

FIVE WAYS VMWARE HORIZON BEATS CITRIX



VMware Horizon® helps more organizations compete in the mobile cloud era by providing productivity-enhancing capabilities that are simply better. Tailored to uniquely provide both end-user mobility *and* IT control, VMware mobile-cloud architecture addresses the needs of today's organizations more effectively than Citrix.

1 Simplify and Unify Workspace Endpoint Management

Configure and manage digital workspaces, track operations, and automate certain IT workflows with VMware Unified Endpoint Management. Citrix XenMobile is not proven at scale and lacks key endpoint-management features offered by Workspace ONE:



Cradle-to-grave control over OS and applications



Over-the-air configuration



Asset analytics for tracking and inventory



IT-automated workflows

2 Deliver Virtual Apps and Desktops Easily and Effectively

VMware Horizon provides all types of virtualized apps and desktops:



Published and hosted apps



Real-time app delivery and lifecycle management



Virtualized apps and desktops



User personalization



Operations monitoring from desktop to data center

Citrix relies on Microsoft for virtualized apps. Citrix AppDisks cannot provide app layering per user and it doesn't support XenApp or physical desktops. Their monitoring is limited to network and protocol information. User profile management is cumbersome to use and limited in capabilities.

3 Provide a Secure, Identity-Defined Workspace

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:



One-touch single sign-on and multifactor authentication



Conditional access



Unified app catalog



Productivity apps for email, content, and Web browser

Citrix StoreFront is limited to Citrix products. It has poor integration with NetScaler and requires an update for authentication. Apps cannot be published from other sources such as Microsoft RDSH apps or VMware Horizon® RDSH apps. Self-service password reset (SSPR) is not fully supported in current versions of XenApp and XenDesktop.

4 Secure Endpoints, Networks, and More

From the data center and network to the endpoint—including mobile devices—VMware takes security seriously.



Workspace™ ONE™

Prevents user data loss and keeps corporate data secure.



NSX®

Offers microsegmentation for network data separation with an easy-to-deploy-and-manage software firewall.



TrustPoint™

Provides market-leading endpoint security with a continuous, closed-loop endpoint security process with 15-second visibility.

5 Expand Your Cloud Options

The VMware comprehensive cloud service strategy enables delivery of any type of workspace from any cloud: public, cloud service provided, or private. Citrix does not have a true hybrid cloud solution, offering only on-premises deployment and referring customers to third-party solutions for cloud deployment, often resulting in additional hosting charges.

Citrix also falls short in these important capabilities:

Personalized Desktops



VMware App Volumes™ delivers nonpersistent desktops with a personalized desktop experience from the cloud.

Workspace Management from the Cloud



VMware Horizon Cloud Service™ features an innovative hyper-converged architecture that leverages current technical innovations such as VMware Instant Clone Technology.

Desktop-as-a-Service



Horizon Cloud provides any kind of workspace as a service from the cloud.

TRANSFORM HOW YOU WORK

VMware Horizon and Workspace ONE is the most complete solution for delivering, managing, and protecting Windows desktops, applications, and online services across devices, locations, media, and connections. To learn more about how Workspace ONE delivers and manages any device by integrating identity, application, and enterprise mobility management:



Check out [Horizon Apps](#).



Visit <http://www.vmware.com/products/horizon>.