

Seamless Mobility | Mobilize Apps



Mobilize Apps
for Windows apps
on tablets

Use Case

Many people expect to use their mobile devices for business so IT teams face a big challenge: delivering business apps to diverse mobile devices while adhering to corporate information security guidelines.

Target Audience: Desktop Engineering, IT, LOB Managers

Target Segment: Enterprise, Commercial, SMB

DISCOVERY QUESTIONS:

- How are your employees currently using **mobile devices** for business?
- How many **remote** users do you have?
- How do your users connect into the environment today?
- How are you securing your data accessed by non-corporate devices?
- What is the standard **mobile platform** that you currently have in place?
- What is your company's strategy regarding developing applications for **mobile devices**?
- How do you manage your existing applications?
- How do you currently deploy your applications?
- Which **mobile platforms** do you currently support?
- Are you considering re-writing any Windows applications to make them mobile?
- What is your process for updating and patching your applications?
- Do you currently have contractors in your workforce?
- How do you allow contractors and Partners to interact **securely**?
- What is your plan if the number of contractors increases in your workforce?
- How does your company currently handle security breaches?

OVERCOMING OBJECTIONS:

- We are currently looking to re-write applications using HTML5.
 - Rewriting applications in HTML 5 is a fairly significant effort and you still can't tap into all the local device capabilities.
- We are currently evaluating to either replace or re-write the application as a native mobile application.
 - Completely rewriting applications for one or more **mobile platforms** is a major effort in terms of time, cost and risk.
- Delivering Windows applications and desktops via XenApp are clunky when using small form factors such as phones and tablets.
 - With the [Citrix Mobile SDK](#) for Windows Apps, developers can now write XenApp or XenDesktop hosted, touch friendly applications that bring the mobile user experience to a new level, making it a very similar experience to that of a native application running locally on a mobile device.

WHY CITRIX:

- Leveraging **Citrix HDX Mobile** touch-optimized Windows application access on **mobile devices** is provided to users automatically and immediately making the user experience consistent across all devices.
- Employees have all the flexibility of a **mobile solution**, but IT remains the data security and control by centralizing and **securing** everything in the datacenter
- A single hosted version of a Windows application can support both desktop users and **mobile device users** – simplifying management and IT infrastructure and support costs.

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WHY DO SOMETHING NOW:

- Customers are rewriting Windows applications to support a variety of **mobile** operating systems and form factors which is time consuming and costly or they are doing nothing and forcing users to carry laptops.
- Windows applications still account for a majority of all business-critical apps and are tightly integrated with complex back office systems.
- Enterprises need to extend the life span of these apps and make them usable with **mobile devices**. But, mobile devices are so portable that the risk of loss or theft can be even greater, discouraging mobile device access programs.

CUSTOMER EXAMPLES:

- Learn how a large financial institution was able to reduce IT overhead and increase productivity by virtualizing applications and allowing **secure access** on any device.
➡ [Read now!](#)
- Find more customer examples [here](#) for the following industries:
 - Financial Institutions
 - Government & Education
 - Healthcare
 - Manufacturing and Retail

COMPETITIVE INFO:

- Citrix Receiver provides a richer, like-native **mobile experience** with expanded touch capabilities. VMware doesn't support crucial mobile features such as true multi-touch and inertia scrolling on their mobile View clients.
- Citrix provides comprehensive, **secure mobile access** with multiple security checkpoints, multi-factor authentication, and granular access policies. VMware lacks complete mobile security. For instance, it doesn't support Smart Cards on iOS or Android devices or secure data sync on mobile devices.
- The Mobile SDK for Windows Apps improves Windows apps to make them look and feel like native **mobile apps** and integrate with mobile device controls such as the GPS and camera. VMware does not have an SDK.

CONTENT RESOURCES:

- Download VPX, Eval, eval box
- Testing the product. POC or Pilot
- What's next
 - Evaluation software can be download [here](#).
 - Webinar they can see/training to attend
 - [Mobilizing Windows Applications with HDX Mobile](#)

SOLUTION RECOMMENDATION

- What to Quote
 - For basic mobile device awareness and optimization any edition of XenDesktop or XenApp will support this.
 - For HDX Mobile technology you would need to quote XenDesktop or XenApp Enterprise or Platinum Edition.
 - Citrix NetScaler Gateway

PARTNER PROFITABILITY*

- Citrix Advisor Reward: regardless of who fulfills the order, Citrix partners can earn a monetary reward of up to 12 percent on the back end based on value selling activities.
- Virtualization Specialists can earn a 5 percent upfront discount (CAR Plus) and an additional 50 percent bonus in addition to standard Citrix Advisor Rewards.

**Must be certified in virtualization product(s) to be eligible*

FOLLOW UP/NEXT STEPS

- Follow up with Discovery Agreement:
- Engage with Citrix Sales Manager
- Schedule Demo/VCDC/Onsite meeting
- Share Customer Stories and videos at <http://www.citrix.com/customers.html>.
 - Filter by product, solutions, and industries depending on current opportunity