Bring your own device.

Embrace consumerization. Empower employees. Simplify IT.

People demand the freedom to work on the device of their choice. Empowered workers help your business perform at its best. Citrix provides a simple, secure solution to deliver self-service, on-demand data, apps and desktops to any device. That solution, along with our proven best practices, put the full power of bring-your-own-device (BYOD) strategies to work for your organization.
Consumerization is well established in the enterprise and will drive continued transformation of business and IT models in the coming years. With 83 percent of organizations expected to fully adopt mobile workstyles by mid-2014, more and more people will use non-company-issued computing devices for work\(^1\). By embracing this trend, organizations can improve productivity, satisfaction, talent recruitment and employee retention. Through Citrix bring-your-own-device (BYOD) solutions, they can do so simply, securely and cost-effectively.

BYOD comes in many forms, from the ad hoc use of personal devices to supplement corporate endpoints to replacing corporate-owned devices entirely. Whatever approach an organization chooses to take, a complete, well-architected approach is essential for embracing BYOD without increasing risk. IT leaders working to introduce such policies consistently express concerns about information security, compliance and data privacy standards, managing data on mobile devices and the risks posed by uninformed users—and rightly so\(^2\). The lack of a structured approach to BYOD leaves organizations exposed to security gaps, compliance issues and rising IT complexity.

As a leader in flexible, mobile workstyle solutions, backed by real-world experience and proven best practices, Citrix can help your organization implement a simple, secure-by-design BYOD solution that lets you:

- **Empower people** to choose their own devices to improve productivity, collaboration and mobility
- **Protect sensitive information** from loss and theft while addressing privacy, compliance and risk management mandates
- **Reduce costs and simplify management** through self-service provisioning, scenario-based policies and automated management and monitoring
- **Simplify IT** with a single comprehensive solution to secure data, apps and devices

Citrix\(^\circ\) BYOD solutions offer enterprise mobility management, desktop and app virtualization, data sharing, social collaboration, remote support and secure cloud networking to make BYOD simple and secure for any organization.

\(^1\) Workplace of the Future: a global market research report, Citrix, September 2012.

\(^2\) Citrix.com/byod

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SNR DENTON

At **SNR Denton**, a top 25 global law firm, attorneys are free to work on laptops, smartphones, tablets, or any other device, and over any network connection. When one partner received an urgent request from a client, he used his smartphone to log in to his virtual desktop, pull up the firm’s document management system and email the needed information—all without leaving the sideline of his son’s soccer game.
Any device—personal or business **powered by Citrix Receiver**
People gain the freedom to choose their own devices, including Windows and Mac® desktops and laptops, iOS, Android and Windows-based mobile products, Google Chromebooks and BlackBerry® mobile devices—all with seamless roaming and a high-definition experience across devices, locations and networks.

**Enterprise mobility management** **powered by Citrix XenMobile**
People have single-click access to mobile, web, data center and Windows apps from a unified app store, including integrated productivity apps with a great user experience. IT gains identity-based provisioning and control of apps, data and devices, automatic account de-provisioning for terminated users and selective wipe of lost devices.

**Desktop and app virtualization** **powered by Citrix XenDesktop and Citrix XenApp**
IT can transform apps and complete desktops into on-demand services available on any device. Because apps and data are managed within the datacenter, IT maintains centralized data protection, compliance, access control and user administration as easily on BYOD devices as on corporate-owned endpoints—within the same unified environment.

**Data sharing** **powered by Citrix ShareFile**
People can securely share files with anyone inside or outside their organization and sync files across all of their devices. Policy-based access control, auditing, reporting and remote device wipe help keep business content secure.

**Social collaboration** **powered by Citrix GoToMeeting and Citrix Podio**
People can initiate or join meetings from anywhere in seconds, on any device, with HD video for true face-to-face interaction. Social activity streams, custom apps and collaborative workspaces help people work together more effectively.

**Remote support** **powered by Citrix GoToAssist**
IT can centrally support people and technologies in any location to ensure uptime for PCs, Macs, mobile devices, servers and networks across the organization.

**Secure cloud networking** **powered by Citrix NetScaler**
A unified management framework lets IT secure, control and optimize the delivery of apps, desktops and services on any device. Access control, auditing and reporting support compliance and data protection.
A five-step plan for introducing BYOD in your organization

To reap the benefits of BYOD while avoiding potential risks, you need to develop a structured strategy addressing the people, policies and technologies involved. These simple five steps to BYOD success provide a rational approach to plan, define and roll out a BYOD initiative in your organization.

**Step 1 – Understand industry best practices**

Many traditional IT best practices need to be rethought in a BYOD context, such as those focusing only on controlling devices. While device management is important, a sound approach must also address the content—such as apps and data—that people access. Learning how other organizations approach BYOD will help you shape your own program.

**Step 2 – Get stakeholder buy-in**

Key constituents and employees across areas including IT, security, HR and legal should be engaged early in the process to help define BYOD policies and plans. Employees themselves should also be surveyed to get a feel for their level of interest, needs and preferences.

**Step 3 – Define your company policy**

Your policy should aim to empower people and make the organization more agile while also protecting the organization and its business information. Areas to be addressed include employee eligibility, service and app availability, device and user support, costs and legal terms of use.

**Step 4 – Develop your solution approach**

The technologies needed to simplify and securely enable BYOD on any device include enterprise mobility management, desktop and app virtualization, data sharing, social collaboration, remote support and secure cloud networking.

**Step 5 – Prepare for a successful rollout**

To drive successful adoption, you should formalize your rollout plan and create resources that make it simple for employees to learn about the program, enroll and access everything they need to get started. This should include tools that drive employees towards self-provisioning and establish support and maintenance levels.

BYOD can take many forms. Citrix BYOD solutions provide a flexible yet controlled framework to design and implement the right approach for your enterprise. For more information about Citrix BYOD solutions and best practices, please visit [www.citrix.com/byod](http://www.citrix.com/byod).