Deliver AI-powered self-service for Citrix Virtual Apps and Desktops

Virtual Agent integration with Citrix ITSM Connector

In a new world of hybrid work, virtual agents are a critical addition to IT teams—they’re consistent, tireless, and work 24/7 to automate high volumes of repetitive tasks. Since the onset of the pandemic, ServiceNow has seen the use of virtual agents increase by more than 45% in order to maintain business continuity, streamline tasks, and transform employee experiences.

Virtualization solutions give IT control of virtual machines, applications, and security, while providing access anywhere, for any device. Consistent, highly available access to virtual apps and desktops so that employees have the appropriate level of access to authorized company apps, data, and customer information is mission critical.

Virtual app and desktop session resets can be one of the most common IT incidents. They’re caused by a variety of factors—from networking issues and forgotten passwords, to challenges with authentication policies. These policies, such as SSO and two-factor authentication, are put in place by the IT organization to give credentialed employees and contractors secure access to corporate desktops, apps, data, and authorized private customer information.

Large organizations may get more than 10,000 reset incidents per year, negatively impacting productivity and the employee experience if processed manually by IT admins. However, these incidents can be deflected away from IT and automatically resolved by virtual agents connected to workflow automation that reset sessions fast—so employees can get back to the task at hand and IT can focus on higher value work.

Speed resolution of Citrix session resets

The Citrix IT Service Management (ITSM) Connector integrates ServiceNow ITSM workflows with the secure environment of Citrix Virtual Apps and Desktops. This enables IT teams to automate requests for new virtual apps and desktops, as well as session resets, with the appropriate approval workflows.

The out-of-the-box Citrix ITSM Connector provides employees with Service Catalog and Service Portal-based self-service for these requests in any web browser. Virtual Agent takes the employee experience to the next level with AI-powered, conversational workflows available in more places—Service Portal, Now Mobile, Microsoft Teams, and Slack.

Solution

- Citrix Virtual Apps and Desktops Cloud Service
- Citrix ITSM Connector
- ITSM Pro (Virtual Agent)
- IntegrationHub

Results

- Save 1,000s of hours in employee productivity
- Deliver fast, 24/7 self-service resolutions from any device
- Improve employee satisfaction scores
- Deflect 1,000s of incidents and reduce ticket volume
- Save $100,000s in OPEX
- Shift IT’s focus from mundane tasks to innovation

“With the Citrix ITSM Connector, we’ve been able to reduce the number of incidents resolved manually by 25%. With the new Virtual Agent integration, we expect to more than double that number and see it increase as adoption spreads across the organization”
—Brian Nuernberg, Manager, IT Service Delivery, Novant Health

Find out how Virtual Agent and the Citrix ITSM Connector can offer a better user experience for the new hybrid workplace.
Automate Citrix session resets with AI-powered self-service

IT departments need to digitally scale their teams through automated self-service. Virtual Agent, integrated with the Citrix ITSM Connector, delivers on this business imperative for Citrix Virtual Apps and Desktops incident and request management.

Before: Manual resolution

<table>
<thead>
<tr>
<th>Countless human activity</th>
<th>15+ minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 Process steps</td>
<td></td>
</tr>
<tr>
<td>Employee calls help desk</td>
<td></td>
</tr>
<tr>
<td>Employee waits in the service queue</td>
<td></td>
</tr>
<tr>
<td>Agent creates Citrix session reset incident</td>
<td></td>
</tr>
<tr>
<td>Q&amp;A to gather user and session info</td>
<td></td>
</tr>
<tr>
<td>Agent contacts Citrix admin</td>
<td>Citrix admin manually initiates session reset</td>
</tr>
<tr>
<td>Agent waits while employee verifies session reset</td>
<td>Agent closes ticket</td>
</tr>
</tbody>
</table>

After: Automated resolution

<table>
<thead>
<tr>
<th>Self-service</th>
<th>30 seconds</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Process step</td>
<td></td>
</tr>
<tr>
<td>Employee asks Virtual Agent “reset my Citrix session”</td>
<td>Virtual Agent identifies employee session(s)</td>
</tr>
<tr>
<td>Virtual Agent selects session(s) to reset</td>
<td>Virtual Agent triggers workflow automation</td>
</tr>
<tr>
<td>Citrix ITSM Connector executes session reset(s)</td>
<td>Virtual Agent closes ticket</td>
</tr>
</tbody>
</table>

Quickly resolve Citrix incidents and requests 24/7 from anywhere

Virtual Agent, integrated with the Citrix ITSM Connector, delivers fast, AI-powered self-service resolution to all employees—regardless of their location or even what personal productivity tools they use.
# Streamlined implementation for fastest time to value

<table>
<thead>
<tr>
<th>Activate</th>
<th>Citrix setup</th>
<th>ServiceNow setup</th>
<th>Deployment</th>
<th>Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Install Citrix ITSM Connector from the ServiceNow Store</td>
<td>• Subscribe to ITSM Connector from Citrix Cloud</td>
<td>• Set up ITSM Virtual Agent</td>
<td>• Activate and publish Virtual Agent topic for the end user</td>
<td>• End user can now self-initiate Citrix session resets using Virtual Agent</td>
</tr>
<tr>
<td></td>
<td>• Create API security token in Citrix Cloud</td>
<td>• Set up Citrix Reset Session conversation flow</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Authenticate and sync Citrix ITSM Connector with Now Platform</td>
<td></td>
<td>• Activate and sync Citrix ITSM Connector with Now Platform</td>
<td></td>
</tr>
</tbody>
</table>

## Secure your end-to-end environment

**Customer on-prem environment**

- **End user**
  - **Now Mobile, Teams, or Slack**

**ServiceNow**

- **Integration Hub Enterprise**
- **Citrix ITSM Connector**

**Citrix Cloud**

- **Virtual Apps and Desktop Service**
- **Workspace Configuration Site Aggregation**
- **ITSM Adapter Service**

**Apps**

**Desktop**

**Citrix Cloud Connector**
Give IT more control and better visibility

Out-of-the-box reporting and dashboards

The Citrix ITSM Connector comes with comprehensive reporting and analytics that provide KPIs and actionable insights into Citrix-related incidents and requests. Dashboards give admins one place to view critical information, such as the number of Citrix requests, ticketing statuses, and other trends.

![Citrix ITSM Connector reports](image1)

![ServiceNow reporting dashboard](image2)

Always-on self-service for fast resolution

Select and reset Citrix sessions from the Service Catalog.

The Citrix session reset solution is available wherever Virtual Agent is, including Service Portal.