

VMWARE HORIZON 7, HORIZON AIR, AND HORIZON FLEX ADVANTAGES OVER MICROSOFT RDS AND AZURE REMOTEAPP

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

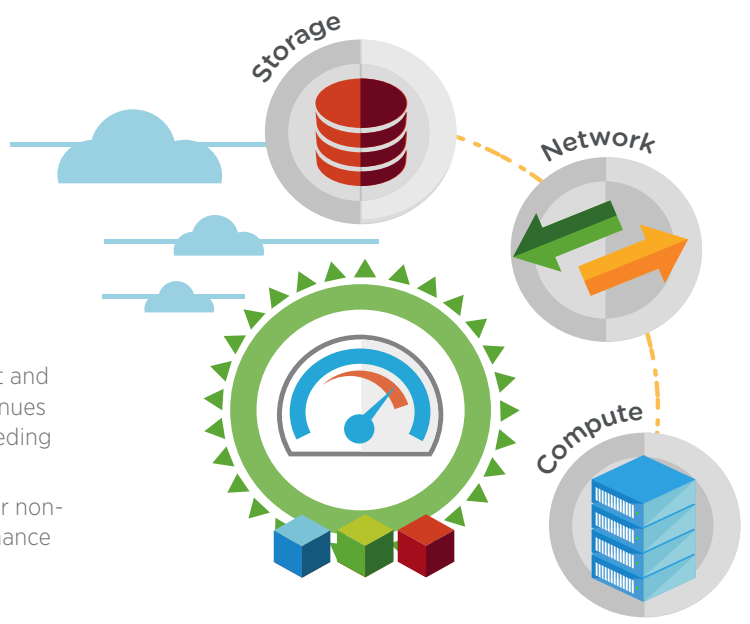
Organizations choose VMware over Microsoft for their desktop and application environments for three key reasons.

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 provides ease of management and scalability that Microsoft RDS does not provide. VMware continues to innovate past Microsoft with Instant-Clone Technology speeding the time to create and deliver VMs.

Additionally, VMware Horizon® for Linux provides a solution for non-Windows desktop use cases such as developers, high-performance graphic designers, and cost-sensitive environments.

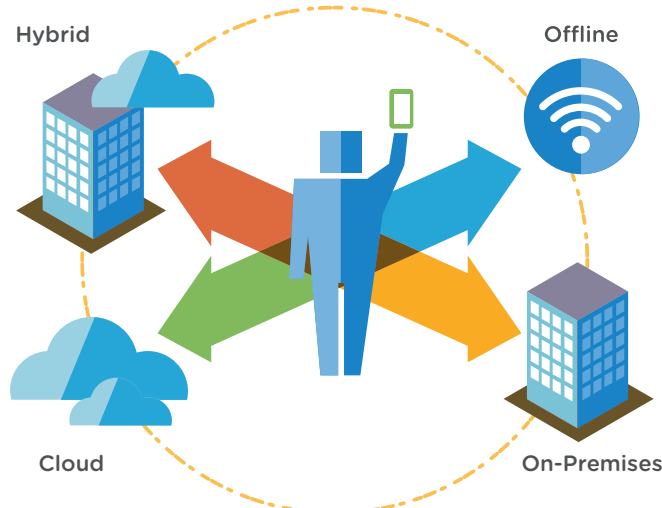


"By virtualizing our server and desktop estate with VMware, we've cut costs, dramatically simplified our IT infrastructure, and transformed how we support over 1,000 desktops in our service center in Dublin."

– 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 Microsoft. Customers gain mobile, remote, local, and offline access to all of their desktops, applications, and online services.

VMware is the only vendor to offer flexible on- and off-premises deployment of VDI or RDS-hosted desktops and apps, enabling users to mix and match public cloud desktops and on-premises Horizon virtual desktops. Microsoft offers on-premises VDI deployments, but Azure RemoteApp does not include a VDI option.

VMware Horizon FLEX™ provides the endpoint security and central management needed to effectively support offline users who cannot get to the network every time they need to work. Microsoft does not offer a solution for offline work.

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

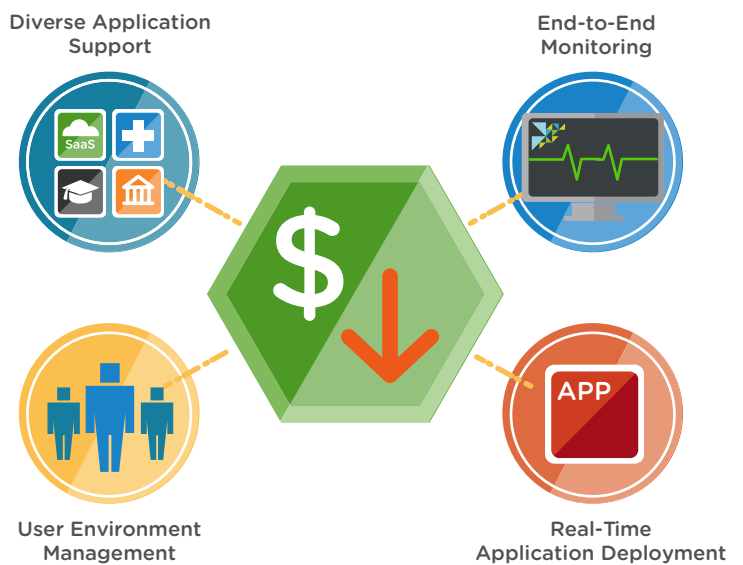
Horizon 7 includes a powerful Workspace Environment Management (WEM) platform that allows customers to manage, monitor, and expedite the delivery of applications, desktops, and infrastructure across their environments, while keeping costs down and productivity up.

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. Microsoft RDS lacks real-time app delivery, sophisticated UEM, and end-to-end visibility from the data center to remote desktops and applications.

VMware Identity Manager™ enables users to use one login to access licensed apps across different deployment methods. Microsoft has a weak self-service solution, requiring Windows Azure Pack to implement the portal and SCCM to build the enterprise app store. This can be costly for customers not under a Microsoft Enterprise Agreement.

VMware offers diverse application support that enables customers to leverage business vertical applications, key enterprise applications, and SaaS solutions that Microsoft cannot support.

Smart policies deliver a real-time, policy-based system with intelligent, contextual, role-based management as well as FIPS 140-2 compliance.



Diverse Application Support

End-to-End Monitoring

User Environment Management

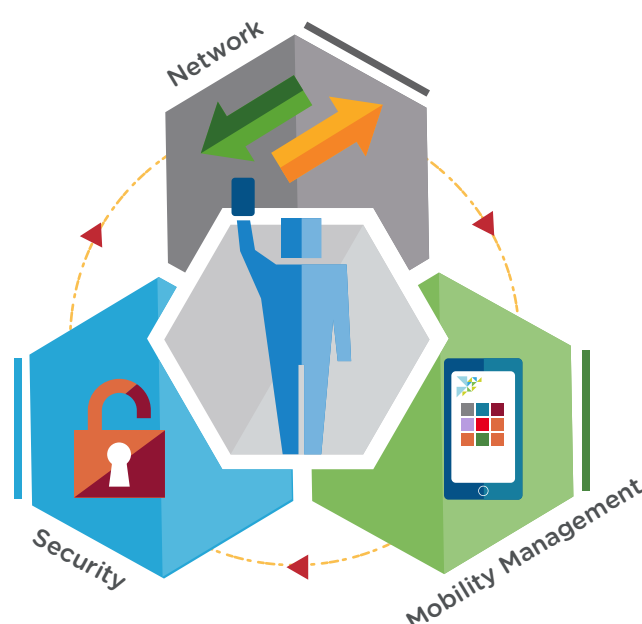
Real-Time Application Deployment

"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, broader third-party support, best-of-breed platform, and more value for your end-user computing dollar by selecting VMware Horizon 7.