



Highlights

- Enable mobile productivity by empowering people to work from anywhere
 - Take a comprehensive approach to address delivery of mobile workstyles throughout the enterprise
 - Work with market-leading organizations to leverage technologies, experience and mobile expertise
-

Enterprise mobility management from IBM and Citrix

Moving beyond mobile device management

Becoming a mobile enterprise is no longer an option, but an inevitability. Mobile devices, now a fixture in the workplace, are offering new levels of productivity – but also creating management, security and compliance challenges. For a time, mobile device management (MDM) alone sufficed to plug gaps in strategy, but point solutions are no longer enough to respond to an ever-changing mobile landscape.

A more comprehensive enterprise mobility management (EMM) solution can help unlock the full benefits of mobility. IBM and Citrix bring together advanced technologies in virtualization, mobility management, networking and cloud computing to help organizations think “mobile first” and create a successful enterprise mobility strategy.

Empowering new ways to work better

The ideal mobile workspace provides always-on, always-connected, access to enterprise apps and data from any device. It is personal, secure and comprehensive. The IBM MobileFirst portfolio and Citrix Workspace Suite offer solutions that:

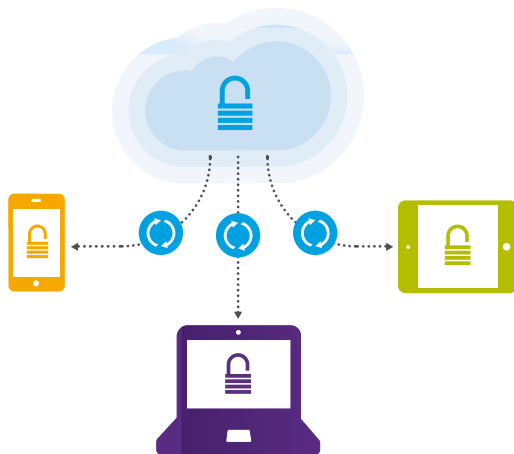
- Deliver personalized content, integrated on various mobile devices and desktops with no change in experience for users. And empower workers with a unified app store that aggregates Windows, web, SaaS and mobile applications in a single location encourages self-service.
- Tackle the leading concern around mobility for many IT organizations: enterprise-grade security. In addition to intentional data breaches, businesses need to prevent the inadvertent disclosure of confidential information and maintain regulatory compliance.
- Provide a single, flexible approach, instead of multiple, costly infrastructures that address tactical pain points and require their own management, support and skillset.



Delivering a comprehensive solution

The solution, which draws from both IBM and Citrix offerings, unites all content – from apps and data to desktops and services – for secure delivery to people in the way that best suits their working style.

Citrix Workspace Suite incorporates key technologies from the Citrix portfolio: XenDesktop to deliver Windows apps and desktops as secure mobile service; XenApp for application virtualization; XenMobile for mobility management; ShareFile to enable synchronization and sharing; and NetScaler, the world's most advanced application delivery controller, which also provides the underlying ADC in the SoftLayer cloud to optimize, secure and control the cloud experience.



Citrix Workspace Suite
Leading the industry in mobile
workspace technology

As organizations take a more strategic approach to mobility, they are choosing comprehensive versions of Citrix technologies instead of a standalone MDM product. To securely deliver the critical functionality needed for EMM, this includes mobile device management of both employee-owned and corporate devices, mobile application management and enterprise-grade productivity applications in a single solution.

Citrix Workspace Suite components – powerful solutions in their own right – help ensure organizations are able to meet the performance, security and innovation potential of your mobile enterprise. Whether it's addressing the network and app delivery infrastructure to keep pace with growing mobile demands; feature-rich file synchronization and sharing; or supplying intelligently designed and integrated business productivity mobile apps, Citrix offers the industry's most comprehensive mobile workspace solution.

The IBM MobileFirst portfolio has continued to expand since initially launched as an umbrella for the many offerings IBM's 5,000 mobile experts have been delivering at the forefront of mobile enterprise innovation. IBM has secured more than 4,300 patents in mobile, social and security, and incorporated them into MobileFirst solutions.

The MobileFirst portfolio includes consulting services, device procurement and deployment, managed mobility, mobile virtualization services, network services, collaboration services, application management services and mobile analytics.

Both Citrix and IBM have been named Leaders in Gartner's Magic Quadrant for Enterprise Mobility Management Suites.

Driving enterprise mobility leadership

IBM and Citrix each have been called out as leaders in the mobility space, lending credence to their capabilities in the enterprise.

Gartner has recognized IBM as the sole leader in the 2014 Gartner Magic Quadrant for Managed Mobility Services, evaluating the solution that is part of the IBM MobileFirst portfolio. Citrix provides key technology to IBM's managed mobility services.¹

Earlier, both Citrix and IBM had been named Leaders in Gartner's Magic Quadrant for Enterprise Mobility Management Suites, which looked at the rapidly evolving EMM space, noting that CIOs continue to see the potential to leverage mobility to better run, grow and transform their organizations, ranking mobility among their top three technology priorities. "As enterprises' use of mobility becomes increasingly complex, their requirements to protect data and support users will become more complex as well," Gartner reported.²

Partnering for a better way to work

For more than 20 years, IBM and Citrix have shared a joint approach, technology roadmaps and a strong track record with mutual clients in almost every industry. These two leading companies offer the global scale, virtualization technology and services to deliver expertise that helps clients transform traditional desktop environments into flexible, mobile workspaces that pave the way for business to thrive in the cloud era. Citrix enjoys a 360-degree relationship with SoftLayer that only strengthens the formal alliance it has with IBM. And IBM's 5,000 mobile experts have been at the forefront of mobile enterprise innovation. IBM has secured more than 4,300 patents in mobile, social and security, which have been incorporated into IBM MobileFirst solutions.

For more information

To learn more about the IBM-Citrix alliance, please contact your IBM marketing representative or visit:

ibm.com/services

To learn more about IBM MobileFirst, visit:

ibm.com/mobilefirst

Citrix (NASDAQ:CTXS) is leading the transition to software-defining the workplace, uniting virtualization, mobility management, networking and SaaS solutions to enable new ways for businesses and people to work better. Citrix solutions power business mobility through secure, mobile workspaces that provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud. With annual revenue in 2014 of \$3.14 billion, Citrix solutions are in use at more than 330,000 organizations and by over 100 million users globally. Learn more at: citrix.com

Sources

1. Gartner, Magic Quadrant for Managed Mobility Services, Eric Goodness, Gianluca Tramacere, Katja Ruud, 24 July 2014
2. Gartner, Magic Quadrant for Enterprise Mobility Management Suites, Terrence Cosgrove, et. al., 3 June 2014



© Copyright IBM Corporation 2015

IBM Corporation
New Orchard Road
Armonk, NY 10504

Produced in the United Kingdom
January 2015

IBM, the IBM logo and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide.

Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at

ibm.com/legal/copytrade.shtml

Citrix®, Workspace Suite™, NetScaler®, XenApp®, XenMobile® and XenDesktop® are trademarks of Citrix Systems, Inc. and/or one or more of its subsidiaries, and may be registered in the United States Patent and Trademark Office and in other countries. A current list of Citrix trademarks is available at

citrix.com/about/legal/brand-guidelines.html

This document is current as of the initial date of publication and may be changed by IBM at any time.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT.

IBM products are warranted according to the terms and conditions of the agreements under which they are provided.

Citrix NetScaler, Workspace Suite, XenMobile, XenApp and XenDesktop are not IBM products or offerings and are sold or licensed, as the case may be, to users under Citrix's terms and conditions, which are provided with the product or offering. Availability, and any and all warranties, services and support for these solutions is the direct responsibility of, and is provided directly to users by, Citrix.



Please Recycle