

Cisco Mobile Workspace

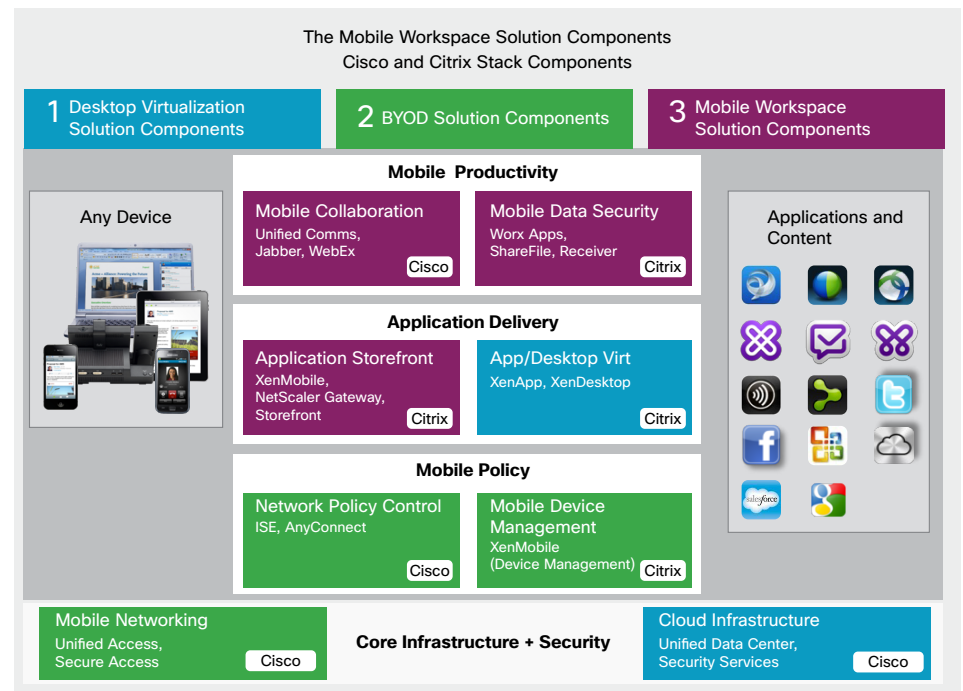


What It Is: The integrated Cisco® Mobile Workspace solution is a combination of Cisco and partner hardware and software that simplifies delivering “mobile workspaces” to your employees. In other words, users get the same secure access to applications, data, and communications services when on the go as they would when at their office desks. It doesn’t matter which device and operating system they’re using or where they are located. Backed by validated designs and services, the first Cisco Mobile Workspace solution release combines Cisco technologies with Citrix mobility management and virtualization technologies. Together, the technologies give IT teams a comprehensive mobility deployment and management blueprint for supporting all business-to-employee (B2E) mobility requirements.

What It Does: The solution integrates Cisco wireless and wired network hardware and intelligent software and services with third-party mobility management and virtualization technologies. The result is better experiences for users plus a far reduced integration job for IT. Cisco Mobile Workspace smooths out the consistency of user experiences across Android, iOS, Windows, Mac OS X, and other environments. So users can work and collaborate regardless of how they connect, while IT overcomes the growing piecemeal mobility integration and management challenges.

What It Solves: Cisco Mobile Workspace simplifies the process of on-boarding diverse types of mobile devices. So mobile employees quickly become productive with all the applications, content, and communications services they need. The business gains the freedom to choose the right application delivery models based on its own criteria – native, virtual, browser based, or software as a service (SaaS) – while maintaining security and user experience consistency across all models. By offering user self-service capabilities, the solution helps keep the overhead of supporting the explosive growth of mobile devices in the workplace at bay.

Cisco Mobile Workspace is one component of Cisco’s comprehensive enterprise mobility portfolio, which also includes the [Cisco Connected Mobile Experiences \(CMX\)](#) business-to-consumer (B2C) solution and [Cisco Enterprise Mobility Services Platform \(EMSP\)](#) for app development. Cisco Mobile Workspace takes a modular approach that is easier to implement incrementally by building on Cisco bring-your-own-device (BYOD), mobile collaboration, and desktop virtualization solutions.



Did You Know...?

Proactive mobility strategies result in quantitative business benefits. A [2013 Cisco Horizons](#) report found that by being reactive rather than strategic in deploying BYOD capabilities, companies leave an average of \$1,300 on the table annually per mobile user. While basic BYOD generates an average of \$350 in value a year per mobile user, moving to a proactive mobility strategy increases this to \$1,650. What accounts for this value? A Forrester report, [The Expanding Role of Mobility in the Workplace](#), found that employee responsiveness and decision-making speed increased in 76 percent of organizations. More than 40 percent reported faster customer-issue resolution and customer satisfaction.



Mobility has become a top business priority. So it is no surprise that in a recent survey of 400 global IT executives, Accenture found that 73 percent feel that mobility can affect a business as much as the web does. And 75 percent list mobility among their top five priorities. Projects are shifting from a narrow focus on secure mobile access to planning and executing a whole mobile apps, communications, and data strategy.

So IT has a new call to action. That means companies need an integrated mobility solution that works holistically to deliver apps and to secure data. Nearly a third (29%) of organizations fully encourage and enable employees to work from anywhere on any device, according to the [Citrix Mobility in Business Report](#). However, a business-ready solution has to make mobility easier and more powerful for the organization as a whole, as well as for employees and, of course, IT. That requires a framework for hosting and managing mobility while accommodating diverse work styles, business processes, and regulatory requirements.

What Makes Cisco Mobile Workspace Solution Different?

The first release of the solution, Cisco Mobile Workspace Solution with Citrix, combines proven technologies from two technology leaders. The platform is built on Cisco's top-ranked wireless, security, collaboration and data center technologies and layers on Citrix leading enterprise mobility management (EMM) and desktop virtualization capabilities. And it is the only mobility solution that can give you a single source of policy management and enforcement.

The modular Cisco solution technology stack includes multiple integration points that save time for your IT team while making mobile experiences seamless for users. For example, Citrix XenMobile mobile device management (MDM) directly integrates with Cisco Identity Services Engine (ISE) for automated policy enforcement. Files, applications, video, voice, and schedules work in concert and follow the user across any network and on any device.

The jointly pretested and validated solution is the first in the industry to support all app types and delivery models, including native, virtual, HTML 5, hybrid, real-time voice and video, and SaaS. That means you can accelerate the delivery of mobile apps to your users by choosing the delivery models that best meet your organization's security, cost, and user experience requirements. It is also the first integrated solution to enforce mobile policies across all the network, device, application, and content layers.

How Will It Help You and Your Employees Work Smarter?

The Cisco Mobile Workspace Solution lets employees and IT boost their productivity while giving you peace of mind in knowing that mobility is not putting the business at risk. Compared to other mobile solutions, it uniquely offers:

- 1. Simplicity:** Delivers all applications, data, and collaborative services across any network and a broad combination of corporate-issued and employee-owned (BYOD) devices. Self-service features and task automation make it easy for employees to get started and continue to get their jobs done with full-featured mobile experiences. For IT, the prevalidated design simplifies deployment, operations, and support for IT.
- 2. Security:** Enhanced security, integrated at multiple levels, automatically protects networks, devices, applications, and data. You get a single-source policy for the entire organization, letting IT enforce your compliance policies and respond efficiently to changing requirements and regulations.
- 3. Flexibility:** Meets a diverse range of organization roles, work styles, business processes, and regulatory requirements. Your employees can take their previously desk-bound workspace experiences with them, using the devices of their choice.

Why Should You Choose Cisco?

The Cisco Mobile Workspace with Citrix solution brings together the best-in-class technologies and full support of two industry leaders into a strategic platform for your immediate and longer-term mobility initiatives. And Cisco and Citrix provide exceptional regulatory compliance and risk mitigation: you get centralized control of devices, data, applications, communications, and infrastructure.

Next Steps

Learn more about the Cisco Mobile Workspace solution by visiting the [Cisco website](#). To discuss your company's mobility initiative and requirements, contact your local Cisco representative or Cisco partner.