Bring your own device

Embracing BYOD for laptops and tablets you don't own

Bring your own device (BYOD) is becoming a secular trend. As more enterprises adopt mobile workstyles, they are allowing employees to use non-corporate devices like laptops, smartphones, and tablets for work. A BYOD strategy can empower users help businesses perform at their best and also present significant challenges for IT departments—information security, compliance and data privacy standards.

Organizations are seeking BYOD solutions that enable IT to securely embrace consumer devices in the workplace and empower people to be more productive while using their preferred smartphone, tablet or notebook. The lack of a structured approach to BYOD leaves organizations exposed to security gaps, compliance issues and rising IT complexity. Trends that are accelerating the need for a simple, secure BYOD solution include:

• Empowering users to improve productivity and satisfaction

• Protecting sensitive information while addressing privacy, compliance and risk mandates

• Reducing costs and simplifying management through a comprehensive solution

Empowering people – To stay competitive, organizations are allowing users to supplement their corporate-owned end points with additional devices— smartphones, tablets, laptops, home PCs—as needed for optimal flexibility, mobility and productivity. But how will the users access enterprise applications and business information on their personal devices?

IT should be able to deliver on-demand apps, desktops and data to any device, anywhere, over any connection, while empowering users to work easily, securely and seamlessly across any type of device, regardless of ownership. Citrix XenDesktop enables IT to provide optimal freedom for users without restricting BYOD program to Windows-based devices. Employees gain single-click secure access to all of their Windows, web, SaaS and mobile apps through a unified app store on any device, over any network, with single sign-on and seamless session roaming across locations, networks and devices.

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Protecting sensitive information – Many people have also started using unmanaged third-party apps and online services for work—IT needs a way to control and manage this usage and prevent these apps from introducing security risks to the organization. Simply installing apps directly on the device would raise serious security, privacy and compliance risks.

With Citrix XenDesktop, IT can provision and de-provision apps of all types quickly, whether to provide new resources or to cut off access when it is no longer needed or appropriate. In most scenarios, business information remains secure in the datacenter; in cases where it has to reside on the endpoint, it is protected through isolation, encryption and remote wipe mechanisms. To prevent exfiltration, IT can implement policies to disable printing or access to client-side storage such as local drives and USB storage.

Reducing costs and simplifying management – One of the primary benefits of BYOD is the ability to reduce costs by having people pay part or all of the cost of various devices used for work, and getting IT out of the business of procuring and supporting an expanding array of hardware throughout the enterprise. But lack of a coherent approach to BYOD strategy can leave the organization exposed to risks from security and compliance gaps to escalating IT complexity.

Citrix XenDesktop allows IT to simplify management and reduce costs by leveraging the ability to granularly manage data, session and application information, sensitive data can be securely accessed on personally-owned devices. IT gains identity-based provisioning and control of apps, data and devices, automatic account de-provisioning for terminated users and selective wipe of lost devices.

Embracing BYOD with XenDesktop

With Citrix XenDesktop for application and desktop virtualization, IT will be able to simplify management, augment security and meet employee demand to use their own devices. Users anywhere can easily and securely access their virtual desktop and applications—including mobile, Windows, web and SaaS apps—from any computing platform or operating system. They can securely share and sync files across all their devices, while IT maintains control of data, apps and devices through comprehensive access policies and the ability to remotely wipe data from lost or stolen devices.

XenDesktop and other Citrix components, described below, are integrated for delivering a comprehensive, successful BYOD strategy.

Citrix XenDesktop

XenDesktop delivers Windows desktops as an on-demand service to any device. The type of OS does not matter; XenDesktop works on any device, regardless of where the user is located. XenDesktop can quickly and securely deliver individual applications or complete desktops that employees are familiar with, while providing a better, high-definition experience. Because apps and data are managed within the datacenter, IT maintains centralized data protection, compliance, access control and user administration as easily on personally-owned devices as on corporate-owned endpoints—within the same unified environment.

Essar Group

Headquartered in Mumbai, India, Essar is a multinational corporation with global operations across diverse industry sectors including steel, energy, communications, minerals, shipping and construction. Together with its BPO division, Aegis, Essar launched a BYOD initiative to support expansion and growth plans worldwide. Using Citrix virtualization solutions, Essar is increasing productivity and improving cost efficiencies across its divisions.

KLA Tencor

With Citrix desktop virtualization solutions, KLA-Tencor, a semiconductor equipment manufacturer, is able to support its growing, global customer base. Its employees can select the computing device that best suits their work style, providing anywhere, anytime access to a wide range of critical applications.

Citrix Receiver

Citrix Receiver is an universal thin client that runs on virtually any device operating platform, including Windows, Mac®, Linux®, iOS® and Android®. This is the one client you need to access the Windows PC from any device, whether you are looking for method of supporting mobile devices or deploying a flexible workstyles initiative.

NetScaler Gateway

A unified management framework lets IT secure, control and optimize access to apps, desktops and services on any device, anywhere. IT administrators gain a single point of management for access control, auditing and reporting, support compliance and data protection.

StoreFront Services

StoreFront Services provides a self-service subscription service via an enterprise app store, giving users convenient access to all the apps they need. Also, these apps follow them on all the devices they use for a consistent interface and enhanced experience.

Suncorp Group

Suncorp Group is one of the largest general insurance groups in Australia and New Zealand, and a leading regional bank. The 'Smart Environments' project at Suncorp uses cloud computing and desktop virtualization to transform the traditional office environment to an open campus-style setting providing freedom to work wherever, whenever with whomever, improving productivity and collaboration.

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