Make IT more agile

Create a flexible business

Give users freedom

Bring your own device

Bring your own device to work

Give IT the power to say "Yes!" to personal laptops, tablets and smartphones

Widespread consumer adoption of computing technologies such as smartphones, laptops and tablets has led to the rise of *Bring Your Own* (BYO) initiatives that let workers use these inexpensive yet state-of-the-art devices for business within enterprise networks—as well as at home. Recent statistics suggest that more than 79 percent of corporate employees work at least one day per week out of the office; over 60 percent of these employees use three or more devices each day. No longer can IT dictate computing and mobile devices. The *Consumerization of IT* now gives users new freedom to choose their own preferred workstyles and computing habits.

To embrace this new model, IT must be able to securely deliver enterprise data, applications and desktops to end users wherever they are, on whatever device they choose to use.

Key challenges include:

Empowering users to access enterprise data, apps and desktops in a consistent, secure manner on any computing platform, operating system, tablet or smartphone.

Enabling application portability, data backup and policy compliance even as users work beyond enterprise networks and move from device to device over the course of a day.
Getting control over unsanctioned apps and websites already being used by as many as one-third of all information workers to preserve data security and integrity.

Citrix XenDesktop and Citrix Receiver give IT the power to say *yes* to end user devices and support a BYO model that delivers freedom and choice through a more strategic approach to IT service delivery.