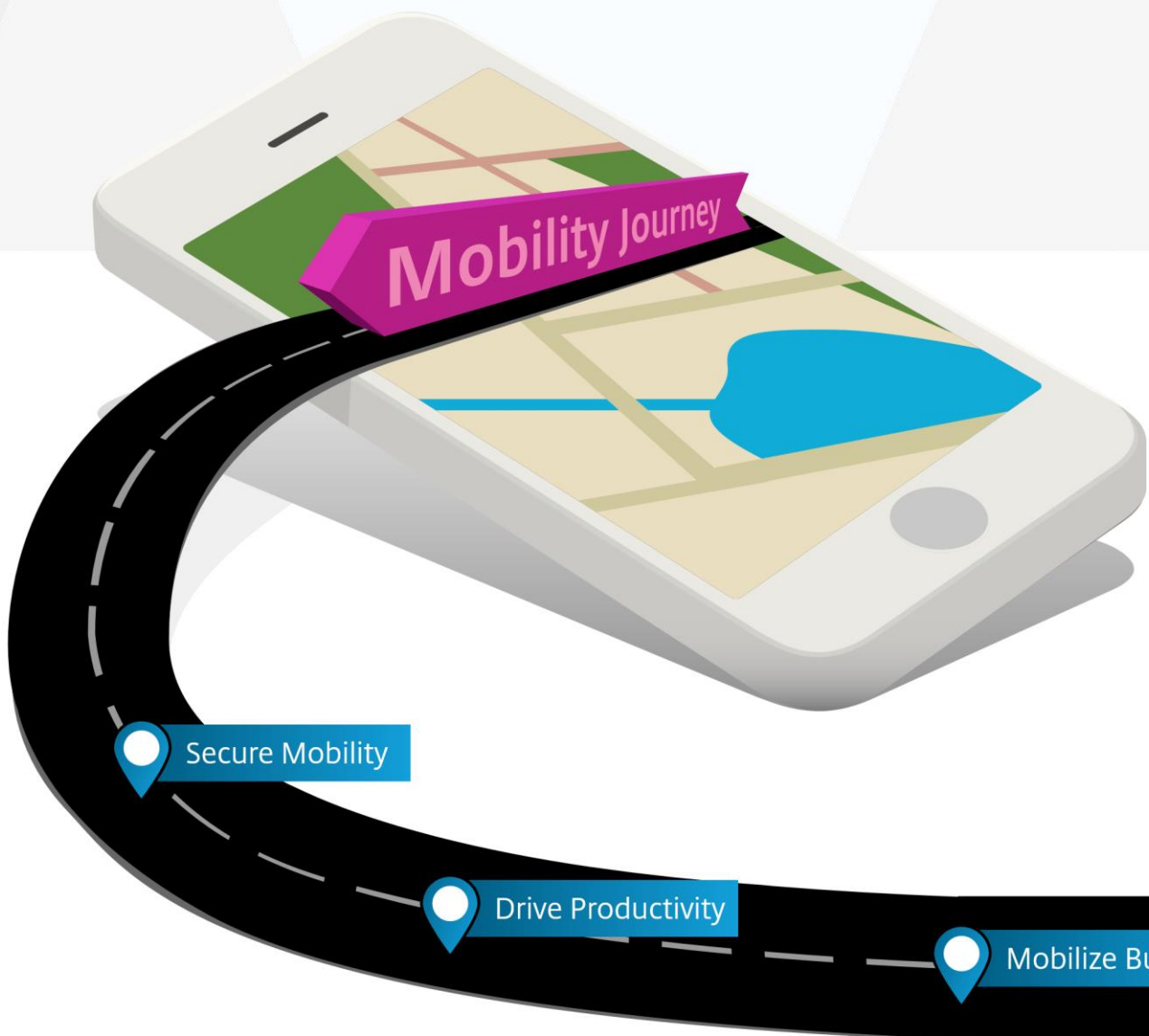


CITRIX[®]

XenMobile

Delivering Business Value
Through Mobility



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 BYO
- Tech Pro Research Study, Nov 2014

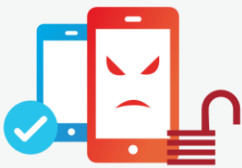
Secure Mobility

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

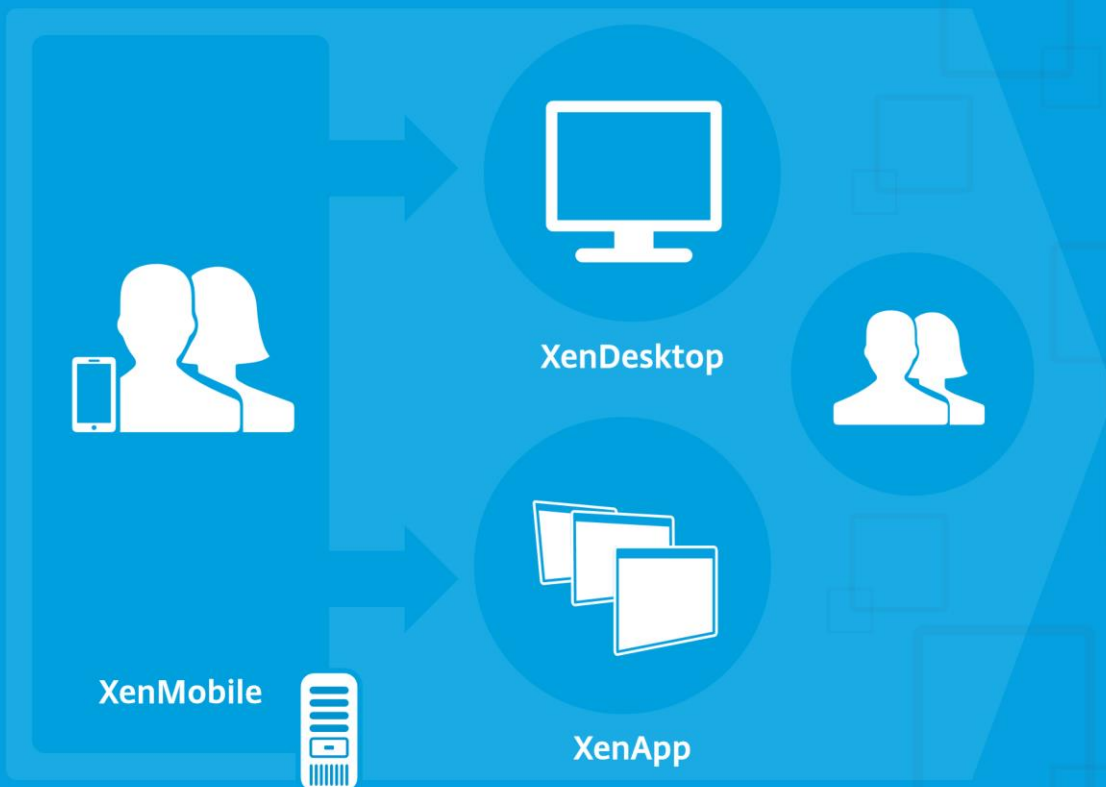
Mobility delivers transformational value to businesses when access to enterprise data sources is increased and workflows are improved.



"...[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

XenMobile is an Industry Leader*

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

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