

VMWARE HORIZON 7 ADVANTAGES OVER CITRIX

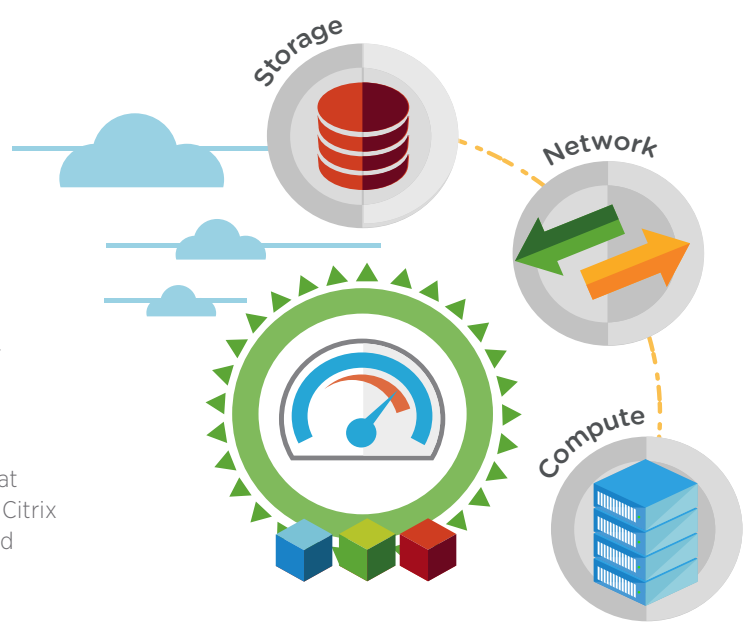
VMware mobile-cloud architecture provides customers with more capabilities, more value, and more productive end users than Citrix.

Organizations choose Horizon 7 over Citrix for their desktop and application environments for three key reasons.

1. TRUSTED PLATFORM FOR REDUCED RISK AND LOWER COSTS

From the desktop through the data center to the cloud, only VMware offers an end-to-end platform based on the industry-leading Software-Defined Data Center—VMware vSphere®, VMware Virtual SAN™, and VMware NSX™.

The unique integration between computing, networking, and end-user desktop management drives down costs in a way that Citrix can't compete with. VMware continues to innovate past Citrix with Instant-Clone Technology speeding the time to create and deliver VMs.

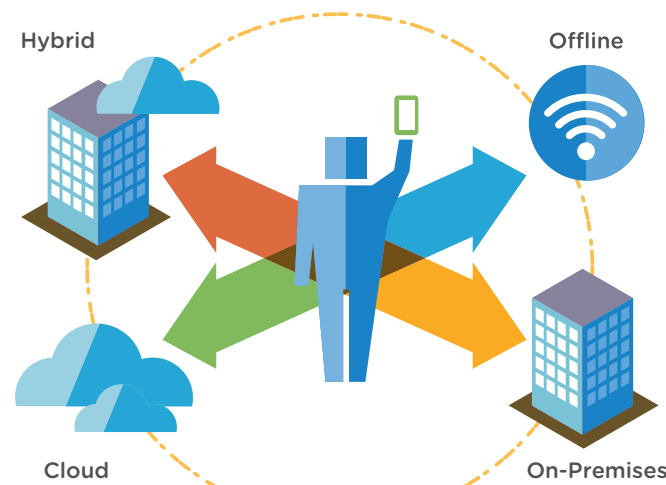


"By virtualizing our server and desktop estate with VMware, we've cut costs, dramatically simplified our IT infrastructure, and transformed how we support over 1,000 desktops in our service center in Dublin."

- Paul Bermingham, Staff Vice President, Information Technology Services, Hertz International



VMware recognized as the leader by IDC in the 2015 IDC MarketScape for Client Virtualization



2. FLEXIBLE DELIVERY FOR THE BEST END-USER EXPERIENCE

VMware Horizon 7 offers flexible delivery options that provide access to more types of workspaces and applications than Citrix. Customers gain mobile, remote, local, and offline access to all of their desktops, applications, and online services.

Horizon 7 provides a unified workspace that is available across devices from on-premises, the cloud, or a combination of both. Horizon 7 delivers more choice, more flexibility, and the best end-user experience with PCoIP, RDP, and Blast Extreme (built on H.264) display protocols.

"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



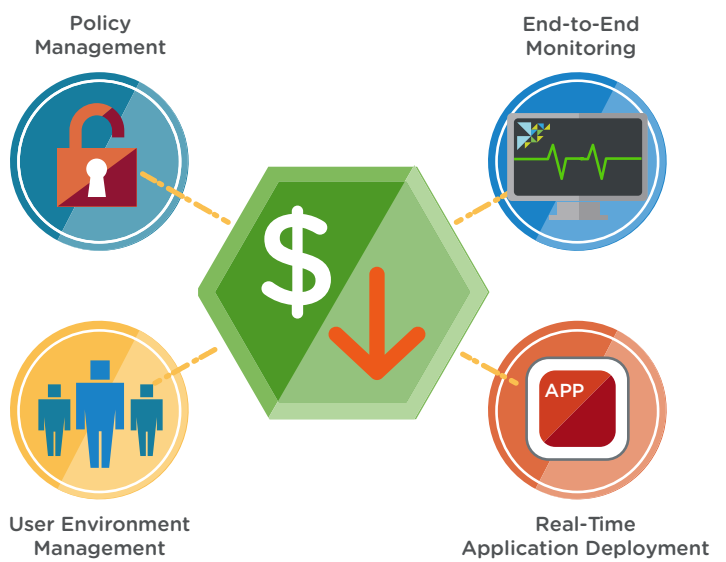
Virtualization Review Readers' Choice for best desktop virtualization five years in a row

3. WORKSPACE ENVIRONMENT MANAGEMENT LOWERS OPEX

Horizon 7 includes a powerful Workspace Environment Management (WEM) platform that allows customers to manage, monitor, and expedite the delivery of applications, desktops, and infrastructure across their environments, and ensures that data is secured back in the data center.

Only VMware provides an enterprise-grade virtualization platform that spans across end-user and administrator needs. The solution provides market-leading application, image, and desktop management in addition to extensive policy, security, and compliance management. Administrators are kept informed by WEM comprehensive monitoring, as well as assisted by automation for offline and connected use cases both on- and off-premises. Smart policies deliver a real-time, policy-based system with intelligent, contextual, role-based management as well as FIPS 140-2 compliance.

Citrix either lacks these capabilities altogether or provides only a partial offering.



"VMware Horizon has been transformative on many levels. Enabling our GPs [doctors] to access applications from any Internet-connected device means they can treat patients from the comfort of their own home, with the same speed and efficiency as if they were in the surgery."

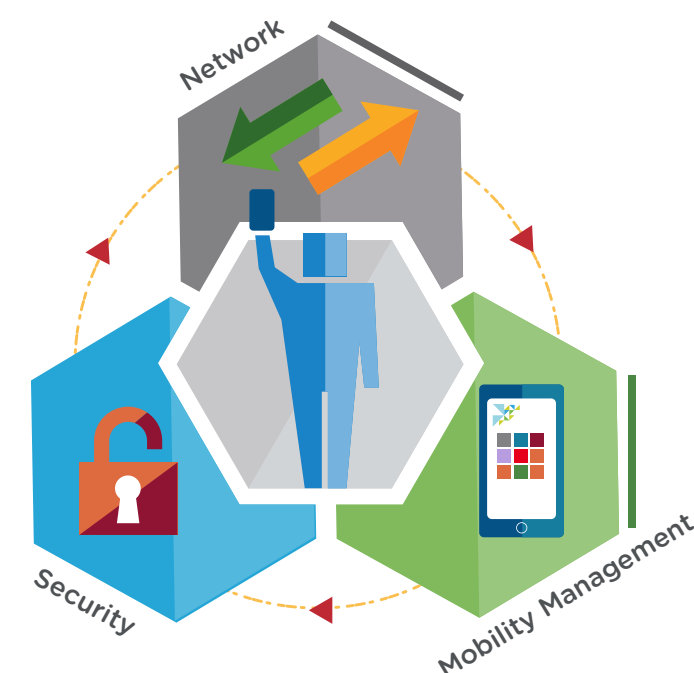
- Melanie Daly, Enterprise Architecture and Innovation, Yorkshire & Humber



Frost & Sullivan awards VMware with the Visionary Innovation Leadership Award in End-User Computing.

ADDITIONAL ADVANTAGES

- **AirWatch® by VMware** provides the market-leading Enterprise Mobility Management Suite (EMM) solution according to the Gartner 2015 Magic Quadrant Report.
- **VMware NSX** provides VDI and mobile users with fast, easy, and extensible networking and security.
- **VMware and F5**, the leader in the Application Delivery Controller market, together provide best-of-breed VDI and network management and security.



HORIZON 7 IS THE BEST CHOICE

Receive more capabilities, a broader solution, best-of-breed platform, and more value for your end-user computing dollar by purchasing VMware Horizon 7.