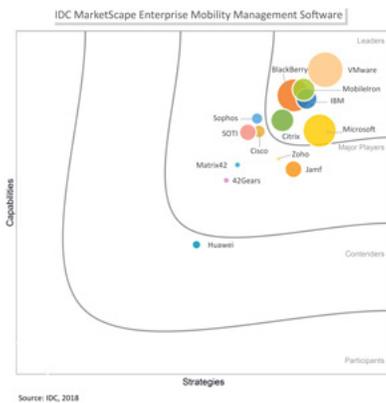


VMware Workspace ONE Advantages over Citrix

VMware has been named a Leader in the *IDC MarketScape: Worldwide Enterprise Mobility Management Software 2018 Vendor Assessment*.



Providing end users with a productive and delightful workspace experience in both cloud and on-premises deployments dominates the concerns of IT departments. Caught between the two opposing requirements of end-user flexibility and IT control, most organizations seek a solution to help bridge the gap that includes the following:

- **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.
- **Security** across all product areas from the data center and network to the endpoint, including mobile devices.

VMware Workspace ONE® addresses the requirements of organizations needing a secure, simple, and cost-effective approach to modernizing their workspace. Four major areas of competitive differentiation over Citrix demonstrate VMware’s leadership in workspace innovation.

Leading Platform	Comprehensive Security	Better User Experience	Higher Value
 <p>One Platform, Any Use Case</p>	 <p>Per-App VPN</p>	 <p>Leading UEM</p>	 <p>Integration with SDDC</p>
 <p>Unified Admin, Delighted Users</p>	 <p>Micro-Segmentation</p>	 <p>Real-Time App Delivery</p>	 <p>Faster Deployments with JMP</p>
 <p>Intelligence and Automations</p>	 <p>Automated Compliance Workflow</p>	 <p>Personalized User Experience</p>	 <p>Industry-Curated Templates</p>
 <p>Open Ecosystem</p>	 <p>Security Certifications</p>	 <p>BLAST Protocol</p>	 <p>Integration with IDP, MTD, CASB</p>
 <p>Flexible Deployment Options</p>	 <p>Integrations with Security Platforms</p>	 <p>Policy Management and Smart Policies</p>	 <p>Windows 10 AirLift</p>

Figure 1: Workspace ONE Four Pillars of Differentiation

VMware has been named a Leader in the *Gartner Magic Quadrant for Unified Endpoint Management Tools (UEM)*, both on the overall ability to execute and completeness of vision for our solution.

VMware Workspace ONE drastically improves work that was previously costly and time consuming by breaking down traditional silos between technologies. Workspace ONE has distinct advantages over Citrix for organizations with the following concerns:

- Delivering a seamless Day Zero onboarding experience,
- Reducing management overhead,
- Transforming operations to support a totally mobile workforce.

The following sections detail the areas where Workspace ONE is the clear leader.

Leading Platform for the Digital Workspace

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 capabilities, and support for any use case.

The Citrix offering does not have these critical technologies.

VMware Workspace ONE is also the leading platform for delivering digital transformation:

- Market-leading 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 cloud-scale, multi-tenant, and flexible architecture that easily grows with any organization.

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.

Citrix lacks a comparable multitenancy solution with the same flexibility and ease of management.

SECURITY CERTIFICATIONS

- CAC/PIV
- Common Criteria – NIAP
- DISA STIGs
- FedRAMP
- FIPS encryption
- SOC2

BUILT-IN INTEGRATIONS

Cloud access security broker (CASB) vendors

Data loss prevention (DLP) vendors

Mobile Threat Defense (MTD) vendors

Multi-factor Authentication (MFA)

- VMware Verify (two-factor authentication)
- MFA vendors

VMware Mobile Flows

- Pre-built Connectors include
 - Salesforce
 - ServiceNow
 - JIRA
 - BitBucket Server
 - Github and Gitlab
 - AWS
 - VMware AirWatch®
 - Concur
- Out of the Box (OOTB) connectors include
 - Salesforce discount request approval
 - ServiceNow requisition request approval
 - Concur expense request approval
 - Coupa requisition request approval
 - All hosted by VMware

Comprehensive Security

Workspace ONE has been awarded a wide range of security certifications, including Common Criteria NIAP (plus the U.S.-specific extension for email clients), FIPS encryption, FedRAMP, SOC2, DISA STIGs, CAC/PIV, and other standards. It offers built-in integrations with leading data loss prevention (DLP), mobile threat detection (MTD), and endpoint-management platforms.

Citrix doesn't offer the same breadth of certifications and integrations.

Workspace ONE per-app VPN and automated compliance workflow saves time and creates a barrier for would-be intruders.

Citrix doesn't provide per-app VPN with the same level of granularity and security.

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. Workspace ONE provides secure access to Citrix XenApp and XenDesktop in addition to Horizon Apps and Desktops.

Citrix doesn't support seamless biometrics; has limited identity providers, 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. Citrix StoreFront is limited to Citrix products.

Security-first organizations choose Workspace ONE.

“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

Better 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, and VMware provides end-to-end application and workspace management. Workspace ONE leads in delivering virtual desktops and published apps over an efficient and high-quality connection for the best possible end-user experience. Unified endpoint management (UEM) allows users to configure and manage their digital workspaces as well as track operations and automate certain IT workflows.

Citrix Endpoint Management lacks these key end-user features and is not proven at scale.

VMware Horizon is the leading platform for delivering all types of desktops. It offers persistent, non-persistent, session-based, hosted, and just-in-time desktops. 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 Horizon or Citrix environments. 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, for the capabilities that they do offer, their products are not fully developed.

Higher 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. This 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 most rapid ROI through Workspace ONE time-saving technologies such as
 - Just-in-time Management Platform (JMP) – Provisions desktops and apps instantaneously
 - Industry-curated templates – 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.

Citrix does not have an SDDC platform. They provide point legacy products that have costly results.

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.

VMware Also Leads in the Hybrid 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, and IBM Cloud—and more than 60 VMware Cloud Verified partners worldwide. 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 required for supporting hybrid clouds.

Workspace ONE Is the Best Choice

VMware Workspace ONE is the most comprehensive solution from a trusted provider for delivering, managing, and protecting Windows desktops, applications, and online services across devices, locations, media, and connections. Based on the leading SDDC and UEM 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** supporting all use cases.
- **Richer collaboration** with co-workers within company directory, from a more intelligent workspace, with richer analytics, personalized app catalog, notifications, and mobile workflows.
- **Built-in integrations** with Horizon and vSphere; IDP, MTD, and CASB vendors; micro-app connectors; and more.
- **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 Just-in-Time Management Platform and BLAST protocol.

Transform your workspace with Workspace ONE today.

Learn more about why VMware is the best choice for workspace transformation by visiting <https://www.vmware.com/company/why-choose-vmware/workspace-transformation.html>.

