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(54) **POLICY-BASED APPLICATION MANAGEMENT**

(71) Applicant: **Citrix Systems, Inc.**, Bedford, MA (US)

(72) Inventors: **Gary Barton**, Boca Raton, FL (US); **James Robert Walker**, Deerfield Beach, FL (US); **Nitin Desai**, Fort Lauderdale, FL (US); **Zhongmin Lang**, Parkland, FL (US)

(73) Assignee: **CITRIX SYSTEMS, INC.**, Bedford, MA (US)

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(57) **ABSTRACT**

Improved techniques for managing enterprise applications on mobile devices are described herein. Each enterprise mobile application running on the mobile device has an associated policy through which it interacts with its environment. The policy selectively blocks or allows activities involving the enterprise application in accordance with rules established by the enterprise. Together, the enterprise applications running on the mobile device form a set of managed applications. Managed applications are typically allowed to exchange data with other managed applications, but are blocked from exchanging data with other applications, such as the user's own personal applications. Policies may be defined to manage data sharing, mobile resource management, application specific information, networking and data access solutions, device cloud and transfer, dual mode application software, enterprise app store access, and virtualized application and resources, among other things.
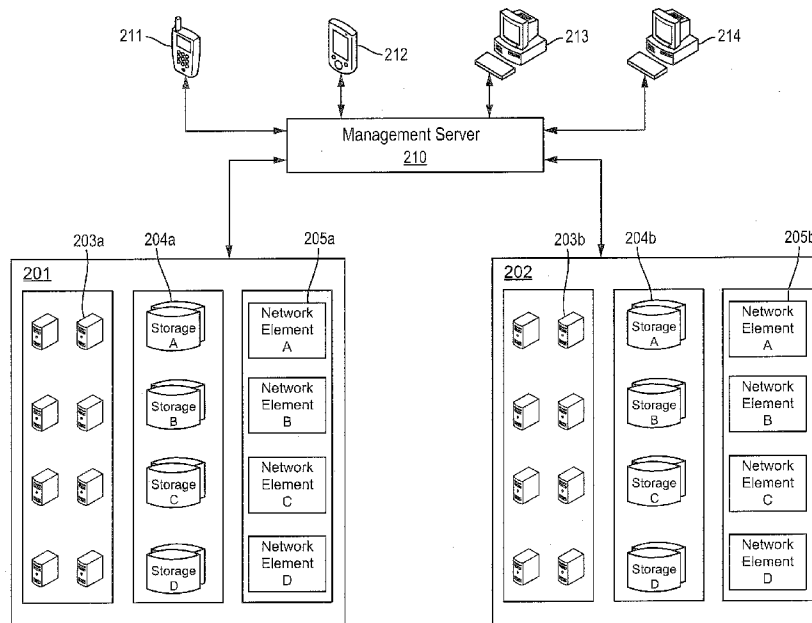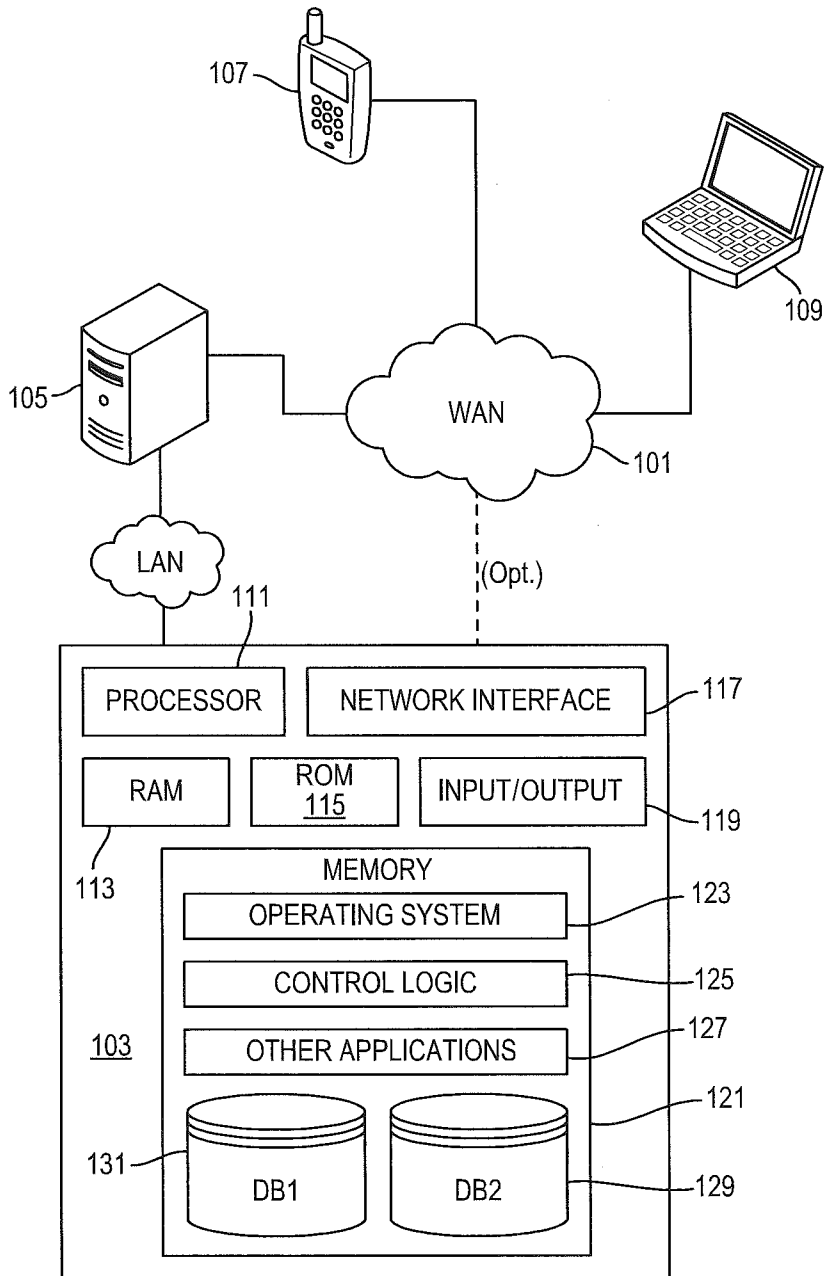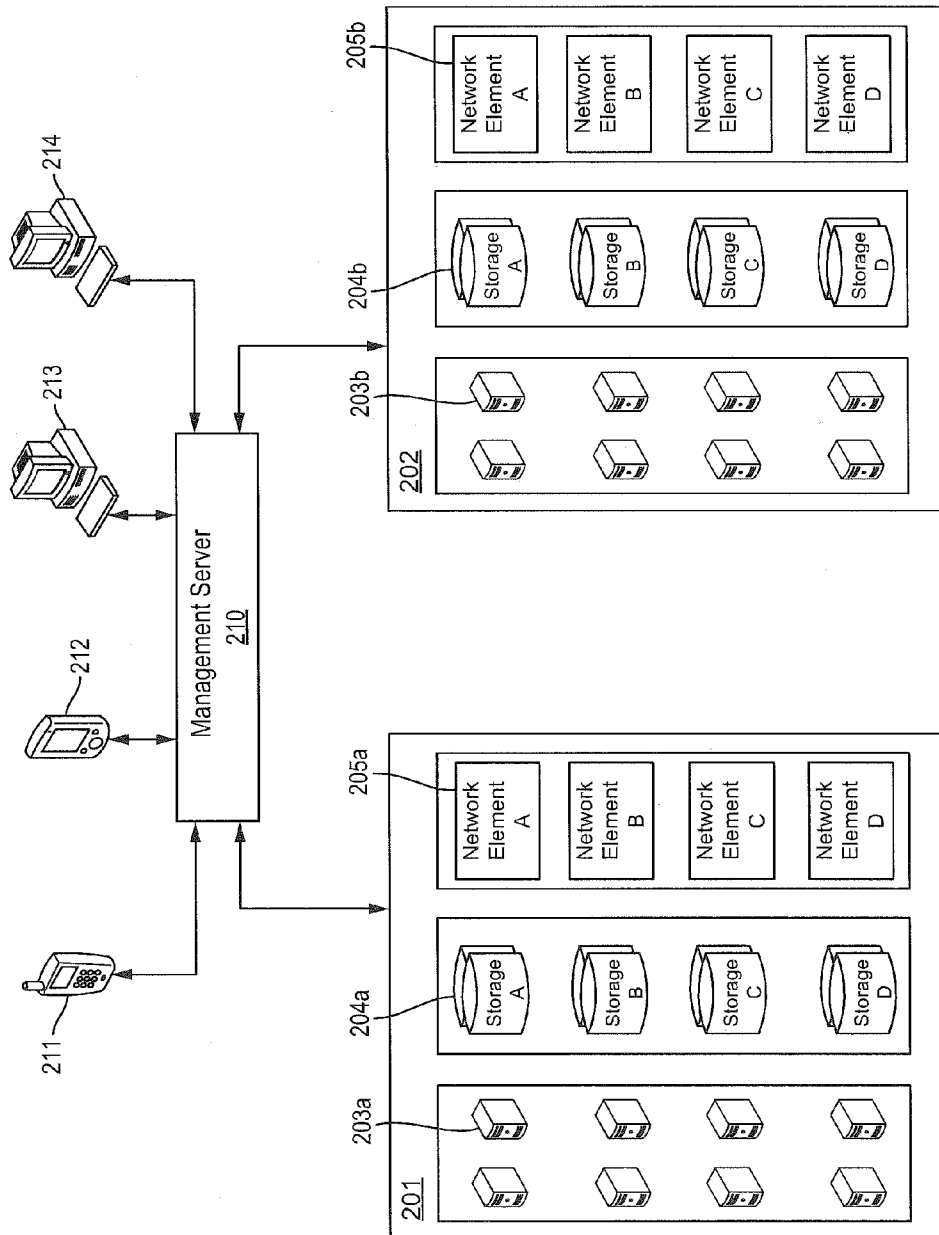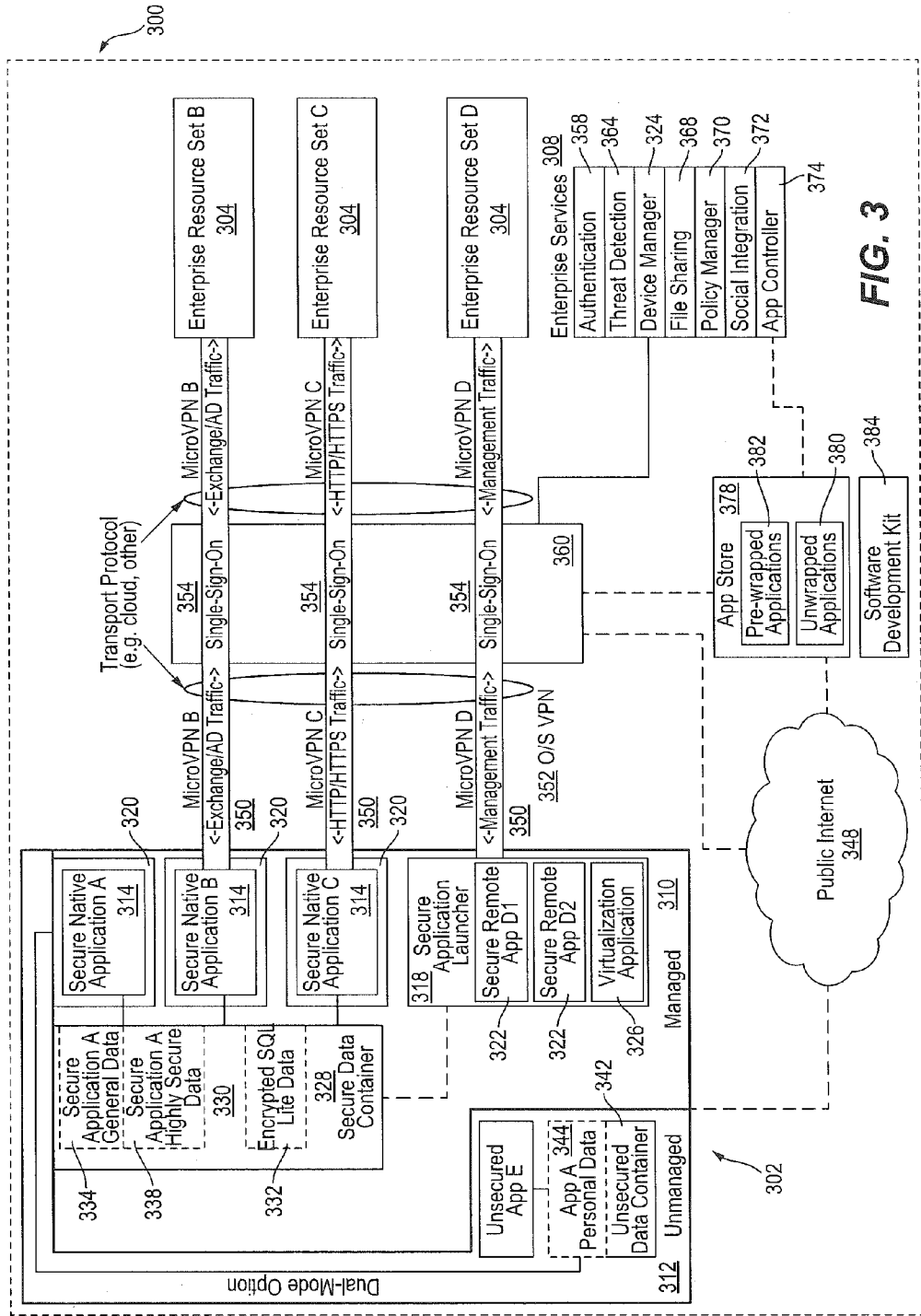
FIG. 1

FIG. 2

FIG. 3

FIG. 4

DOCKET ALARM
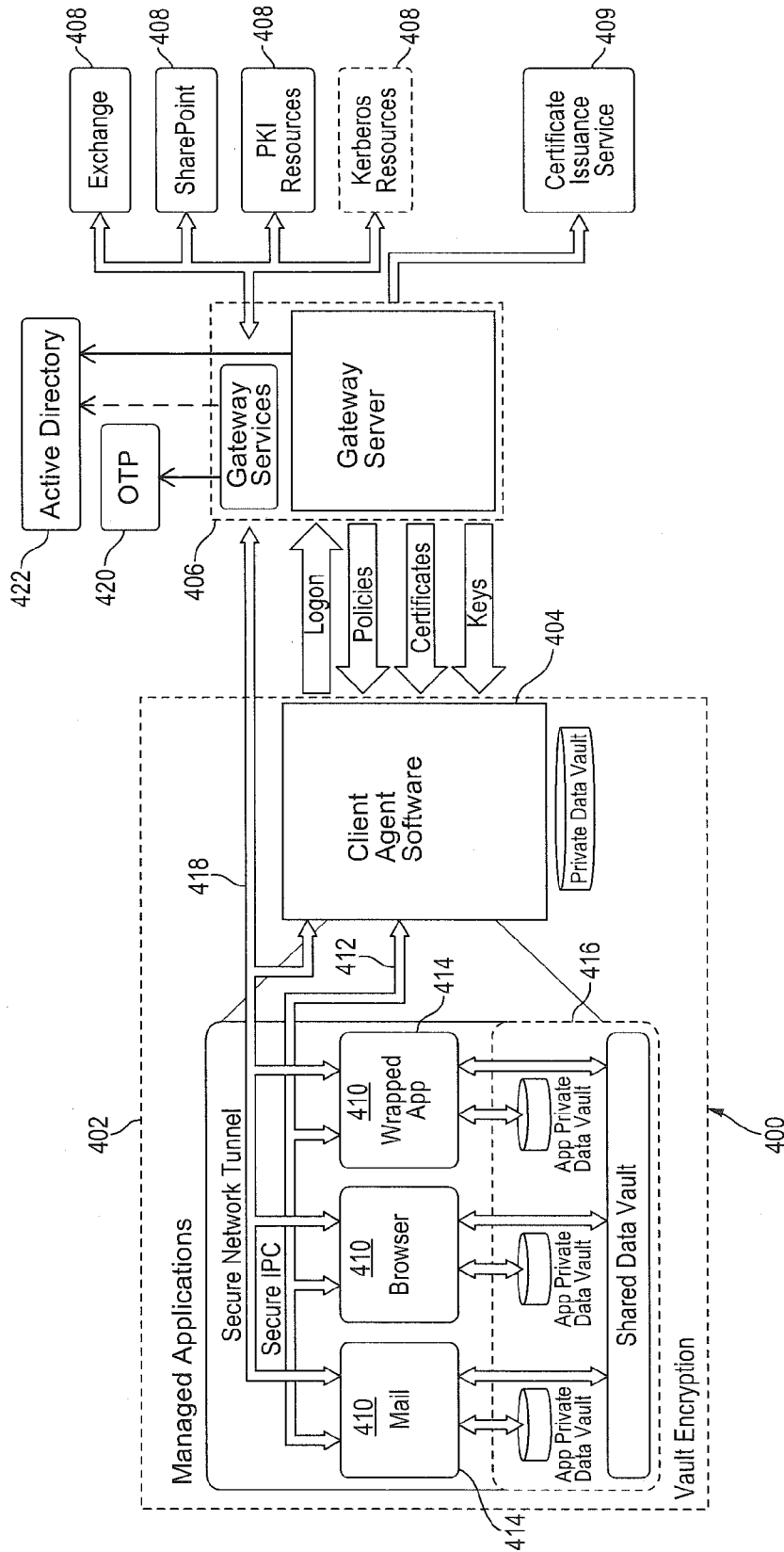
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