Comprehensive Enterprise Mobile Management for iOS 8

Citrix XenMobile enhances the new iPhone and iPad operating system to give mobile users increased functionality and enterprises greater management and security control.
Billed by Apple as the biggest iOS release ever, iOS 8 comes with updates to everyday Apple apps such as Messages and Photos, as well as new ways to share content and new connections between apps and devices.

For enterprises that rely on iOS for corporate-owned and BYO iPhone and iPad devices, the new operating system also introduces features to facilitate device and application management. But as the case with iOS 7, a third-party enterprise mobility management (EMM) platform will still add value to iOS 8 by optimizing mobility capabilities for end users and simplifying IT management. Deploying a comprehensive mobility management platform is necessary for enterprises to gain full control over all their mobile devices (Apple, Android and Windows) and to capitalize on productivity features that enable workflow integrations among apps.

This solution brief from Citrix provides an overview of the new iOS 8 capabilities in comparison to iOS 7 and how Citrix XenMobile—as the solution provided for iOS 7—offers compatibility that makes iOS 8 devices easier to manage without compromising user experiences. Leveraging the combination of iOS 8 and XenMobile makes sense because even as Apple enhances the iPhone and iPad operating system, comprehensive mobile management allows enterprises to fully leverage the productivity capabilities iOS provides to mobile users—including those with corporate-owned devices and those who use their own devices.

**iOS Enterprise Adoption on the Rise**

To expand upon the wide popularity among consumers, Apple continues to make enhancements to iOS to also penetrate the enterprise market. Recent trends indicate increased iOS adoption for both BYO and corporate-owned iPhone and iPad devices. As shown in the graphic below, iOS now accounts for 61 percent of all devices managed by Citrix customers in the cloud:

![iOS Enterprise Adoption Chart]

The increase in enterprise usage of iOS comes as no surprise given that Apple has improved upon the native device features and the application management capabilities. As examples, iOS 7 introduced more security and management features giving IT the ability to control which apps and accounts are used to open documents and attachments. iOS 7 also provided a per-app VPN so each app automatically connects to a VPN when launched. This feature also gave IT more granular control over corporate network access.
As iOS enhancements like these continue to emerge, Apple is also maintaining its strategy of collaborating with third-party enterprise mobility management (EMM) providers by exposing the iOS application programming interfaces (APIs). As software vendors integrate their EMM solutions through the APIs, enterprises benefit from the best of two worlds: They can provide end users with iOS, the most popular mobile device operating system, and they can maintain the ability to more easily manage and secure other device platforms such as Android and Windows.

**New iOS 8 Mobile Management Capabilities**

Apple has added several new enterprise controls to iOS 8. Users that migrate from iOS 7 will discover that email, third-party apps, calendar, contacts, reminders, notes, messages and user credentials are all now protected with a passcode until the device is unlocked following a reboot. IT will also appreciate this enhanced level of security.

With iOS 8, users that rely on the S/MIME (Secure/Multipurpose Internet Mail Extensions) standard can now sign and encrypt individual messages. In addition, certain documents—including iBooks, ePub, and PDF—can be automatically pushed to user devices. Other new mobility features include free/busy support and exported Touch ID to third-party developers.

IT teams will particularly appreciate iOS 8 for the ability to gain more control over which apps can open documents from Safari and iCloud drives. IT can also prevent users from erasing their devices and authenticating to enterprise apps using certificate-based, single sign-on.

**The Continuing Need for Enterprise Mobility Management**

Even with the new mobility management features offered by iOS 8, enterprises that require control and security as well as maximum productivity for employees will still want to complement the operating system with a comprehensive enterprise mobility management solution. Perhaps the primary reason is the growing demand of employees to fulfill their job responsibilities within a BYO environment—where they can conduct business on the device of their choice.

BYO introduces multiple operating systems and devices into corporate environments. But only with a third-party EMM solution can enterprises efficiently manage the range of disparate devices and apps across all platforms—Apple, Android and Windows. The native mobility device management software within all these platforms is capable of only managing devices within the same platform. Without an EMM solution, IT has to learn and continually stay informed about the latest management enhancements in multiple operating systems across multiple platforms.

Many EMM tools also offer more granular management control. For example, IT can restrict certain apps from working on specific Wi-Fi networks. The leading enterprise mobility management tools also offer mobile productivity apps including a secure email client, a web browser, and a personal information manager that can be provisioned across all Apple, Android and Windows devices. This further simplifies IT management and support in comparison to managing multiple apps across all device platforms.
Another advantage some EMM vendors offer is the ability to utilize secure, third-party applications through ISV partnerships. For example, Citrix works with AnyPresence and Capriza to secure their apps for enterprises. Each EMM provider uses its own technology to secure applications, which cannot communicate or interoperate with another EMM vendor’s secure apps.

**How XenMobile Enhances iOS 8 Mobility Management**

By combining in-depth mobile management capabilities across devices, applications and content with end user productivity apps and integrated workflows, XenMobile provides a perfect balance: Enhanced user experiences on BYO and corporate-owned devices while also giving IT full control over device and application security.

IT can leverage XenMobile, which is fully compatible with iOS 8, to configure as well as secure and support any mobile device platform and selectively wipe lost, stolen or out-of-compliance devices to protect company data. XenMobile also protects information at the app level through secure container technology.

From the end user perspective, XenMobile delivers a rich experience with Citrix-developed apps—including WorxMail for secure mobile email, calendar, notes and contact access; WorxWeb for secure browsing; and ShareFile integration that allows any users with any device to access, sync and securely share files with other users.

**XenMobile and iOS 8 Feature Comparison**

To gain an understanding of the enterprise mobility management capabilities XenMobile adds beyond iOS, the following table presents the mobility management capabilities the two solutions share followed by the additional mobility management capabilities XenMobile provides:
## XenMobile and Apple iOS Feature Comparison Table

<table>
<thead>
<tr>
<th>Feature</th>
<th>iOS</th>
<th>XenMobile</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Apple iOS device and app management capabilities</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Open in management</td>
<td>✔</td>
<td>✔</td>
<td>Controls which apps and accounts are used to open documents and attachments</td>
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<tr>
<td>Per app VPN</td>
<td>✔</td>
<td>✔</td>
<td>App-specific VPN for managed applications</td>
</tr>
<tr>
<td>App Store license management</td>
<td>✔</td>
<td>✔</td>
<td>Allows corporate issued mobile apps to be revoked and re-assigned to other employees</td>
</tr>
<tr>
<td>MDM configuration options</td>
<td>✔</td>
<td>✔</td>
<td>Configure apps through MDM provider including custom fonts, accessibility, Airplay and AirPrint</td>
</tr>
<tr>
<td>Streamlined MDM enrollment</td>
<td>✔</td>
<td>✔</td>
<td>Automatically enroll corporate owned devices with corporate policies</td>
</tr>
<tr>
<td>Enterprise SSO</td>
<td>✔</td>
<td>✔</td>
<td>Single sign-on access for apps that leverage Kerberos authentication</td>
</tr>
<tr>
<td>Third-party app data protection</td>
<td>✔</td>
<td>✔</td>
<td>App protection via creation of strong encryption key using users passcode</td>
</tr>
</tbody>
</table>

### How Citrix XenMobile extends Apple iOS device and app management capabilities

- **Manage apps with or without MDM**: XenMobile allows enterprises to get the same level of security for apps with or without MDM.
- **Support for multiple platforms**: With worldwide penetration of Android at 67%, the ability to manage heterogeneous device environments is important. XenMobile provides a rich policy set for both iOS, Android and Windows Phone 8.1.
- **Unified app store**: Ability to provision mobile, SaaS, web and Windows apps directly to device springboard.
- **Enhanced DLP controls**: Ability to block copy/paste from secured to unsecured apps but allow copy/paste between Worx enabled apps.
- **Enhanced SSO**: Single sign-on access to mobile, web and Windows apps leveraging not only Kerberos authentication, but also HTTP, NTLM, SAML and form-fill authentication.
- **Conditional app lock based on compliance triggers**: Lock apps based on a variety of compliance triggers like loss of app entitlement, authentication failures or rooted/jailbreak detection.
- **Ecosystem of business-ready apps**: Largest ecosystem of enterprise ready apps across Android and iOS with Worx App Gallery.
- **Network control**: Control app usage based on Wi-Fi networks – E.g.: Block or allow public WiFi (say at a coffee shop or airport).
- **Authorized network control**: Granular control for high security use cases to control which internal WiFi networks apps can work with – E.g.: Require specific SSID for an app.
- **App specific hardware or device level controls**: Block or allow the use of location services, camera, SMS, email, iCloud or the device microphone.
- **Online/offline access controls**: Restrict app to online access only or permit offline access with passcode/pin and determine length of offline usage; data behind app remains protected.
- **Inter-app communication**: Secure data exchange and communication between managed apps.
- **Secure mail**: Sandboxed email integrated with corporate contacts and calendar with contact availability visibility.
- **Secure browser**: Fully functional HTML5 browser for secure content and corporate intranet sites.
- **Secure content management**: Access, annotate, edit and sync files from any device with access to cloud and on-premise data such as SharePoint and network shares.
- **Full suite of EMM apps**: Apps to address every EMM use case and critical capabilities that include ShareFile, GoToMeeting, GoToAssist and Podio.
XenMobile Productivity Features
The ShareFile component within XenMobile adds a particularly useful set of mobility features to iOS 8. As a secure alternative to personal file sharing accounts, ShareFile extends iOS 8 data tracking and management capabilities while also providing offline access to allow end users to maintain productivity at all times.

Users can sync and share large files with other end users, and ShareFile encrypts data at all times —while in transit, while users edit and while in storage. In addition, ShareFile integration with the XenMobile email client means that users do not have to attach and send large files that can cause bandwidth issues for mobile devices.

Another key mobility capability XenMobile delivers is workflow-driven productivity through integrated apps. For example, mobile users can easily coordinate online meetings through the ability to check schedules, send invites and attachments, and set up bridges through a streamlined process. Once the meeting starts, users can simply click to dial in, take notes, and then edit and share documents.

Sample Workflow – Field Reporting

When exchanging sensitive documents with clients, XenMobile also makes it possible to encrypt files and securely edit, sign, email and print. The solution also facilitates the secure handling of field reports and provides ‘follow-me’ capabilities that allow users to seamlessly handle documents as they move from one device to another.

New iOS 8 Features Require Comprehensive Mobility Management
The release of iOS 8 is sure to provide mobile users with many new capabilities that enhance their experience and allow them to be more productive as they interact with their iPhone and iPad devices. To further augment the user experience and increase efficiencies, enterprises need to complement iOS 8 with a comprehensive enterprise mobility management platform such as Citrix XenMobile.

In addition to improved mobile user experiences through workflow integrations, XenMobile makes it much easier for IT to manage and secure the entire mobile environment. Not only does IT gain greater control over iOS devices, they can also efficiently manage the many other mobile devices the business and employees wish to rely on for performing their jobs.
For more information on how XenMobile helps enterprises fully capitalize on the benefits provided by iOS 8 and other mobile device operating systems, visit citrix.com/xenmobile.

**Additional Resources:**
10 Essential Elements for a Secure Enterprise Mobility Strategy
The Fastest, Most Secure Path to Mobile Employee Productivity
Top Reasons to Select XenMobile Enterprise for Enterprise Mobility Management