

# Mobilizing Windows apps

For convenience and productivity, many people expect to use their mobile devices for business activities. To do this, they need the IT organization to provide access to business applications. As a result, IT teams face a big challenge: delivering business apps, which are predominantly Windows® based, to diverse mobile devices, especially tablets and smartphones. Significant numbers of device types and mobile operating systems make it inefficient and costly to rewrite business applications for native mobile platforms. Another IT issue is how to extend application access to mobile devices while adhering to corporate information security guidelines.

A number of business drivers are accelerating the mobile workstyles trend:

- People are already using powerful consumer devices to access email when they are away from the office; now they also want to use these devices as primary tools to access business-critical applications.
- The Internet has created the expectation of immediate access to information from anywhere, anytime.

A number of IT challenges are impeding this trend:

- Application development on native device operating systems is not practical because of multiple mobile platforms to support and continual development of new devices.
- IT teams need a solution to rapidly deliver a “like-native” mobile experience for Windows apps primarily designed for a keyboard and mouse interface.

Citrix has a long history of innovation in delivering applications to desktops and laptops anywhere, over any network connection. Today this technology is being extended to simplify application delivery to mobile devices. The Citrix approach integrates a universal client with a comprehensive application delivery platform that intelligently provides an optimized user interface for mobile device access to Windows-based applications. At the same time, it provides information security by hosting these applications in the datacenter.

## Use case: mobilizing Windows apps

This use case leverages a Citrix application virtualization platform for seamless delivery of Windows apps. The solution features mobility optimization technology to make the user experience even more convenient on any device, including tablets and smartphones.

The mobilizing Windows apps solution is built on Citrix XenApp, Citrix Receiver, StoreFront and Citrix NetScaler Gateway.

## XenApp

XenApp is a flexible, on-demand application delivery platform that can dynamically select the best delivery method based on the user, application and network. Depending upon the delivery method, IT departments can host applications in the datacenter or centralized on virtual machines, and deliver apps via a high-speed protocol to any endpoint. XenApp is based on Remote Desktop Shared Hosted (RDSH) technology, where multiple user sessions share the applications and resources of a single Windows server instance.

## Citrix Receiver

Citrix Receiver is a universal thin client that runs on virtually any device operating platform, including iOS® and Android® in addition to Windows, Mac® and Linux®. This is the one client your users need to access Windows apps on mobile devices.

## NetScaler Gateway

NetScaler Gateway is a secure application and data access solution that gives administrators granular application- and data-level control while empowering users with remote access from anywhere. IT administrators gain a single point of management for controlling access and limiting actions within sessions based on user identity and the endpoint device. The results are better application security, data protection and compliance management.

## StoreFront

StoreFront provides a self-service subscription service via an enterprise app store, giving users convenient access to all the apps they need. Also, these apps follow them on all the devices they use for a consistent interface and enhanced experience.

For more technical information on this solution, read the *FlexCast Services Design Guide for Mobilizing Windows Apps*.

## Key features:

- Mobile optimization policies intelligently touch-enable Window-based application controls, such as the drop-down box, with enlarged controls and automatic keyboard pop-up when touching a text field. As a result, Windows applications are made more usable on mobile devices with touch displays without any source code changes.
- Seamless application delivery capability allows the Citrix solution to deliver just the applications to mobile devices without displaying a Windows OS — a unique feature.
- XenApp makes it easy for users to access business-critical applications, including 3D graphics, voice and video apps, from any device.



### About Citrix

Citrix (NASDAQ:CTXS) is the company transforming how people, businesses and IT work and collaborate in the cloud era. With market-leading cloud, collaboration, networking and virtualization technologies, Citrix powers mobile workstyles and cloud services, making complex enterprise IT simpler and more accessible for 260,000 enterprises. Citrix touches 75 percent of Internet users each day and partners with more than 10,000 companies in 100 countries. Annual revenue in 2011 was \$2.21 billion. Learn more at [www.citrix.com](http://www.citrix.com).

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