

# Citrix XenMobile

**The revolutionary way to mobilize  
your business.**

Citrix XenMobile provides IT with a comprehensive solution to manage mobile devices, apps and data so users have the freedom to experience work and life their way.



Mobility is a top priority for organizations. Why? Because more employees than ever before are demanding access to the apps and data that will make them productive on-the-go. But, this isn't as easy as it was in the past. Now, employees want this access from any mobile device, including their own personal devices. In addition, the apps that people need to get their jobs done have expanded beyond mobile email to include Windows, datacenter, web and native mobile apps. However, for IT, allowing users to access all of their apps and data from untrusted devices raises significant security and compliance concerns.

Until now, there have been two options for meeting users' mobility requirements. IT could either secure and manage all those devices, apps and data with a complex array of point solutions, creating management headaches and security silos; or require people to use different devices for different activities, leading to user frustration. What's needed is an integrated approach that allows people to be fully productive while addressing IT's security and management concerns. IT needs to be able to secure and manage mobile devices, apps and data from one centralized point, and set app and data policies based on device ownership, status or location. Users need secure access to email, web and documents, and the ability to self-select the rest of the apps they need from a unified corporate app store—all with a beautiful user experience on any device.

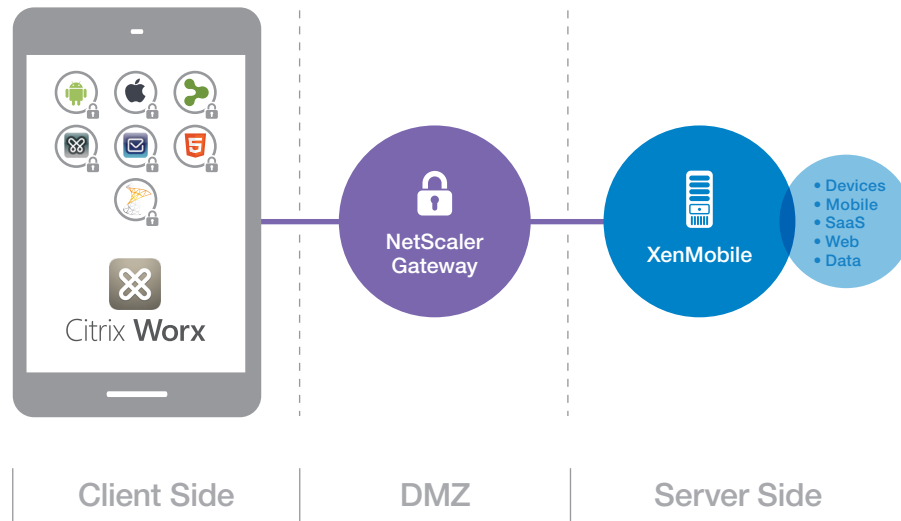
## Citrix XenMobile

Mobile freedom—with enterprise-grade security

Citrix XenMobile is a comprehensive solution to manage mobile devices, apps, and data. Users have single-click access to all of their mobile, SaaS and Windows apps from a unified corporate app store, including seamlessly-integrated email, browser, data sharing and support apps. IT gains control over mobile devices with full configuration, security, provisioning and support capabilities. In addition, XenMobile securely delivers Worx Mobile Apps, mobile apps built for businesses using the Worx App SDK and found through the Worx App Gallery. With XenMobile, IT can meet their compliance and control needs while users get the freedom to experience work and life their way.

## Key benefits

- Give users device and app choice while ensuring compliance
- Deliver beautiful productivity apps that users love and IT embraces
- Enable business by allowing simple, scalable and anywhere access to apps
- Provide advanced app and data controls to keep users happy while assuring content security for IT



**Figure 1.** Citrix XenMobile overview

### Configure, secure, provision and support mobile devices with MDM

XenMobile delivers enterprise grade MDM with role-based management, configuration, security and support for corporate and employee-owned devices. Users enroll their devices, enabling IT to provision policies and apps to those devices automatically, blacklist or whitelist apps, detect and protect against jailbroken devices, troubleshoot device and app issues, and wipe or selectively wipe a device that is lost, stolen or out of compliance. Users can use any device they choose, while IT can ensure compliance of corporate assets and secure corporate content on the device.

### Mobile app management with the largest ecosystem of apps built for business

XenMobile securely delivers Worx Mobile Apps, the industry's largest collection of apps built for business. Developers leverage the Worx App SDK, a simple and powerful SDK that provides critical enterprise features into any app. The SDK leverages Citrix MDX app container technology to add features like data encryption, password authentication, secure lock and wipe, inter-app policies and micro VPNs to mobile apps. It comes with a library that can be embedded into any app with a single line of code. Developers can also opt to wrap their apps post-development without adding any code to their app. IT can find Worx-enabled apps in the Worx App Gallery and deliver these apps to devices via XenMobile. ISVs can use Worx App Gallery to promote their apps.

### Sandboxed email, browser and document sharing apps

With XenMobile, IT can deliver Citrix-developed apps that are built for business. These apps include WorxMail for secure email, calendar and contact access, WorxWeb for a secure internet and Intranet access and ShareFile for secure enterprise file synchronization and sharing. WorxMail, WorxWeb and ShareFile integration deliver a rich user experience with the management and control that IT requires. These apps take advantage of capabilities in the Citrix Worx App SDK such as an app-specific VPN for secure access and a common data platform that ensures corporate data is encrypted and always under IT control.

### Unified corporate app store

XenMobile includes a unified corporate app store that provides a single place for users to access all of their apps – mobile, web, SaaS and Windows – on any device. Users can easily choose the apps they need for their job and have them instantly available on their devices. As they move among their favorite devices, their chosen apps follow them to ensure full productivity in any scenario.

### Multi-factor single sign-on

XenMobile makes it easy for IT to manage user access and radically simplify the user experience. Through the unified corporate app store, users are given secure multi-factor single sign-on across their mobile, web and Windows apps ensuring that they don't need to remember yet-another-password.

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#### About Citrix

Citrix (NASDAQ:CTXS) is the cloud company that enables mobile workstyles—empowering people to work and collaborate from anywhere, easily and securely. With market-leading solutions for mobility, desktop virtualization, cloud networking, cloud platforms, collaboration and data sharing, Citrix helps organizations achieve the speed and agility necessary to succeed in a mobile and dynamic world. Citrix products are in use at more than 260,000 organizations and by over 100 million users globally. Annual revenue in 2012 was \$2.59 billion. Learn more at [www.citrix.com](http://www.citrix.com).

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