

# eThORITY® Case Study: Citrix® Systems

## Background

With \$1.61 billion in revenues in 2009, Citrix Systems, Inc. is a leading provider of virtualization, networking and cloud computing solutions for more than 230,000 organizations worldwide and partners with over 10,000 companies worldwide in more than 100 countries. Within Citrix, Human Resources (HR) is, an organization of 85 for a company of 4,600 employees and, is responsible for monitoring head count and retention trends, as well as managing employee engagement throughout the entire employee life cycle of recruiting, on-boarding, and employee development.

## Business challenges and requirements

The HR systems at Citrix are complex in that the master HR data is in an enterprise SAP environment, while many HR processes involve data captured and stored in multiple software-as-a-service (SaaS) applications. For recruiting, there is Peopleclick, Authoria for performance and compensation, SumTotal Systems for learning, SilkRoad for on-boarding, and ADP for payroll. The ability to combine data from these different systems is essential to analyzing HR metrics. So in 2009, Rich Berger, Senior Director of Global HR Information Systems (HRIS), began a search for a business intelligence (BI) solution that could meet HR's needs.

The HR department needed a solution that addressed both the back-end data model, as well as a front-end self-service component, and one they could easily deploy and maintain. In April 2009, Citrix investigated alternatives, and in

September 2009 Citrix selected eThORITY. According to Berger, what set eThORITY apart from other solutions evaluated was the fact that they did not first have to build a cube to do comparative metrics. "We can link information sets and join them in real time to find the correlations. This gives us rapid response time."

## Ease of use, the interface, and eThORITY

Delivering an easy-to-use, self-service BI tool was also critical in the selection. "The user interface is as intuitive as it gets," says Berger. By labeling data elements with plain English terms versus cryptic field names, a casual user can easily include and exclude particular elements. While this capability is common in many BI tools, eThORITY makes grouping, filtering, and sorting straightforward.

While some would describe icons and menu design /pictures as "fluff," it's these types of subtleties of an interface that makes the solution feel more usable. People are more likely to use a tool that is bright, clean, and not overwhelming. "If there are 40 different menu options to choose from, you won't know where to go. At Citrix, part of the selection criteria for all vendors is what is the end-user experience," explains Berger.

However, Berger clarifies that ease of use won't compensate for incorrect data. The back-end architecture has to be good. So when the data quality is there, then ease of use on both the back end and front end is a differentiator. If two different BI tools can both deliver the same metrics, then users will gravitate toward

the one that is easiest and most appealing. eThORITY doesn't require users to know SQL or understand Boolean constructs, a process of grouping and nesting AND and OR statements. eThORITY lets users easily include and exclude items by pointing and clicking.

HRIS at Citrix maintains that any applications offered should require minimal training, delivered via a webinar, to suit the individual user's schedule. "If the BI application required a full day of training, it would not be acceptable." The tool part of the training only requires a few minutes and can be better described as video vignettes. Longer training webinars focus on HR processes and the data.

Citrix HRIS also recognizes that different levels of users require different BI capabilities. In this regard, the technologists will implement the rules on how to do head count or employee turnover analytics. The director of analytics, in partnership with HR and the line organization, sets the rules, and then can do complex analysis without having to do it by hand as in the past. Finally, the dashboards let the vice presidents who manage people have easy access to information.

As Berger states, "eThORITY is an enabler. We feel that it will give more people access to the metrics needed to run their business."