

5 reasons your SMB workspace needs simple SSO



Your single sign-on solutions should be simple, making life easier for both IT and employees. But when new apps require different SSO tools from different vendors, these sprawling solutions complicate rather than simplify your IT. By adopting simple and unified SSO for your workspace, you can ensure secure, anywhere access to all essential applications — making it easier for employees to do great work and easier for IT to manage it all.

Here are five reasons your organization needs simple, unified SSO:

1. VPNs aren't enough to ensure secure access.
2. Siloed SSO solutions lead to complexity and IT sprawl.
3. Remote employees need an integrated, seamless work experience.
4. Centralized visibility into all apps helps find and fix issues fast.
5. Simple SSO means easier management and reduced IT costs.



1 VPNs aren't enough to ensure secure access.

33% of breaches include social attacks¹ — bad actors tricking authorized users into sharing passwords or other access credentials. With more employees working remotely, attackers are more aggressive in the hope that security precautions may have weakened. Unfortunately, the VPNs many companies rely on for secure remote access do nothing to protect against social attacks or stolen devices. As attackers target your employees' logins and devices, SSO and multi-factor authentication have become essential to your access security strategy.

With simple SSO into a secure workspace, you can tighten access security to achieve zero trust without hurting your employee experience. By using multi-factor authentication when users access their workspace, your IT team gets granular control over who accesses company

applications and data. This compensates for the weaknesses of VPN (like slowed internet connections and legal issues) while also allowing employees to sign on once rather than navigate multiple access hurdles. Now your workforce can access all their apps and data inside a secure workspace without having to rely on VPNs.



¹ Verizon Data Breach Investigations Report

2 Siloed SSO solutions lead to complexity and IT sprawl.

There are lots of SSO solutions on the market, but many only cover one type or subset of application types. If an SSO solution only supports your virtual apps, you'd need a separate solution to securely access SaaS applications. It's also common for organizations to rely on a VPN to provide secure access for remote workers. However, all these different siloed solutions can add up, creating significant IT sprawl that makes supporting all these "single" sign-on solutions a management nightmare.

You want an SSO solution that simplifies access to all the apps, desktops, and files your employees need in one workspace. This consolidates your remote access infrastructure, empowering remote workers to securely access every application and file they need on any device and from any location. In addition to improving worker productivity, this reduces IT complexity by eliminating the need for multiple access solutions and VPNs.



3 Remote employees need an integrated, seamless work experience.

After the covid-19 pandemic, 74 percent of teams plan to rely more on remote workers.² With remote work becoming the new normal, your workforce wants easy access to business apps from anywhere on personal devices and company devices — without having to jump through multiple sign-on hoops. However, this can increase the likelihood of errors and issues that threaten your business, such as employees relying on weak and repeated passwords to access sensitive data.

With a simple SSO solution, you can deliver an integrated and seamless work experience that increases productivity and reduces costly errors. By having remote workers sign on once to a unified workspace, you can provide a single point of access to all the apps and data they need for work in one

location. This also strengthens security by requiring one strong password to enter your secure workspace. The result? Your remote workforce has a seamless user experience that powers their best work without exposing your business to external threats.



² Upwork Future Workforce Report

4 Centralized visibility into all apps helps find and fix issues fast.

Smaller firms rely on an average of 73 applications to get work done³, and it's common for organizations to use several monitoring solutions across their application landscapes. But when these apps have performance, security, or availability issues, referring to multiple monitoring tools can be time-consuming and difficult. This makes it tough for IT to find and resolve issues quickly, especially for SaaS and web apps used by your remote workforce.

Your SSO solution needs to provide simple, end-to-end visibility across all your apps. This gives IT centralized monitoring into the health and performance of every app, whether they're in a data center, in the cloud, or delivered as SaaS. With the right SSO solution, you can monitor, troubleshoot, and resolve application delivery, security, and user experience issues before they disrupt your workforce.

³ Gartner



5 Simple SSO means easier management and reduced IT costs.

You adopt SSO to make accessing apps and environments easier, not harder. But too many SSO solutions require you to rip-and-replace existing systems or spend time customizing everything to work together. In addition, SSO solutions can require employees to file support tickets to setup access credentials or change passwords. These implementation and management tasks can snowball into a ton of wasted time that your IT team could spend on more meaningful and strategic work.

It's better to implement a simple SSO solution that seamlessly integrates into your existing environment. This saves you the money that would otherwise be spent on multiple SSO vendors as well as the time needed to customize and align all those solutions with your systems. Once your simple SSO is in place, you also reduce

the burden on your IT team to have to field support tickets for changing passwords. And with simple SSO inside a secure workspace, it's easier for you to grow your workspace investment at your own pace because you know any new technology will work great on this unified platform.





Learn more about how to find the simple SSO solution that fits your growing business at Citrix.com/workspace

