

Citrix strengthens zero trust security posture with strategic acquisitions of deviceTRUST and Strong Network



Here at Citrix we understand that the rise of hybrid work models presents new security challenges. Just as you have within your organizations, I too have seen the tides changing over the last several years, and I think we can agree that the need for businesses with teams operating across various geographic locations and using a mix of managed and unmanaged devices is only becoming more critical. As a result, our commitment to support you, our customers, and strengthen security throughout our solutions continues with the strategic acquisitions of **deviceTRUST** and **Strong Network**, expanding the security capabilities of the Citrix platform.

I am excited to share that these acquisitions bolster the Citrix platform's ability to protect critical applications and data across diverse environments empowering companies to implement robust zero trust access controls. By integrating these advanced security technologies, Citrix aims to simplify the management of complex hybrid environments, ensure secure access for developers to critical cloud resources, and ultimately reduce the risk of data loss for its customers. This commitment to innovation and security reinforces Citrix's dedication to our customers, as well as our position as a leader in providing comprehensive solutions for the dynamic needs of the modern workforce.

Key benefits include:

- **Enhanced zero trust security with granular access control:** The integration of deviceTRUST technology introduces real-time contextual access for virtual desktop infrastructure (VDI) and desktop-as-a-service (DaaS) environments, including locally installed applications. This enables granular access control based on device posture and user context, allowing organizations to continuously monitor and respond to changes, strengthening security, and minimizing endpoint risk.
- **Secure cloud development environments:** Leveraging Strong Network's capabilities, Citrix strengthens its ability to provide secure cloud development environments where mission-critical applications can be built, launched, and accessed more efficiently and cost-effectively. This provides deep developer productivity and observability benefits, while ensuring secure access for developers to critical resources while mitigating the risks associated with sensitive data and applications, including unauthorized access and data breaches.
- **Simplified zero trust security management:** By integrating these technologies into the Citrix platform, Citrix aims to simplify the implementation and management of zero trust security policies and access controls. This enables organizations to effectively address the evolving needs of hybrid work, meet diverse user needs across hybrid application deployments, and minimize the risk of data loss.

Citrix enhances hybrid work with expanded Secure Private Access

Beyond these acquisitions, Citrix is strengthening our commitment to secure hybrid work by expanding Citrix Secure Private Access (SPA). SPA provides the simplicity of cloud management with the strength of an on-premises data plane, allowing businesses to manage access to applications across on-premises and cloud environments seamlessly. Citrix Secure Private Access extends zero trust security to all applications, including web, SaaS, virtual desktops, and traditional client/server applications, ensuring both robust security and a smooth end-user experience.

With the addition of deviceTRUST and Strong Network, Citrix has underscored its dedication to providing comprehensive security solutions that enable organizations to embrace hybrid work while safeguarding critical assets. By continuously evolving the Citrix platform to meet the demands for flexibility, security, and collaboration in the modern workforce, Citrix remains a leader in secure digital workspace solutions.