VMWARE WORKSPACE ONE ADVANTAGES OVER MICROSOFT

VMware Named a Leader in July 2018 Gartner Magic Quadrant for Unified Endpoint Management

VMware positioned highest in ability to execute and furthest in completeness of vision

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VMware Workspace ONE® has distinct advantages over Microsoft for organizations concerned with bridging the mobility gap, reducing management overhead, and transforming operations to support a totally mobile workforce. Mobile and cloud deployment issues are dominating the concerns of IT departments. Caught between the two opposing requirements of end-user flexibility and IT control, most organizations are seeking a solution to help bridge the gap. They want:

• **Infrastructure** that is designed with the future in mind, supporting native cloud apps as well as legacy apps to drive down costs, simplify upgrading, and support policy management

• **Flexibility** in delivering workspaces to users—on premises, cloud, and offline—all within a unified workspace with single sign-on

• **Management** capabilities encompassing the entire ecosystem and providing security, compliance, and management of day-to-day end-user environments

Drastically improve experiences, tools, and tasks that were previously costly and time consuming with VMware Workspace ONE, the better choice for breaking down traditional silos between technologies to enable a totally mobile workforce.
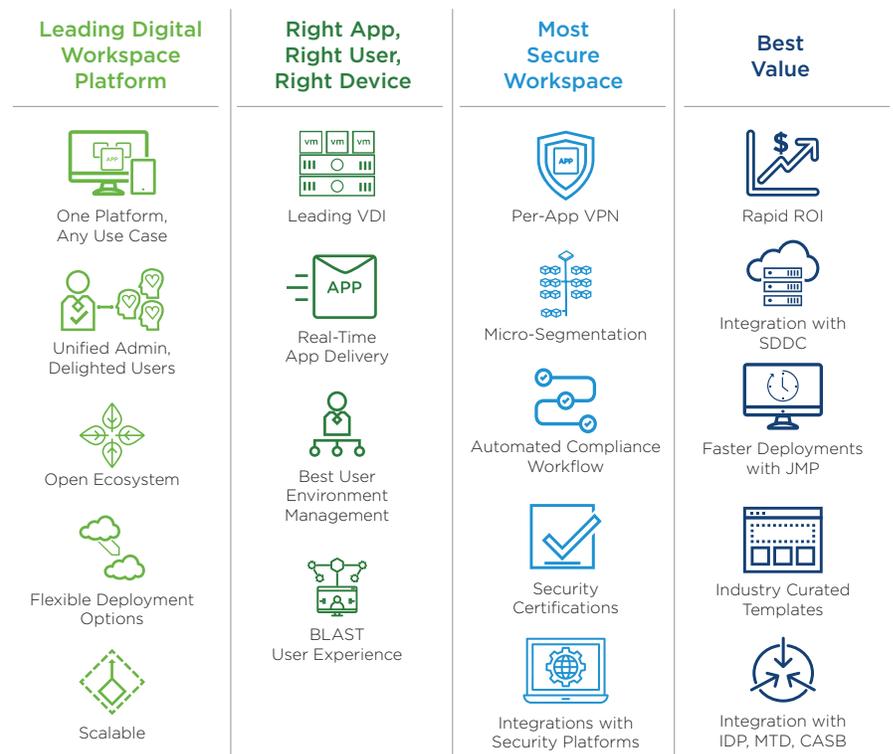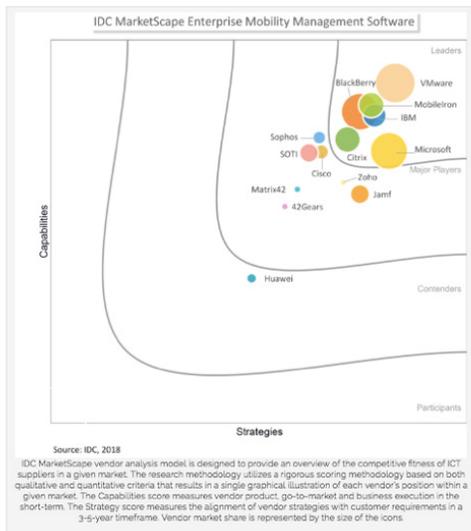
Leading Digital Workspace Platform	Right App, Right User, Right Device	Most Secure Workspace	Best Value
One Platform, Any Use Case	Leading VDI	Per-App VPN	Rapid ROI
Unified Admin, Delighted Users	Real-Time App Delivery	Micro-Segmentation	Integration with SDDC
Open Ecosystem	Best User Environment Management	Automated Compliance Workflow	Faster Deployments with JMP
Flexible Deployment Options	BLAST User Experience	Security Certifications	Industry Curated Templates
Scalable		Integrations with Security Platforms	Integration with IDP, MTD, CASB

Figure 1: VMware Workspace ONE Advantages

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IDC MarketScape Enterprise Mobility Management Software

Source: IDC, 2018

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures the alignment of vendor strategies with customer requirements in a 3–5 year timeframe. Vendor market share is represented by the size of the icons.

VMware Named Leader in the
IDC MarketScape: Worldwide Enterprise Mobility Management Software 2018 Vendor Assessment

Why do more organizations choose VMware?

Workspace ONE offers a number of distinct advantages over Microsoft solutions.

Leading Platform for the Digital Workspace

VMware Workspace ONE is the best platform available for digital transformation:

• 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

• Provides a unified admin experience while delighting end users

• Features an open ecosystem that supports integrations with other major components

• Provides a scalable and flexible architecture that easily grows with the organization

Additionally, VMware has the ability to deliver any type of workspace from any cloud: public, cloud service provided, or private. Microsoft lacks an enterprise-scale desktop and app solution, relying on third parties to provide missing functionality.

For desktops-as-a-service, VMware Horizon® Cloud Service™ provides any kind of workspace as a service from the cloud. Microsoft does not have a comparable desktops-as-a-service offering.

The VMware platform leads in innovation with Just-in-Time-Management (JMP) technology. This revolutionary capability bypasses the cycle time incurred with traditional cloning where several power-cycle and reconfiguration calls are usually made. Microsoft does not offer the same time-saving capabilities.

Most Secure Workspace

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 per-app VPN and automated compliance workflow saves time and creates a barrier for would-be intruders. Don't trust the security of your organization's critical data to "free" solutions or solutions that don't play well with others.

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 third-party products such as Citrix and Microsoft.

For mobile security-first use cases, choose Workspace ONE.

Deliver the Right App to the Right User on the Right Device

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 which information while keeping users productive.

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"VMware won us over with their depth of knowledge about end-user computing. They were able to articulate a clear vision for enterprise-space desktop virtualization."

KEVIN MOLL,
DESKTOP OPERATIONS MANAGER, FOLEY

LEARN MORE

Find out more about VMware Workspace ONE by visiting http://www.vmware.com/products/workspace-one.

To learn how Horizon delivers and manages any device by integrating identity, application, and enterprise mobility management, visit http://www.vmware.com/products/horizon.

To purchase VMware Workspace ONE or any VMware Business Mobility solutions,

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.

Unified endpoint management (UEM) allows users to configure and manage their digital workspaces as well as track operations and automate certain IT workflows. Microsoft Intune lacks these key endpoint-management features and is not proven at scale.

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 Microsoft environment. It includes real-time app delivery, user personalization, and application packaging.

Best Value

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. The VMware software-defined data center (SDDC) is the only platform optimized for VMware Horizon.

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

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

• JMP, which provisions desktops and apps instantaneously
• Industry-curated templates that provide a head start to vertical-specific mobility use cases
• Key integration points between Horizon and VMware vSphere® to reduce storage costs
• Other time-saving integrations with IdP, MTD, and CASB vendors that no other vendor delivers

Organizations save time and money by organizing their digital workspace strategy around VMware Workspace ONE.

Workspace ONE Is the Best Choice

VMware Workspace ONE is the most complete solution for delivering, managing, and protecting Windows desktops, applications, and online services across devices, locations, media, and connections.

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