

FOUR WAYS VMWARE HORIZON BEATS CITRIX



VMware Horizon® helps more organizations compete in the mobile cloud era by providing productivity-enhancing capabilities that are simply better. Tailored to uniquely provide both end-user mobility *and* IT control, VMware mobile-cloud architecture addresses the needs of today's organizations more effectively than Citrix in four important ways:

1 Simplify and Unify Workspace Endpoint Management

Configure and manage digital workspaces, track operations, and automate certain IT workflows with VMware Unified Endpoint Management. Citrix XenMobile is not proven at scale and lacks key endpoint-management features offered by VMware Workspace™ ONE™:



Cradle-to-grave control over OS and applications



PCLM capabilities



Asset analytics for tracking and inventory



Industry-specific templates

2 Deliver Virtual Apps and Desktops Easily and Effectively

VMware Horizon provides all types of virtualized apps and desktops:



Published and hosted apps



Real-time app delivery and lifecycle management



Virtualized apps and desktops



User personalization



Operations monitoring from desktop to data center

Citrix relies on Microsoft for virtualized apps. Citrix AppDisks cannot provide app layering per user and it doesn't support XenApp or physical desktops. Their monitoring is limited to network and protocol information. User profile management is cumbersome to use and limited in capabilities.

3 Provide a Secure Workspace

Get serious security with VMware. Horizon is integrated with Workspace ONE and VMware NSX®, providing data loss prevention and microsegmentation among other protective features.



One-touch single sign-on and multifactor authentication



Conditional access



Microsegmentation



Data loss prevention

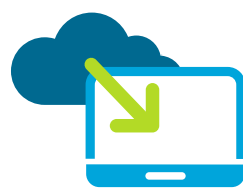
Citrix StoreFront has poor integration with NetScaler and requires an update for authentication.

4 Expand Your Cloud Options

The VMware comprehensive cloud service strategy enables delivery of any type of workspace from any cloud: public, cloud service provided, or private. Citrix also falls short in these important capabilities:



Personalized Desktops
VMware App Volumes™ delivers nonpersistent desktops with a personalized desktop experience from the cloud.



Desktop-as-a-Service
VMware Horizon Cloud Service™ provides any kind of workspace as a service from the cloud.

TRANSFORM HOW YOU WORK

VMware Horizon and Workspace ONE is the most complete solution for delivering, managing, and protecting Windows desktops, applications, and online services across devices, locations, media, and connections. To learn more about how Workspace ONE delivers and manages any device by integrating identity, application, and enterprise mobility management:



Check out [Horizon Apps](#).



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