efficient and make better use of their resources—all of which dramatically drives down costs.

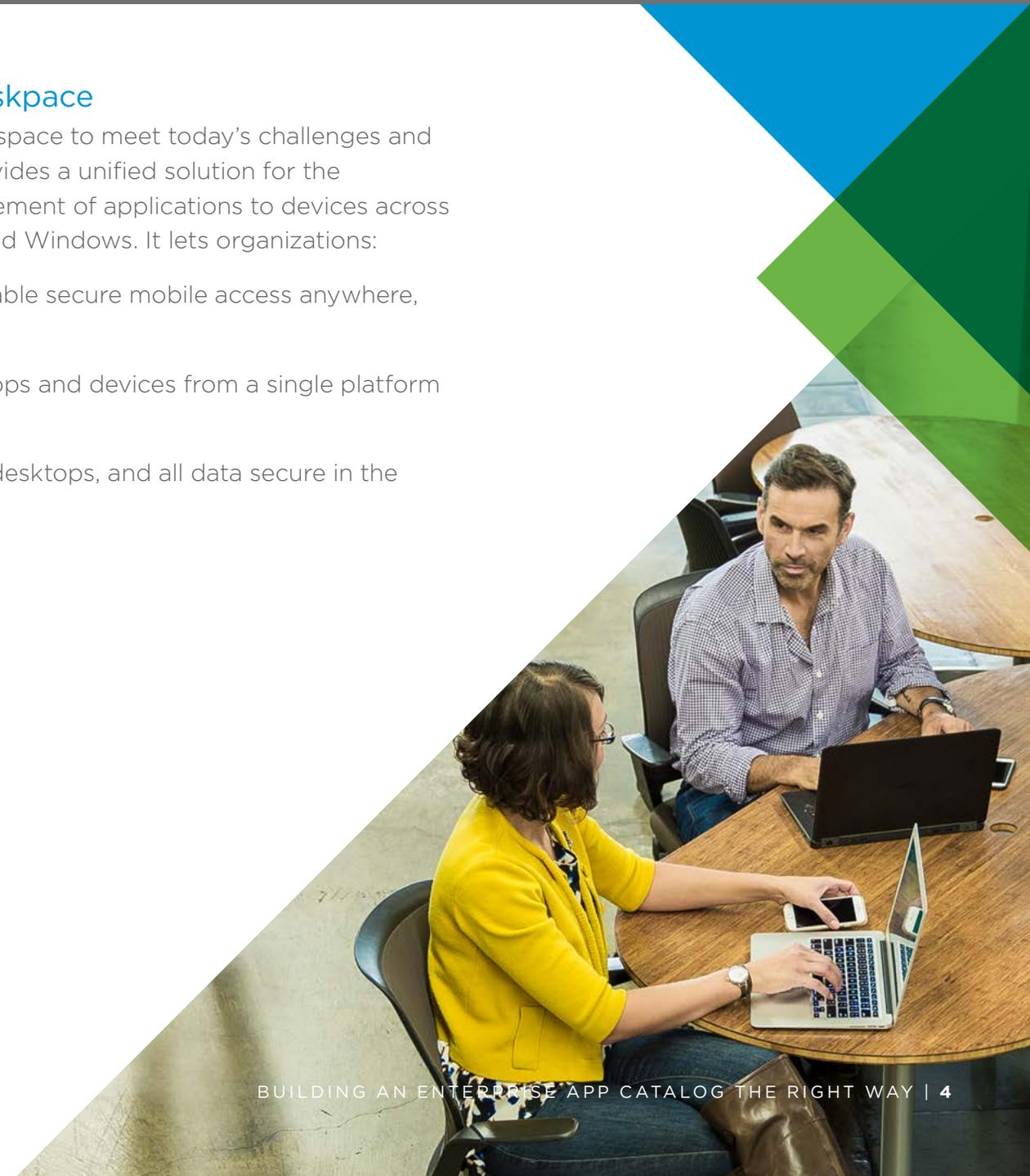




VMware Empowers the Digital Workspace

VMware delivers a simple, secure digital workspace to meet today's challenges and expectations. VMware Workspace ONE™ provides a unified solution for the provisioning, management, and policy enforcement of applications to devices across all major platforms, including iOS, Android, and Windows. It lets organizations:

- Simplify App and Access Management - Enable secure mobile access anywhere, from any device.
- Unify Endpoint Management - Manage all apps and devices from a single platform regardless of ownership models.
- Virtualize Desktops and Apps - Keep apps, desktops, and all data secure in the data center or cloud.





Unlocking the Potential with an Enterprise App Catalog

An enterprise application catalog is key to unleashing the benefits of the digital workspace.

An application catalog:

- Covers all application types, both existing and new.
- Puts simple, self-service access in reach for the users that need them.
- Dramatically simplifies the way people work with their apps and services.
- Delivers a user experience that remains consistent for every employee, regardless of the device they're using. When it's time to make changes to your catalog, those changes will be reflected instantly across all devices.
- Uses identity and access controls to set granular policies that help ensure that the right people receive access to the right apps and services they need.
- Provides an open ecosystem that helps ensure compatibility with new applications and security tools.

The potential is huge, but to really get the most out of your enterprise app catalog, consider three key requirements before you move forward with your initiative.



1: Make it a Perfect Fit

Like every IT initiative, your enterprise app catalog will only be effective if it fully aligns with your business processes. You shouldn't need to rearrange the way your employees work. Instead, customize the catalog to fit your specific company processes and your employee needs. Remember that your digital workspace doesn't belong to your technology vendor—it's yours.

Keep Access Simple, Yet Secure

Smooth, intuitive access is key to aligning the catalog to your priorities. IT initiatives often sound promising, but if employees don't adopt and use them, they're destined to fail. For example, according to Gartner Research, 80 percent of social business initiatives fail to deliver any business value.¹

Look for every available opportunity to remove friction from your catalog's adoption and daily use. People don't have time for directions, multiple passwords, URLs, tokens, other hassles. They simply want to get started using the app they need right away, and take advantage of the opportunity to work productively anywhere. For mobile users, it's all about completing transactions under the average mobile session of 72 seconds² – known as the mobile moment.

¹ [HTTP://WWW.GARTNER.COM/NEWSROOM/ID/2319215](http://www.gartner.com/newsroom/id/2319215)

² "MOBILE USER EXPERIENCE: LIMITATIONS AND STRENGTHS", NIELSEN NORMAN GROUP, APRIL, 2015.



The American Red Cross

The Red Cross developed a digital workspace that enabled its end users to access any app—including virtual desktops and legacy, installed, cloud and Remote Desktop Service (RDS) apps—from one place. Called the Red Cross Virtual Workplace, this portal, powered by VMware Workspace ONE, is where all Red Cross employees and volunteers can go for role-based, single sign-on (SSO) access to applications and virtual desktops. Users simply use any browser on any device to access Red Cross Virtual Workplace and enter their credentials.

"It doesn't matter what operating system you have. All you need is a browser to get to the latest versions of applications. It doesn't matter what browser it is. We had a mantra that we're going to make this available to any device, anywhere."

CHRIS MOORE
LEAD SOLUTIONS ARCHITECT
AMERICAN RED CROSS



2: Make it Part of Your Culture and Processes

An enterprise app catalog can start small and build incrementally, according to your business needs.

Create a limited catalog with the most essential, common apps that employees are most likely to use, and set up a communications plan to share news and training details. Work with your HR team to make it part of your onboarding processes, so new employees are familiar with the catalog from day one. Once you've begun getting your employees used to the concept of a catalog, you can steadily add to it as you develop policies and other tactical details.

As your enterprise app catalog becomes more mature, you'll build momentum, and soon reach a tipping point where employees will automatically expect new apps to reside in the catalog.

Departments will actively consult IT to use the catalog as they roll out their own new apps. This success will continue to drive more success, until the enterprise app catalog becomes the default choice for your entire organization.



Case Study: VMware Makes Workspace ONE an Integral Part of Processes

VMware has grown rapidly over recent years, and employees use a wide variety of corporate and noncorporate owned devices. To boost its agility, while delivering an improved user experience, as well as enhanced security and risk management, VMware adopted Workspace ONE across its entire user population.

The solution enables low-cost development and deployment of new mobile applications to users via an enterprise app catalog. Its architecture decouples back-end business processes from their presentation to users at the point where they are displayed in the catalog, and makes apps easier to adopt and use.

For example, the vApprove app, rolled out to all VMware managers, brings together all approval requests like expense management, procurement, and other tasks, into a single, mobile app. It lets managers handle approvals from any location, and provides the same audit capabilities as the full applications, but in a reduced format. VMware has shown that when managed IT offers greater utility than unmanaged, users will enthusiastically embrace it.



3: Empower and Enable IT

For CIOs and IT teams, today's disruptive marketplace is creating tremendous opportunities for IT. Instead of enforcing rules and “keeping the lights on”, IT can play a more creative role, and get recognized as a contributor to business growth and innovation.

It starts with productivity—getting more from their investment in applications, data, and people. Putting applications in a self-service catalog for the enterprise helps IT use resources more productively. Staff who may have been doing patch management or basic testing can step up and become leaders in building the catalog. And they'll forge closer contacts and relationships with line of business stakeholders, to better align business and technical priorities.

Putting IT in the Driver's Seat

Implementing a self-service enterprise application catalog can help elevate the role of IT, so it can be a strategic enabler, instead of an obstacle to business progress. It provides improved freedom of choice for departments, in terms of the apps, devices, and platforms they're using. And it ultimately gives businesses more flexibility in how, where, and when they work—without sacrificing compliance or other company priorities.



Mecklenburg County Reimagines Citizen Services with Workspace ONE

The Mecklenburg County technical services team deployed VMware Workspace ONE—over Citrix and Microsoft solutions—to securely mobilize and empower nearly 6,000 county employees. It employs the organization's virtualized app catalog, together with smart phones, tablets and virtual desktops, to securely access and input information on the go. Now employees reach and serve constituents more effectively, while saving the county an average of \$3.2 million per year.

"What this (change in delivery of programs or services) means to our citizens is that they will be able to pay for things like park entrance fees and boat rentals without having to carry cash and without having to incur ATM-related fees. We can serve the customers onsite, by the lake, or in the park, in the most convenient manner. The possibilities for increased customer services are really endless with this technology."

SANDY GOODWIN
SENIOR INFORMATION TECHNOLOGY BUSINESS ANALYST FOR PARKS AND RECREATION
MECKLENBURG COUNTY, NORTH CAROLINA

Conclusion

With the digital workspace solution from VMware, organizations remove the friction of access so employees can get work done in real time from any device or location, without compromising security. It provides users with a single repository to access all business apps, optimized by device type. Simple self-service onboarding makes the solution convenient and easy to use.

VMware Workspace ONE lets organizations empower the digital workspace by delivering an experience that is consumer simple, yet enterprise secure. This solution makes it fast and easy for organizations to adopt new services and workflows while optimizing security with rich contextual access policies.

GET STARTED TODAY

Take the first steps toward simplifying app and access management

Join Us Online:

