



Five Reasons Why Customers Choose Citrix XenMobile Over the Competition

XenMobile wins head-to-head on key enterprise mobility management criteria

When it comes to the most important criteria for enterprise mobility management (EMM), no other solution can match Citrix XenMobile.

Across categories and markets, mobility drives business value. Employees who can collaborate and work from any location, on any device, help companies improve business agility and customer service and accelerate time to market. The road to enterprise mobility isn't always a simple one, however. Bring your own device (BYOD) programs must meet both user expectations and data privacy and protection requirements. People need secure access from anywhere, using any device, with a great user experience to all the apps their work depends upon, including basic productivity apps like email. IT has to mobilize business processes that require access to backend systems such as ERP and CRM, even with limited resources and expertise for developing and managing mobile apps.

The right enterprise mobility management (EMM) solution can help IT rise to these challenges to deliver full business mobility—but the wrong choice can stop your mobility strategy in its tracks. This white paper helps you make the right decision with a side-by-side comparison of the primary EMM solutions across the most important criteria for the enterprise:

- Security
- Productivity
- Integration
- Network access
- Scalability

Read on to learn how AirWatch, MobileIron, Good Technology, Microsoft Intune and Citrix® XenMobile® compare.

Navigating the all-important EMM marketplace

EMM is now a core solution for many enterprises. The right solution can help you:

- Enable secure mobility – Develop, apply and enforce security policies at the device and app levels, making it possible to protect corporate data without interfering with personal content on BYO devices.
- Solve the Dropbox problem – Enable people to access, sync and share files from any device through a secure, enterprise-grade solution without the risks of personal file sharing services.
- Drive productivity – Deliver mobile productivity apps optimized for business, including secure email, browser, note taking, task management and document editing and provide secure IM between mobile devices and desktops and access to legacy applications.

- Mobilize business – Empower people to perform work tasks and processes on any device, anywhere, while optimizing mobile device and app management, strengthening security and providing access across all the apps in the enterprise environment. Supply a platform on which IT teams can build, deploy and manage apps needed by their users for their particular business needs and their own mobile apps for business.

All vendors in the EMM market make bold promises about the value of their solutions. How can you separate hype from reality? The key is to focus on the five aspects of EMM most critical to effective business mobility. Their importance is easy to understand.

1. **Security** is a key concern that an enterprise mobility strategy must address. Smartphones, tablets and laptops are all too easy to lose, exposing any data they contain to risk of theft or hacking. Mobile apps are designed to share information with each other, and even a trusted enterprise mobile app can inadvertently share information with a potentially compromised consumer-grade app. Shadow IT remains a perennial issue. The unsanctioned use of services like Dropbox, for example can allow corporate data to escape the oversight, control and security policies of enterprise IT.

At some companies, mobile security begins and ends with mobile device management (MDM)—an approach that falls far short of complete protection. End-to-end security must go beyond MDM to include mobile application management (MAM) for app-level protection and control, as well as secure productivity apps to steer users away from shadow IT.

2. Mobility should increase **productivity**—but it's not automatic. Mobile productivity apps that lack a good user experience can make it harder for people to get their work done, and they'll be rejected. To ensure full adoption an EMM solution must deliver the productivity apps people need with an experience they love.

3. **Integration** is crucial for users and IT alike. Disparate, disconnected productivity apps can result in a poor user experience and increase overall management costs. The right EMM solution will deliver integrated productivity apps that can support common workflows to help people work more seamlessly and intuitively, while also driving down TCO. Equally important, the mobility solution should integrate with existing identity management capabilities to make authentication and security as simple as possible for users—comparable to the experience on their desktops.

4. **Network access** isn't just about allowing people to use corporate resources wherever they work. An EMM solution must also ensure both effective security and a high-performance user experience. This calls for a secure, scalable network gateway that optimizes application delivery and performance while protecting resources behind the firewall and data in transit. While full-device VPN may seem like an easy solution, keeping the entire device connected to a VPN all the time shortens battery life and directs a potentially large amount of non-business app data through corporate networks. A micro-VPN enabled on an app-by-app basis protects what needs to be protected without wasting device and network resources.

5. The **scalability** of an EMM solution will determine its viability and value over time. Scalability applies across three dimensions: the sheer number of devices or users; the volume of data being transmitted securely; and the management console's ability to help IT teams handle large-scale deployments. This ability is determined in large part by features such as automatic rules to initiate action without IT intervention, self-help portals to minimize helpdesk calls and scalable policy-building wizards.

Here's how the top EMM contenders measure up against these five criteria.

Security

XenMobile

XenMobile delivers end-to-end, FIPS-compliant security without impacting the user experience. Government-grade AES 256 encryption protects data on devices and in transit. Containerization keeps application data separate from other apps and from any personal content on the device. A micro-app VPN lets IT define security and access rules on an app-by-app basis for granular control, while on-device web and SaaS SSO speed time to productivity. Integration with Citrix ShareFile® provides a secure, enterprise-grade alternative to consumer file sharing services that solves the Dropbox problem while providing a seamless user experience.

In comparison

Most EMM vendors, including AirWatch, provide basic device and application security, but many fall short in the areas of granular application and network security. In some cases, such as Good Technology, security comes at the expense of the user experience. The “strong” security of Good makes it difficult for people to do their jobs. For example, users complain about slow email synchronization. Strong security also creates a powerful incentive to circumvent the solution and find less-secure, non-sanctioned alternatives.

Microsoft Intune security controls are limited to a handful of configurations for managed apps like Office for iPad, or for apps that customers can wrap with a Microsoft wrapper. Application controls are limited to an app PIN code, open-in rules and cut-and-paste restrictions. As for data protection, Intune doesn't offer its own encryption, instead redirecting app calls to a standard data storage API for the mobile OS—far short of what is required by enterprise data loss prevention standards.

The Microsoft Outlook app poses additional security problems. The app uploads the user domain credentials entered during setup to a cloud service that uses them to keep a persistent connection to a company's Exchange server, essentially leaving the door open. For this connectivity to work, the Microsoft solution requires all assets and needed services to be published to the Internet—there is no gateway or micro-VPN to allow apps to connect behind the corporate firewall. Finally, none of Microsoft MAM policies for Office work for Outlook yet.

Productivity

XenMobile

XenMobile is optimized for business productivity by offering extensive features and apps that help people work as easily—or more easily—on a mobile device as on a desktop. XenMobile also features the most comprehensive set of integrated, secure productivity apps available from a single vendor. Citrix Worx Mobile Apps are designed for business power users who need to get more done, more easily, in more scenarios. These productivity apps, including WorxMail™, WorxWeb™, WorxTask™, WorxDesktop™ and WorxEdit™, are complemented by additional apps such as Citrix GoToMeeting® for online collaboration, Citrix Podio® for enterprise social networking, Citrix GoToAssist® for remote technical support and ShareFile for secure enterprise file sync and sharing. Integrated workflows streamline common tasks, as described in the next section, to help people get more done, more easily.

In comparison

EMM vendors approach the delivery of productivity applications differently depending on whether their strategy is to build or partner. For example, MobileIron partners with other vendors. Until recently, the company didn't even provide its own secure, containerized app for email and PIM, instead relying on two different OEMs to provide those features. While MobileIron has now introduced its own secure email/PIM app, Email+, it offers only the most basic functionality and lacks integration with other MobileIron apps such as Docs@Work.

AirWatch offers a combination of its own productivity apps and partner apps. However, limited integration between these apps leads to an inconsistent user experience, especially across platforms.

Microsoft would seem to have a natural advantage in productivity with the availability of its Microsoft Office apps on iOS devices. However, the fundamental email/PIM client remains problematic. Outlook Web Access for iOS offers extremely limited features and lacks backward compatibility with any version of Microsoft Exchange prior to Exchange 2013. Even the breadth of the productivity apps available on mobile, including note taking, documents, IM and online collaboration, is a mixed blessing due to the near-total lack of integration across them, which presents barriers to workflow and a disjointed, inconsistent user experience.

Integration

XenMobile

Designed around the needs of mobile employees, XenMobile offers integrated workflow features unmatched by any other solution, including links among apps on the device as well as with other Citrix solutions like GoToMeeting. This makes possible a wide range of one-touch features and streamlined tasks, including:

- Single-touch running late notices
- Single touch to join a meeting
- Integrated conference scheduling
- Conference call dialing with automatic PIN entry
- Notes created from selected text

- Location- and calendar-aware enterprise notes
- File attachment to forwards and replies
- Multiple file attachments from ShareFile

In comparison

Integrated productivity application workflows vary by EMM vendor depending upon the availability of the apps in each ecosystem and the robustness of the application platform. For example, Intune offers very limited integration and lacks basic application services such as on-device SSO. As a result, if IT enforces a PIN code on Office apps, users will have to enter it each time they open any of these apps. Also, while AirWatch, through its acquisition by VMware, has the potential to offer integration to provide users access to virtual Windows desktop apps, to date, there is only interoperability between AirWatch and VMware virtualization solutions.

Network access

XenMobile

XenMobile offers the best network connectivity in the EMM category through Citrix NetScaler®, the application delivery controller (ADC), load balancer and secure gateway that powers the largest online music and app stores. NetScaler can easily handle more than 100,000 simultaneous mobile encrypted sessions while moving secure packets nearly five times faster than the nearest competitor. A micro-VPN enables granular, app-level security, while DOS/DDOS defense protects the enterprise network. To expand its value, NetScaler can also be used by other departments to support other web apps the company needs to publish to the Internet.

In comparison

Other EMM vendors' network access capabilities fall far short, requiring implementation with a device like NetScaler to ensure scalability and high availability through load balancing. Their gateways can be used only for mobile app access.

As an example, Intune does not offer a network gateway product, making it nearly impossible for users to access any behind-the-firewall solution. AirWatch, on the other hand, does offer a gateway feature. However, without an enterprise-grade network appliance such as NetScaler, customers will struggle to enable SSO with on-device and behind-the-firewall integration. Good Technology, similar to the BlackBerry network, relies on a network operations center (NOC) infrastructure as a communication path between mobile devices and the backend servers. While this eases implementation, the speed of data access can be a serious issue for customers who aren't located near the single Good NOC. Good Direct Connect allows customers to direct mobile apps to a Windows server in their DMZ and use that connection for bulk data transfer, but this, in turn, calls for additional load balancers to ensure scalability and availability, increasing costs and complexity.

Scalability

XenMobile

XenMobile ensures extreme scalability through NetScaler, the ADC used by many of the world's largest cloud service providers, as well as its own native features and n-tier scalable architecture. The Citrix solution supports automatic server clustering and supports highly available SQL clusters for consistently high performance. End-to-end high availability and disaster recovery ensure uninterrupted productivity for mobile employees.

In comparison

For most vendors, scalability for a complete EMM solution comes at a high price. As an example, AirWatch basic MDM scales easily. However, scalability problems begin to surface when customers need connectivity to resources behind the firewall. AirWatch gateways consist of Windows apps running in the DMZ, an approach that can require dozens or hundreds of AirWatch gateways to support the typical enterprise workforce. In the case of MobileIron, the addition of MAM and encryption cuts the scale of its gateway Sentry devices by more than half. Due to the nature of the Good NOC-based architecture, the product requires a separate server for every type of connection to behind-the-firewall servers, each with its own user and policy management frameworks and consoles. The number of servers needed to support the full range of functions rises quickly—especially at organizations that need high availability and disaster recovery.

The bottom line

Viewed in the light of these five criteria, the shortcomings of other EMM products quickly become clear. AirWatch offers basic device and application security but little in the way of productivity or integration. MobileIron relies on third-party productivity apps, which undermine its user experience. Good Technology delivers security at the expense of a great user experience. Microsoft offers very little beyond basic MDM in its Intune solution.

Only XenMobile offers enterprise-grade features and capabilities to enable strategic enterprise mobility. End-to-end security includes both device-level and app-level control — without impacting the user experience. With more productivity apps than any other solution, XenMobile helps people work and collaborate as easily on mobile devices as on a desktop. Extensive integrations streamline workflows and enable mobile users to get more done, more easily. NetScaler powers secure, high-performance gateway capabilities, while its micro-VPN enables app-level security. With the scalability to handle even the most demanding requirements, XenMobile offers a future-proof EMM solution for the long term.

Conclusion

The choice of an enterprise mobility management solution is one of the most important decisions facing IT today. With Citrix XenMobile, customers can build their business mobility strategy on a foundation that wins high marks in all of the most important criteria: security, productivity, integration, network access and scalability. Other solutions may perform adequately in one or two of these categories, but even there, they fail to match XenMobile. None offers the consistent, across-the-board strength of the Citrix solution. Organizations seeking to unlock the full potential of mobility to drive business value should look to XenMobile as the only serious choice.

To learn more about how XenMobile compares to the competition, visit citrix.com/solutions/enterprise-mobility/compare.

Additional Resources

10 Essential Elements for a Secure Mobility Strategy

Five Reasons AirWatch Can't Match XenMobile for Business Mobility

TechTarget: Mobility Management Selection Guide

Corporate Headquarters
Fort Lauderdale, FL, USA

India Development Center
Bangalore, India

Latin America Headquarters
Coral Gables, FL, USA

Silicon Valley Headquarters
Santa Clara, CA, USA

Online Division Headquarters
Santa Barbara, CA, USA

UK Development Center
Chalfont, United Kingdom

EMEA Headquarters
Schaffhausen, Switzerland

Pacific Headquarters
Hong Kong, China



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