

10 reasons why you need a collaborative work management platform

See how Wrike makes work simpler and more secure

People are working in more ways than ever before. It's crucial that they have easy, secure access to everything they need to do their best work. But that's just the beginning. They also need a simple way to manage and work together on every project and task. With collaborative work management solutions from Wrike, now part of the Citrix family, you can empower your employees and teams to securely access, collaborate, and complete any kind of work, wherever it needs to get done.

Here are **10 reasons why you need a collaborative work management platform**. Wrike gives your business:

1. A single source of truth

Collaborate with context across all business functions, at enterprise scale. Wrike provides a centralized solution for project management—whether your employees are remote, hybrid, or in the office. As your system of record, Wrike can accommodate every workflow either natively or through integrations.

2. 360° visibility into projects

Manage workflows and monitor productivity with full, real-time visibility into project status, progress, and team workloads.

3. One flexible solution for all your teams

Get the versatility and structure you need to let all your teams view, plan, and organize their work to maximize productivity. Wrike is fully configurable so each team can create the hierarchy and workflow that's best for them.

4. Cross-departmental collaboration

Collaborate across your entire enterprise in real time. Turn meetings and group chat messages into results. Enable asynchronous communication for dispersed teams. Mark up documents, fast-track approvals, and invite clients or executives to review deliverables—even if they're not Wrike users.



What makes Wrike different?

Wrike is the most versatile work management platform available, enabling seamless collaboration within and across teams and departments in today's hybrid and distributed environment.

With offerings for specific lines of business—including marketing, IT, professional services, and PMO—Wrike is the only platform that allows your company to work as one.

5. Automated workflows to improve efficiency

Eliminate repetitive administrative work. Customizable automations route requests and tasks to the correct folder, assign work to the right person, and automate workflows to always keep things moving forward.

6. Security that exceeds industry standards

Access your tasks and projects securely and without interruption, wherever you're located. Wrike's U.S. and E.U. datacenters have a 99.9% uptime. User-governed encryption keys and role-based permissions ensure data stays private when it needs to.

7. Integration with the tools you use most

Wrike has hundreds of pre-built integrations—and is customizable to create integrations with nearly every app—so you can automate tasks, keep systems in sync, and ensure the seamless flow of data.

8. Simplified resource management

Get the right resources in the right place, always. Track time at a glance, monitor progress, and assign resources to tasks manually or automatically. Forecast based on planned versus actual time and budget, and predict and mitigate risk to projects.

9. Intelligent tech that boosts productivity

Free up time and stimulate innovation. Wrike's Work Intelligence taps into tens of millions of anonymized data points, then uses cutting-edge AI and machine learning to recommend and set up automations and alerts, so your teams can focus on high-value work.

10. Unmatched reporting to measure progress and results

Beyond custom dashboards and reports, you'll gain valuable insight by connecting effort, assets, and people to performance and results—a capability available only with Wrike.

Together, Citrix and Wrike remove the friction from daily work to empower employees, teams, and organizations to perform at their best.

[Learn more at citrix.com/wrike.](https://citrix.com/wrike)