

## Citrix Unified Endpoint Management: *More than device management, User Experience Management*

Unified Endpoint Management from Citrix, with XenMobile at its core, allows you to pivot towards the future with secure application delivery and management to all device types. Citrix Unified Endpoint Management solutions are unique in their ability to deliver the best user experience possible by providing users easy access to their entire workspace.

### Unified Endpoint Management

Unified Endpoint Management (UEM) represents the evolution of Mobile Device Management (MDM). This modern management platform removes the complications that come with a disconnected set of device management tools and platforms. With XenMobile UEM, you can now inventory, manage and secure a broad range of device types with a single management console. As corporate device programs, such as BYOD, expand to include more than just mobile devices, mobility management platforms have become critical building blocks which extend the reach and visibility of IT across all endpoints.

Moving beyond iOS and Android, Citrix UEM provides management and controls for Windows 10, MacOS, Chrome, thin clients and

Workspace Hub device types, using XenMobile as its foundation.

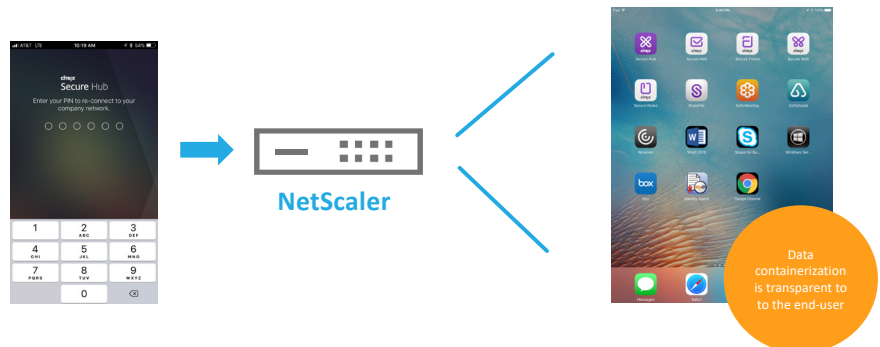
### Comprehensive management and control from a single console

**Endpoint provisioning and configuration** controls to set-up the endpoint device. This includes device enrollment, policy application and access privileges.

**Security and Compliance** controls to create a customized security baseline with actionable triggers. Lock, wipe or notify a device in violation of the defined compliance standards.

**OS update** controls to prevent or enforce operating system updates. Critical for data loss prevention against targeted operating system vulnerabilities.

## One PIN opens the door to a Secure Digital Workspace



Access to all apps with Single Sign-On capabilities

**App management and distribution** capabilities can push critical corporate applications and to the device and automatically update applications from the public app stores. Centralized access to a corporate app store for all application types.

**App configuration** allows IT to apply policies and control measures to applications rather than device types. These features are especially popular in BYOD environments where device level controls are kept to a minimum.

XenMobile UEM empowers IT by combining all of these capabilities into a single management platform and console. But this is only half of the story.

**Citrix Unified Endpoint Management provides more value to the customer with a focus on experience.**

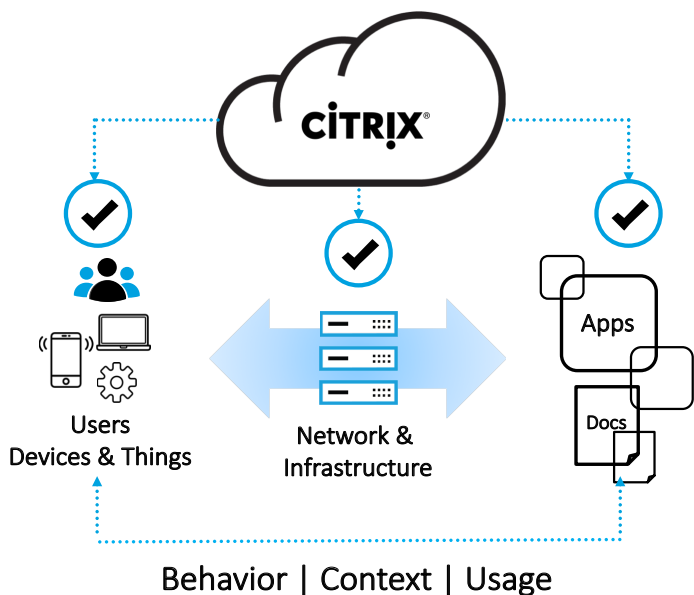
**User Experience** – The consolidation of device management platforms makes life easier for IT but Citrix UEM also enhances the endpoint experience for the user.

The ability to mix and match any type of application to any device type removes work-style barriers.

- The XenMobile MAM-only deployment model provides data protection WITHOUT the requirement of device enrollment providing end-users privacy when working on personal (BYO) devices.
- Integrated network security with Citrix NetScaler solutions provide complete access to apps and data through single sign-on technology and a single PIN. No user name and passwords required.
- File Sharing and collaboration, integrated at the product level between Secure Mail and
- ShareFile, all managed through the Citrix Cloud console.

**Citrix Analytics** – Citrix’s unique ability to deliver an entire Secure Digital Workspace including UEM, networking, application delivery and file services creates an environment conducive to broad IT visibility. This allows for both proactive maintenance and rapid

## Diverse Comprehensive Data Sources



### Track Access, Devices & Things

Track user access credentials, devices used for access, location (GPS), Time

### Gather Apps & Data

Gather granular Applications & Data usage related information

### Tap into Network Traffic

Access to user access data & encrypted network traffic on the wire

### Build End-to-end User Behavior with Context

Presence in strategic locations (without any additional instrumentation) for visibility across all the hops from data center to the end-user

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## Citrix UEM includes critical technology layers such as user experience and analytics that other UEM vendors aren't able to offer.

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troubleshooting of performance or security issues.

Citrix Analytics uses end-to-end granular visibility to apply machine learning and artificial intelligence to the endpoint management solution. Creating threat profiles for users based on diverse and comprehensive data sources empowers IT with a fast, easy and automated way of keeping valuable corporate resources secure.

### Summary

Citrix Unified Endpoint management is more than simple device management. In addition to managing devices, the XenMobile platform can independently manage applications, provide business-class productivity apps and create secure workflows for document sharing and collaboration. A Secure Digital Workspace from Citrix enhances the user experience, optimizes user productivity and empowers IT with granular analytics.



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