The Internet of Everything is changing Everything

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The Internet of Everything is changing Everything

Cisco Connect
Beyond BYOD to Mobile Workspace

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The world has gone mobile...
Mobility Is Top of Mind…

50% of Companies Have Adopted Companywide Mobility Strategy*

65% of Organizations Enable Employee Mobility to Increase Productivity*

66% of Organizations use Mobility to Increase Customer Satisfaction and Increase Customer Loyalty

… Helping to Change the Way the World Works, Lives, Plays, and Learns

*2014 Cisco Enterprise Mobility Landscape Wave II Study
What is a Mobile Workspace? Citrix Definition

Workspace
Mobile | Virtual | Secure

An integrated solution that securely delivers apps, desktops, files, and services seamlessly to any user, on any device over any network.
What is a Mobile Workspace? Cisco Definition

Consistent, seamless and secure mobile access to applications, content and communications on any user or corporate device, anywhere.
Enterprise mobility Integration Challenges

Mobile Workspace

- Apps
- Data
- Collaboration
- Personal
- Desktops

Infrastructure & Services

- Collaboration & Support
- Data Sync & Sharing
- Windows/SAAS Apps
- Native Apps Backend
- Networking & Cloud Infrastructure

App Store
Mobile Use cases in Enterprise

When it comes to supporting mobility, what are the most important types of mobile applications to your organization?

- Mobile email (including calendar and contacts): 90%
- SharePoint access: 35%
- Enterprise file sync and share: 48%
- Web conferencing: 21%
- Secure browser: 36%
- Collaboration tools: 39%
- Line of business apps: 52%

Source: Citrix Mobility Survey 2014
Enterprise Mobility ROI

Mobile ROI

Enterprise Mobility

Field Enablement in Retail

- VDI for call centers expanded to desktop virtualization for all employees and contractors
- enabled BYOD for tablets procured by Sales for field enablement
- expanded to BYOD for personal laptops and tablets
- added mobile app management and MDM for complete enterprise mobility management (EMM) solution
Workplace Redesign in Healthcare
- started with physician remote access
- solution addressed HIPPA compliance
- expanded to EMR windows app delivery to all internal and external users
- MDM then evaluated for tablet use
- which then enabled BYOD for staff and contractors
- and now a rethink for redesigning the entire hospital clinician workplace
Next-Generation Mobile Workspace Expectations

**HEALTHCARE**
- Seamless clinician roaming
- Improved efficiency, patient care

**INSURANCE**
- Mobile insurance agents
- Faster quotes, claims, approvals

**EDUCATION**
- Students with mobile devices
- Better classroom, home learning

**GOVERNMENT**
- Telecommuting
- Secure access to sensitive data

**MANUFACTURING**
- Mobile factory-floor engineer
- Immediate access to technical data

**RETAIL**
- Mobile store associate
- Better customer experience

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**IT: Security and Control**  |  **User: Experience and Choice**
Enterprise mobility integrated solution

IT Executives

Client-Mobility Services

Network Managers

Applications Management

Security and Risk

User Experience

Flexibility, Agility

Deployment and Operations
Security

- Simple, secure on-boarding devices, apps
- Right security based on user, device, location context
- Maximum security through virtualization and HTML5 delivery models.
- Spectrum of security methods aligned to different trust models

Consistent Policy Management Enforcement Across
Users, Networks, Devices, Applications, and Data
User Experience

- Deliver all business apps to meet user experience needs
- High-density experience for all app types, e.g., voice, virtual, HTML5 apps
- Application visibility and control protects business app performance
- Seamless mobile collaboration experience
Flexibility, Agility

- Enable broad set of workstyles, use cases, device choices
- Flexibility to develop apps using combination of all app delivery models
- Seamless access from campus, branch, home, hotspots, or public networks
- Choice of application model based on user experience, cost, security, time considerations

Modular Solution Provides a Flexible Approach to Accelerate Support for All Use Cases
Simplified Deployment, Operations

- Reduced IT intervention, self-service for devices, apps, virtual desktops, etc.
- Unified Access: One Management, One Policy, One Network across wireless and wired infrastructures
- MDM-ISE integration: streamlines device registration and tracking

Simplified Planning, Design, Deployment, and Support Through Integrated, Validated Solution
Cisco Mobile Workspace Solution with Citrix

**Any Device**

**Mobile Productivity**
- Mobile Collaboration
  - Unified Comms
- Mobile Data Security
  - Worx Mobile Apps, ShareFile, Receiver

**Application Delivery**
- Application Storefront
  - XenMobile
- App/Desktop Virtualization
  - XenApp, XenDesktop

**Mobile Policy**
- Network Policy Control
  - ISE, AnyConnect
- Mobile Device Management
  - XenMobile

**Mobile Networking**
- Unified Access

**Core Infrastructure + Security**

**Cloud Infrastructure**
- Unified Data Center

**BYOD Solution**

**Desktop Virtualization Solution**

**Mobile Workspace Solution**
# Cisco Mobile Workspace Solution With Citrix: Benefits

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<tr>
<th>SIMPLE</th>
<th>Secure</th>
<th>SMART</th>
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<tbody>
<tr>
<td><strong>Best for BUSINESS</strong></td>
<td><strong>Best for IT</strong></td>
<td><strong>Best for END USERS</strong></td>
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<tr>
<td>- Single architecture accelerates, enabling mobile workstyles, apps</td>
<td>- Integrated modular, validated solution for faster risk-free deployments</td>
<td>- Easy, seamless mobile device on-boarding and app experience</td>
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<tr>
<td>- Protecting access, data, and applications for maximum risk mitigation</td>
<td>- Centralized, multilayer policy management, and enforcement: users, access, devices, data, apps</td>
<td>- Worry-free secure access for any app on any device, anywhere</td>
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<tr>
<td>- Flexible architecture to support broad set of use cases and workstyles</td>
<td>- Built on scalable, intelligent Cisco Unified Access, and HDX for great mobile user experience</td>
<td>- Choice and flexibility to roam between devices, networks, locations</td>
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Complete **Best-in-Class** B2E Mobile Solutions and Services
Next steps

It’s all in the **Prep Work!**  
Get the **Team** involved!  
**Don’t Skip** ANY Steps!
Logical Preparation:
Understanding Mobility in the Business

What are the IT policies today?
- Sample the policies used for the Network, Desktop/Laptop use, Remote Access, Corp Services (Email/Web/Apps)
- Status on BYOD Support today?
- Provisioning & Retirement Process?
- What is automated: IT managed vs. User setup?

How are the Mobile Users Classified?
- Geographically
- Organizationally
- Job Function
- Device Usage

What are the legal liabilities & responsibilities?
- Company managed bylaws & policies
- Employee requirements
- Outside Forces
- Country Laws
- Privacy Laws
- State & Local Laws
People Preparation:
Identify Your Stakeholders!

- Network Team
- Server & Virtualization Team
- Security Team
- Mail & Collaboration Team
- Application & LOB Teams
- Helpdesk and Device Admins
- HR, Legal, and Compliance Teams
Helping to Move Your Business Forward

Technology from 2 leaders
Vision and journey
Validated solutions
Uni Systems Channel partners
Services and support
Proven track record to deliver on a solution roadmap