



Empower a Mobile Workforce with Secure App Delivery

Empowering people to use Windows applications on any type of device—with full security.

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® XenApp® empowers new levels of enterprise mobility and productivity by providing a streamlined way to deliver Windows applications and data securely on any device, anywhere people choose to work, with a great user experience.

Delivering the applications people need, the way they need them

When people need to get work done, it's all about the applications. In less mobile times, IT could simply deploy enterprise applications on desktop computers to provide people with all the tools their productivity depended on. Now enterprise applications are only part of the picture—and the devices people use come in more shapes and platforms than ever.

Windows based enterprise applications still play a vital role in most organizations, of course. While they support a variety of business processes and use cases, they share certain core attributes. Built for a Windows operating system, they provide a broad set of functionality and a robust user interface to interact with large data sets—often including highly sensitive business information. They require an available network connection between the client and a back-end database. Most importantly, these are powerful, mission-critical applications that drive the business—think SAP and Siebel.

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.

Mobilizing Windows applications with Citrix XenApp

Your organization has invested vast resources procuring and developing Windows applications to support every aspect of your business; now, you need a simple, efficient way to mobilize them. That means addressing challenges in several areas.

Development – Mobilizing the huge number of Windows applications in your environment would be challenging enough if you only had to do it for one platform—but as bring-your-own device (BYOD) becomes the norm, you need to ensure full compatibility with a proliferating variety of device types and mobile operating systems. To enable full productivity, you need to give people a native mobile-like experience with Windows applications, including touch-screen inputs and an interface optimized for smaller displays. You also need to ensure that the custom applications you develop in the future will be fully mobile, accessible and optimized for any-device productivity.

Management and delivery – Mobility is supposed to enable seamless, convenient access across devices and locations—not confuse people with multiple methods for accessing the latest applications depending on the type of application or device they're using. IT needs a single, unified channel to make the full range of applications available on any device people choose.

Security – While some types of information need to remain secure in the datacenter to meet compliance or risk management mandates, other types, such as Microsoft Exchange account data used to access email through a local client, can be allowed to reside on mobile devices for offline use—provided it can be stored securely. Your mobility strategy should provide the flexibility to handle different types of mobile data differently.

User experience – Windows applications were designed to run best in a traditional enterprise environment—not on mobile devices where packets may have to travel over mobile networks and connections of varying quality to reach the datacenter. Poor Windows application performance on mobile devices can quickly disillusion users about the effectiveness of your mobility strategy.

XenApp helped power the last transformation of IT by enabling on-demand delivery of centrally managed applications to any computer in the enterprise. Now, as mobility and BYOD bring new requirements for IT, XenApp helps enterprises transform their application environment once more to let people access the applications they need on any type of device—including their own personal tablets and smartphones.

Mobilize Windows-based enterprise applications

XenApp makes it simple to mobilize Windows applications for use on smartphones and tablets. Instead of writing new mobile versions of your enterprise applications, you can use Citrix HDX™ Mobile technologies to tweak their interfaces to act like native mobile apps on mobile devices—without having to touch their back-end code. An optimized mobile look and feel includes a touch interface, multi-touch gestures, native menu controls, camera and GPS support. A smaller subset of functions fits mobile use cases more efficiently than the full-fledged enterprise application version. By using a single, centrally managed application to support users on any type of device—desktop, laptop, thin client, tablet or smartphone—you can dramatically reduce development cycles while making new applications available in every usage scenario simultaneously.

Simplify application management and delivery on any device

For your workforce, XenApp makes accessing Windows applications on mobile devices as easy as it would be on a traditional computer. Citrix Receiver™ provides a single point of access to every kind of application in your environment—Windows or native mobile—on any kind of device.

Secure sensitive data while allowing user flexibility

Instead of transferring data to the device, as mobile apps do, XenApp provides remote access to centrally managed content. Although devices—and the people who use them—are mobile, the data itself stays secure and protected within the datacenter.

Ensure a native-like user experience for mobilized Windows applications

Because a XenApp-powered Windows application runs in the datacenter, alongside its database, it delivers better performance than a locally installed mobile app sending queries across mobile networks. XenApp further enhances the performance of Windows applications accessed on mobile devices by intelligently coping with the variability and packet loss of mobile networks and improving graphics and multimedia with hardware acceleration on tablets and smartphones.

Conclusion

Citrix XenApp transforms your organization by supporting the mobile workstyles people rely on to get their work done wherever they can be most productive.

XenApp provides complete tools to securely mobilize any Windows application to provide an optimal experience on any type of device.

Additional Resources

[How to Mobilize Windows Apps with HDX Mobile \(3:21 minutes\)](#)

[Secure by Design](#)

[Learn more about XenApp](#)

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