

# Citrix Mobile Solutions Bundle

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

The Citrix Mobile Solutions Bundle, which is comprised of XenMobile MDM and CloudGateway, offers a complete enterprise mobility management solution that enables IT to manage and secure devices, apps and data—while empowering users with the freedom to experience work and life their way.



Mobility is a top priority for organizations—and a challenge for IT. Employees increasingly demand access to the apps and data they rely on from any location, on any device, including their own personal mobile devices. At the same time, the apps that people need to get their jobs done have expanded beyond mobile email to include Windows, datacenter, web and native mobile apps. 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 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 app store—all with a beautiful user experience on any device.

### **Citrix Mobile Solutions Bundle**

Mobile freedom—with enterprise-grade security

The Citrix® Mobile Solutions Bundle, which is comprised of XenMobile™ MDM and CloudGateway™, offers an enterprise mobility management solution that enables complete and secure mobile device, app and data freedom. Employees gain quick, single-click access to all their mobile, web, datacenter and Windows apps from a unified app store, including beautiful productivity apps that seamlessly integrate to offer a great user experience. IT can meet users' desire for device choice while preventing data leakage and protecting the internal network from mobile threats. The bundle provides:

- Identity-based provisioning and control for all apps, data and devices
- Policy-based controls, such as restriction of application access when on an untrusted network
- Automatic account de-provisioning for terminated employees
- Selective wipe of apps and data stored on lost, stolen or out-of-compliance devices

### **Key benefits**

- Give users device and app choice without impacting compliance
- Deliver beautiful productivity apps that users love and IT embraces
- Enable business productivity through simple, anywhere access to apps
- Provide advanced app and data access controls to keep users happy while assuring content security for IT

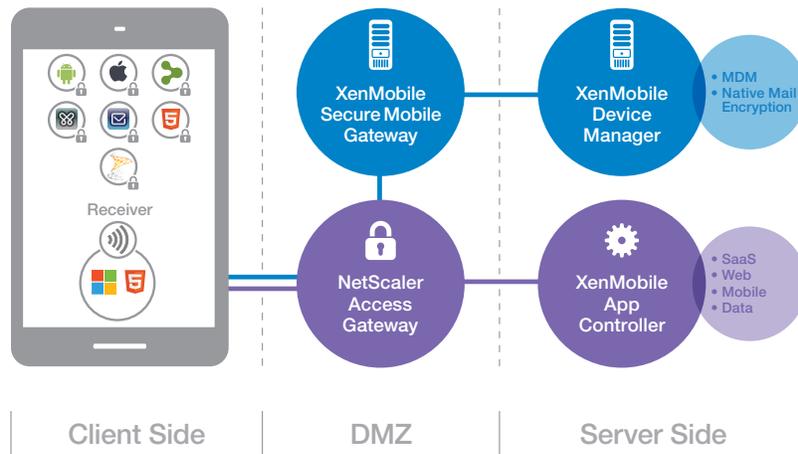


Figure 1: Citrix Mobile Solutions Bundle overview

## Enterprise MDM

XenMobile MDM, a key component of the Mobile Solutions Bundle, delivers role-based management, configuration and security for both corporate and employee-owned devices. Users can self-service enroll their devices and IT can provision policies and apps to those devices automatically, blacklist or whitelist apps, detect and protect against jailbroken devices, 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.

## Secure email, browser and data sharing apps

The Mobile Solutions Bundle includes key productivity apps from Citrix that users need to get their job done. @WorkMail, @WorkWeb and ShareFile integration deliver a rich user experience with the management and control that IT requires. Users get email, calendar, contacts, a full browser for access to intranet and extranet sites, and data access from anywhere – all secured with Citrix MDX technologies. These apps live in a sandboxed container, which ensures corporate data is encrypted and always under IT control.

## Mobile app containers

Citrix MDX technologies centralize IT management, security and control for any mobile app, whether created by a third party or enterprise IT. With MDX, corporate apps and data reside in a container, separated from personal apps and data on the user's mobile device. This allows IT to set comprehensive policy-based controls, including mobile DLP and the ability to remote lock, wipe and encrypt apps and data.

## Unified app store

The Citrix Mobile Solutions Bundle includes a unified 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.

## Identity management, single sign-on and scenario-based access control

The Citrix Mobile Solutions Bundle makes it easy for IT to manage user access and radically simplify the user experience. The solution leverages users' identities from the enterprise directory to instantly provision and de-provision app and data access, as well as set granular access controls based on the device and user scenario at any point in time. Through the unified app store, users get single sign-on to all of their approved apps and can easily request access to apps for which they are not currently authorized. Once approval is obtained, they get immediate access.



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### About Citrix

Citrix (NASDAQ:CTXS) is the company transforming how people, businesses and IT work and collaborate in the cloud era. With market-leading cloud, collaboration, networking and virtualization technologies, Citrix powers mobile workstyles and cloud services, making complex enterprise IT simpler and more accessible for 260,000 enterprises. Citrix touches 75 percent of Internet users each day and partners with more than 10,000 companies in 100 countries. Annual revenue in 2011 was \$2.21 billion. Learn more at [www.citrix.com](http://www.citrix.com).

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