

# Citrix Launches Fastest Growing Mobile App Ecosystem

*Worx App Gallery Accelerates the Deployment of Enterprise-Ready Mobile Apps*

**SANTA CLARA, Calif. – Aug. 21, 2013** – Citrix today announced the availability of the [Citrix Worx App Gallery](#) with more than 100 committed third-party apps. This represents a growth of 25 percent since it was [announced](#) at Citrix Synergy™ in May. With a rapidly increasing app pipeline and new apps added daily, the Worx App Gallery is the fastest growing enterprise mobile app ecosystem on the market today. The Worx App Gallery eliminates the need for IT administrators to go through the time consuming process of procuring and verifying mobile apps. All Worx-enabled mobile apps are enterprise-ready with security, policy and provisioning controlled by Citrix XenMobile™. Administrators simply select Worx-enabled apps from the Worx App Gallery and deploy them to their corporate app store for their users to download. The combination of Citrix XenMobile and the Worx App Gallery dramatically simplifies the entire process of securing and managing mobile apps, and takes the burden off of IT.

## **Simplifying Mobile Apps for Work**

In today's environment, enterprise IT organizations are faced with a number of tools and tasks when it comes to securely enabling enterprise-ready mobile apps. Typical mobile application management (MAM) solutions today involve six or more steps: identify the app, execute contracts with the app developer, retrieve the app binaries, apply the security wrapper, verify the app and then deploy it for users in their corporate app store. This process must be repeated when the app or mobile OS is updated, or when the app security SDK changes. Citrix manages this entire process for IT and provides end-to-end support, eliminating the complexity of making common mobile apps enterprise ready. Users no longer have to hunt for apps that they want to use work. They can simply open up their corporate app store on their mobile device to find a list of Worx-enabled apps that have been pre-selected by IT for their use.

## **Making Mobile Apps Safe for Enterprises**

The Worx App Gallery features enterprise-ready third party and Citrix mobile apps, including [WorxMail](#), [WorxWeb](#), [Citrix ShareFile®](#) and [Citrix Podio™](#), with the management and security controlled by Citrix XenMobile. Worx-enabled apps run in encrypted containers that secure data at rest, data in use and data in motion. For example, XenMobile can block users from accessing sensitive corporate information from an unsecured Wi-Fi network at a coffee shop. These capabilities combined with powerful inter-app communications controls comprise nearly 60 different granular policies of which IT can take advantage. This represents one of the largest and most comprehensive sets of mobile application management policies in the industry.

## **Expanding Market Reach for ISVs**

Independent software vendors (ISVs) can leverage the Worx App Gallery to showcase their apps to a wide enterprise customer base, including more than 260,000 Citrix customers and more than 10,000 resellers. Through the Citrix Ready® Worx Verified program, app companies can leverage an integrated lead-management system, Citrix marketing and branding assets and tools and the Citrix demo cloud environment to drive sales engagements.

The Citrix Ready program currently boasts more than 100 committed third party apps. Third party developers who have committed their app(s) have engaged with the program and verified or are in the process of verifying their existing mobile apps with Citrix XenMobile. The Worx App SDK makes it simple to extend enterprise-grade management and security in any existing mobile application. A single line of code instantly embeds enterprise capabilities into any mobile app. With minimal effort, iOS or Android apps can be Worx-enabled, secured, and made available on either an internal storefront or in public app stores.

Developers interested in joining the Citrix Ready program can learn more by visiting and enrolling here: <http://www.citrix.com/go/worx-app-sdk.html>

## **Quotes**

### **Stacy Crook, Program Manager for Mobile Enterprise Research at IDC**

"As mobile device usage continues to proliferate in the enterprise, companies need tools that allow them to manage and secure a wide variety of mobile enterprise applications throughout their entire life cycle. By creating an app ecosystem that supports its end-to-end enterprise mobility management solution, Citrix is taking a step in the right direction to meet those needs. Citrix's well established customer and partner channel will help Citrix Worx App Gallery gain critical mass with ISV and enterprise customers."

### **Dennis Griffin, Director, Document Solutions Products, Adobe**

"We are excited to see Adobe Reader added to the Citrix Ready Worx Verified Program and as one of the initial applications featured in the Citrix Worx App Gallery. With today's news, Adobe is now able to offer a Worx-enabled version of Adobe Reader as an enterprise ready, secure solution to Citrix enterprise customers using any Android-based device."

### **Peter Price, CEO of Webalo**

"I'm delighted to announce that Webalo, the infrastructural solution for mobile app generation, is now Citrix Ready Worx Verified and will be one of the initial applications featured in the Citrix Worx App Gallery. With minimal development time and effort, we were able to utilize the Citrix Worx App SDK to easily embed Citrix XenMobile app container technology to extend Webalo as an enterprise ready, secure solution. It is important to us that the Webalo enterprise mobility platform is part of a long term and viable ecosystem that has the 260,000 enterprise customer reach that Citrix Worx App Gallery offers."

### **Amit Pandey, Vice President and General Manager, Mobile Platforms Group at Citrix**

"BYO is unstoppable, and to truly mobilize enterprise users, companies need more than mobile device management. They need a comprehensive solution that includes a way to provide employees secure access to mobile apps. The powerful combination of XenMobile and Worx App Gallery charts a new course for enabling enterprise mobile apps, further delivering all of the key technologies needed to mobilize the enterprise."

## **Availability**

Worx App Gallery is available today. To take advantage of the capabilities in Worx Mobile Apps, customers can purchase XenMobile Enterprise edition. Please contact a Citrix salesperson for more information.

### **Related Links**

- Announcement: [Citrix Redefines Enterprise Mobility with XenMobile Enterprise](#)
- Announcement: [Citrix Unveils Worx Mobile Apps for On-the-Go Business Productivity](#)
- Blog: [The Launch of the Fastest Growing Ecosystem](#)
- Blog: [Secure Mobile Data Access with Worx-enabled ShareFile](#)

### **Follow Citrix**

- [Worx App Gallery](#)
- [XenMobile product page](#)
- Twitter: [@Citrix](#)
- Facebook: [Citrix](#)

### **About Citrix**

Citrix (NASDAQ:CTXS) is the cloud company that enables mobile workstyles—empowering people to work and collaborate from anywhere, securely accessing apps and data on any of the latest devices, as easily as they would in their own office. Citrix solutions help IT and service providers build clouds, leveraging virtualization and networking technologies to deliver high-performance, elastic and cost-effective cloud services. With market-leading cloud solutions for mobility, desktop virtualization, networking, cloud platforms, collaboration and data sharing, Citrix helps organizations of all sizes achieve the speed and agility necessary to succeed in a mobile and dynamic world. Citrix products are in use at more than 260,000 organizations and by over 100 million users globally. Annual revenue in 2012 was \$2.59 billion. Learn more at [www.citrix.com](http://www.citrix.com)

### **For Citrix Investors**

This release contains forward-looking statements which are made pursuant to the safe harbor provisions of Section 27A of the Securities Act of 1933 and of Section 21E of the Securities Exchange Act of 1934. The forward-looking statements in this release do not constitute guarantees of future performance. Those statements involve a number of factors that could cause actual results to differ materially, including risks associated with the impact of the global economy and uncertainty in the IT spending environment, including in revenue growth and recognition of revenue, products and services, their development and distribution, product demand and pipeline, economic and competitive factors, including risks associated with international growth and IT consolidation, as well as other risks detailed in the Company's filings with the Securities and Exchange Commission. Citrix assumes no obligation to update any forward-looking information contained in this press release or with respect to the announcements described herein.

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