

# CRUSH THE QUO

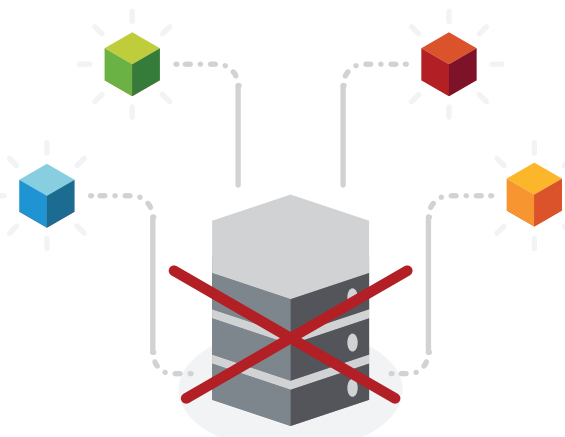
You've relied on Citrix in the past. And they were the only game in town when it came to published apps. But now you have a choice...

**MOVE FORWARD WITH VMWARE**—the only platform purpose-built for the mobile cloud era. Horizon 6 allows you to crush the quo so you can transform the delivery and management of desktop and application services.

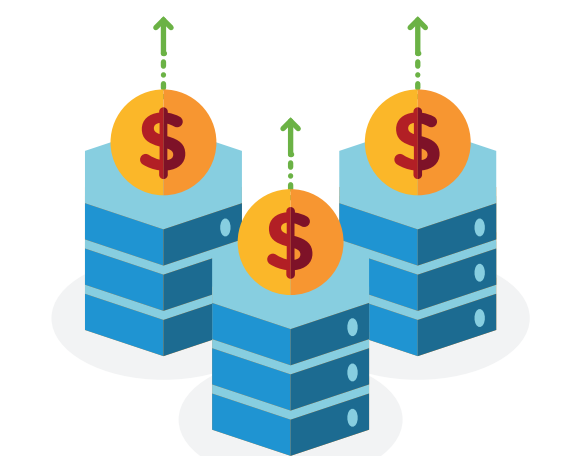
## FOUR REASONS WHY YOU NEED TO MOVE



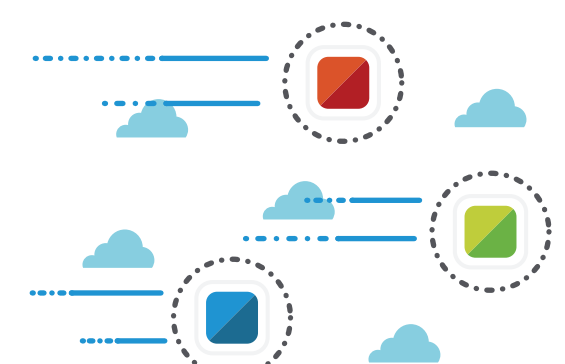
**1** VMware Horizon 6 provides full support for published applications and desktop sessions with RDSH-- as well as so much more!



**2** Microsoft recently announced the End of Availability of Server 2003. So, if you are using this platform, you have some choices to make.



**3** Citrix has announced the End of Maintenance of XenApp 5.0, and you are looking at some steep support costs to stay with the status quo.



**4** If you are not on Citrix XenApp 7.5 or XenDesktop 7.1 and you are looking to move, you are looking at a full rip and replace from their Integrated Management Architecture to their Flexcast Management Architecture.

## WHY VMWARE?

Unlike other vendors, VMware provides a single platform to support you from the datacenter to devices. VMware Horizon 6 and the Software Defined Data Center (SDDC) provides great performance and results.

### 1. SDDC WITH HORIZON ALLOWS CUSTOMERS TO DO MORE:



#### HIGHER OPERATIONAL EFFICIENCIES

BANK OF TOKYO-MITSUBISHI (BTMU) has eliminated **32,500 man-hours/month** of security updates.



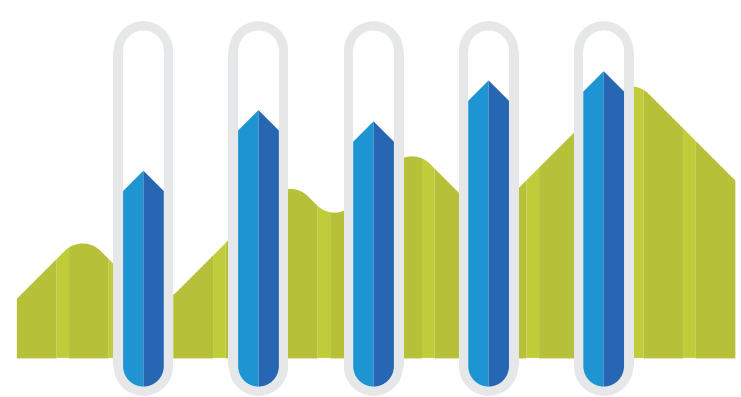
#### GREAT PRODUCTIVITY

MECKLENBURG COUNTY saves **\$1.2M/year** as a result of increased productivity.



#### GREAT USER EXPERIENCE

NORTH CAROLINA STATE UNIVERSITY supports **one of the top 20** game-design programs in the country.



#### EXCELLENT SERVICE LEVELS

CENTCOM has **100% uptime**.

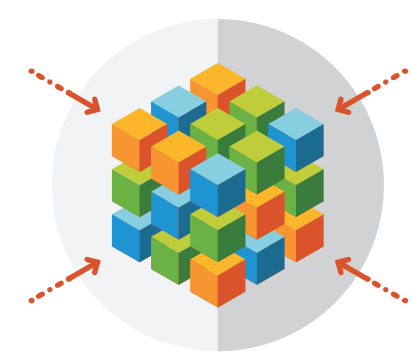


#### LOWER COSTS

COLT cut CAPEX costs by **22%/year**.

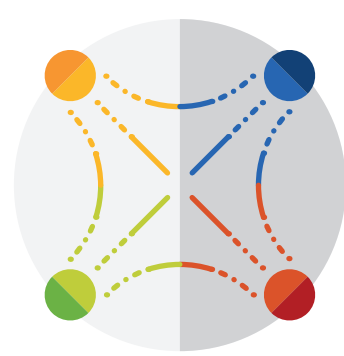
### 2. YOU CAN MOVE TODAY AND SAVE

Why pay more to run and manage two platforms, when you can do everything on one?



#### CONSOLIDATE

management with one platform to reduce OPEX.



#### REPURPOSE

Citrix FTEs to manage other projects.



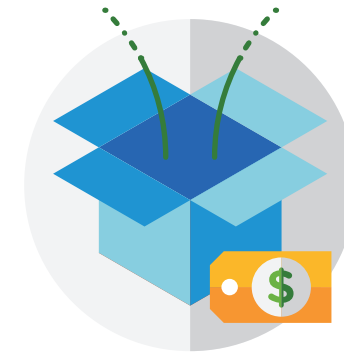
#### REUSE

vSphere licenses from your XenApp server farms when you move these to RDS Hosted Apps and Desktops.



#### LEVERAGE

existing Netscaler appliances - these work with Horizon 6!



#### GET MORE VALUE

from Virtual SAN, vSphere for Desktop with vCenter and Mirage—all ONLY included with VMware Horizon 6 bundles.

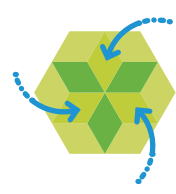
#### SPECIAL OFFER

From July 1st to Dec 15th 2014, Citrix customers can make the move to Horizon 6 and 3 years of SnS for roughly the cost of 3 years of Citrix SA and support.

(valued at \$265/user when bought a la carte)

### 3. MOVING TO VMWARE HORIZON IS EASY

Take advantage of dedicated tools and services to accelerate your move!



#### INTEGRATE

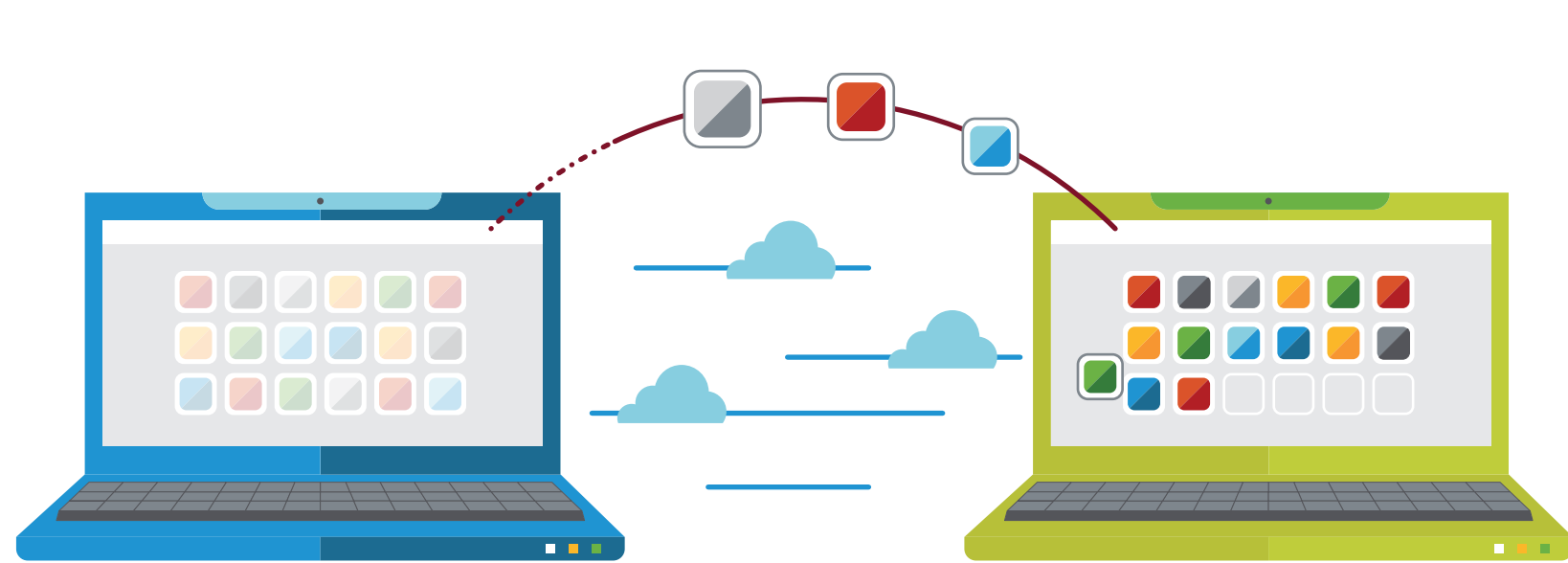


#### INTEGRATE XENAPP WITH HORIZON IN 4 EASY STEPS:

- 1 Deploy VMware Horizon Workspace
- 2 Implement the Citrix Integration Broker
- 3 Configure Horizon Workspace for XenApp
- 4 Decommission Citrix Web Interface or StoreFront



#### MIGRATE & REPLACE



#### MIGRATE OR REPLACE XENAPP WITH HORIZON IN 5 EASY STEPS:

- 1 Deploy VMware Horizon with View
- 2 Deploy VMware Horizon Workspace Portal
- 3 Prepare Remote Desktop Services Hosts
- 4 Create RDSH Farms and Application Pools; Entitle Users
- 5 Decommission XenApp