

# Executive mobility

**Work with people, data and apps from the latest devices—anywhere.**

Business takes executives across town or around the globe, often at a moment's notice. Even on personal time, executives must be ready to respond quickly when business calls. Citrix empowers executives to work, meet and collaborate anywhere inside or outside the organization, on any of the latest devices, as easily as they would in their own office—simply and securely.



For executives, work isn't a place. It's something they do, wherever and whenever business needs to be done. To close deals, build relationships, manage financial responsibility and drive strategic value with the agility demanded by today's global economy, executives need the freedom to move beyond office walls without leaving behind the resources they need to be effective. Simply put, executives need to be able to do anything, anywhere: collaboratively edit a contract during an overseas flight. Approve purchase orders at a business conference. Access real-time patient data and clinical systems from a remote hospital. File legal briefs from a courthouse lobby. They need to do it all on whatever device is most convenient—including their own personal devices—from laptops to the latest tablets and smartphones.

This kind of mobility isn't an aspiration for the executive of the future. It's a requirement for doing business today. To make it possible, organizations must solve significant challenges. How can executives collaborate actively even as their work takes them far from the office? How can they respond effectively to urgent needs while at home or traveling? How can they be given the flexibility to work with whatever device best suits their need, with fast, effective IT support even on their own consumer-grade devices? How can executives access the most confidential data anywhere, on any device, from any network while IT controls risk and ensures information governance and compliance?

As a leader in solutions that enable more mobile, flexible ways of working, Citrix® empowers executives to work wherever and however they need to, while managing risk and enabling organizations to:

- **Empower executives to work anywhere** using their own personal devices
- **Increase executive productivity** by providing enterprise-application access from mobile devices
- **Enable executives to share files** easily, inside or outside their organization, without introducing unnecessary risk to their organization
- **Improve collaboration** for executives who are constantly on the move by providing online meetings with high-definition audio and video conferencing

Citrix executive mobility solutions, comprising Citrix Receiver™, Citrix CloudGateway™, ShareFile®, GoToMeeting® and Podio® enable executives to work with people, data and apps from the latest devices over any network.



**Chartis Insurance** maintains high business agility in the competitive financial services industry by enabling full executive mobility. Executives can log in to a Chartis private cloud on the device of their choice, through any available network connection, to securely access all the resources they need to be effective. Centralization, authentication and encryption keep data secure wherever and however it is accessed.



### All the latest devices

Executives gain the freedom to choose the best device for any situation: a tablet for a short trip, a notebook for a longer journey, or a smartphone for a quick check-in. Any brand and platform can be used including Windows and Mac® desktops and laptops as well as RIM, iOS, Android and Windows-based mobile products.

### Self-service app store

Executives can access any of their Windows, web, SaaS and mobile apps easily on any device through a secure app store with a convenient single sign-on experience.

### SmoothRoaming™

As executives move across devices and locations, they never waste time re-opening documents and re-launching applications. Citrix provides fully seamless roaming so the same application session and consistent desktop appears on every screen they use, ready to resume work.

### Follow-me data

Executives can easily share files with anyone inside or outside their organization and sync files across all of their devices so the right data is always in the right hands. Access control, auditing and reporting help prevent unauthorized or inappropriate file access to support information governance and compliance.

### High-definition video conferencing

Rich tools for collaboration and communication let executives initiate or join meetings from any location in seconds, on any device, with high-definition video for true face-to-face interaction.

### Collaborative work platform

Executives can get work done with their team and clients on a social work platform that they make their own. Work with any group of people inside a workspace and connect your entire company in your employee network. Social activity streams and hundreds of pre-built and custom apps enable you to create collaborative workspaces for managing your projects, sales, events, intranet and much more.

### Secure by design

Apps and data remain centralized in the datacenter, where IT can manage compliance, information governance and data protection comprehensively and effectively. If an executive's device is lost or stolen, IT can remotely wipe any enterprise data it may have contained so that confidential business information isn't compromised.



At **Seattle Children's Hospital**, practitioners consulting with colleagues before seeing an ill or injured child use single sign-on to log into their desktop and applications in a matter of seconds. Once in the clinic room, they log into the exact view they've just left. They can later use a tablet to show the family diagnostic and informational images—moving easily and seamlessly from device to device.

### SNR DENTON

At **SNR Denton**, a top 25 global law firm, attorneys are free to work on laptops, smartphones, tablets, or any other device, over any network connection. When one partner received an urgent request from a client, he used his smartphone to log into his virtual desktop, pull up the firm's document management system and email the needed information—all without leaving the sideline of his son's soccer game.

## The executive of the future—today

Mobility helps high-value professionals put their skills and creativity to work more effectively, in more ways, to achieve the best results for the business. Citrix executive mobility solutions empower executives of the future with the mobility they need today.

**Wherever, whenever productivity:** A CEO who is interrupted in the middle of an analytics report picks up at the same point later in the day—on the same home computer her kids use for homework. A doctor accesses the applications and data relating to a patient on a laptop in the office, then resumes the same session on an iPad carried on rounds. For a marketing executive, Adobe Photoshop files or Microsoft PowerPoint presentations can be accessed from anywhere in seconds—even on a smartphone or tablet.

**The best device in any scenario:** A bring-your-own-device (BYOD) initiative, enabled by Citrix executive mobility solutions, allows executives to choose the best device for any need and situation—even a brand new one, set up easily within minutes of its purchase. Efficient central management helps IT deliver concierge-style support to executives, even on their own personal smartphones and tablets.

**Face-to-face contact across the globe:** Customer calls, partner meetings, contract negotiations, medical consultations and ad hoc gatherings can take place at any time, regardless of the physical location of participants. Executives can interact face-to-face with customers, partners and colleagues in any part of the world to aid business agility—while many business trips become a matter of choice, not necessity.

**Healthy work-life balance:** Business can call at any time—but it doesn't always have to take executives away from their families and personal lives. A home office or hotel room becomes just as productive as a corner suite at headquarters, and an unexpected meeting doesn't have to put an end to a long-planned vacation. A better work-life balance helps executives care for their family while they continue to drive strategic value for the organization.

Citrix executive mobility solutions improve collaboration and increase productivity for executives. For more information about Citrix executive mobility solutions, please visit [www.citrix.com/execmobility](http://www.citrix.com/execmobility).



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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

### About Citrix

Citrix Systems, Inc. (NASDAQ:CTXS) is the company transforming how people, businesses and IT work and collaborate in the cloud era. With market-leading cloud, collaboration, networking and virtualization technologies, Citrix powers mobile workstyles and cloud services, making complex enterprise IT simpler and more accessible for 260,000 enterprises. Citrix touches 75 percent of Internet users each day and partners with more than 10,000 companies in 100 countries. Annual revenue in 2011 was \$2.21 billion. Learn more at [www.citrix.com](http://www.citrix.com).

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