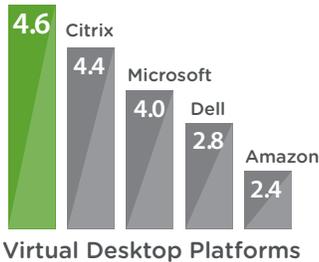# VMware Horizon Advantages over Citrix

Based on five key factors for measuring the effectiveness of VDI solutions, GigaOm Research awarded VMware the top rating in their "Sector RoadMap: virtual desktops in 2014."

VMware won out over Citrix, Microsoft, Dell, and Amazon.

VMware

4.6
Citrix 4.4
Microsoft 4.0
Dell 2.8
Amazon 2.4

Virtual Desktop Platforms

Mobile and cloud deployment issues are dominating the minds of organizations today. End-user mobility and flexibility versus IT control and visibility are the opposing requirements challenging even the most nimble of environments. Organizations are searching for several key capabilities to address this dichotomy:

• Infrastructure that is optimized for end users to drive down costs, simplify acquisition, upgrade easily, and support policy management

• Flexibility in delivering workspaces to users—on–premises, cloud, and offline—all within a unified workspace

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

VMware addresses these needs better than others, such as Citrix, with a Mobile-Cloud architecture tailored to the specific needs of end-user mobility and IT management.
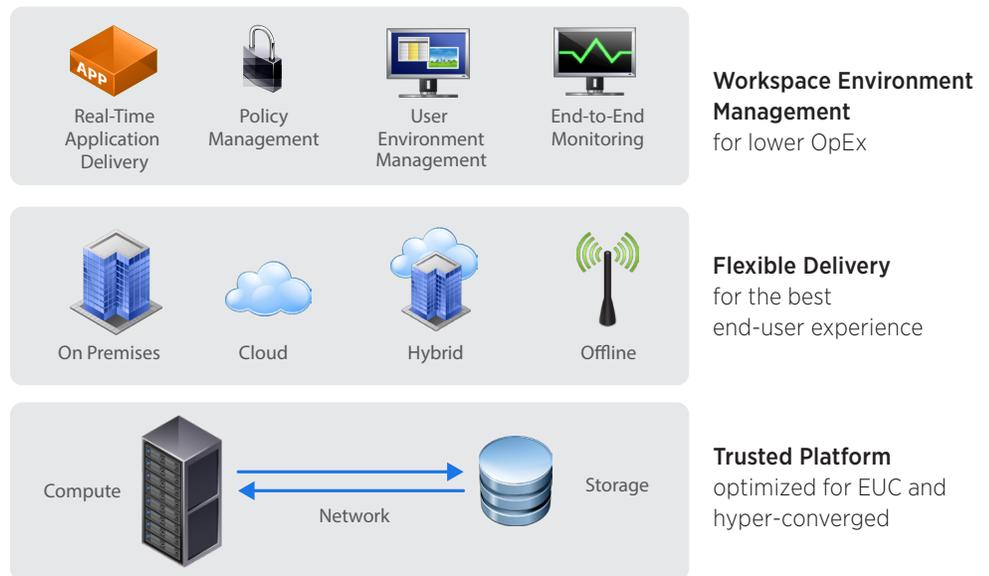

| Real-Time Application Delivery | Policy Management | User Environment Management | End-to-End Monitoring |

Workspace Environment Management for lower OpEx

| On Premises | Cloud | Hybrid | Offline |

Flexible Delivery for the best end-user experience

Compute — Network — Storage

Trusted Platform optimized for EUC and hyper-converged

Figure 1: VMware Mobile-Cloud Architecture

One Trusted Platform for the Entire Organization

Most IT administrators, if given the choice, would prefer to use one platform throughout their environment and not spend time installing and managing separate management infrastructures. With VMware, they can do that. The VMware Software-Defined Data Center (SDDC) is the only platform optimized for VMware End-User Computing (EUC) products. A single platform provides the following unique advantages:

• Reduced CapEx and streamlined management

• Trusted brand with the leading stats for reliability, performance, robustness, and security

• Reduced support costs and increased uptime

The industry's leading virtualization platform marries three critical technologies under one umbrella: compute, storage, and networking. This powerful trio provides tailored integration with EUC, resulting in real benefits for customers including reduced storage

vmware®

vRealize Operations for Horizon

Root Cause Analysis

Proactive Maintenance

Reactive Problem Solving

vSphere Infrastructure System Metrics

Compliance Reporting

Citrix

Citrix Director/ HDX Insight

Citrix Desktop Environment

costs by up to 50 percent, simplified network provisioning and micro-segmentation, and extensive 3D graphics support that includes vGPU with NVIDIA, vSGA, and vDGA.

VMware leads in innovation with hyper-converged architectures EVO: RAIL™ and EVO: RACK™ providing the lowest cost on-premises and cloud-based implementation options while reducing complexity and cost on a unified platform for VDI and Application Publishing.

Citrix was not built from the ground up to support the VMware SDDC (VMware vSphere®, VMware Virtual SAN™, and VMware NSX™) and they typically lag in support for key innovations in the platform. VMware EUC was built with integration points that provide cost savings in storage, compute, and networking infrastructure.

Flexible Delivery for the Best End-User Experience

End users simply don't want to be tied to a computer during their entire workday. They need multiple places and types of workspaces for maximum productivity and satisfaction. To address this demand, VMware Horizon® delivers the broadest set of workspaces in the industry, including: applications, hosted applications, persistent desktops, non-persistent desktops, just-in-time desktops, and hosted desktops. Horizon also provides the only true hybrid delivery system with VMware Horizon Air™. Horizon and Horizon Air together allow organizations to deploy their VDI infrastructure on-premises, in the cloud, or a hybrid of the two.

For offline users who are not always connected to the network, Horizon FLEX™ provides the endpoint security and central management needed to effectively support offline users who can't get to the network every time they need to work.

Citrix doesn't offer this same breadth of support. They are limited in not having a true DaaS offering, don't have a full hybrid deployment option for on-premises/cloud, and don't offer just-in-time desktops that leverage the vmFork and VMware App Volumes™ capabilities. VMware offers all of these capabilities, with just-in-time desktops coming soon.

Workspace Environment Management

Only VMware provides a management platform that spans across end-user needs from application management, image and desktop management, through policy management, security, and compliance to monitoring and automation. Whether the need is to manage workspaces, control access, deliver applications, or meet security and compliance requirements, the extensive management capabilities offered by VMware provide more control and visibility than other, more restricted products.

Only VMware provides end-to-end application and workspace management that encompasses the following capabilities:

• App isolation – Containerized applications that are isolated from the operating system

• App delivery – Delivering applications to virtual desktops in real-time

• App access – Single sign-on access to all apps and services through a unified workspace

• App monitoring – In-guest metrics for app performance monitoring

• User Environment Management – Provides consistent, personalized, and dynamic desktop experience across all devices

• Image management with built-in disaster recovery

VMware App Volumes provides real-time application management that eases the burden of getting the right apps to the right people, throughout the applications' lifecycle. From creation to delivery through updates and into retirement, App Volumes provides the only

real-time application management and delivery solution. Citrix's PvD only supports pooled static VDI; it cannot be assigned per user, it doesn't support physical desktops, and it doesn't support XenApp. VMware App Volumes provides all this functionality and more.

VMware User Environment Management (UEM) allows desktop and application virtualization users to maintain consistent personalized settings—such as desktop wallpaper and browser bookmarks—from session to session and from one device to another. UEM provides VMware customers with a consistent and dynamic desktop experience that is independent of operating system, device, and location, enabling true "business mobility."

Citrix's UEM capability manages Windows User Profiles, which only allows IT to back up and restore a user profile from one system to another. VMware UEM allows IT to support more use cases including delivering consistent user experience across multiple platforms, during OS migration, between on-premises and cloud-based environments, and providing user environment settings using dynamic, contextual policy such as location.

VMware monitoring and automation capabilities provide end-to-end visibility from the data center to the end user. This surpasses competitive products such as Citrix's Director/Edgesight. Citrix's monitoring capabilities are limited to Citrix components and cannot provide the context of the greater system in the way VMware vRealize™ Operations for Horizon can provide. VMware vRealize provides visibility end to end from the data center to the end user.

VMware Horizon is the most complete solution for delivering, managing, and protecting Windows desktops, applications, and online services across devices, locations, media, and connections. The all-in-one packaging also makes it an excellent choice for the value-conscious buyer.

Additional Advantages

Beyond these reasons to choose Horizon over Citrix XenDesktop, consider these additional advantages.

- **Superior Network Integration** – VMware and F5 have developed a joint solution and partnership to provide best-of-breed VDI and network integration. F5 is the leader in the Application Delivery Controller market—far ahead of Citrix's NetScaler—and the integration of Horizon and F5's BIG-IP Access Policy Manager (APM) brings a new level of security capabilities to a virtual desktop deployment.

- **VMware Mobile Device Management Leadership** – AirWatch® by VMware provides the market-leading Mobile Device Management (MDM) solution. AirWatch MDM has the largest installed base, highest product quality, most scalable architecture, immediate support of new device OSs, and a fully integrated, unified single-pane-of-glass management system. Citrix's MDM is a complex deployment with loose integration and confusing licensing.

- **Highest Customer Satisfaction and Best Value** – Customers as well as independent surveys and third-party reports consistently rate VMware as the best value for virtualization, with the highest level of customer satisfaction. In a report published by the Temkin Group on Net Promoter Scores (NPS), VMware placed first out of 54 vendors. The report considers the NPS an indicator of both customer loyalty and overall customer satisfaction. By contrast, Citrix scored in the lower half of the group, indicating that Citrix customers are less likely to recommend Citrix products and services to others.

"VMware pretty much ran over the competition."

Horizon Is the Best Choice

Millions of users can't be wrong. Set your company apart from the competition by choosing VMware Horizon and receive the most value for your end-user computing dollar.