

# VMWARE HORIZON ADVANTAGES OVER MICROSOFT



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 Microsoft with the VMware mobile-cloud architecture tailored to the specific needs of end-user mobility and IT management.

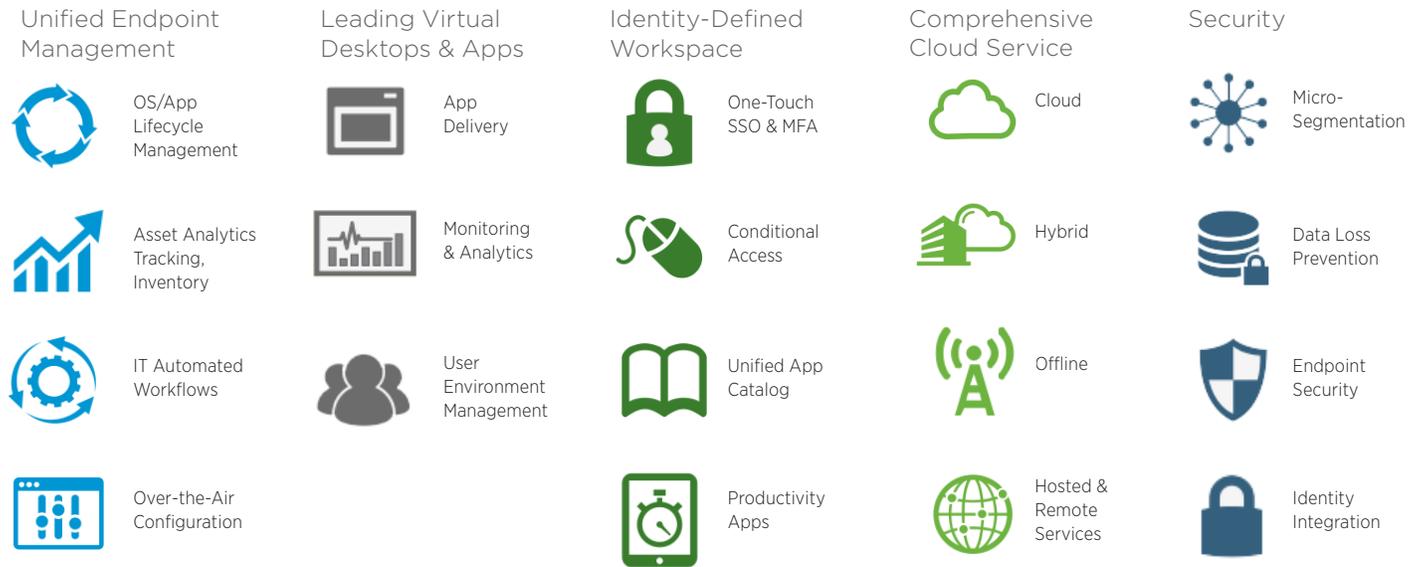


Figure 1: VMware Mobile-Cloud Architecture

“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

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### 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.
- Over-the-air configuration is a capability for configuring workspaces through the Windows portal and it comes standard with VMware Workspace™ ONE™.
- 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.

Microsoft Intune lacks these key endpoint management features and is not proven at scale. VMware UEM has the largest installed base, highest product quality, most scalable architecture, immediate support of new operating systems, and a fully integrated, unified single-pane-of-glass management system. Microsoft Intune is relatively unproven, neglects other key operating systems, and lacks several important capabilities for large-scale enterprise deployments.

### 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.

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

#### Diverse Application Support

VMware Horizon supports all types and brands of applications—not just Microsoft Office. Many business vertical solutions for healthcare, education, government, and more are supported by Horizon but not supported by a Microsoft solution. Further, VMware has relationships with key enterprise application and SaaS vendors, allowing VMware to support critical third-party productivity applications that Microsoft cannot support.

#### 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. Microsoft App-V is an agent-based solution that needs a dedicated infrastructure and database. ThinApp does not have these requirements, reducing administrative overhead.

#### 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. Microsoft SCCM delivers applications, but they must be

“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

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installed on the end user's device, using more resources, and SCCM does not provide real-time application delivery.

### Policy Management and Smart Policies

VMware Workspace ONE 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, which can be costly for customers not under a Microsoft Enterprise Agreement. The Microsoft enterprise app store does not support single-sign-on capabilities. In addition, the apps cannot be visually represented in the app store. Rather, they are shown in the type of list you would traditionally find in a System Center interface. Further, VMware 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, Microsoft RDS 2012 Management Pack for System Center cannot provide log management, scenario modeling, proactive analysis, or end-to-end visibility from the data center to remote desktops or apps.

### User Environment Management

VMware User Environment Manager™ 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. User Environment Manager provides a consistent and dynamic desktop experience that is independent of the operating system, device, and location, enabling true “business mobility.” User Environment Manager supports a broader range of use cases than Microsoft User Experience Virtualization (UE-V) and delivers a consistent experience across multiple platforms during OS migrations and between on-premises and cloud-based environments. Microsoft UE-V has a rudimentary user interface, and it does not have the ability to dynamically apply user settings based on context.

### Image Management

VMware Mirage™ dynamically moves images across physical and virtual desktops, and VMware vSAN™ provides virtual disk-level quality of service and per-virtual-machine storage services, such as snapshots and backups. Image management in a Microsoft environment can be relatively complex at scale.



“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)

### Identity-Defined Workspace

Identity-defined workspace provides simple and secure access to end users, keeping them productive all the time. VMware Identity Manager™ offers four important areas of differentiation: one-touch single sign-on and multi-factor authentication for secure access; conditional access that takes into account location and user information; a unified app catalog that is the same across devices; and productivity apps for email, content, and Web browser to help users securely collaborate.

VMware Identity Manager is simple to set up and customize, easily integrates with Citrix XenApps and Microsoft RDSH apps, includes a self-service app store, integrates with VMware AirWatch®, and is available as a cloud or on-premises solution.

Microsoft Azure AD lacks key features that VMware Identity Manager offers: adaptive management, mobile SSO, device posturing (compliance), on-premises deployment, and SSO for Horizon and Citrix apps.

### 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. The VMware comprehensive cloud service strategy is a true hybrid solution.

Microsoft does not offer a true hybrid cloud solution. They offer on-premises or cloud deployment and the two are not linked.

For mobility management, Workspace ONE EMM is delivered through the cloud. For Desktop-as-a-Service, VMware Horizon Cloud™ provides any kind of workspace as a service from the cloud. Microsoft canceled Azure RemoteApp and is referring clients to Citrix XenApp Express.

For workspace management from the cloud, VMware offers a hyper-converged architecture that leverages current innovations such as VMware Instant-Clone Technology.

### Security

VMware takes security seriously across all product areas from the data center and network to the endpoint, including mobile devices.

For example, AirWatch EMM prevents user data loss and keeps corporate data secure, VMware NSX® provides microsegmentation for network data separation, and VMware TrustPoint™ provides market-leading endpoint security.

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.

VMware TrustPoint is based on the leading endpoint security solution, Tanium, that creates a continuous closed-loop endpoint security process with 15-second visibility. The VMware vision for endpoint security includes deeper integration with Tanium to provide complete and accurate data—both current and historical—over every endpoint in seconds, ensuring incidents are thoroughly investigated and fully scoped.

## 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.



“VMware stands out as the enterprise end-user computing leader.”

- TANEJA GROUP TECHNOLOGY ANALYSTS, JULY 2015

## 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 7 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). This powerful trio provides tailored integration with EUC, resulting in real benefits for customers, including reduced storage costs of up to 50 percent, simplified network provisioning and microsegmentation, and extensive 3D graphics support that includes vGPU with NVIDIA, vSGA, and vDGA.

Microsoft does not support the VMware SDDC, and therefore will likely lack integrations with key innovations in the platform. VMware Horizon was built with integration points to VMware SDDC that provide cost savings in storage, compute, and the network infrastructure.

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.

Microsoft does not offer the time-saving capabilities available from Instant-Clone Technology. VMware offers reduced complexity and cost in a unified platform for VDI on Windows and Linux desktops. Microsoft does not support Linux desktops.

## 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.

