



**CITRIX®**

# The Citrix Guide for **SURVIVING THE OLYMPICS**

The London Olympics look set to have a huge impact on businesses in and around the capital. Citrix addresses the issues for companies and reveals opportunities for future change.

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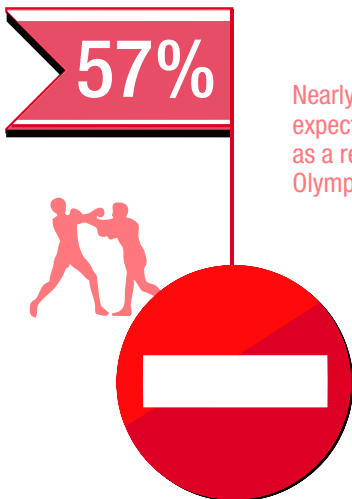
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To help support businesses through the travel chaos of the Olympics, Citrix is offering free use of products for the duration of the Games.

# 1. Olympic disruption: The facts

The London Olympic and Paralympic Games will be the largest sporting events in the world and the impact on the capital will be huge.

- London's already under pressure public transport system will be more than 60% over capacity
- Commute times around London are predicted to double and in some cases treble
- For three months London's population will double
- Some London stations are scheduled to close during peak times
- Over 170 miles of road closures are planned
- Six million athletes, officials, organisers and visitors are projected to arrive in London for the Games
- 37,000 press and photographers will descend on the Games



Nearly half (57%) of SMEs expect to suffer disruption as a result of the 2012 Olympics.



Of those anticipating some disruption, 87% expect it to have an adverse effect on productivity.

- 37 competition venues will be set up around the UK, 27 of which are in London
- The biggest impact of the Games will be felt in and around competition venues, live sites and central London
- 300 firms across London have already signed up for advice sessions on business travel during the Games

It is clear that businesses and organisations around the capital will feel a fundamental impact during and beyond the London Olympics.

## 2. What the Olympics mean for your business

Businesses and organisations around the capital will face huge disruption in the three months around the London Olympics. The impact is likely to be felt in three key areas.



Just 10% are adopting new working practices to minimise potential disruptions during the Olympic period.

### Impact on transport disruption

Millions of additional trips are expected to take place on London's public transport and road network during the Olympic Games. The disruption this will cause to the city's transport infrastructure, and consequently to its businesses and organisations, should not be underestimated. London's already under-pressure public transport system will be more than 60 per cent over capacity. Additionally more than 170 miles of road closures are planned throughout the city.

This will undoubtedly disrupt employees' journeys to and from work. With commute times around London expected to double or even treble in some cases, the time it also takes for



staff members to attend external meetings could significantly increase, affecting productivity and company expenditure. This could also lead to internal frictions as some members of staff may battle into the office only to find a key colleague hasn't made it.

Likewise business travel, deliveries, collections and the operations of suppliers and other contractors will also be disrupted. Lean business operations means that even the smallest disruption or staff absence has the potential to cause a chain reaction of business interruptions.

Where in London do you work and what impact will this have on your commute? [Get Ahead of the Games](#)

### Staff attendance and absenteeism

Many businesses and organisations fear that the travel disruptions will result in a dramatic increase in the number of absentees and latecomers. The effect this will have on workforce productivity alone could be exceptionally damaging to businesses' bottom line.

#### **Businesses should review their staffing position for the summer to take the following into account:**

- Annual leave requests
- Higher levels of absence
- Staff needing to change their normal hours of work due to transport issues
- Potential loss in productivity
- Time off for those volunteering for the Games

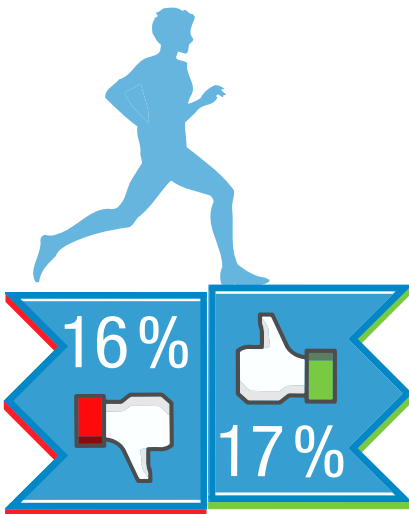
Staff should be encouraged to consider reducing any non-essential travel, especially in peak hours. Likewise the opportunity for staff to work remotely from home should be seriously considered as an option to maintain 'business as usual' throughout the busy period.

## Threat to business continuity

The London Olympics pose a very real threat to business continuity. Whether it is key members of staff or deliveries being caught up in travel disruptions or a remote workforce that has not been fully enabled through the appropriate technology, 'business as usual' may still be out of reach for some organisations.

Effective communication, collaboration and continuity are basic priorities for the majority of businesses and a breakdown here can lead to a host of problems from reputational damage to financial loss. However, without supporting technology, staff who work remotely are doing nothing more than connecting their corporate laptop to a personal Wi-Fi. Not only will this limit workforce capability and productivity but it also opens up the possibility of breakdowns in continuity.

In order to ensure this doesn't happen it is important for organisations to look at the capability of their existing technology in supporting a new way of working. If current systems do not provide this capability it is imperative to an organisation's efficiency that they look to technologies which do. Likewise it is counter-productive to suddenly deploy new technology if all parties are unfamiliar with it. They must be prepared well ahead of using the solution.



Only 17% of SMEs think they will benefit in any way from the Olympics, with 16% expecting to be damaged commercially

### 3. Plan ahead to get the most out of your strategy

#### Avoiding disruption

Businesses and organisations must prepare ahead of expected disruptions in order to ensure that their technology will support remote working. However, some organisations have been known to put this off and subsequently staff absenteeism has become a significant problem.

Research conducted by YouGov, commissioned by Citrix, of 2,000 adults and 500 small businesses, found that during the heavy snows of winter 2010, 56 per cent of staff were late or did not make it into work at all. A further 24 per cent had to cancel or postpone meetings. The resulting cost to UK business was more than £1 billion in lost productivity in just a single week. This showed how organisations can get caught out when hit by external events that cause disruption. The Olympics could have a similar result.

However, businesses were much better prepared for snow in 2011. Compared with the previous year 26 per cent more staff worked from home during the period of disruption and 12 per cent held more meetings online. Yet, nearly three in five (58 per cent) still lacked any consistent continuity plan to respond to disruptions affecting their business in the long-term.

These findings clearly indicate that when a remote working strategy has been implemented the workforce can retain its productivity and the business can maintain continuity.



## Getting staff on board

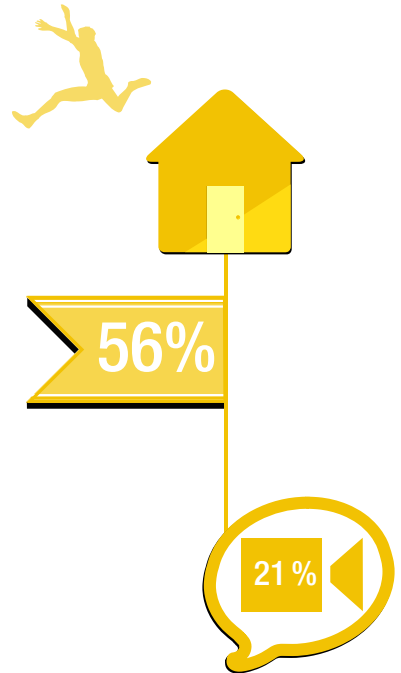
Some employees will feel more positive than others about an operational change such as remote working. However, by planning the strategy early and by giving staff time to adjust and get up to speed with new systems and technologies, change can be better received. Buy-in can also be more easily achieved by emphasising the benefits to the individual, like improved work-life balance and reduced business travel time and cost.

Likewise, with an increasingly tech-savvy workforce it is probable that these collaborative technologies will already be familiar to most. Additionally with remote working, staff are able to use their own devices which can have further positive effects on their productivity and cost savings for the business.

## Increasing productivity

Research has shown that when staff are able to use their own devices, workforce productivity increases. A survey by YouGov, commissioned by Citrix, of senior executives and managers in 700 small businesses across the UK, France and Germany examined how consumer devices are being adopted in the workplace, as part of the broader move towards more flexible ways of working.

More than one in 10 UK small and medium-sized businesses who are successfully integrating the use of personal devices, such as tablets and smartphones, into the business are achieving significant increases in productivity in excess of 30 per cent. At the same time, one third of firms are seeing gains of 10 per cent and more, reflecting the dramatic impact of consumerisation in the workplace. It is, however, vital to ensure that homeworking and collaborative tools are supported by appropriate IT and a reliable network.



The majority (56%) expect more staff to work from home and 21% anticipate holding more meetings online.





### Ensuring network reliability

Concerns have been raised that Internet services may slow down with the excessive usage predicted during the Olympics. In developing a continuity plan it is important to take this possibility into account and ensure that any increase in homeworking is supported by Internet Service Providers (ISPs). By engaging ISPs in the planning process demands on the system can be better understood and managed. Likewise, by planning or even trialling the system, potential flaws can be identified and solutions can be put in place.

## 4. Making it happen

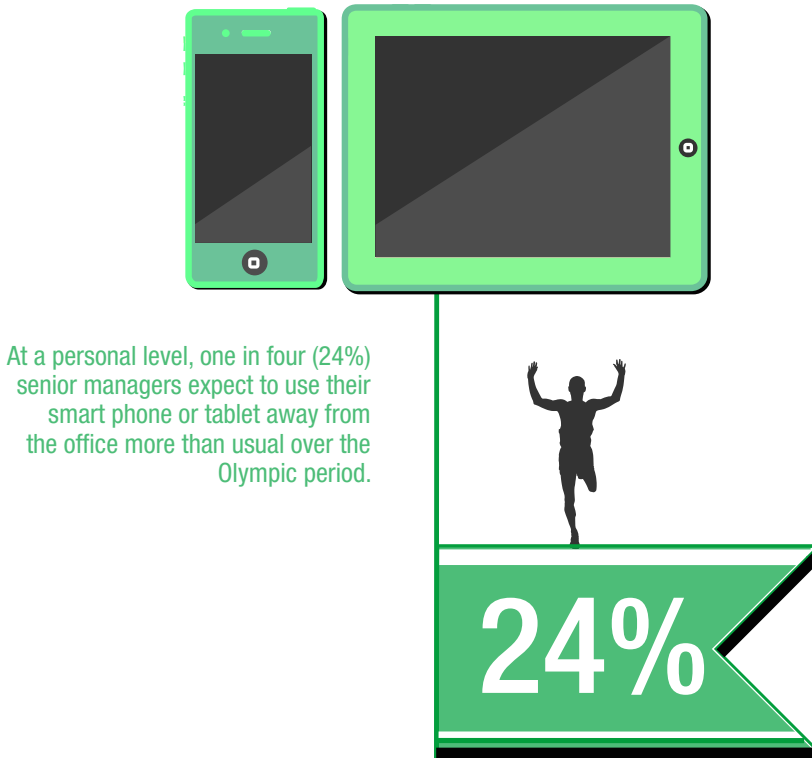
### Olympic trial runs

Many business and organisations have adopted trial runs in the lead up to the London Olympics to ensure that their remote working strategy and the supporting technology works in practice.

When O2 conducted its experiment to ensure it was fully prepared for the Olympics it found that 88 per cent of its staff were just as productive working remotely, with one-third even claiming that they got more work done than usual.

Three thousand of O2's head office employees took part in the trial that required them to work from home for one day. In preparation, O2 upgraded its virtual private network (VPN) and its network infrastructure, which saw a 155 per cent increase in users on the day and a 110 per cent increase in VPN data sent across the network.

O2 showed that with the right preparation and the appropriate technology, businesses can surpass the capabilities of office working, remotely.



## Operation StepChange

Likewise the government's own home working trial, Operation StepChange, acknowledged the need to plan ahead and make sure supporting systems were in place to avoid major workforce disruption during the national event.

The government's trial took place in February – well ahead of the Games – to assess whether officials could work from home efficiently using remote working technology, such as teleconferencing, and whether its networks would support the strategy.

During the Olympics and the Paralympics the government has made plans to reduce its commuting, business travel, deliveries and collections.

The government's initiative showed that its workforce could be enabled through remote working software which allows staff to work more efficiently.

## Remote working software

Remote working is seen by many as a temporary fix to a short-term disruption. However, the business benefits of implementing this technology can reach far beyond the initial predicament.

Flexible working software provides a solution that makes it easy for companies to support and trust employees, allowing them to work as usual, despite hurdles such as the Olympics.

Whether it is online meetings, training initiatives and webinars, or remote IT support and secure access to VPNs, many businesses may have already adopted collaborative flexible working to some degree.

Remote working software enables businesses to work flexibly and generate cost savings, providing the workforce with a flexible 'office in the pocket' solution. Importantly this can be effective across a wide range of corporate and consumer devices. As the software is easy to install, apps can be introduced on selected devices quickly and tailored to individual staff needs.

## Collaborative working

Podio, a freemium cloud service from Citrix, offers a powerful team-based collaboration platform which supports people and teams in getting work done the way they want in a social setting.

Podio is a 'virtual' workspace with a unique apps concept which adds structure to any type of work and enables collaboration with teams, suppliers and partners without the need to travel. Using Podio, teams can more easily track conversations, tasks, budgets, events, timelines, deliverables and other business activities in customized online workspaces. Combined with GoToMeeting, it is a powerful integrated work platform for today's increasingly mobile and distributed workforce.

## Supporting mobile devices

Allowing staff to use their own devices for work can have a positive impact on the business as well as on the workforce's productivity and morale and this could be a key factor during the Olympics.

Only three years after launching its Bring-Your-Own (BYO) programme, Citrix achieved its anticipated 20 per cent cost saving. This was a direct result of fewer desktop support requests and incident reports, due to the fact that employees purchase and maintain their own work devices.

According to a survey by Vanson Bourne, 53 per cent of IT professionals in the UK have implemented desktop virtualisation solutions in order to support the diverse range of devices that employees are bringing into the workplace. With 73 per cent believing this will offer greater flexibility for the workforce, 78 per cent believe desktop virtualisation and BYO will deliver reduced IT costs for businesses.

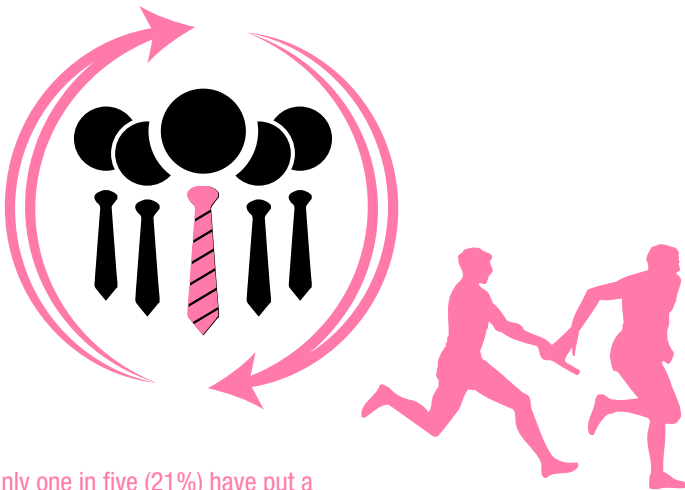


## 5. Survey findings on the Anticipated Impact of the Olympics

Our YouGov study asked more than 500 senior directors and managers across a broad range of SMEs in the manufacturing and service sectors about the impact of the Olympics on their businesses.

### Key survey findings

- Almost half (41%) of SMEs in the London area expect to suffer disruption as a direct result of the 2012 Olympics
- Only one in five (21%) of SMEs have put in place a business continuity plan for the Olympics and even fewer (10%) are adopting new working practices to minimise potential interruptions
- Only 58% of small firms are prepared to cope with the expected disruption, despite concerns about staff arriving late or not at all



Only one in five (21%) have put a business continuity plan in place.

21%

- Board-level directors are most nervous about potential impact, with more than two-thirds (67%) expressing concern, yet this is not matched by a higher-than-average level of business continuity initiatives in response
- Of those businesses expecting some disruption, an overwhelming 87% believe productivity will suffer



### Areas of concern

- 64% believe that some staff will be late into work, with 27% concerned that they won't get in at all and so be unable to work
- 47% expect to have to cancel or postpone meetings and 40% anticipate that suppliers and other business contacts may be unavailable
- More than one third (37%) trust their staff to make up any time lost. However, another 34% expect productivity to drop, as staff may use the disruption as an excuse to avoid getting work done or are distracted by high-profile events during office hours

### Use of supportive flexible working technologies

- Overall, 56% of SMEs expect more staff to work from home and 21% that more meetings will be held online
- 82% of senior directors and managers have at least one smart device, either work-supplied or personally-owned
- Although 61% of directors and managers expect to be 'chained to their desk as usual', 28% plan to use their smartphones and/or tablets to work at home or otherwise remotely
- 24% expect to use their smartphone or tablet away from the office more than usual over the Olympic period

While the survey indicates that SMEs are becoming more aware of the damaging effect that the Olympics could have, too many are still failing to respond with the positive initiatives needed to ensure business continuity. However, on a more positive note, the findings also highlight the trend towards more remote working, supported by the increase in intelligent communications devices.

## 6. Surviving the Olympics

The London Olympics are fast approaching and businesses and organisations hoping to avoid major disruptions and ensure 'business as usual' during the Games must put their strategy in place now.

### Organisations must address certain key areas:

#### Plan ahead

The loss of continuity is a very real threat to businesses and organisations and a breakdown here can lead to financial loss and reputational damage. Whether it is key staff members being unable to get into the office or a remote workforce that is not enabled by appropriate technology, businesses must plan ahead in order to ensure this is avoided and that staff are able to carry on 'business as usual'.

Businesses that allow their staff to work remotely must look at the capabilities of their existing technology in supporting this way of working. If current systems do not support the organisations requirements, whether this is online training or meetings, then the business must look to new solutions which do.

It is imperative for businesses and organisations to ensure that the supporting technology fulfils all requirements well before the Games disruption begins.

#### Get staff on board

Buy-in from staff can be more easily achieved by emphasising the benefits to the individual, like reduced business travel time and cost, and improved work-life balance.



Today's workforce are more tech-savvy and the majority will already have a range of collaborative devices and their commitment to remote working can be increased by allowing them to use these tools. Research has also shown that more than one in 10 businesses who have integrated personal smart devices have achieved a 30 per cent increase in productivity.

Businesses can make significant cost savings and benefit from fewer desktop support requests and incident reports due to the fact that employees purchase and maintain devices themselves.

### **Adopt appropriate remote working software**

Remote working software provides organisations with a solution that allows them to support and trust their employees and enable them to work as usual, even during disruptive events such as the Olympics. Whether they need secure access to office desktops and networks, the ability to conduct online meetings or a platform for virtual collaboration, all organisations can benefit from having technology in place to support remote working.

### **Review staffing arrangements**

Travel disruption is very likely to have an impact on staff attendance. It is highly probable that during the three-month period in which disruptions are likely to occur, most organisations will experience some level of absenteeism or lateness. It is vital that businesses plan for potential staff issues such as:

- Higher levels of absence
- Annual leave
- Loss of productivity
- Time off for Games volunteering

By allowing staff to work remotely or change their working hours to off-peak times businesses can take better control of what could be an unpredictable situation.



## Prepare for transport disruptions

The impact that the Olympics will have on London's public transport and its roads will be huge. In order to avoid major disruptions to employees' journeys, business travel, deliveries, collections and the operations of suppliers and other contractors, employers must consider other options, such as:

- Arranging deliveries out of peak times
- Reducing all non-essential travel
- Allowing staff to work remotely
- Offering alternative working hours

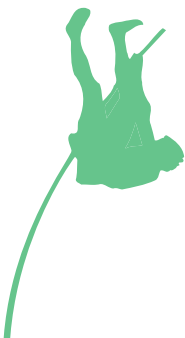
By taking these simple steps businesses and organisations can ensure that productivity is maintained and business interruptions are minimised.

## Be ready for future changes

With recent IDC predictions stating that more than one-third of the world's workforce will be mobile by 2015, it is clear that working practices are changing.

Today's workforce is demanding a more flexible approach and the technologies to support it. Likewise businesses have begun to realise the positive impact flexible working can have on productivity and also their bottom line. Collaborative, remote working technology is providing the workforce with a flexible 'office in the pocket' solution and with events like the London Olympics drawing near, this will be a crucial tool for organisations to maintain business as usual.

While these solutions will provide answers for short-term problems like the Olympics, businesses should be using the event as a catalyst to consider a long-term strategy for future change.



## About Citrix

Citrix (NASDAQ:CTXS) transforms how businesses and IT work and people collaborate in the cloud era. With market-leading cloud, collaboration, networking and virtualization technologies, Citrix powers mobile workstyles and cloud services, making complex enterprise IT simpler and more accessible for 260,000 organizations. Citrix products touch 75 percent of Internet users each day and it partners with more than 10,000 companies in 100 countries. Annual revenue in 2011 was \$2.21 billion.

Learn more at [www.citrix.com](http://www.citrix.com)

Citrix Online Services Division provides a portfolio of GoTo cloud services that enable people to work from anywhere with anyone by providing simple-to-use cloud-based collaboration, remote access and IT support solutions for every type of business.

Whether using [GoToMeeting](#) to hold online meetings, [GoToWebinar](#) to conduct larger web events, [GoToTraining](#) to train customers or employees, Podio to create customized workspaces and apps to collaborate with anyone, [GoToMyPC](#) to access and work on a remote Mac® or PC, [GoToAssist](#) to provide IT support and management or [ShareFile](#) to securely share files, documents and data, businesses and individuals are increasing productivity, decreasing travel costs and improving sales, training and service on a global basis.

For more information, visit [www.citrixonline.com](http://www.citrixonline.com)

To help support businesses through the travel chaos of the Olympics, Citrix is offering **free use of products** to new users for the duration of the Games. Please visit:



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