

6 Reasons VMware Horizon 6 Is a Better Choice Than Citrix XenDesktop

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

1. Best VDI for VMware Software Defined Datacenter (SDDC)

Even tighter integration between Horizon 6 and VMware vSphere provides real benefits by optimizing physical resources^{1,2}

- 27%** CAPEX savings
- 57%** Less CPU utilized during AV scans
- 26%** Fewer IOPS during AV scans
- 38%** Faster deployment
- Consistency in management and usability
- Built-in endpoint protection

Plus, integration with VMware Virtual SAN simplifies storage administration through automated and customizable storage settings and saves you money by utilizing local storage for View deployments.

2. Superior Visibility and Control

VMware's Closed Loop Management provides cloud orchestration, self-service, management, movement across data centers, and end-to-end visibility into the health and performance of the Horizon View environment with vCOPS for View:

- Step by step troubleshooting
- Anticipates issues before they occur
- Error traceability

"V4V gives me ALL the data I need in one product."

vCOPS for View customer 2013

"Mirage supports OS, application and user layering all from the same interface. It also supports an unlimited number of layers."

Gunnar Berger, Research Director at Gartner³

3. Central Image Management for Physical, Virtual, and BYOD

VMware provides end-to-end image management across physical and virtual desktops. The solution includes the ability to move images across physical and virtual desktops from a single management console. VMware Mirage supports key physical and virtual desktop OS and includes BYOD support for Linux, Mac, and Windows.



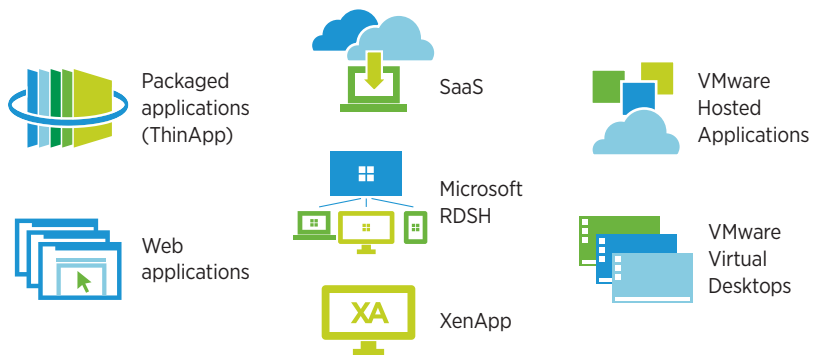
4. Choice of On-premise and Cloud Deployment

Industry's first hybrid desktop as a service (DaaS) solution that blends public cloud desktops and on-premise VMware Horizon View private cloud desktops for a seamless end-user experience.



5. Workspace Aggregator Offering End Users More Choices

VMware Horizon is the only vendor agnostic end-to-end solution that delivers and manages the broadest set of desktop application types across virtual data centers, virtual machines, and physical devices.



6. Highest Customer Satisfaction and Lowest TCO



VMware is rated NUMBER ONE in the Temkin Report's Net Promoter scores of 54 vendors⁴ and is a four-time winner of Virtualization Review's coveted Readers' Choice Award⁵. Horizon's all-in-one packaging provides the most value from one SKU and one vendor, making it a clear choice for value conscious buyers. Horizon saves time and resources compared to Citrix XenDesktop, delivering a high-quality experience to users at an excellent price⁶.

"VMware has been extremely successful in growing its end user computing suite of technologies and... has become the technology leader."

Gartner⁷

¹VMware Five Reasons Why VMware Horizon View 5.3 is a Better Choice Than Citrix XenDesktop 7 | ²Principled Technologies Multi-feature VDI Resource comparison: VMware Horizon View 5.2 vs. Citrix XenDesktop 7 | ³2014 Webinar sponsored by Gartner VDI Punchout: Comparing the Citrix, Microsoft & VMware Solutions | ⁴Temkin Group Tech Vendor NPS Benchmark, 2013 | ⁵2014 Virtualization Review Readers' Choice Awards | ⁶Principled Technologies Scale testing and cost analysis study: VMware Horizon View 5.2 virtual desktop density vs. Citrix XenDesktop 5.6 | ⁷2014 Webinar sponsored by Gartner VDI Punchout: Comparing the Citrix, Microsoft & VMware Solutions