Why Choose VMware® Horizon™ Suite Over Citrix?

Today’s mobile workforce requires a better way for users to access their workspace and applications from any location on any device. Simultaneously, IT organizations need a solution they can trust—and one they can easily manage. To meet these diverging requirements, VMware® introduced VMware Horizon™ Suite. This value-packed suite includes VMware Horizon View™, VMware Horizon Mirage™ and VMware Horizon Workspace™ and provides the following capabilities:

- Virtual desktops and applications
- Layered Windows image management with centralized management, backup, and recovery
- File sharing
- Mobile workspace management
- Application catalog and management
- Centralized policy-based management

Horizon Suite
The platform for workforce mobility

The Horizon Suite all-in-one approach provides powerful advantages over other solutions on the market. Organizations using Horizon Suite receive more value and more capabilities than those using the various point tools supplied by Citrix. They also enjoy a money savings and a quicker Return on Investment (ROI) by purchasing a packaged suite as opposed to purchasing, installing, and maintaining individual tools from Citrix. Customers choose VMware Horizon Suite over Citrix for the following primary reasons:

- Trusted and reliable
- Management simplicity
- Best end-user experience
- Better value

Trusted and Reliable
As the leader in virtualization and cloud computing, VMware is an established vendor with 100 percent of the Fortune 500 and Global 100 companies worldwide. VMware has gained a strong reputation for understanding enterprise IT needs and delivering a robust product with integrated management, monitoring capabilities, and tight security.

Providing some of the highest uptimes in the industry, VMware offers customers the reliability they require for even the most demanding environments. According to Gartner’s “Magic Quadrant for x86 Server Virtualization Infrastructure,” VMware is in the lead position—providing both world-class technology and customer support. Further, trust comes from years of delivering market-leading built-in security and the necessary IT control, while maintaining a simple structure. VMware delivers reliability, security, and control without added complexity.

Management Simplicity
VMware Horizon Suite is built on the leading virtualization platform, VMware vSphere®. Leveraging the wealth of management capabilities vSphere offers, IT administrators are able to centrally manage and entitle users to corporate assets based on policy and simplify the complexities of the multi-device world with a single management platform.

The VMware product portfolio is known for management simplicity and consistent user experience. This reduces operational expenses and provides the fastest time to return on investment. With some of the lowest Total Cost of Ownership (TCO) levels in the industry, VMware products continue to raise the bar in ease of use and low management overhead. Compared to Citrix’s point products purchased from multiple vendors, each with its own installation and each with its own management interface, VMware Horizon Suite continues the ease-of-management and ease-of-use tradition that is a hallmark of vSphere and Horizon View.

Citrix XenDesktop does not provide the same level of integration with vSphere that Horizon View provides. Storage and IOPS-saving capabilities from vSphere are uniquely available in Horizon View and the Horizon Suite. Citrix continues to use previous-generation technologies and consequently cannot provide the speed of ROI and the level of TCO that the Horizon Suite integrated product set provides.

Best End-User Experience
VMware Horizon Suite offers a better overall end-user experience by providing a single workspace for accessing all corporate assets regardless of device, maintaining intuitive and native user experience, and separating corporate assets from personal ones. In addition, Horizon View offers leading 3D graphics capabilities by
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Adding hardware acceleration to the existing fully virtualized 3D graphics offering. According to the Principled Technologies report on “Desktop Virtualization with VMware View Compared to Citrix XenDesktop,” View and PCoIP performed either better than or as well as Citrix and HDX for network bandwidth consumption and end-user experience for all test cases.

Horizon Workspace provides robust separation of corporate from personal assets. End users’ expectations for usability and easy access to corporate assets are matched while the manageability, security, and compliance IT requires are maintained. Horizon Workspace leverages dual-persona capability to solve Android fragmentation, providing control and security for IT, while users get their privacy preserved. Citrix lacks the dual-persona capability. Unlike Horizon’s robust and flexible workspace management, Citrix Cloud Gateway does not manage a whole integrated workspace, but can only try to protect corporate assets one application at a time. Further, Horizon Workspace has been designed from the ground up to manage corporate assets only and this makes Horizon Workspace the perfect match for BYOD and COPE (company owned, personally enabled) deployments. Citrix XenMobile is primarily a mobile device management tool that takes full control of the device—including personal data.

Better Value

VMware Horizon Suite provides more value than Citrix’s similar offerings by providing an integrated, comprehensive end-user mobility platform that includes the critical management capabilities—at no additional cost. Citrix’s portfolio also lacks easy-to-use, low-profile, layered Windows image management, and they cannot deliver central management for a customer’s entire PC installation, nor can they deliver zero-touch image deployment, painless Windows migrations, or fully automated backup/recovery.

While Citrix is purchasing point tools to solve yesterday’s problems, VMware has built a platform for today’s—and tomorrow’s—mobile workforce. The Horizon Suite all-in-one solution offers the following distinct advantages over Citrix:

### Table: Horizon Suite vs. Citrix Set of Point Products

<table>
<thead>
<tr>
<th>VMware Horizon Suite</th>
<th>Citrix Cloud Gateway, ShareFile, XenDesktop, Access Gateway</th>
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<tbody>
<tr>
<td>Extensible and flexible platform</td>
<td>Citrix has point tools with a long road to integration</td>
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<tr>
<td>100% on-premise, secure file-sharing solution in addition to offering a cloud solution</td>
<td>ShareFile offers only data on premise. Application is still hosted by sharefile.com</td>
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<tr>
<td>Desktop layering, migration, and desktop backup and recovery</td>
<td>None</td>
</tr>
<tr>
<td>Tight integration with and similar management experience as vSphere</td>
<td>No specific integration with vSphere</td>
</tr>
<tr>
<td>Android dual-persona solution</td>
<td>None</td>
</tr>
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**Table 1:** Horizon Suite vs. Citrix Set of Point Products

Since Citrix’s portfolio lacks easy-to-use, low-profile, layered Windows image management, they cannot deliver central management for a customer’s entire PC fleet, nor can they deliver zero-touch image deployment, painless Windows migrations, or fully automated backup/recovery.

**VMware Horizon Suite Is the Top Choice**

More organizations trust VMware vSphere to provide the most reliable, highly secure, and robust platform available today. VMware Horizon Suite was built from the ground up to leverage vSphere integration and offers the same management simplicity and platform advantages that users expect from VMware. Horizon Suite is the most complete end-user computing solution on the market spanning physical, virtual, and mobile workspaces. Horizon Suite provides all of this in one high-value package that exceeds end-user expectations and meets IT requirements in an ever-changing mobile workplace.