



Highlights

- Helps IT securely deploy and manage mobile devices, applications and data
 - Enables workplace mobility for enhanced user productivity, choice and freedom
 - Reduces complexity with robust, enterprise-grade solutions
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Manage your mobile enterprise with solutions from IBM and Citrix

Securely manage mobile devices, applications and data across your organization

Mobile computing is at a turning point. As employees increasingly demand access beyond email to corporate information they rely on — **from any location, on any device** — work environments are becoming truly mobile workspaces. The advantages are many: empowered workers, engaged customers and exceptional business outcomes.

But challenges remain in extending critical information to a proliferation of untrusted devices. Many organizations have deployed mobile device management (MDM) point solutions to help secure enterprise and employee-owned devices, but these represent only one dimension of a successful mobile workspace strategy.

IBM and Citrix partner to offer robust mobile solutions to help users be as productive on the go as they are in brick-and-mortar offices, while delivering security and control back to IT. Combining services and technology from both industry-leading companies, organizations can take a comprehensive approach to managing not just mobile devices, but also corporate applications and data while maintaining a rich user experience.

Enabling new ways to work

The IBM MobileFirst portfolio is powered by Citrix Workspace Suite, including Citrix XenMobile for managed mobility services. Recently, IBM was recognized as the sole Leader in the Gartner Magic Quadrant for Managed Mobility Services,¹ and Gartner also positioned Citrix XenMobile as a Leader in the Gartner Magic Quadrant for Enterprise Mobility Management Suites.²

Together, Citrix and IBM work to address security, efficient application delivery and cost concerns across a broad spectrum of enterprise mobility environments.

Reducing complexity in your mobile environment

An integrated solution from IBM and Citrix delivers enterprise-grade MDM with role-based management, configuration, security and support for both company- and employee-owned devices. IT can provision policies and applications to those devices, which automatically detect and protect against illegally configured devices, troubleshoot problems and wipe devices that have been lost, stolen or are out of compliance.



Empowering mobile users

Beyond MDM, XenMobile delivers the most complete platform, ecosystem and broadest portfolio of enterprise mobile applications for mobile deployment. For many organizations, the risk of a rogue or questionable mobile application has led to an official shutdown, paralyzing productivity. Worx Mobile Apps, delivered by XenMobile, helps address this challenge with built-for-business applications.

With the Worx App SDK, any developer or administrator can add enterprise capabilities, such as data encryption or password authentication. IT can find Worx-enabled apps in the Worx App Gallery, and provide their users with single-click access to applications like WorxMail, WorxNotes, WorxDesktop, WorxWeb, WorxEdit and WorxHome, which communicates with XenMobile to enforce device and application policies, as well as to Citrix ShareFile for securely sharing and syncing files.

With Citrix technology in place, these mobile solution components can be configured for your existing infrastructure. IT has the opportunity to eliminate single-function solutions and instead deliver a fully integrated, centrally managed approach to mobility.

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, G00262357
2. Gartner, Magic Quadrant for Enterprise Mobility Management Suites; Terrence Cosgrove, Rob Smith, Chris Silva, Bryan Taylor, John Girard, Monica Basso, 3 June 2014, G00261703



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New Orchard Road
Armonk, NY 10504

Produced in the United States of America
January 2015

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