



Citrix a Leader in Digital Workspace Solutions

Company recognized as frontrunner in all technologies required to create simple, intelligent work experience that engages employees and empowers them to perform at their best



FORT LAUDERDALE, FL – January 7, 2020 – Work today is broken. It requires too much technology that’s too hard to use. Distractions from emails, texts, Tweets, Slacks and all the channels we need to use to get things done are relentless. And traditional models don’t provide the flexibility that modern workers demand. Plenty of solutions aim to fix parts of this. But [Citrix Systems, Inc.](#) (NASDAQ:CTXS) has been recognized as a leader in providing all of the technologies needed to create intelligent, [digital workspaces](#) that remove the complexity and frustration from work, engage employees and empower them to be and perform at their best.

A Leader in Unified Endpoint Management

To keep employees happy and performing at their best, companies need to provide simple, contextual access to the applications they need and prefer to use anytime, anywhere on any device. But they can’t sacrifice security.

With [Citrix Endpoint Management](#), organizations can dynamically apply security policies, procedures and technologies to protect their corporate data regardless of where it is accessed or resides and enable device freedom for the end user without getting in the way of their experience.

In 2019, Citrix was ranked as a leader in Unified Endpoint Management solutions by major independent research firms, including Forrester Research, Inc. in a report titled “The Forrester Wave™: Unified

Endpoint Management, Q4 2019, The 13 Providers that Matter Most and How They Stack Up.” (The Forrester Wave™: Unified Endpoint Management, Q4 2019, Forrester Research, Inc., November 2019).

Noted for its laser focus on improving the employee experience, Citrix was cited for having “one of the best workspace experiences in the evaluation, with comprehensive app support, self-service features, and access to all content repositories, whether on-premises or in the cloud.” In addition, the company received the highest possible scores in the product roadmap and roadmap execution criteria and 4 out of 5 scores in the security features criterion and strategy category.

The company was also positioned as a Leader in the August [2019 Gartner Magic Quadrant for Unified Endpoint Management \(UEM\) Tools](#)*.

A Leader in Mobility

Work today can happen anywhere. And with increasing frequency, it’s outside of a physical office. Employees work from home or their local coffee shop. They dial in from the car or train. And they connect using any number of devices, including laptops, smartphones, tablets, and even wearables.

In 2019, Citrix was named a Leader in three IDC MarketScape reports focused on mobility solutions:

- The [IDC MarketScape: Worldwide Unified Endpoint Management Software 2019–2020 Vendor Assessment](#) (Doc #US45355119, November 2019) recognized Citrix® Workspace™ as a well-designed single point of access tool for all Workspace services, from app access (across any device type) to provisioning new devices, as well as security functionality and cloud resource access.”
- The [IDC MarketScape: Worldwide Enterprise Mobility Management Software 2019-2020 Vendor Assessment](#) (Doc #US45353719, November 2019) noted that Citrix was “among the most forward-thinking EMM providers in terms of workspace IoT concepts and strategy.”
- And the [IDC MarketScape: Worldwide Enterprise Mobility Management Software for Ruggedized/ IoT Device Deployments 2019–2020 Vendor Assessment](#) (Doc #US45353819, November 2019) noted that “the company’s Workspace Hub can create a wide range of connected enterprise and workspace IoT scenarios, such as location/presence-aware device log-in, conference room meeting integration of multiple endpoint devices, and wearable and smart/connected peripheral integration.”

“At Citrix we are focused on helping our customers power a better way to work,” said Calvin Hsu, Vice President, Product Marketing, Citrix. “We are pleased to be recognized as a leader across all of the technologies needed to do this and will maintain our focus on delivering a unified, secure and intelligent work platform that transforms the employee experience by organizing, guiding, and automating all activities people need to perform at their best.”

More than 400,000 companies around the world – including 99 percent of the Fortune 100 - are using Citrix solutions to deliver the future of work today. To learn more about the results they are achieving and the transformation they can help you drive, visit www.citrix.com

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