

VMWARE HORIZON ADVANTAGES OVER CITRIX



2016 IDC MarketScape for
Virtual Client Computing –
VMware a leader for
second year in a row

Mobile and cloud deployment issues are dominating the concerns 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 with single sign-on
- Management capabilities encompassing the entire ecosystem and providing security, compliance, and management of day-to-day end-user environments

VMware addresses these needs more effectively than Citrix with the VMware mobile-cloud architecture tailored to the specific needs of end-user mobility and IT management.



Figure 1: VMware Mobile-Cloud Architecture Advantages

“It would appear that the commitment made in 2013 (by VMware) is resulting in solid gains and the strategies that were employed have been effective. These elements, along with reference interviews, provide VMware with a solid positioning in the IDC MarketScape.”

- IDC MARKETSCAPE: WORLDWIDE
VIRTUAL CLIENT COMPUTING SOFTWARE
2016 VENDOR ASSESSMENT

Unified Endpoint Management

Unified Endpoint Management (UEM) allows users to configure and manage their digital workspaces as well as track operations and automate certain IT workflows. VMware UEM provides four key differentiators:

- Cradle-to-grave control over operating system and applications - Lifecycle management allowing IT to centrally deploy, upgrade, and end-of-life their most changeable assets.
- Asset analytics for tracking and inventory provides key insights into the systems and operations information resulting in higher SLAs.
- IT automated workflows provides structure and tracking of process requirements for compliance and remediation.
- Management support for Chromebooks.
- PCLM capabilities - Windows drop ship and macOS Bootstrap for a streamlined out-of-box management experience for Windows and macOS.

Citrix XenMobile lacks these key endpoint management features and is not proven at scale.

Leading Virtual Apps and Desktops

VMware Horizon® is the leading platform for delivery of all types of desktops. It offers persistent, nonpersistent, 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 Citrix environment. It includes real-time app delivery, user personalization, application packaging, and VMware vRealize® Operations for Horizon or Citrix.

Citrix may have some capabilities in these areas, but their products are either not fully developed or lack the capability. VMware provides end-to-end application and workspace management that encompasses the following capabilities:

App Isolation

VMware ThinApp® provides packaged apps that customers can run from almost anywhere because they do not need to install software or device drivers. ThinApp takes an agentless, package-centric approach to app virtualization, increasing portability and deployment flexibility. Citrix XenApp only provides published applications and requires a dedicated infrastructure and database to run. ThinApp does not have these requirements, reducing administrative overhead. Further, Citrix no longer offers an app streaming capability and instead defers to Microsoft App-V.

App Delivery

VMware App Volumes eases the burden of getting the right apps to the right people throughout an application's lifecycle. From delivery to updates and into retirement, App Volumes provides the only real-time application management and delivery solution. The Citrix/Unidesk method of creating multiple layers to deploy apps is cumbersome and slow. Updating layers is more difficult. Unidesk also requires both the application and OS layer be managed in the Unidesk console. It does not allow for managing VDI and server images through the Citrix or VMware management consoles.

“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



“VMware AirWatch’s offering has comprehensive EMM functionality and, as a result, appears most frequently in Gartner clients’ EMM vendor shortlists. AirWatch offers broad support for third-party independent software vendor (ISV) mobile applications and is one of the founding members of the AppConfig standard.”

- GARTNER’S MAGIC QUADRANT FOR EMM SUITES
2016 (SIXTH CONSECUTIVE YEAR AS LEADER)

Policy Management and Smart Policies

Policy management and smart policies offer time-saving capabilities such as streamlined SSO that bypass secondary login requests for users who have already authenticated via VMware Workspace™ ONE™. Smart policies include security-enhancing capabilities such as contextually aware, fine-grained control of client-side features. Access Point provides a more complete security solution that supports RADIUS, SecurID, and SmartCard and is built upon a hardened Linux appliance that is optimized for a customer’s DMZ. For federal and public-sector agencies, Horizon is FIPS 140-2 compliant.

App Monitoring

VMware monitoring and automation capabilities provide end-to-end visibility from the data center to the end user. VMware vRealize Operations Manager™ for Horizon employs a heatmap to enable administrators to visually monitor the health, performance, and configuration of large-scale deployments, including visibility into infrastructure, apps, users, and sessions. vRealize Operations Manager provides individualized monitoring for business-critical apps and correlates the monitoring with underlying storage. The solution also connects performance data with change events. Unlike vRealize Operations Manager, Citrix Director monitoring capabilities are limited to Citrix components and cannot provide the context of the greater operational system.

User Environment Management

VMware User Environment Manager™ provides a consistent and dynamic desktop experience that is independent of the operating system, device, and location, enabling true “business mobility.” Citrix refers customers to AppSense for more complete user personalization. Even with the capabilities acquired with the small startup company Norskale, Citrix still is not able to offer the full enterprise-class, scalable user environment management solution that VMware offers.

Help Desk

Horizon Help Desk tool provides an easy-to-use troubleshooting interface for non-Horizon-savvy users. Level 1 and 2 support teams remediate user issues with quick lookup, session information, and user/session details to facilitate case escalation. Citrix doesn’t provide this type of help desk.

Comprehensive Cloud Service

VMware has the advantage in delivery of desktops and apps from the cloud—the ability to deliver any type of workspace from any cloud: public, cloud service provided, or private.

Citrix desktop and app cloud deployments are done on Microsoft Azure or Amazon Web Services (AWS). Referring customers to Azure or AWS for cloud deployment often results in additional hosting charges.

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

LEARN MORE

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

FOR MORE INFORMATION OR TO PURCHASE VMWARE PRODUCTS

CALL

877-4 -VMWARE (outside North America, +1-650 -427-5000),

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.

Security and Identity-Defined Workspace

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 Horizon and Citrix products. Horizon provides secure access to Citrix XenApp and XenDesktop in addition to Horizon Apps and Desktops. Citrix StoreFront is limited to Citrix products. Apps cannot be deployed from other sources such as Microsoft RDSH apps or VMware Horizon RDSH apps.

VMware NSX® provides an easy to deploy and manage software firewall. Its advantages over other products in the market include providing security within the hypervisor, no additional hardware requirement, and integration with VMware vSphere®. Further, NSX paired with VMware vRealize Automation™ automates configuration and enforces governance and control.

Trusted Platform for the Entire Organization

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 do that. The VMware software-defined data center (SDDC) is the only platform optimized for VMware Horizon and other end-user-computing (EUC) products.

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

The industry's leading virtualization platform brings together three critical technologies under one umbrella: storage (vSAN), computing (vSphere), and networking (NSX). Tailored integration with EUC results in real benefits, including 50 percent reduction in storage costs, simplified network provisioning and micro-segmentation, and extensive 3D graphics support. Further, Horizon and VMware Cloud Foundation™ deliver a secure and simple-to-deploy complete solution that reduces deployment time up to 8x with hyper-convergence.

VMware leads in innovation with Instant-Clone Technology. This revolutionary capability, built into vSphere, allows a booted-up parent virtual machine (VM) to be quiesced and "hot-cloned" to produce derivative VMs rapidly. Instant Clone leverages the same disk and memory of the parent, with the clone starting in an already "booted-up" state. This process bypasses the cycle time incurred with traditional cloning where several power cycle and reconfiguration calls are usually made. Citrix does not offer the time-saving capabilities available from Instant Clone.

Horizon Is the Best Choice

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

