

# 5 benefits of adding Citrix Endpoint Management to your digital workspace solution

citrix™

Help people get more done, more securely, using any device  
or app—all with a great experience





## The right digital workspace solution gives people the freedom to work the way they choose.

This helps them become more productive and creative—and make a real difference for your business. That's why it's essential to give them tools that are as flexible as the modern workforce itself.

Citrix Endpoint Management helps you provide a better digital workspace experience for your employees. More productive on any endpoint. More secure. Simpler, no matter what resources they're using or where they work.

The digital workspace you deliver will have a profound impact on the way your employees work and the success they achieve. Discover five ways Citrix Endpoint Management will help you make the workspace the best it can be.

## 5 benefits of adding Citrix Endpoint Management to your digital workspace solution

- 1 Enhance mobile productivity
- 2 Close Microsoft Endpoint Manager gaps
- 3 Enforce zero trust
- 4 Support BYOD
- 5 Deliver the best experience for Citrix Workspace

Explore the details of each benefit on the following pages.

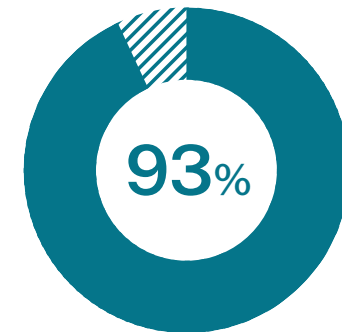
# 1

## Enhance mobile productivity

Employees need a digital workspace that's designed around their own needs. As the best unified endpoint management (UEM) solution for Citrix Workspace, Citrix Endpoint Management provides a great experience whether devices are enrolled or not.

Personal apps are fine for personal tasks—but when there's work to be done, employees need tools made for business. Citrix Secure Mail provides better-than-native features like tabbed navigation, feeds, prioritized inbox, and calendar event response options—with multi-layered encryption and MicroVPN technology to protect business data in rest and in transit. The Citrix Secure Web mobile browser keeps web threats out with a MicroVPN for intranet sites, and app encryption for the browser cache, bookmarks, cookies, and history. With full mobile view, edit, and share capabilities for Citrix Content Collaboration data, projects keep flowing no matter where people work.

Less friction means more productivity. Mobile single sign-on (SSO) gives people easy, secure access to all the apps they need—mobile, web, virtual, SaaS, and Office 365. Business-class workflows across tools like Slack, Salesforce, GoToMeeting, Skype for Business, and WebEx allow seamless collaboration on any device people use.



**Employees who use smartphones to work on the go<sup>1</sup>**

1. "How reliant are you on your smartphone at work?" report, 2017, Samsung.

# 2

## Close Microsoft Endpoint Manager gaps



Microsoft Endpoint Manager app protection (formerly known as Intune app protection) is the only way to manage Office 365 apps, but that's just a small part of your digital workspace solution. Citrix Endpoint Management gives you a more complete approach without a Microsoft vendor lock-in.

To help people get more from their Microsoft apps, Citrix Endpoint Management integrates with the Graph APIs of Office 365 apps on iOS and Android for MEM app protection through a single console. Users can cut, copy, paste, and interact across Office 365, Secure Mail, and Secure Web without the danger of leaks or infection from personal apps.

Citrix Endpoint Management also lets you extend an enterprise-level experience across every aspect of modern productivity—even places Microsoft Endpoint Manager can't reach, like Citrix WorkSpace Hub, Chrome OS, macOS, and Alexa for Business. You're free to choose

the best identity provider for your business needs, including Okta and AAD, and leverage Citrix Gateway integrations with your mobile threat defense vendor of choice.

Citrix Mobile SSO provides a seamless user authentication experience across every business app on the employee's device, with your identity of choice, including third-party apps. Citrix MicroVPN technology provides an additional layer of protection for Secure Mail, Secure Web, and Citrix Files between the apps and the datacenter.

# 3

## Enforce zero trust



2. “2019 Cost of a data breach” report, 2019, IBM.

As the people, apps, and data that power business roam on both sides of the firewall, zero trust becomes a key element of modern security. Citrix Endpoint Management supports zero trust by making it possible to verify all types of access wherever they originate, simply and comprehensively. Continuous adaptive risk and trust assessment of device, app, connectivity posture, and compliance ensure realtime security. Any-directory integration means you’re never locked into Azure Active Directory or any other identity provider. Real-time LDAP or IDP integration lets you perform user authentication, manage group policies, and apply changes immediately for up-to-the-minute security.

It’s worth being extra careful about the endpoints that connect to your network. Citrix Endpoint Management performs compliance checks to verify each device’s location, status, app block/allow list, and network connection

before allowing it in. Conditional access adds flexibility by letting you allow limited access to corporate resources based on the device being used. If a device falls into the wrong hands—or disappears altogether—you can use remote lock, full, or selective wipe to remove any business apps and data it contains.

And because smarter hackers call for smarter defenses, Citrix Endpoint Management integrates with Citrix Analytics to let you identify and mitigate security concerns as they arise.

# 4

## Support BYOD



Bring your own device (BYOD) is already wildly popular with employees—and just wait for the 5G network expansions slated for 2020. Citrix Endpoint Management provides the security and control you need to allow device freedom without adding risk or stress for IT.

Need to protect corporate data without intruding on personal information? Citrix Endpoint Management provides a separate mobile container—or modern platform MAM container like Android Enterprise—for business apps and data, protected with encryption, mobile DLP, and selective wipe. In fact, in this configuration, IT can't even access content outside the container, so you can fully respect employee privacy.

And BYOD doesn't have to become a management and support nightmare for IT. With Citrix Endpoint Management, you get a single location to deliver and configure apps, manage endpoint policies, and enforce security across any type of device or app people use.

A consumer-style enterprise app store and a web portal for self-service support help employees help themselves—the way they already do in their personal lives—so IT can stay focused on other tasks.

# 5

## Deliver the best experience for Citrix Workspace



With Citrix Endpoint Management, employees can get the simple, productive, and secure experience of Citrix Workspace wherever they go. A single identity and sign-on lets them access everything they need to get work done. All their apps—including better-than-native email, web browsing, and file sharing. All their data, wherever it's stored. Business-ready workflows. An enterprise app store. All designed around the way they like to work.

IT gets a great admin experience, as well. As the best UEM solution for Citrix Workspace, Citrix Endpoint Management makes it simple to deal with any device people use, from enrollment and registration to configuration, security, and app push/pull. Designed with

innovation in mind, Citrix Endpoint Management already supports every major platform in the enterprise, including iOS, Android, Windows 10, MacOS, Android for Work, Samsung Knox, Chrome, Workspace Hub, and Alexa for Business—so you're always ready for anything.



To see how Citrix Endpoint Management can complement your digital workplace solution, visit [citrix.com/uem](https://citrix.com/uem).



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RES15 08/20