VMware Workspace ONE Is a Better Choice than Citrix
Table of contents

Introduction .................................................. 3
The Future of Work ............................................ 3
Four Pillars of Differentiation ............................. 4
Leading Platform .............................................. 5
  One platform .............................................. 5
  Multitenancy .............................................. 6
  Modern management ..................................... 7
  Workspace Intelligence .................................. 7
  Flexible deployment options ........................... 7
Comprehensive Security ..................................... 8
  Single sign-on with built-in multifactor authentication ............................................. 8
  Data loss prevention ...................................... 9
  Network security ......................................... 9
  Per-app VPN .............................................. 9
  Micro-segmentation ...................................... 10
  Automated compliance workflows .................. 11
  Conditional access for context-driven security .................................................. 11
  Trust .................................................. 11
  Security certifications ................................... 11
Better User Experience ..................................... 12
  Unified endpoint management (UEM) ............... 13
  Virtual apps and desktops .............................. 13
  App delivery ........................................... 13
  App isolation .......................................... 14
  Personalized user experience ......................... 14
  Policy management and smart policies ............. 14
  Mobile Flows ........................................... 14
  BLAST ................................................ 14
Higher Value .................................................. 15
  VMware software-defined data center (SDDC) .... 15
  Just-in-time management (JMP) ....................... 15
VMware Also Leads in the Cloud ....................... 16
Conclusion .................................................... 16
VMware Workspace ONE Is a Better Choice than Citrix

"VMware data center and desktop virtualization solutions enable us to slash costs, accommodate district growth, and deliver outstanding customer service to students, faculty, and administrators—all without increasing the size of our IT staff."

BROOKS MOORE, DCS TECHNOLOGY HELP DESK MANAGER, ALEDO INDEPENDENT SCHOOL DISTRICT

Introduction

The intended audience for this paper is IT decision makers and line-of-business owners that are tasked with transitioning their workforce into a modern place of work—the Digital Workspace. According to Gartner, “The digital workplace enables new, more effective ways of working; raises employee engagement and agility; and exploits consumer-oriented styles and technologies.” The insights presented here will be helpful for executing a digital workspace transformation strategy.

The Future of Work

Automation. Robotics. Artificial intelligence. Organizations across the globe are becoming technology driven to remain competitive in the era of digital commerce. Broad trends in the industry are leading organizations to become nimble in managing the activities of their workforce and providing state-of-the-art customer service. Choosing who to partner with for your organization’s digital transformation will be one of the most critical decisions you make. The purpose of this paper is to help you with that choice. This paper provides guidance for selecting the best digital workspace solution to enable a more productive workforce. It focuses on comparing two solutions: VMware Workspace ONE® and Citrix Workspace.

VMware is the pioneer in digital workspaces for managing endpoints and has steadily prepared for digital workspace transformation by building innovative products designed with the future in mind, while Citrix has chosen to “retool” existing technology. The VMware Just-in-Time Management Platform (JMP), virtual storage area network (VMware vSAN™), mobile workflows, VMware Workspace ONE® AirLift for Windows 10, and network micro-segmentation (VMware NSX®) are a few of the game-changing technologies VMware has developed to help organizations transform the way they work. Citrix has repurposed legacy products and called the digital workspace “a framework for describing desktop and application delivery technologies.” Sounds like a description of the same technology they have sold for the past 25 years.
Four Pillars of Differentiation
VMware Workspace ONE is a powerful digital workspace solution that addresses the requirements of organizations needing a secure, simple, and cost-effective approach to modernizing their workspace. Four major areas of competitive differentiation demonstrate VMware leadership in innovation:
1. The leading digital workspace platform,
2. Providing the most comprehensive secure workspace,
3. Delivering the best user experience, all while
4. Offering the highest value.

FIGURE 1: Workspace ONE Key Differentiators
Leading Platform

VMware Workspace ONE is the leading platform for digital transformation, offering several outstanding advantages over the Citrix legacy approach:

- Delivers a comprehensive unified endpoint management solution with millions of devices under management.
- Uses a modern approach to applications supporting cloud-native apps, containerization, and legacy apps.
- Supports any use case including rugged devices, peripherals, IoT, and customer-specific cases.
- Provides a unified admin experience while delighting end users.
- Offers insights, intelligence and automation to improve the overall system performance.
- Features an open ecosystem that supports integrations with other major components.
- Provides a scalable and flexible architecture that easily grows with the organization.

Workspace ONE allows end users to bring any device to work and the organization’s content is protected. Even extreme use cases such as rugged devices are supported, in addition to trending applications like IoT and important capabilities such as peripheral support.

One platform

The industry’s leading virtualization platform brings together three critical technologies under one umbrella: storage (VMware vSAN), computing (VMware vSphere®), and networking (VMware NSX). Tailored integration with Workspace ONE results in real benefits, including a substantial reduction in storage costs, simplified network provisioning, security, micro-segmentation, extensive 3D graphics support, and support for any use case.

*The Citrix offering does not provide these critical technologies.*
Multitenancy
Of particular importance for scalability is multitenancy: the ability to serve multiple tenants on a single instance. Each tenant can be further divided down infinitely using an orthogonal structure to group or segregate devices, users, regions, languages, administration, and more. Workspace ONE multitenancy has the following advantages over Citrix:

• Ability to provide the same UI limited to a specific tenant
• Hierarchical view as global administrator
• Support for enterprise integration on a per-tenant level (for example, Active Directory, PKI, Syslog)
• Hierarchical policy flow down with inheritance and override capabilities
• Support for smart groups defined dynamically by console admins
• Ability to assign both device and app policies by smart groups
• Ability to define tenant types

FIGURE 2: Workspace ONE Multitenancy Architecture
Modern management
VMware leads in modern management with unique features such as Workspace ONE AirLift, which simplifies transitioning from Client Management Tools for Windows (CMT) to Windows 10 modern management (including migrating collections, policies, and applications), with no need to rewrite policies.

Workspace Intelligence
VMware Workspace ONE® Intelligence with automation delivers greater business value. Discover your most-used apps to quantify app development ROI, leverage baseline configuration templates and bring apps back to a stable state with a unique patch audit, and identify laptops that can be redeployed.

Workspace ONE Intelligence provides end-to-end security analytics, including app and UEM analytics that provide platform and app insights, leveraging the integration of acquired technology from Apteligent and E8 Security. Automated workflows simplify common IT tasks including deployment of patches and rollbacks.

Citrix Analytics does not include management insights and automation and is limited to only security insights.

Flexible deployment options
The VMware platform provides an architecture that supports your organization’s needs now and in the future:

• Multitenant, cloud-scale architecture
• Choice of where virtual desktops and apps reside – On premises, in the cloud, or both
• Ability to transition virtual desktops and apps to the cloud and maximize current investments
• Flexibility – Available on Microsoft Azure, SoftLayer (IBM), VMware Horizon® Cloud Service™ and AWS

Workspace ONE can be deployed in the cloud, on premises, or a combination of both.

Citrix Workspace is only available in the cloud.

Horizon Cloud delivers desktops as a service, allowing organizations to quickly scale desktop environments, reduce start-up infrastructure costs, decrease management overhead, and improve end-user mobility. VMware Horizon Cloud enables the delivery of cloud-hosted or on-premises virtual desktops and apps to any device, anywhere, from a single cloud control plane. It takes advantage of many of the same beneficial technologies as in our on-premises solution: just-in-time management technologies, VMware App Volumes™ and VMware Dynamic Environment Manager™.

Citrix has only recently announced they will have a comparable desktops-as-a-service offering, based on Microsoft Windows Virtual Desktops (WVD).
VMware provides serious security across all product areas from the data center and network to the endpoint, including mobile devices. Workspace ONE prevents user data loss, keeps corporate data secure, and integrates with VMware Horizon® and Citrix products, providing secure access to Citrix XenApp and XenDesktop in addition to Horizon Apps and Desktops.

Citrix StoreFront is limited to Citrix products and apps cannot be deployed from other sources such as Microsoft RDSH apps or VMware Horizon RDSH apps.

Today, VMware offers a suite of end-to-end security solutions to enable Zero Trust. Virtual desktop infrastructure ensures all data is secured in the data center and not on the endpoint devices. Enterprise mobility management provides device security and protects data if a device is compromised. Centralized image management and App Volumes enable simplified single image management and rapid deployment. VMware enables organizations to protect information to help safeguard against regulation breaches:

• Ensure compliance requirements for sensitive data.
• Secure and encrypt data and protect personally identifiable information (PII) and privacy.
• Maximize data-loss prevention with security restrictions and access controls.
• Automate device compliance and perform remote actions if a device is detected as noncompliant, including device wipe.
• View device and user details with advanced reporting and logging capabilities in a single admin console.
• Strengthen security by giving IT visibility into their digital workspace, helping detect and remediate vulnerabilities.

The following capabilities are key security capabilities included with the VMware Workspace ONE platform:

Single sign-on with built-in multifactor authentication
Managing multiple passwords is a risky proposition, both for end users and administrators. End users need to track several passwords. Consequently, many users create passwords that are simple and hackable. Administrators worry about enforcing password policy, which resets periodically via Microsoft Active Directory (AD), while simultaneously ensuring those credentials stay safe within company walls.

Using Workspace ONE single sign-on (SSO) with built-in multifactor authentication, a user logs in once with a single set of credentials and gains access to the various systems they need without having to re-enter passwords at every turn. SSO gives users the ability to navigate through their applications, workspaces, and data freely, which, in turn, boosts their productivity. Workspace ONE enables a single identity-based application catalog to be established across all categories of applications.

“This was the first instance where devices were deployed into the field where staff would be accessing sensitive information from various uncontrolled environments. AirWatch allows our IT department to use mobile mechanisms to increase security.”

BRIAN SMITH, DIRECTOR OF TECHNICAL OPERATIONS, ACARIA HEALTH
Workspace ONE SSO provides the following capabilities and benefits in an easy-to-manage platform:

- Removes the need for complex logins by establishing trust between user, device, and the enterprise for one-touch authentication.
- Provides the ability to step up to seamless biometric or other multifactor authentication methods for more sensitive applications.
- Enables users to sign on to published apps and mobile devices without the need to make changes to the applications or meet SDK or wrapper requirements.
- Reduces the amount of time IT spends ensuring password security as well as addressing help desk calls about access privileges.

Citrix doesn’t support seamless biometrics; has limited identity providers (IDP) which all require manual integration; does not provide industry templates with baseline configurations; does not support micro-segmentation; and has fewer triggers for risk analytics, fewer leading security ecosystem partners, and far fewer security certifications.

Data loss prevention
Virtually every organization is concerned about data leakage from both intentional break-ins and unintentional mistakes. Workspace ONE helps prevent user data loss and keeps corporate data secure. Workspace ONE enables the federation of existing identity management point solutions, providing investment protection and simplifying the path to digital workspace transformation.

Citrix lacks the built-in integrations with leading data loss prevention (DLP), mobile threat detection (MTD), and endpoint-management platforms that make Workspace ONE a powerful choice for preventing data loss.

Network security
VMware NSX provides a software firewall that is easy to deploy and manage. Its advantages over other products in the market include providing security within the hypervisor, no additional hardware requirement, and integration with VMware vSphere. VMware NSX paired with VMware vRealize Automation Desktop™ automates configuration and enforces governance and control.

Per-app VPN
VMware Workspace ONE per-app VPN establishes connectivity at an application level, instead of on a per-device basis. When an authorized app launches, VMware Tunnel™ establishes a silent connection for seamless and secure access.

![FIGURE 3: Per-App VPN Provides Seamless and Secure Access](image-url)
Per-app VPN functionality delivers endpoint security by limiting connections to the application level instead of the device level. Workspace ONE per-app tunnel takes per-app VPN further by restricting app access to whitelisted domains with split-tunneling and specifying which database the whitelisted domains can access with VMware NSX micro-segmentation. 

_Citrix doesn’t provide per-app VPN with the same level of granularity and security._

**Micro-segmentation**

VMware NSX for Horizon effectively secures east-west traffic within the data center, while ensuring IT can quickly and easily administer networking and security policies that dynamically follow end users’ virtual desktops and apps across infrastructure, devices, and locations—bringing speed and simplicity to VDI and networking. This joint solution delivers multi-layered defense from the data center to the desktop, built on an extensible platform that integrates with industry-leading, third-party security solutions.

**FIGURE 4: VMware NSX for Horizon Offers Fast, Easy, and Extensible VDI Networking and Security**

VMware NSX for Horizon provides

- **Fast and simple VDI networking**  – NSX with Horizon lets you create, change, and manage security policies across all virtual desktops with a few clicks. Map these policies to user groups to accelerate virtual desktop onboarding.
- **Automated policy that dynamically follows end users and desktops**  – Set policies that dynamically adapt to the end user’s computing environment, with network security services that map to the user based on role, logical grouping, desktop operating system, and more—_independent of the underlying network infrastructure._
- **Platform for advanced security**  – NSX offers an extensible platform that can be integrated with best-in-class capabilities from an established ecosystem of security partners. By dynamically adding services, virtual desktop security can be easily extended to take advantage of malware protection, antivirus protection, and advanced threat detection.

_Citrix lacks these robust network security features and relies on a third-party product (such as VMware NSX) to provide them. VMware provides strong security across all product areas from the data center and network to the endpoint, including mobile devices._
Automated compliance workflows
VMware helps you meet compliance regulations and operating best practices through automated compliance and remediation. Your IT team can confidently administer sensitive compliance regulations through an automated process guaranteed to meet regulatory compliance requirements every time.

*Citrix doesn’t offer automated compliance workflows.*

Conditional access for context-driven security
VMware Workspace ONE combines identity and device policy enforcement for “intelligent” conditional access for every application.

*Citrix requires integration with Citrix NetScaler or third parties.*

Trust
Workspace ONE establishes trust between the end user and their devices by providing convenient one-touch access, advanced admin controls that secure and protect data, and an identity-defined app catalog that delivers the right apps to the right user.

![Image: Establish Trust Between the End User and Device](image)

**FIGURE 5:** Establish Trust Between the End User and Device

Security certifications
Workspace ONE has been awarded security certifications for Common Criteria NIAP, FIPS encryption, FedRAMP, DISA STIG, CAC/PIV, and other standards. It offers built-in integrations with leading DLP, MTD, and endpoint-management platforms. Workspace ONE Trust Network provides an ecosystem of security partners that integrate with Workspace ONE.

*Citrix doesn’t offer the same breadth of certifications and integrations.*
Better User Experience
Complexities at the endpoint are disrupting previous management paradigms. End users and their evolving use of devices, apps, and content have driven the demand for a consumer-like experience across all workspaces. As mobile and other new devices increasingly become standard for businesses of all sizes, separate management tools across siloed organizations lead to increased IT complexities and costs. Further, with more and more remote and mobile users off-network or off-domain, traditional PC lifecycle management (PCLM) solutions do not provide the real-time management and security capabilities required by today’s IT organizations.

IT must pivot from a device-centric to a user-centric management approach in order to enable common security and management policies across endpoints and provide a consistent user experience. Workspace ONE supports all major operating systems including Android, iOS, Windows 10, macOS, Windows CE, QNX, and Tizen, as well as frameworks like Android Enterprise and Samsung Knox. VMware has close relationships with major OEMs, enabling same-day support for new releases and the latest features.

Workspace ONE unifies the management of every endpoint—smartphones, tablets, laptops, rugged devices, wearables, peripherals, and IoT devices—across the organization. IT can manage the full lifecycle for all endpoints—from onboarding to retirement—and even manage macOS and Windows desktop and laptop devices right alongside mobile devices using a modern approach.

• Easily register devices during initial power-up with configuration tools like Apple Device Enrollment Program (DEP) and Windows Out-of-Box enrollment.
• Leverage user self-service workflows and corporate credentials to initiate device registration.
• Configure enterprise resources such as email, VPN, Wi-Fi, apps, content, intranet sites, and other backend resources with device profiles.

Read Your Guide to Selecting VMware Workspace ONE Over Citrix Workspace for more information.
Unified endpoint management (UEM)
Market leading unified endpoint management (UEM), with millions of devices under modern management (including Windows and Mac), allows users to configure and manage their digital workspaces as well as track operations and automate certain IT workflows. VMware UEM technology provides these key differentiators:

• Cradle-to-grave control over operating system and applications – Lifecycle management allows IT to centrally deploy, upgrade, and end-of-life their most changeable assets.
• Asset analytics for tracking and inventory provides key insights into systems and operations information resulting in higher SLAs.
• IT automated workflows provide structure and tracking of process requirements for compliance and remediation.
• Management support for Chromebooks.
• PCLM capabilities – Windows drop ship and macOS Bootstrap for a streamlined out-of-box management experience for Windows and macOS.
• Streamlines activities such as onboarding with over-the-air provisioning and ongoing endpoint management with unique Digital Employee Experience Management.
• Better Windows 10 modern management with unique features such as Workspace ONE AirLift simplifies transitioning from CMT to Windows 10 modern management (including migrating collections, policies, and applications), with no need to rewrite policies.

Citrix Endpoint Management with XenMobile lacks several of these key endpoint-management features and is not proven at scale.

Virtual apps and desktops
Workspace ONE is the leader in delivering virtual desktops and published apps over an efficient and high-quality connection for the best possible end-user experience. Given all the challenges with managing employee mobility and providing IT security, the digital workspace of today must be dynamic and context driven. Workspace ONE makes informed context-aware decisions regarding who can access what information while keeping users productive.

VMware Horizon is the leading platform for delivery of all types of desktops. It offers persistent, non-persistent, session-based, hosted, and just-in-time desktops. In addition to every type of desktop, Horizon also offers every type of application: containerized, hosted, remote, and just-in-time applications.

VMware App Volumes improves app delivery and app management for a Horizon or Citrix environment. It includes real-time app delivery, user personalization, application packaging, and VMware vRealize® Operations™ for Horizon or Citrix.

Citrix lacks capabilities in many of these areas, and, while they may have some of these capabilities, their products are not fully developed. VMware provides comprehensive application and workspace management.

App delivery
VMware App Volumes eases the burden of getting the right apps to the right people throughout an application’s lifecycle. From delivery to updates and into retirement, App Volumes provides the only real-time application management and delivery solution on the market today.

The Citrix with Unidesk method of creating multiple layers to deploy apps is cumbersome and slow, therefore updating layers is difficult. Unidesk also requires that both the application and OS layer be managed in the Unidesk console. It does not allow for managing VDI and server images through the Citrix or VMware management consoles.

“The benefits of using VMware Horizon are in hardware cost and time savings. It equals out to be about $3.2 million savings per year for the organization. That’s money that we can put back into services for the citizens of Mecklenburg County.”

CLIFF DUPUY, DIRECTOR OF TECHNICAL SERVICES, MECKLENBURG COUNTY, NORTH CAROLINA

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App isolation
VMware ThinApp® provides packaged apps that customers can run from almost anywhere because they do not need to install software or device drivers. ThinApp takes an agentless, package-centric approach to app virtualization, increasing portability and deployment flexibility. ThinApp does not require a dedicated infrastructure, resulting in reduced administrative overhead.

*Citrix XenApp only provides published applications and requires a dedicated infrastructure and database to run. Further, Citrix no longer offers an app streaming capability and instead defers to Microsoft App-V.*

Personalized user experience
VMware Dynamic Environment Manager provides a consistent and dynamic desktop experience that is independent of the operating system, device, and location, enabling true “business mobility.”

*Citrix refers customers to AppSense for more complete user personalization. Even with the capabilities acquired with the small startup company Norskale, Citrix is not able to offer the full enterprise-class, scalable user environment management solution that VMware offers.*

Policy management and smart policies
Policy management and smart policies offer time-saving capabilities such as streamlined single sign-on (SSO), which bypasses secondary login requests for users who have already authenticated via VMware Workspace ONE. Smart policies include security-enhancing capabilities such as contextually aware, fine-grained control of client-side features. The VMware Unified Access Gateway™ provides a more complete security solution that supports RADIUS, SecurID, and SmartCard, and is built upon a hardened Linux appliance that is optimized for a customer’s DMZ. For federal and public-sector agencies, Horizon is FIPS 140-2 compliant.

Mobile Flows
Mobile Flows eliminates the need to visit multiple websites to perform different business tasks. It provides user-specific micro-applications that streamline data flow such as quick data entry, data retrieval, approvals, and making business decisions. Included connectors:

- Pre-built Connectors to Salesforce, ServiceNow, JIRA, BitBucket Server, Github, Gitlab, AWS, AirWatch, and Concur.
- Out-of-the-Box (OOTB) Connectors to micro-apps such as Salesforce discount request approval, ServiceNow requisition request approval, Concur expense request approval and Coupa requisition request approval.

BLAST
Horizon Cloud leverages BLAST, the Horizon UDP-based transport. BLAST provides a great user experience across various network conditions—especially those with low bandwidth, high latency, and high packet loss. In addition to supporting Windows, macOS, iOS, Android, and Chrome, BLAST supports over 125 Windows and Linux thin clients. Horizon Cloud with Hosted Infrastructure supports developers and end users looking for 3D desktops with NVIDIA GRID vGPU.

*Citrix is not able to leverage any of these important cost-saving capabilities.*
Higher Value
Organizations save time and money by organizing their digital workspace strategy around VMware Workspace ONE. If given the choice, most IT administrators would prefer to use one platform throughout their environment and not spend time installing and managing separate management infrastructures. With VMware, they can.

VMware software-defined data center (SDDC)
The VMware SDDC is the only platform optimized for VMware Horizon and other end-user-computing (EUC) products. A single platform provides the following unique advantages:

- Reduced CapEx and streamlined management
- Trusted brand with leading statistics for reliability, performance, robustness, and security
- Reduced support costs and increased uptime

The following technical innovations unlock huge savings advantages from the VMware platform:

Just-in-time management (JMP)
The VMware platform leads in innovation with JMP technology. This revolutionary capability bypasses the cycle time incurred with traditional cloning where several power cycles and reconfiguration calls are usually made. The JMP platform allows customers to easily scale and deliver feature-rich, secure desktops to their end users whenever needed. Capabilities, such as Instant Clones, let IT deploy virtual apps and desktops 85 percent faster and desktops are always available—even during maintenance.

Citrix does not offer the same time-saving capabilities.

Saving time saves you money. Provisioning users faster, saves money. Workspace ONE provides the most rapid ROI through technologies like

- Industry-curated templates that provide a head start to vertical-specific mobility use cases.
- With the server-side co-management connector to Microsoft System Center Configuration Manager (SCCM), Workspace ONE Airlift for Windows 10 de-risks and speeds the transition from traditionally high-pain-point PC management tasks to Workspace ONE modern management for Windows 10.
- Advanced Desktop Management includes custom scripting, BitLocker encryption, desktop and Win32 app management, and Windows 10 Enterprise policies (including Credential Guard and Device Guard). Also, CMT tools within the UEM console make a good fit for organizations contemplating a complex migration of PCs, policies and payloads from CMTs to UEM.
- Advanced Remote Management provides the management and control tools for remote support and troubleshooting of corporate-owned devices.
- VMware vSAN reduces storage costs by using local storage.
- Key integration points between Horizon and vSphere to reduce storage costs.
- Other time-saving integrations with IDP, MTD, and CASB vendors that no other vendor delivers.

“Modernizing the desktop infrastructure gives our technology teams greater mobility and access to solutions that serve students and student-facing advisors.”
CLAUDIU BUDURLEAN, DIRECTOR OF IT, CLIENT-COMPUTING ARCHITECTURE, APOLLO EDUCATION GROUP, INC.
For more information or to purchase VMware products, CALL 877-4-VMWARE (outside North America, +1-650-427-5000), or VISIT http://www.vmware.com/products, or search online for an authorized reseller. For detailed product specifications and system requirements, refer to the product documentation.

TRANSFORM YOUR WORKSPACE WITH WORKSPACE ONE TODAY.

VMware Also Leads in the Cloud
VMware Cloud unlocks the future of hybrid IT and helps customers meet application needs by delivering the hybrid cloud as a platform. VMware uniquely enables a consistent hybrid cloud platform spanning all major public clouds—AWS, Azure, Google Cloud, IBM Cloud—and more than 60 VMware Cloud Verified partners worldwide. More than 70 million workloads run on VMware. Of these, 10 million are in the cloud. These are running in more than 10,000 data centers run by VMware Cloud providers.

VMware Cloud Foundation™ provides a complete set of software-defined services for compute, storage, networking, security, and cloud management to run enterprise applications—traditional or containerized—in private or public environments. VMware Cloud Foundation drastically simplifies the path to the hybrid cloud by delivering a single integrated solution that is easy to deploy and operate, providing the following benefits:

• Support for diverse infrastructure
• Reduction of risks from cybersecurity threats
• Delivery of enterprise-grade Service Level Agreements (SLAs) to mission-critical apps
• Cost controls
• Management of public cloud sprawl driven by shadow IT
• Avoidance of vendor or cloud lock-in

VMware Cloud Foundation enables a hybrid cloud platform that spans all major public clouds—AWS, Azure, Google Cloud, IBM Cloud—and more than 60 VMware Cloud Verified partners worldwide.

Citrix Cloud is strictly a management plane. For on-premises deployments you must use XenApp/XenDesktop on premises.

VMware Hybrid Cloud Operations simplify the way customers manage systems and applications through automation, cost management, compliance, resource governance, security and visibility.

Citrix lacks the breadth and depth of capabilities, tools, configurations and partners in support of hybrid clouds.

Conclusion
Digital workspace transformation is upon us. Organizations everywhere are looking for ways to adopt new technology that will make them more competitive in the marketplace.

VMware Workspace ONE is the most comprehensive solution from a trusted provider. Based on the leading SDDC and AirWatch platforms, Workspace ONE offers innovative technologies and capabilities that benefit virtually all organizations.

workspace ONE has a number of advantages over Citrix:

• Market-leading platform supports all use cases.
• Richer collaboration with co-workers within company directory and integrated one-click to chat, text, call, and email.
• Better BYOD with unique privacy transparency lets users know what IT can or cannot see, and builds trust between IT and users.
• Technical innovations such as JMP, BLAST and in the future, AI-powered virtual assistant for initiating self-service tasks.