

MOBILE WORKSPACES

PROTECT CRITICAL BUSINESS INFORMATION WHILE EMBRACING MOBILITY

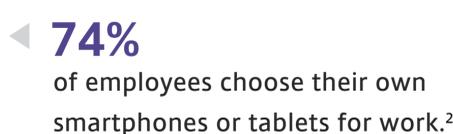
YOU'VE HEARD IT TIME AND AGAIN: Organizations are embracing mobility to create real business value. However, there are challenges: How does an IT organization craft a mobility strategy that improves productivity and flexibility for people who work from anywhere, while also meeting the ever-increasing security demands of the business?

Mobility initiatives are in full swing.

In a recent Citrix mobility survey of 600 technology decision makers, we found that more than half of organizations have mobility strategies to support mobile workers.



Source: Citrix

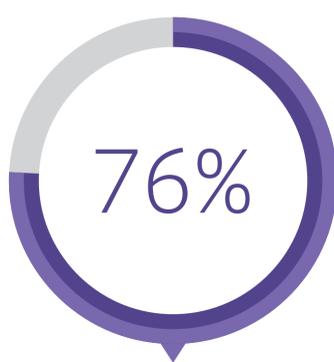


Source: Forrester

Security concerns with mobility can no longer be ignored.

While organizations are rapidly moving forward with their mobile initiatives, mobility compounds the challenge of maintaining effective security, privacy, and compliance.

According to technology decision makers in the Citrix mobility survey, **security is the No. 1 challenge** in their mobility initiatives.

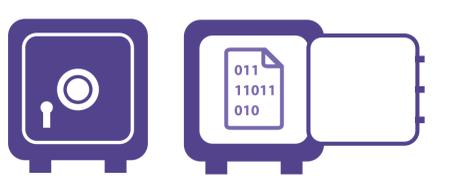


Source: Citrix

And most organizations are concerned about the risk involving employee-provisioned devices and apps.



Source: Forrester



90% of organizations consider data security a high or critical priority.³

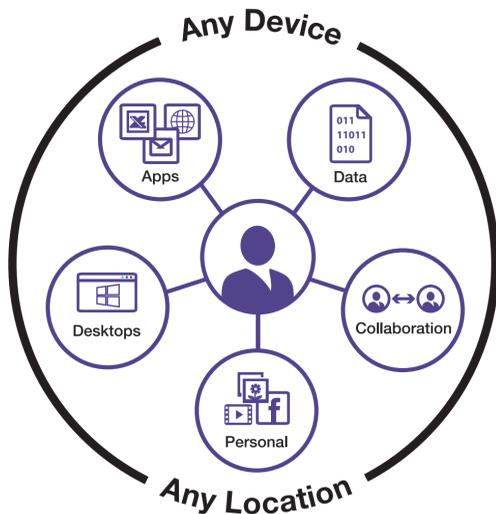
Source: Forrester



And to make matters worse, **1 IN 3** mobile-device users doesn't use a PIN or password—keeping security concerns at the top of the obstacle list.⁴

Source: Consumer Reports National Research Center

Make your mobility strategy succeed.



Organizations need a solution that will protect sensitive business content, deliver secure mobile access, and manage corporate apps and devices, while ensuring a seamless experience across personal and corporate content.

A MOBILE WORKSPACE DOES JUST THAT. It provides enterprise-grade security to ensure data and applications are secure and compliant no matter where they reside. It minimizes loss of intellectual property and sensitive private information through centralization of apps and desktops in the data center, or it can secure data directly on the device with security technologies.

THE CAPABILITIES OF A MOBILE WORKSPACE

- MOBILE & VIRTUAL APPS
- INSTANT FILE SYNC & SHARE
- SOCIAL COLLABORATION
- SECURE MOBILE ACCESS
- ANY NETWORK, ANY CLOUD
- ANY DEVICE, ANYWHERE

The Mobile Workspace is the way to work better.

WITH A MOBILE WORKSPACE, PEOPLE HAVE SECURE ACCESS TO ALL OF THEIR CONTENT WHEREVER THEY ARE, ON ANY DEVICE, FOR ULTIMATE PRODUCTIVITY. LEARN MORE AT CITRIX.COM/GO/MOBILEWORKSPACES AND CITRIX.COM/SECURE.

SOURCES:
 1. Citrix Mobility Survey, 2014.
 2. Forrester Research Inc.'s 2014 Business Technographics Telecom and Mobility Workforce Survey
 3. Forrester Research Inc.'s 2013 Business Technographics Security Survey
 4. Consumer Reports National Research Center's 2014 Annual State of the Net Survey

