



CITRIX[®]



conseil &
service **SZ**
Informatique





Bring-Your-Own Device (BYOD)

Don't fight it. Feature it.



Consumerization

Consumer Capability

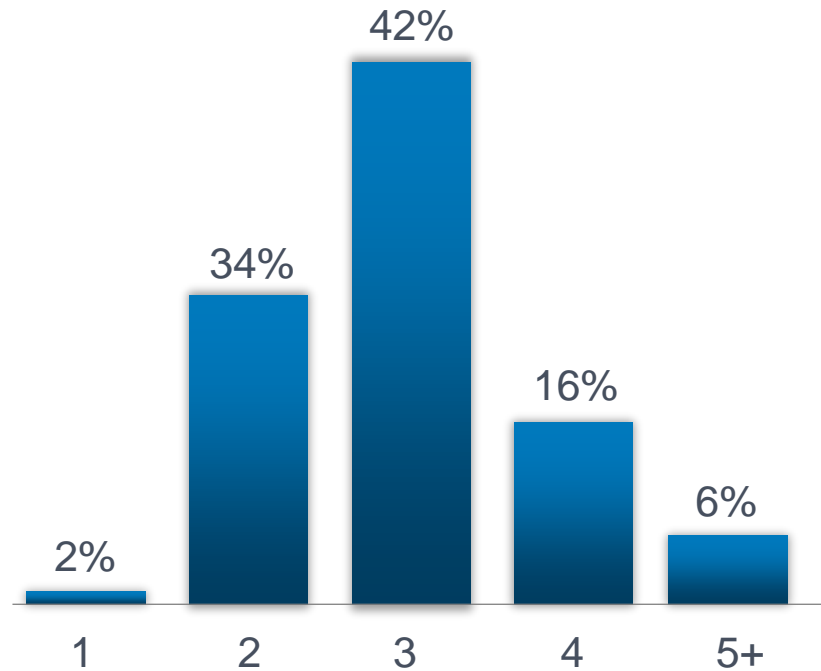
...will force more IT change over the next 10 years than any other trend

Enterprise IT

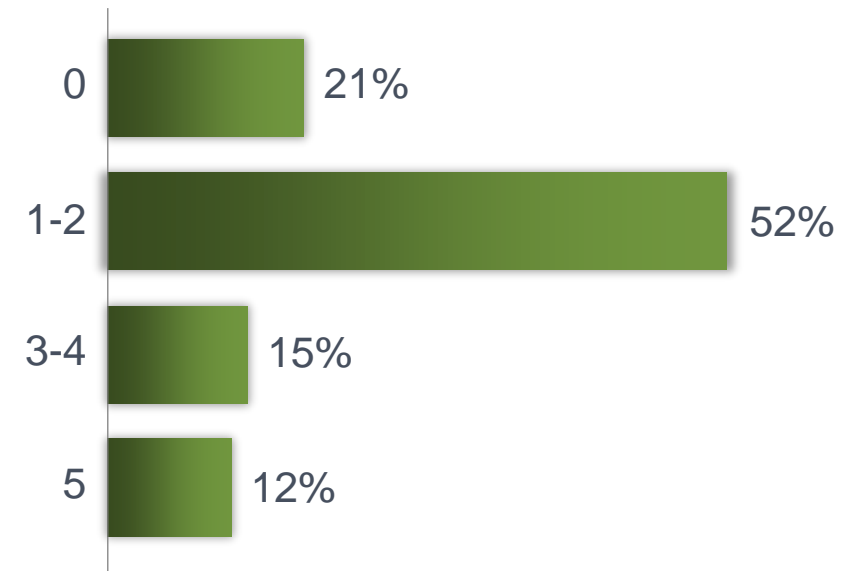


“How many
different computing devices
do you use on a daily basis?”

Family PC | Work PC | Personal Laptop | Tablet | Smartphone



“How many days a
week on average do you
work outside the office?”



Global BYOD Index - Survey of Corporate Employees February 2011, Citrix Systems

Consumerization

“I want to use my iPad!”

Distributed Computing

“Why don’t my old apps work?”



CIO

Cloud Services

“I want *everything* in the cloud.”

Standardization

“I want to save 5% on PCs!”

BYOD

Embrace consumerization.
Empower employees. Simplify IT.

Empower people and departments

- To choose their own devices to improve productivity and mobility

Protect sensitive information

- From loss and theft while addressing privacy, compliance and risk

Simplify IT and reduce costs

- From device procurement/configuration & app compatibility/support





Apps
are large
corporate systems
managed by IT

IT
is at the center
managing structured
systems, apps and data

Data
is tied to apps
and devices



Devices
are standardized by IT
to simplify support



Users

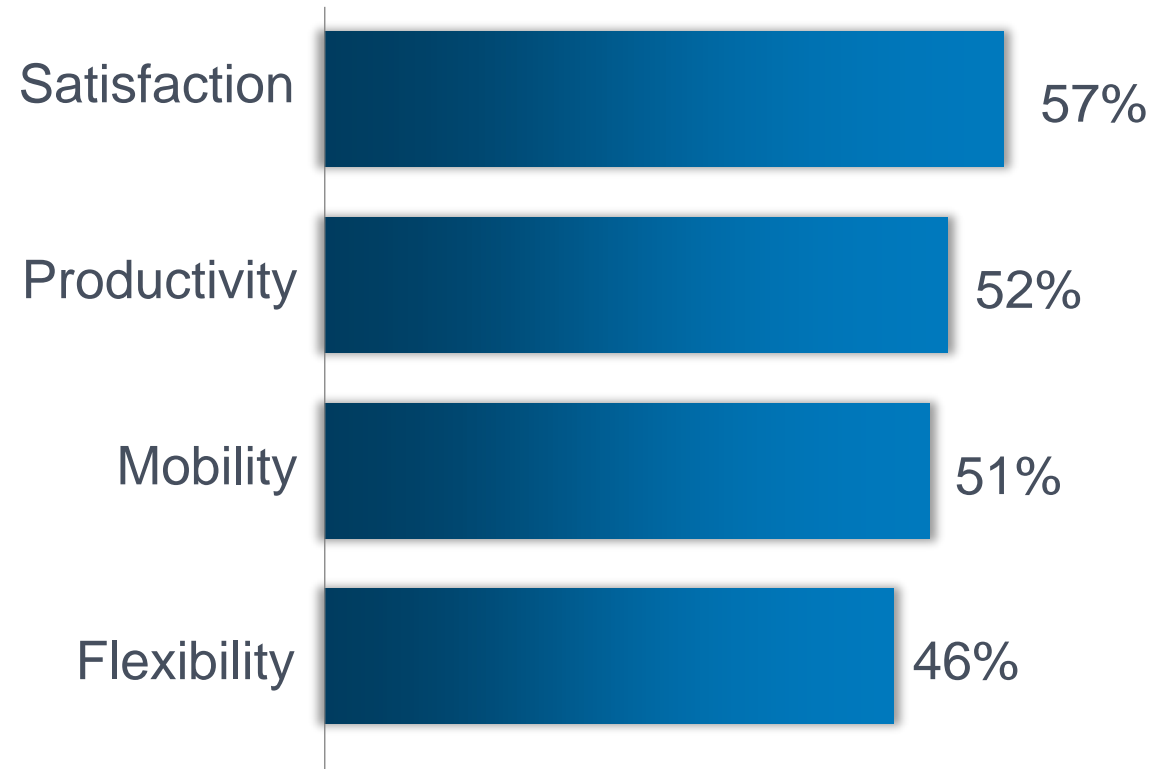
Users

People
are thought of as
users of IT systems

Users

Users

“What are the **benefits** of employee owned devices?”



Worldwide Survey of Corporate Employees. February 2011, Citrix Systems



Enlightened IT
provides governance and service delivery



People
are at the center and
lead the conversation

Apps
are a vast array
of internal and
external apps
for every task

Data
is available
as needed,
independent
of app or device



Devices
are chosen by people based on
convenience, task and location



Organizations express
high concern with
employee-owned devices

85%

Device security

81%

Data leakage

80%

Malware

*CSO Market Pulse Study: VDI Drivers, Benefits,
Challenges*

Conducted for Citrix & McAfee, March 2011





94%

of organizations expect
to have a BYO policy by
mid-2013

*Citrix, Global BYO Index:
IT Organizations Embrace Bring-Your-Own Devices, 2011.*

BYOD essentials



Any device, personal or business

Desktop and app virtualization

Self-service app store

Follow-me data

Collaborative work platform

Easy online meetings

Secure by design

Any device, personal or business

Universal access to data, apps and desktops from any device



Windows
PCs & laptops



Tablets &
smartphones



Macintosh
computers

Desktop virtualization

Virtual desktops and apps for every user



Self-service app store

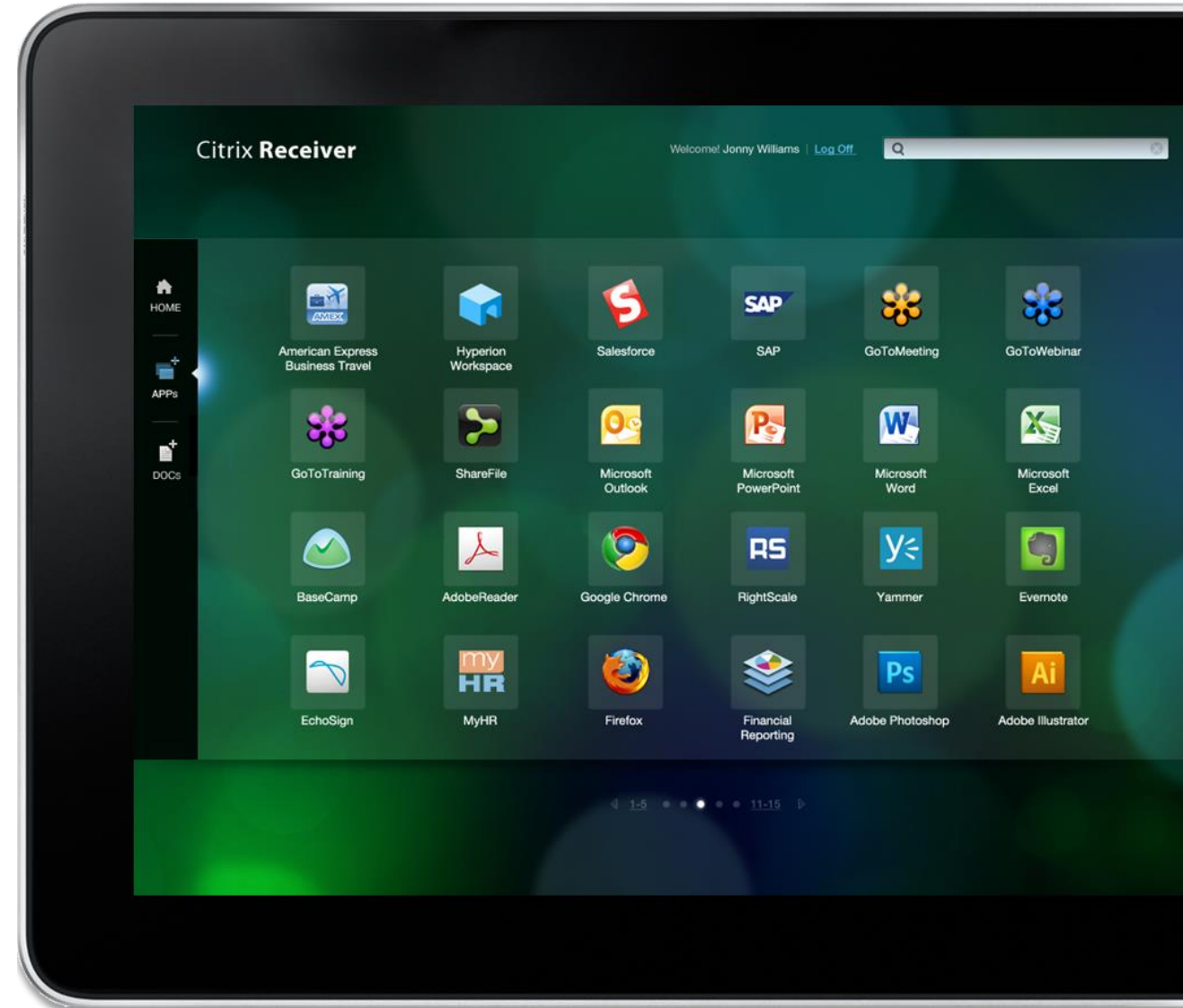
Single sign-on

Windows, web & SaaS apps

User self-service

Integrated file sync

Centralized management



Share and sync files securely from any device



Works on all your
favorite devices



Collaborative Work Platform

Team collaboration workspaces on prebuilt or customized apps—and all the power of social.

Easy online meetings

Simple, online meetings

HD audio and video

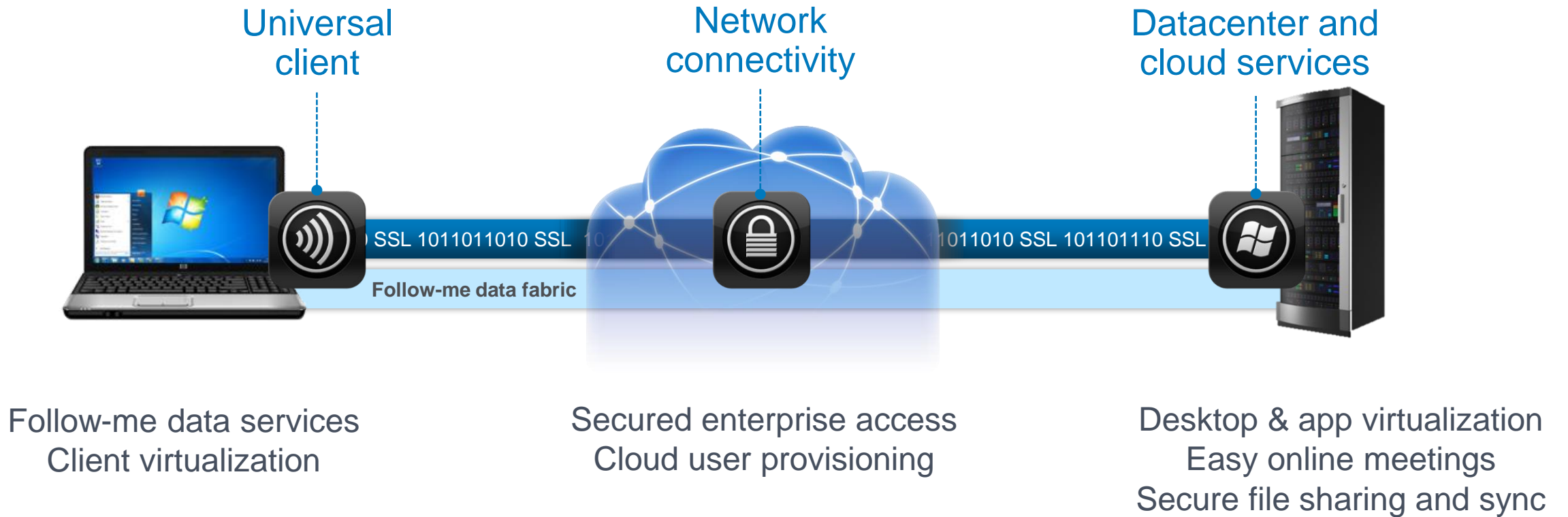
Screen sharing

Data sharing

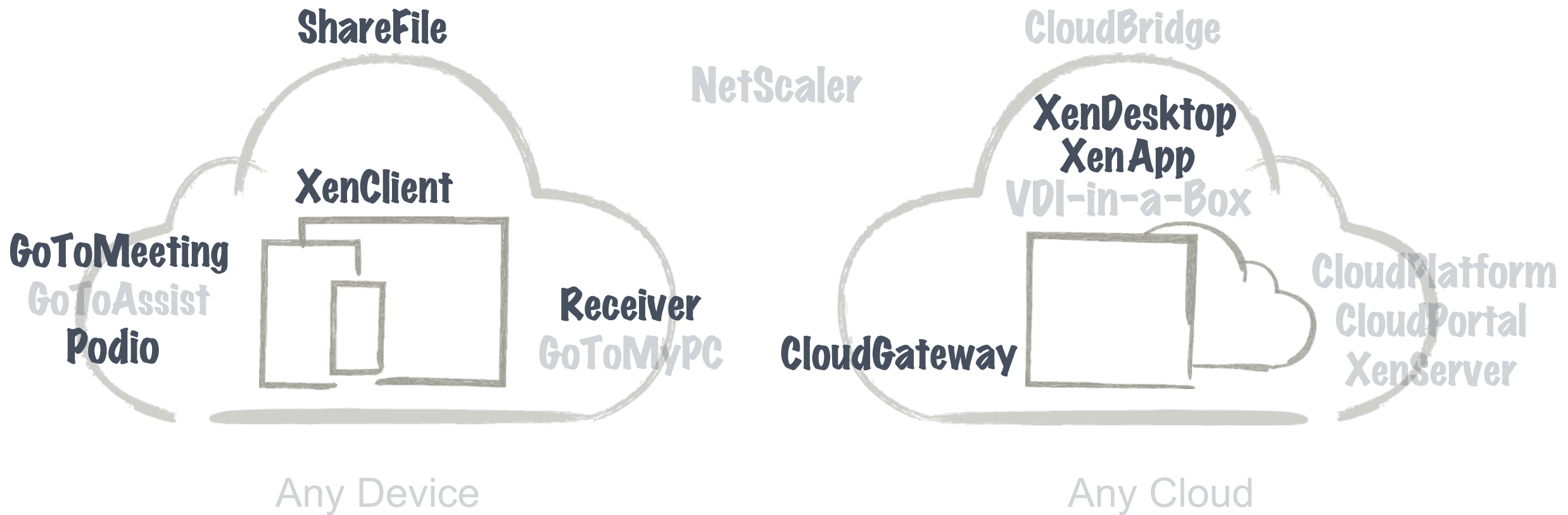
Project workspaces



Secure by design



Citrix BYOD solutions





Challenges & opportunities

- Lower IT & business costs
- Workforce flexibility, recruitment & efficiency

The solution

- BYOD initiative – any device, self-service
- Desktop & app virtualization, follow-me data

Result

- ~20% cost savings & lower support requests
- Choice drives productivity – 46% select Macs
- Citrix named among “Top 50 Best Places to Work”

BYOD

Takes on a variety of different approaches

INFORMAL

Users can access apps and data from their personal device



FORMAL

BYO policy, stipend, self-service web site and support

Bring-your-own device with Citrix

The proven expertise and practical guidance needed for success



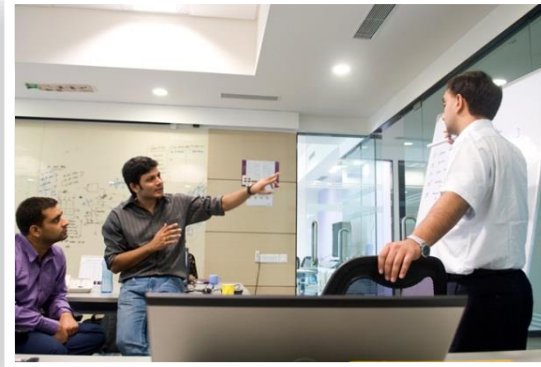
Assess

Business priorities

Users, devices, and apps

Infrastructure

Security



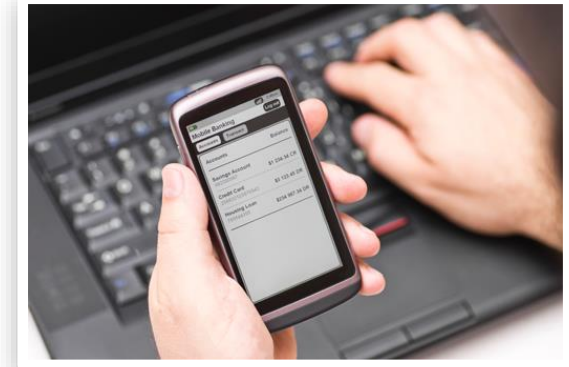
Design

Documented solution design

Hardware and infrastructure

Operations and support

Test and QA



Deploy

Training and documentation

Independent analysis/
verification

Pilot

Phased rollout

BYOD resources



CIO Kit for BYOD

Citrix Infrastructure Assessment
Demo & POC Guide

Citrix.com/BYOD

Solution Video

Analyst Reports

Case Studies

Any user on any device

BYOD without compromising security



CITRIX[®]

Work better. Live better.