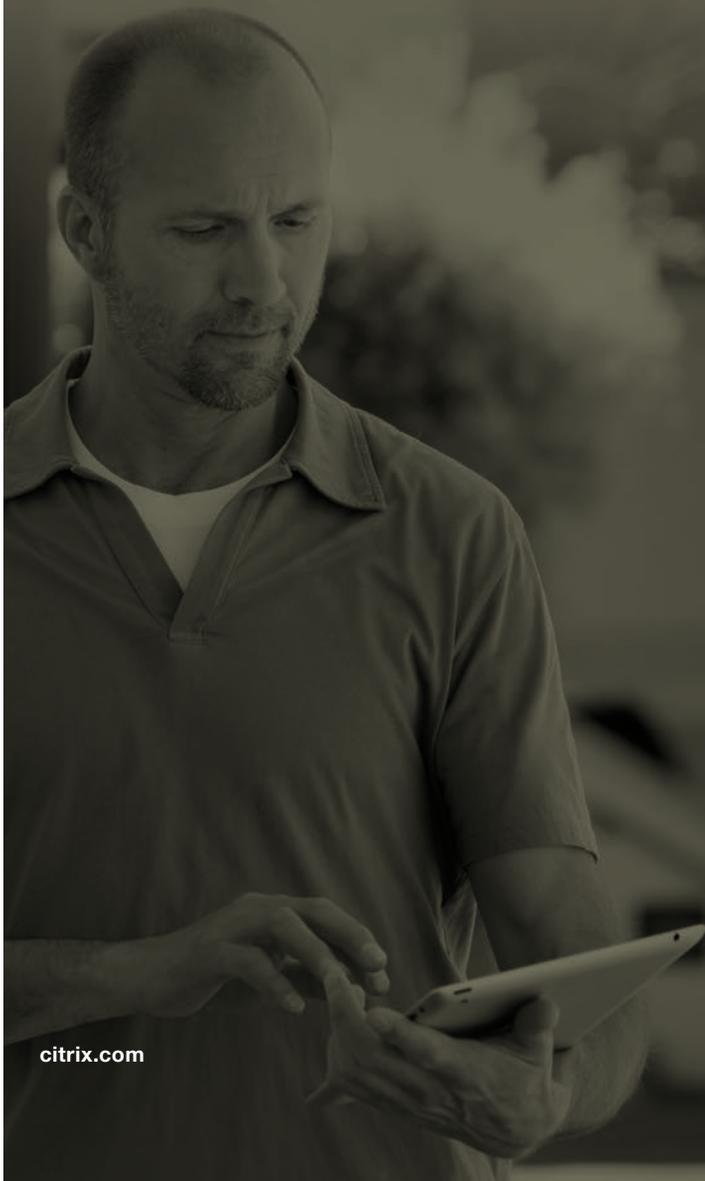


Five reasons why mobilizing Windows applications is simpler than you think



Take a look at the three scenarios below. Do any describe a recent experience in your life?

I turn into the automotive dealership's maintenance department, steeling myself for a long wait thanks to ancient technology. I'm shocked when the greeter starts working immediately on my issue, tapping notes into his tablet device. A surprising efficiency has seemingly replaced this business' waiting rooms and green screen terminals.

I'm waiting for the eighteen minutes I've come to expect out of my busy physician. Strangely, she's on-time for this check-up, carrying a tablet device with an instant view of my patient records. For the first time in years she spends all eighteen minutes focused on me, without sacrificing minutes as she peers through paper charts.

My computer crashes and I call to generate a help desk ticket. Almost immediately, I spot an IT technician heading my way. He's reading my problem description on his tablet device as he approaches, and already has the fix by the time he enters my office.

One can no longer ignore the emerging momentum in mobile device computing. The portable convenience of tablets and even smartphones has begun to impact productivity across virtually every industry. People can now interface with both customers and business applications directly at the point of sale. Time-sensitive professionals can enjoy relevant information irrespective of location. Even IT gains operational efficiencies in keeping business technologies running and up-to-date.

But *mobility* and *consumerization* are little more than buzzwords without the applications that drive business activities. A successful enterprise mobility strategy places priority on applications first, mapping their mission to the variety of use cases out in the field. Success with mobilizing Microsoft® Windows® applications also requires a broad technology approach. The right approach integrates a universal client and single sign-on with a comprehensive application delivery platform to ensure information security and a seamless user experience.

Simplify app mobilization with Citrix

Delivering apps into the mobile space isn't an activity to be considered lightly. The wrong approach can inadvertently cost more while decreasing productivity. If you've ever struggled to interact with a poorly designed tablet or smartphone application, then you already know this pain.

The good news is that mature technologies are available to get the job done. Notably, these are technologies that IT has used in production for almost two decades. **Citrix XenApp®** and **Citrix NetScaler®** have a long history in delivering applications to desktops and laptops anywhere with a network connection. Today they use that same approach to simplify application delivery onto mobile devices as well.

If your organization is not yet optimized for a mobile world, consider these five reasons why mobilizing your Microsoft Windows apps with XenApp and NetScaler *might be simpler than you think*.

Simpler-than-you-think #1:

Mobilizing needn't necessarily mean *recoding*

There is a common misconception that mobilizing applications atop tablet and smartphone operating systems requires redeveloping and/or recoding the app. Indeed the operating system (OS) might be different, but with the right solution the application need not be.

Remote delivery solutions like XenApp extend applications from their native Windows environment onto any user device. Those devices can be desktops or laptops, thin clients or zero clients. Today they can also be mobile devices like tablets and smartphones. With XenApp, these endpoints are merely yet *another device*. Your applications can remain running in their native format and operating system. All that changes is where they're delivered.

Even without customization, XenApp incorporates optimization tools like the XenApp Mobility Pack that works with the Citrix Receiver™ client to intelligently recognize a mobile device endpoint and do things like automatically pop up the native on-screen keyboard for text entry fields.

Simpler-than-you-think #2:

IT is *already experienced* in secure application delivery

IT professionals have been using XenApp to securely deliver applications for decades. While the latest mobile device might seem like a new endpoint, the underlying XenApp services, client, protocols, and best practices remain the same. That existing experience greatly reduces the risk and difficulty in delivering applications to mobile devices with XenApp.

In fact, in many cases the applications you've already XenApp-enabled are automatically ready for secure mobile device distribution. The only step that's required is for the user to download and install a Receiver client from the device's app store.

XenApp is a flexible, on-demand application delivery platform that can dynamically select the best method to deliver applications, based on the user, application and network. Based on the delivery method, IT can host applications centrally in the datacenter, either on multi-user terminal servers or centralized virtual machines, and deliver apps via a high-speed protocol to any endpoint. When combined with the universal Receiver client, mobile device users can seamlessly access the applications they need with a consistent, high definition experience on any device and in any location.



Simpler-than-you-think #3:

Tablets can offer a superior experience for the *right* application

Admittedly, not every application may be well-suited for the tablet experience. Building complex network diagrams in a drawing app, for example, might be better accomplished through the traditional keyboard-and-mouse experience.

Others are perfectly suited, and may in fact offer a superior experience. An automotive dealer's customer scheduling application or a physician's patient reference offer excellent examples. These apps naturally fit the purpose and use case of the mobile user's everyday workflow.

A central benefit of XenApp application delivery lies in its flexibility to deliver any application to any endpoint with an experience that best fits the endpoint. An application delivered to a user's desktop can maintain an equivalent look-and-feel when accessed on their mobile device. However, if desired, the Mobile Application SDK is available for IT to use to customize the XenApp hosted app for presentation on a mobile device and integrate device-specific features such as cameras and GPS with a Windows app, taking full advantage of the unique capabilities of each device.

Simpler-than-you-think #4:

The network is *no longer* a bottleneck

Network connectivity between datacenter-hosted applications and remote devices has in the past introduced an occasional challenge. More devices running more remote applications require more network throughput. The XenApp HDX™ remoting protocol has been designed from the ground up to deliver an exceptional user experience even in situations where bandwidth is constrained.

Mobile devices on wireless and 3G/4G networks can require special network consideration to ensure performance and security. NetScaler integrates with XenApp to offer comprehensive network security, acceleration, and high-availability for delivered XenApp applications. By combining NetScaler with XenApp, mobilized applications can be made available and secure anywhere across the range of network conditions.

The NetScaler solution offers 100% application availability while improving performance and assuring connection security. NetScaler accomplishes this by proactively monitoring the health of key XenApp components, while at the same time load balancing and optimizing incoming client connections. NetScaler integrates proven SSL VPN capabilities into a hardened physical or virtual device to deliver secure remote access for XenApp hosted applications.

Simpler-than-you-think #5:

Mobility is merely *another feature* of your application delivery infrastructure. Success also requires the right delivery platform. A comprehensive delivery infrastructure offers flexibility across the range of devices and use cases. XenApp and NetScaler provide that foundation for traditional desktops and laptops as well as thin clients, zero clients, and even mobile devices.

This widespread support should help you realize that mobilizing Windows applications is *merely another feature* of the XenApp delivery infrastructure. Mobilization activities needn't involve bleeding-edge technologies. With its universal Receiver client, integrated single sign-on, and flexible delivery model, XenApp offers a simple yet powerful platform that allows you to better manage your critical business applications securely for in-office use while at the same time mobilizing them for use anywhere, on any device.

With the right platform, mobilizing applications is simple

Mobile devices indeed make life easier. They enable workers to access data outside the boundaries of the traditional computing experience. That access only works when the right applications are available on each device. XenApp and NetScaler provide the platform for seamlessly and securely connecting devices with applications. Their comprehensive approach guarantees end-to-end support for Windows applications while ensuring a seamless user experience.

For more information, check out www.citrix.com/xenapp



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