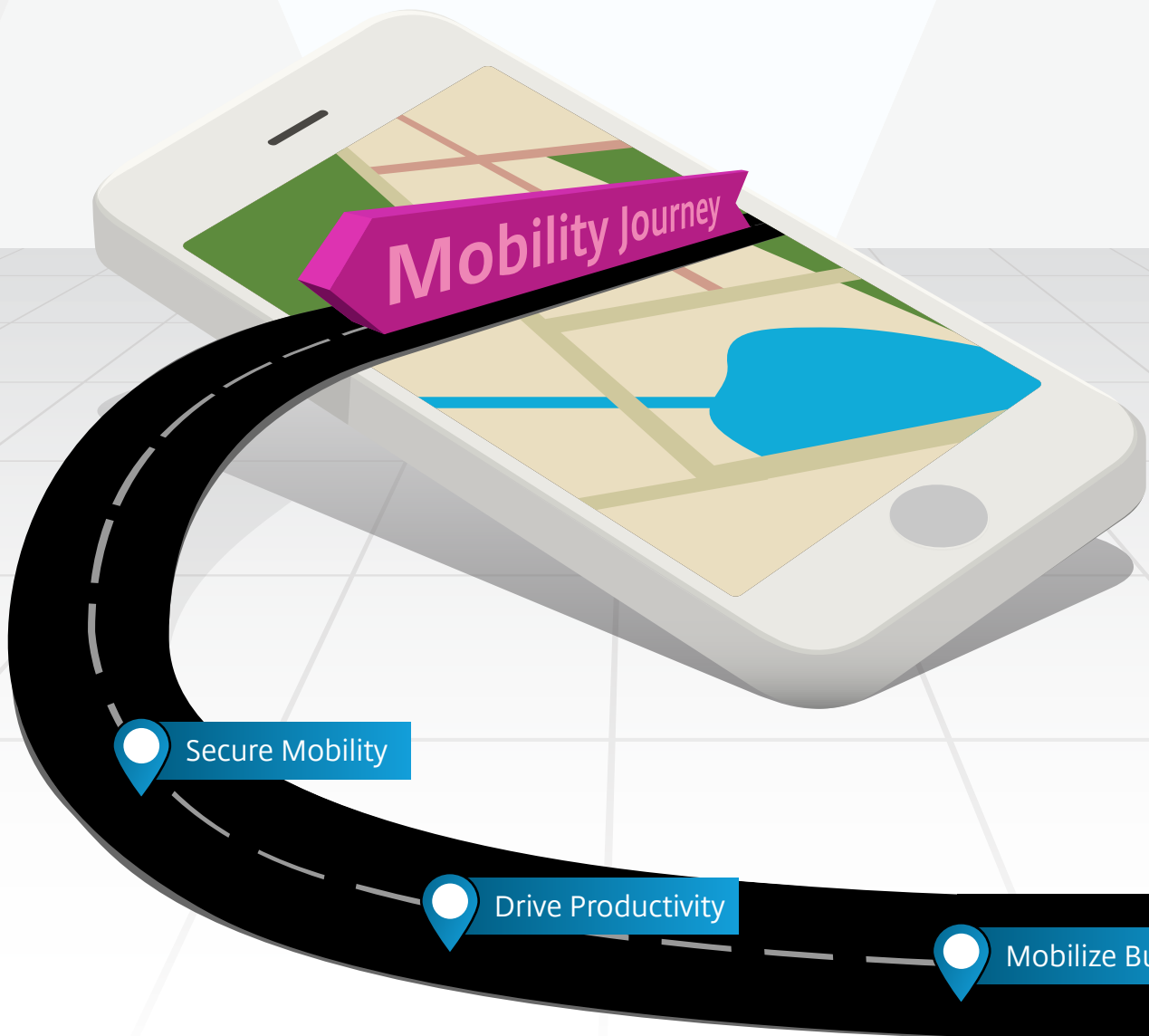


**CITRIX**<sup>®</sup>

# XenMobile

Delivering Business Value  
Through Mobility



Secure Mobility

Drive Productivity

Mobilize Business

Companies are realizing that mobility can deliver value to the business. But maximizing business value from mobility has its challenges. XenMobile, a complete Enterprise Mobility Management Solution, helps companies through each phase of their mobility journey - secure mobility, drive productivity and mobilize business.



## Secure Mobility

Develop, apply and enforce security policies and **protect data**



## Drive Productivity

Deliver productivity apps **optimized for business**



## Mobilize Business

**Mobilize business processes** and optimize mobile management, security and access across **all apps**





**74%** of companies are using or adopting BYOD  
- Tech Pro Research Study, Nov 2014

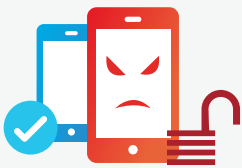
## Secure Mobility

**You've embraced BYOD too,  
but you have questions.**



- Is our company data on BYOD secure enough?
- How do I address privacy concerns to increase BYOD adoption?
- How do I solve the Dropbox problem?

Companies that deployed Mobile Device Management (MDM) for BYOD are realizing that security risks persist:



Corporate-approved mobile apps can share company data with malicious apps.



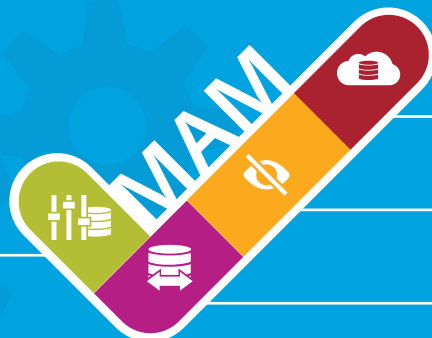
Company data stored in an employee's public cloud storage can expose confidential company information.



IT can see an employee's personal apps, data and location.

### XenMobile's mobile application management (MAM)

resolves these threats by providing controls over application data sharing. Here, personal and company data is separated. Hence, IT is restricted from seeing employee's personal data, addressing privacy concerns. And ShareFile solves the cloud storage problem.



Controls app data sharing

ShareFile solves the cloud storage problem

Restricts IT from viewing employee's personal data

Separates personal and company data

# Drive Productivity

## To derive value from mobility, users need business-optimized applications

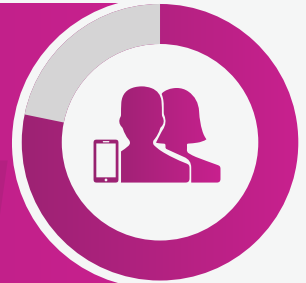


Currently, mobile employees are using consumer and native productivity apps like email and note taking for work. But are they as productive as they can be?

# 76%

*of workers regularly using tablets/smartphone for work consider email important to efficiency and productivity.*

*- Forrester Business Technographics Telecom And Mobility Workforce Survey, 2014*



Native and consumer productivity apps typically lack enterprise features. For maximum productivity gains, employees need equal or greater features as their desktop equivalents.

## XenMobile delivers secure email and other mobile productivity apps with business optimized features

including integrated email with note taking, file sharing, one click to join virtual meetings and document editing.





# Mobilize Business

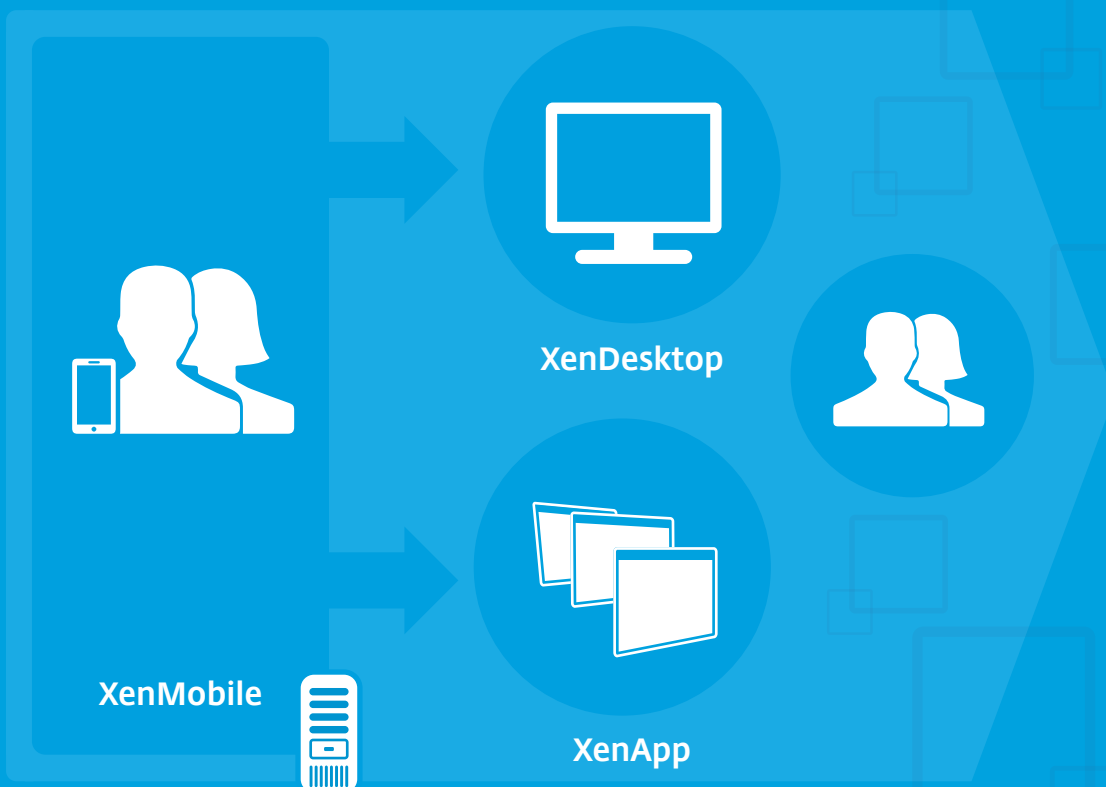
**Mobility delivers transformational value to businesses when access to enterprise data sources is increased and workflows are improved.**



*"...[mobility leaders] must allow their employees the mobile access to corporate systems, data and information they crave, in order to maximize the potential for productivity and the competitive advantages that follow.*

*- The Global State of Enterprise Mobility 2014/2015*

When combined with **XenDesktop** and **XenApp**, **XenMobile** provides users with access to all their apps – mobile, Windows desktops, SaaS and web – from a single unified app store. In addition, through strategic mBaaS partners such as AnyPresence, users gain access to legacy systems (ERP, CRM) with little to no app development.



# The Citrix Solution: XenMobile

The mobility journey to value requires a partner that can bring together security, productivity, and mobile business transformation.



Secure



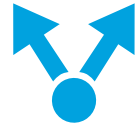
Rich Experience



Rapid Time to Value



Enterprise Grade



Flexible Delivery

App Management

Business Apps



Productivity and Collaboration



Secure Mail



Data Management



Device Management



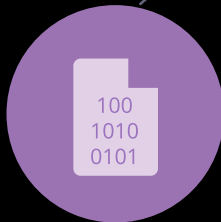
Network Security Gateway

ANY DEVICE

ANY LOCATION



Apps



Data



Collaboration



Personal



Desktops

# Success Story

XenMobile provides a complete Enterprise Mobility Management solution to transform a modern enterprise:

## Fortune 500 Oil & Gas Company



### Objectives

Mobilize manual processes to reduce user's time in field, accelerate approvals, secure confidential data



### Personas

Lease Operator, Production Foremen, Executives

#### Enable mobility

- 4,400 devices
- Replaced BlackBerry with iOS devices initially managed by a limited MDM product which was replaced by XenMobile MDM

#### Drive productivity

- Native email didn't meet security standards
- Deployed integrated workflow with WorxMail, WorxWeb and ShareFile

#### Mobilize business

- Deployed 10 mobile apps using XenMobile MAM to create work orders for equipment, travel approval
- Leveraged Citrix Receiver to deliver mobile apps

Value

**XenMobile helps customers get value at every stage of their mobility journey through one integrated, comprehensive Enterprise Mobility Management solution**

- Scalable Mobile Device Management (MDM)
- FIPS AES 256 secure containerization and app wrapping for mobile application and content management (MAM/MCM)
- Market-leading file sync and sharing product, ShareFile
- The most complete set of integrated, business optimized productivity applications including email, browser, calendar, contacts, document editing, note-taking and remote desktop access
- Single click access to any app including mobile, Windows desktop, SaaS and web
- Market leading secure application delivery, optimization and scalability solution with Netscaler

For more information visit [www.citrix.com/XM\\_CTA](http://www.citrix.com/XM_CTA)

XenMobile is an Industry Leader\*

\* <http://www.citrix.com/products/xenmobile/tech-info/industry-leader.html>

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Delivering Business Value through Mobility