

## 4 reasons your IT team needs Citrix Endpoint Management

Employees expect to have the same experiences with technology at work as they do in their personal lives. Being able to access everything they need to be productive from any device is no longer a nice-to-have. It's up to IT to enable a flexible workstyle while also making sure company apps and data are secure.

Here are 4 reasons your IT team needs Citrix Endpoint Management:

### What is Citrix Endpoint Management?

A key component of Citrix Workspace, Citrix Endpoint Management is a device management solution that offers device freedom to maximize user productivity while enabling IT to simply manage and secure endpoints across any platform.

**1 You support people in multiple locations, on multiple devices.**

You're tasked with making sure employees can access what they need regardless of where they are or what device they're working on. But managing various device types with different management platforms can be costly and complex. Citrix Endpoint Management makes it easy for you to manage every smartphone, tablet, laptop, thin client, and IoT device all in one place. This means you can provide the flexibility employees demand while maintaining the security your company needs.

**2 Security is your responsibility.**

When you don't provide an easy way for employees to work on the go, data often ends up on unsecured personal devices. Citrix Endpoint Management enables application-specific access to the corporate network, including the intranet via a secure web browser. And secure enterprise mail keeps people productive while giving you the necessary controls for data loss prevention and compliance. Plus, personal apps and data remain separate to ensure privacy.

**3 You want to deliver tools that satisfy, not frustrate.**

You're tasked with delivering technology that contributes to a rich employee experience, increasing engagement and productivity. Citrix Endpoint Management offers comprehensive access to all your business-related resources, including mobile, SaaS, web, Windows, and Linux apps and desktops from any device with a consistent user experience. Employees also enjoy a suite of mobile productivity apps, such as Citrix Secure Mail and Citrix Secure Web, so they can stay connected on the go.

**4 You care about mobile productivity.**

It's not enough to just provide access to resources on mobile devices. The experience has to be seamless in order for people to be productive. Citrix Endpoint Management offers single sign-on to every app, so users can sign in once and easily navigate between their apps. Plus, you can use the Citrix MAM SDK to enhance both the security and user experience for your custom-built business apps without having to enroll the device.