Focus on balancing security needs with user experience demands
Instead of managing only devices, successful organizations take a holistic view of security. Balance the user experience and productivity with security across devices, apps, data, networks and identity.

Enable flexible options for data storage, access and management
Storing business information anywhere requires increased IT control on where information is stored and who it is shared with. Many organizations look for a flexible mix of centralized control across datacenter servers, cloud storage and endpoint containerization.

Offer rich policy engine for contextual controls
Instead of giving users an all-access pass to the network – enforce contextual security! By doing this, it allows IT to set policies that manage contextual access to information including confidential and restricted data for all business scenarios.

Enable efficient compliance management and reporting
Security solutions should provide complete and automated monitoring, logging and reporting of data, user and network level activity to help respond to audits quickly, efficiently and successfully.

Reduce the attack surface while lowering IT costs
Organizations can lower operational costs and reduce spend on individual security technologies by focusing on app and data security and usage.

Source: “Manage Risk by Protecting Apps, Data and Usage,” Citrix.