# Essential elements for a secure enterprise mobility strategy

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Mobility and bring-your-own device (BYOD) are transforming the way people work and the way organisations support them. There's more to mobility than simply enabling remote access - and mobile devices are far more than limited-use gadgets. Capable of accessing, storing and transmitting applications and data like traditional computers, smartphones and tablets can be used for almost any business task. To unlock the full potential of enterprise mobility, IT needs to allow people the freedom to access all of their apps and data from any device, seamlessly and conveniently.

Mobile devices also call for the right approach to security to protect business information even as they're used in more places, often over untrusted networks, with a significant potential for loss or theft. IT has to maintain compliance and protect sensitive information wherever and however it's used and stored - even when business and personal apps live side-by-side on the same device. Emerging mobile trends from wearable technologies to the Internet of Things are already raising new points to consider. Developing a truly comprehensive and security-conscious mobility strategy is now a top priority for every organisation.

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## Key Points to Consider

This data sheet presents several key points to consider as you develop your enterprise mobility strategy, encompassing security, user experience, IT operations and BYOD. As the leader in mobile workstyles, Citrix® provides a complete solution to enable secure enterprise mobility, including technologies for mobile device management (MDM), mobile application management (MAM), application and desktop virtualisation, and end-to-end security from data centre to device. Together, these guidelines, best practices and technologies will help your organisation realise the full benefits of mobility.

## 1. Manage and protect what matters

As people access data and apps on multiple devices - including personally-owned smartphones and tablets - it's no longer realistic for IT to control and manage every aspect of the environment. Instead, you should focus on what matters most for your organisation, and choose the mobility management models that make the most sense for your business and your mobile use cases. There are four models to choose from, either individually or in combination, including: mobile device management (MDM), mobile hypervisors and containers, mobile application management (MAM) and application and desktop virtualisation.

## 2. Think "user experience" first

Mobile devices have been a key driver of consumerisation in the enterprise, giving people powerful new ways to work with apps and information in their personal lives. This has raised the stakes for IT, which must now provide an experience that compares favourably with the freedom and convenience allowed by consumer technology companies. It can be helpful to sit down with users and talk about or survey their needs and preferences to make sure your mobility strategy will give them what they really want. As you work to deliver a superior user experience, look for ways to give people more than they expect and provide useful capabilities they might not have thought of yet.

## 3. Avoid the quadruple bypass

The quadruple bypass represents the worst-case scenario for enterprise mobility: a BYOD user on a consumer-grade device using sensitive enterprise data and going directly to the cloud. This approach completely bypasses the control and visibility of IT - and it's alarmingly common in today's organisations. There are good reasons for this, of course. Cloud apps can help people save time and get their work done more easily, and they can also drive value for the business. The problem comes when cloud apps are used in the wrong way with the organisation's sensitive data, compromising security and compliance.

## 4. Pay attention to your service delivery strategy

Mobile users rely on a variety of application types - not just custom mobile apps, but also third party native mobile apps, mobilised Windows apps and SaaS solutions. In developing your mobility strategy, you should think about the mix of apps used by the people and groups in your organisation, and how they should be accessed on mobile devices. For most organisations, a combination of virtualised access and a containerised experience will support the full range of apps and use cases people rely on.

## 5. Automate desired outcomes

Automation not only simplifies life for IT - but also helps you deliver a better experience. Think about the difference automation can make for addressing common mobility needs. One way to perform this type of automation is through Active Directory. First, link a specific role with a corresponding container. Anyone defined in that role will automatically inherit the container and all the apps, data, settings and privileges associated with it. On the device itself, you can use MDM to centrally set up WiFi PINs and passwords, user certificates, two-factor authentication and other elements as needed to support these automated processes.

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### 6. Define networking explicitly

Different applications and use cases can have different networking requirements, from an intranet or Microsoft SharePoint site to an external partner's portal, to a sensitive app requiring mutual SSL authentication. Enforcing the highest security settings at the device level degrades the user experience unnecessarily; on the other hand, requiring people to apply different settings for each app can be even more tiresome for them.

### 7. Protect sensitive data above all else

In many organisations, IT doesn't know where the most sensitive data resides, and so must treat all data with the same top level of protection - an inefficient and costly approach. Mobility provides an opportunity for you to protect data more selectively based on a classification model that meets your unique business and security needs.

### 8 Prepare for the Internet of Things

Don't just write your policies for today - keep in mind what enterprise mobility will look like in the next few years. Wearable technologies like Google Glass and smart watches will continue to change the way people use mobile technologies, providing a more human, intuitive experience while enabling new use cases. Connected vehicles - including driverless cars - will use data and cloud services in new ways to help people get where they're going more easily and efficiently. Developments like this will continue to expand the potential of mobility, but they'll also introduce new implications for security, compliance, manageability and user experience.

## Conclusion

Enterprise mobility has quickly evolved beyond specific groups and use cases to become a foundational element of enterprise IT. As you develop your enterprise mobility strategy, make sure you're considering the full range of requirements for both users and IT. People expect seamless, convenient access to their data and apps on any device they use, with a user experience that's even better than they're used to in their personal lives. IT needs to be able to provide the right level of control, protection and compliance for each type of data without placing undue restrictions on the ways people choose to work.

## The Citrix solution

As the leader in mobile workstyles, Citrix provides a complete solution to enable secure enterprise mobility with the simple, convenient user experience your workforce demands.

Incorporating complete technologies for MDM, MAM, containerisation, application and desktop virtualisation, the solution allows ample flexibility to support secure mobility in the right way for each type of information, use case and role in your organisation.

The Citrix solution for secure enterprise mobility includes the following products:

**XenMobile**
**XenDesktop and XenApp**
**ShareFile**
**NetScaler**

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