

Why go with Citrix Endpoint Management instead of Citrix XenMobile?

Both Citrix Endpoint Management and Citrix XenMobile on-premises give you a simple, consistent way to manage employee desktops, laptops, smartphones, and tablets through a single platform. Which solution is right for your organization? In most cases, the answer is Citrix Endpoint Management. Here's why.

Fast, simple, secure, and reliable

Like any traditional on-premises solution, Citrix XenMobile has to be deployed, operated, maintained, and secured by your team. It delivers all the functionality, quality, and value you expect from Citrix—but that's still a significant amount of time and effort for you to put in.

With Citrix Endpoint Management, you can complete deployment via Citrix Cloud in as little as two hours. New features and bug-fixes are delivered every three weeks with zero downtime, so you're always using the best and latest version.

With our built-in redundancy, you can count on consistent and reliable performance. As for security, your data is encrypted with Azure Transparent Data Encryption (TDE)—and it's never co-mingled with another customer's data.

Let us handle that

Delivered as a service, Citrix Endpoint Management frees you from many of the responsibilities that come with an on-premises solution like Citrix XenMobile. Here are just a few of the tasks that Citrix Endpoint Management customers don't have to deal with:

- Initial deployment
- Server updates
- Ongoing server monitoring, management, and optimization
- Backups & disaster recovery
- Security monitoring
- Infrastructure
- Performance

By letting Citrix Cloud Ops take care of routine activities like these, you can turn your attention to higher-value matters like transforming the employee experience.

How the costs compare

According to industry analyst, software is one of the top two costs in the typical IT budget—and more than half of that goes to support and maintenance. Upgrades are costly and time-consuming, and they often necessitate additional changes to infrastructure and business practices. Server crashes, malware, and infrastructure issues add unexpected surprises to your cost structure. With an on-premises solution, both OpEx and CapEx can create endless headaches.

With Citrix Endpoint Management, you pay a regular annual subscription—and that's it. There's no additional cost for maintenance or upgrades by Citrix Cloud Ops, no need to resize or refresh hardware, and no staff costs for staging and implementation. If something happens on the back end, Citrix Cloud Ops will deal with it without adding to your bill.

Add up the hard costs and soft costs over a year, and you'll find that Citrix Endpoint Management comes out ahead in cost efficiency. And that's not including the priceless peace of mind you get with guaranteed availability and controlled, predictable costs.

Making the move

For organizations choosing their first endpoint management solution, Citrix Endpoint Management offers clear advantages. **For existing Citrix XenMobile customers, switching to Citrix Endpoint Management couldn't be simpler.**

The Citrix Endpoint Management Migration Service, included **free** with your subscription, provides dedicated Citrix resources to help with your transition to the

cloud from start to finish. You can confidently migrate your existing Citrix XenMobile deployment **without the need to re-enroll devices**—and you won't even need to upload new licenses. We'll export your database, create your service cluster, install your cloud connector, and configure Citrix Gateway, so you're up and running fast. If you need more advanced support, we've got experts available to help.

In today's personal, adaptive, and agile work environment, it's essential to have a simple way to manage any device employees want to use. With Citrix Endpoint Management, you can empower employees to do their best work however they want to work—with the simplicity and security your IT team needs to do their own best work.

More devices—more freedom

With Citrix Endpoint Management, you can take advantage of exclusive device support and features not available with XenMobile.

- Deploy several enrollment types like MDM, MDM+MAM, or MAM within a single instance with our Enhanced Enrollment Profiles.
- Take advantage of our fast enterprise application delivery with secure CDN technology.
- Integrate with Microsoft Endpoint Manager to manage your Office 365 applications within Citrix Endpoint Management
- Natively integrate with other Citrix Cloud services to secure and unify your Workspace experience

	Citrix Endpoint Management	Citrix XenMobile on-premises
Apple		
macOS	✓	✓
iOS	✓	Limited
tvOS	✓	
Android		
Android Enterprise	✓	Limited
Samsung KNOX	✓	✓
Samsung SAFE	✓	✓
Zebra	✓	✓
Windows		
Windows 10 desktops and tablets	✓	Limited
Google		
Chrome OS	✓	
Amazon		
Alexa for Business	✓	
Workspace Hub		
N-Computing	✓	
Stratodesk	✓	
ViewSonic	✓	
Atrust	✓	



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