

Taking Windows mobile on any device

Introduction

As the adoption of mobile devices continues to expand, IT organizations are challenged to keep up with the mobile demands of today's fast-paced workforce and at the same time secure critical business data. The demand for mobile access is imperative for keeping the workforce productive and effective, but at the same time IT organizations are facing a somewhat complicated mobility conundrum. The ability to take Windows applications and desktops mobile has many advantages, but the variation in mobile device types, including form factor and platform, makes the process of identifying a single solution to address all the employees' requirements complex.

For years Windows was the standard platform upon which all business apps were developed, tested and perfected. Today's mobile device revolution has modified that standard with the uptake in mobile devices ranging in platform—Windows, Mac, Linux, iOS, and Android—and form factor size, including smaller smart phones to various sized tablets. IT has heavily invested in perfecting Windows business apps for today's workforce, but the workforce is demanding access to those Windows apps and desktops from a variety of Windows and non-Windows devices.

Many organizations address this challenge through various strategies. Some look to develop mobile apps for each type of device platform. While effective, this process of developing new mobile business apps can be time both time-consuming and costly. In addition, focusing precious development hours on rewriting an existing and proven Windows app could distract from the development of other innovative IT efforts. In many scenarios, IT organizations have recognized the benefits of maintaining existing, robust Windows business apps in their current form and simply providing access to these apps and desktops from mobile devices.

Citrix, the industry leader in application and desktop virtualization, has successfully demonstrated the ability to centralize and virtualize Windows business apps and desktops in the datacenter and deliver high-performance, secure access to them from any type of mobile device, over any network connection. Citrix has been perfecting application and desktop virtualization for more than 20 years and provides an intelligent delivery platform that is optimized for mobile networks, interfaces, and varying platforms while remaining inherently secure-by-design.

Taking Windows Mobile on Any Device

If you compare and contrast the efforts associated with developing new mobile versions of all your existing, proven Windows applications, versus the more streamlined approach of simply delivering access to these refined applications in their current form, it becomes very evident that Citrix application and desktop virtualization solutions are the obvious choice. The advantages of taking Windows mobile on any type of device with Citrix solutions include a variety of security, management, and maintenance benefits including:

Applications must be consistent and highly available. If your business apps are mission critical and require access from any type of mobile device at any time, then application availability and consistency is a high priority. It becomes

challenging to push updates, patches, and ensure every local instance is identical. With Citrix XenApp your apps and desktops can be centralized in the datacenter making it simple to update them once and deliver them instantly, consistently on-demand to thousands of users.

Unlike mobile networks of the past, today's high performance mobile networks offer accessibility from almost anywhere, making it easier than ever to provide employees with online access to business apps and desktops located in the datacenter. To ensure high availability to business resources over these high performance mobile networks, IT organizations can pair Citrix NetScaler with XenApp to create an enterprise-class solution that promotes application availability by actively monitoring environment performance, proactively redirecting users in the event of a failure, and enhancing the end-to-end mobile user experience.

Security must be strengthened. When you mobilize your workforce, you have to weigh the benefits of increased user productivity against the security risks inherent to remote access. In an environment where apps are distributed locally to the mobile device, the security burden is placed more extensively on the employee. By centralizing critical apps and desktops in the datacenter with XenApp, you are opting for an architecture that is inherently secure-by-design, making it easy for an employee to access apps and data safely and securely. XenApp natively provides secure application and desktop access for mobile users given that data, desktop and application software never leave the datacenter, only screenshots, keyboard strokes and mouse clicks traverse the network leaving no remnants of sensitive information behind on mobile devices. With Citrix HDX SmartAccess technology, security can be further enhanced by allowing IT organizations to have granular policy-based control over specific transactions, such as disabling the ability to take screenshots of sensitive data or print from a mobile device.

User experience must be smooth. The overall objective and motivator behind taking Windows business apps and desktops mobile is that the effort will result in increased user productivity. From the employee perspective, mobile access to business apps and desktops will only enhance productivity if the user experience is smooth and flawless. Citrix has been committed to delivering an excellent mobile user experience from any device, over any network, as evidenced by Citrix HDX technology. HDX technology is not a single feature of XenApp, but rather a complete set of advanced features that dynamically assess the mobile device, network connection, and desired business application or desktop transaction to deliver a high-definition user experience at all times. HDX is able to take full advantage of each mobile device's processing, graphics, and communications capabilities.

Citrix has raised the bar for mobile device access to Windows business apps and desktops with the release of the Citrix XenApp Mobility Pack. The mobility pack is specifically designed to deliver a touch-friendly Windows application and desktop experience on mobile devices. With the mobility pack, optimization policies intelligently touch-enable Windows-based application controls, such as the drop-down box, with enlarged controls and automatic keyboard pop-ups when touching a text field. As a result, Windows applications and desktops are made more usable on mobile devices with touch displays, without any source code changes.

User interface must be uniform and streamlined. User experience is more than the individual application performance on a mobile device; the user experience is an end-to-end journey that also includes how the application was accessed. Therefore, every employee should have one single uniform process for accessing business apps and desktops from a mobile device, a home computer, or a corporate-issued laptop. The user interface used to access apps and desktops has to be simple, clean and streamlined for efficiency. As an integral part of the solution, Citrix Receiver is just that. Any employee can download the easy-to-install Receiver client to their personal or corporate-issued device including Windows PCs, Macs, smartphones and tablets to gain access to all their business apps and data. Receiver works in conjunction with Citrix StoreFront to route all app and desktop access through a centralized location enabling each employee to follow the same consistent process from any device, including mobile devices, to simplify the access process and enhance the user experience.

Design must be able to scale for rapid adoption. Once you deliver mobile access to business apps and desktops, you can expect the demand for access and the rate of adoption to escalate, making it imperative to have a solution that can quickly scale. With XenApp, business applications can be quickly replicated to more servers in the datacenter while NetScaler dynamically distributes the user load across all the additional application instances, making it simple and easy to add capacity. This rapid deployment process can be used to both expand the number of employees accessing the environment, as well as increase the number of applications available to existing employees.

Cost and complexity must be contained. Precious IT resources need to be focused on innovative projects that keep you ahead of the competition, so the costs and complexity of taking Windows applications and desktops mobile should not be extensive. Delivering mobile access to apps and desktops safely and securely centralized in the datacenter dramatically simplifies application architecture, configuration, and maintenance. The process of updating and patching apps from a consolidated location streamlines management efforts and simplifies troubleshooting. By selecting a solution that is inherently secure-by-design, the untold costs of a security breach can be mitigated by using a hardened platform that minimizes the exposure to the corporate network and resources.

Taking Windows Mobile with Citrix XenApp

Taking Windows apps and desktops mobile with XenApp is a secure, robust and cost effective way to deliver the mobile access that your employees demand with the security and management efficiency your IT organization requires. The complete solution is comprised of the following individual components:

- **XenApp with Mobility Pack.** XenApp is a flexible, on-demand desktop and application delivery platform that can dynamically select the best method to deliver desktop and application access depending on the user, device, and network proximity. Based on the mobile delivery method, you can host applications and desktops centrally in the datacenter and deliver access via a high-speed protocol to any endpoint while also delivering a touch-friendly experience on mobile devices.

- **Citrix Receiver.** Citrix Receiver is an universal thin client that runs on virtually any device operating platform, including Windows, Mac, Linux, iOS, and Android. This is the one client users need to access corporate applications from any device.
- **NetScaler Gateway.** NetScaler Gateway is a secure desktop, application, and data access solution that affords administrators granular 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 while leveraging HDX SmartAccess technology to provide granular policy-based control. This results in better application security, data protection, and compliance management.
- **StoreFront Services.** StoreFront Services provides self-service subscription to applications via an enterprise app store giving users convenient access to all the applications and desktops they need while you remain in control. Users access StoreFront Services servers through Citrix Receiver providing users with a consistent interface and enhanced user experience.

For more information about Citrix remote access solutions, please visit www.citrix.com.

Additional resources

- Citrix XenDesktop
- Citrix XenApp
- Citrix NetScaler Gateway
- Citrix ShareFile
- Citrix HDX technology
- Citrix Mobility Pack



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About Citrix

Citrix (NASDAQ:CTXS) is the cloud computing company that enables mobile workstyles—empowering people to work and collaborate from anywhere, accessing apps and data on any of the latest devices, as easily as they would in their own office—simply and securely. Citrix cloud computing solutions help IT and service providers build both private and public clouds—leveraging virtualization and networking technologies to deliver high-performance, elastic and cost-effective services for mobile workstyles. With market-leading solutions for mobility, desktop virtualization, cloud networking, cloud platforms, collaboration and data sharing, Citrix helps organizations of all sizes achieve the kind of speed and agility necessary to succeed in an increasingly mobile and dynamic world. Citrix products are in use at more than 260,000 organizations and by over 100 million users globally. Annual revenue in 2012 was \$2.59 billion. Learn more at www.citrix.com.

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