

## 4 reasons your organization needs Citrix Endpoint Management

Employees today are using more devices than ever. And while that's great for improving personal productivity, it can put your company's data at risk. Citrix Endpoint Management provides an easy way for IT to manage any app and any device, while keeping your sensitive information safe.

Here are 4 reasons your organization 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 Your IT strategy drives digital transformation.**  
Employees want intuitive, easy-to-use tools that make work easier, not harder. Citrix Endpoint Management provides the foundation to the modern experience people expect—from any device, wherever they need to work. And you can attract the best talent, facilitate innovation, and better serve your customers.
- 2 Positive morale drives business results.**  
It's no secret that the more engaged employees are, the more they contribute to the organization's success. Citrix Endpoint Management drives better engagement and productivity by giving employees the freedom to work on any device they choose, whether personal or company-owned, for ultimate flexibility and mobility.
- 3 Security matters now more than ever.**  
Protecting data and IP is top of mind—but it's not as easy as restricting people from accessing sensitive information. Citrix Endpoint Management keeps sensitive data off unauthorized devices and keeps it secure with controls based on user context, like role, location, or device. With predictive analytics and machine learning, your IT team can uncover potentially dangerous user behavior and proactively handle threats.
- 4 You manage a distributed workforce.**  
To stay productive, employees need easy access to information in an instant, whether they're on a mobile device or working in offices around the world. Citrix Endpoint Management lets employees easily and securely access what they need on any device, from wherever they are—and they get the same high-quality experience every time.