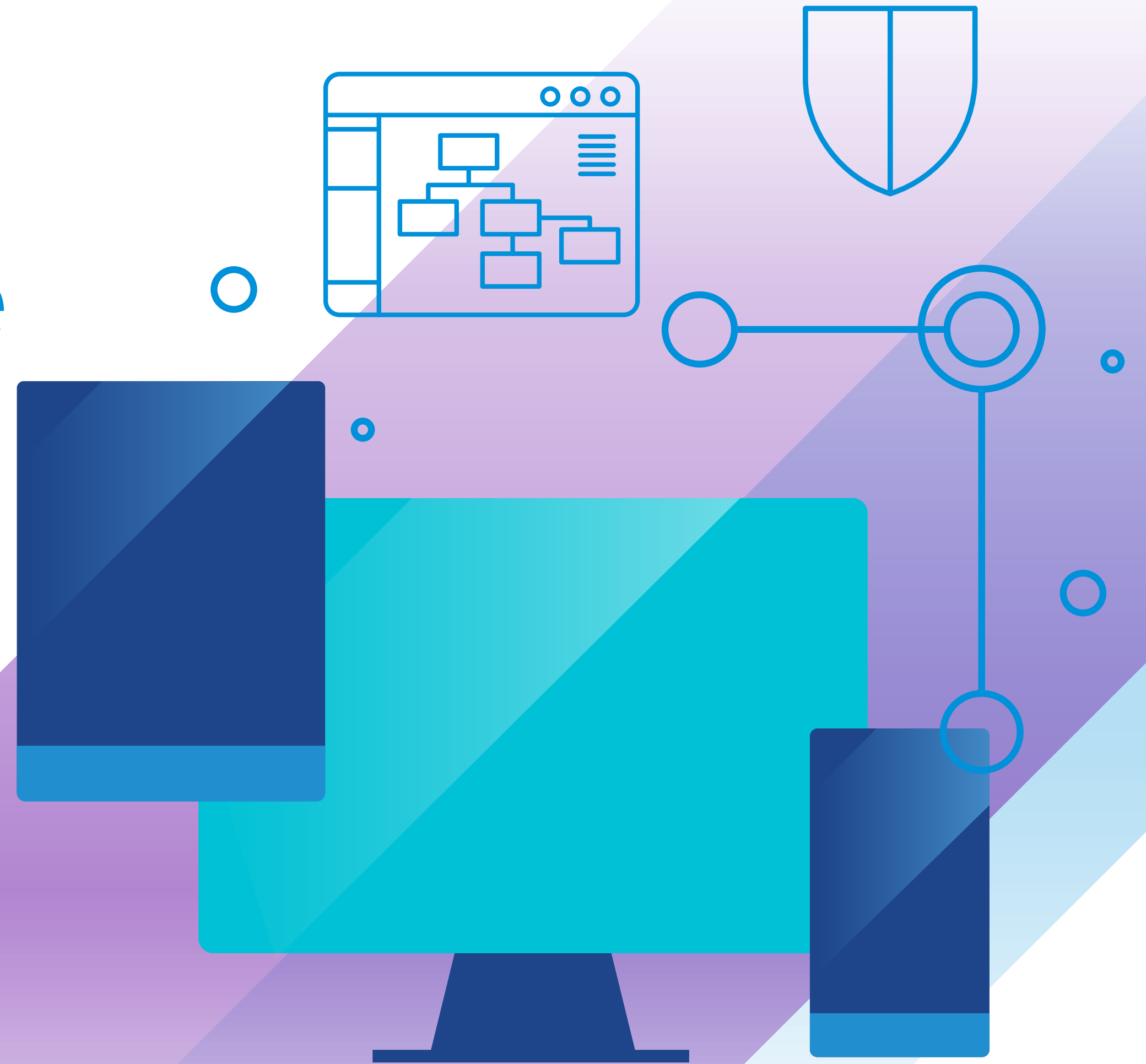


# The Future Is Bright: Why VMware Horizon Is the Best Alternative to Citrix

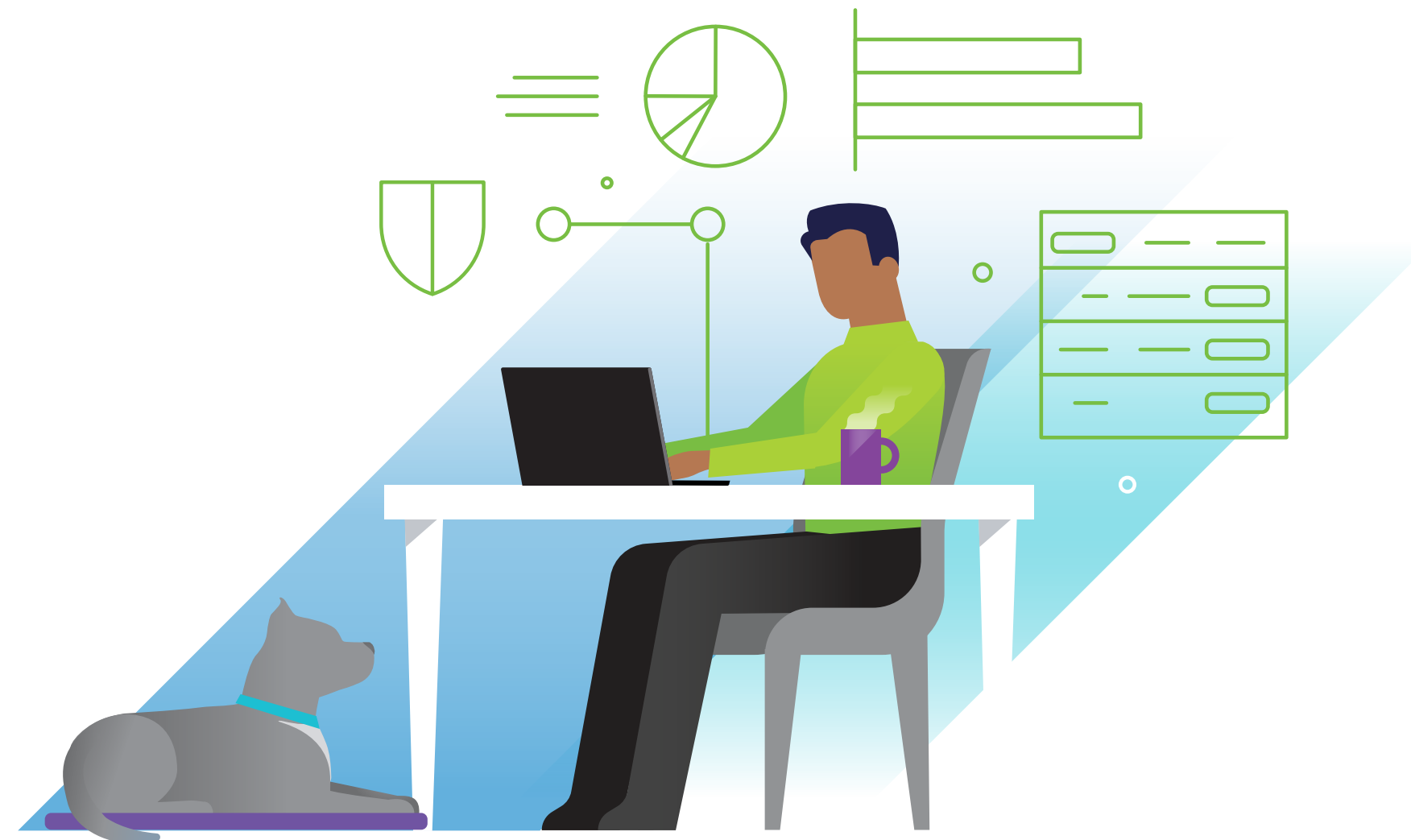
See how VMware helps forward-thinking organizations prepare for the future of work

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## Reduce risk and head off disruption by partnering with an EUC leader

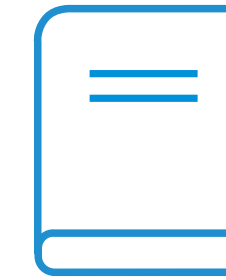
Today's organizations find themselves navigating the challenges of both increasing and fluctuating demand for remote work. Desktop virtualization is at the center of these changes, and as the distributed workforce becomes the de facto standard, companies have shifted their priorities toward building and managing an intrinsically secure, scalable infrastructure that lets employees work from anywhere. This flexibility helps businesses attract high-level talent and reduce management needs.



## Decreasing risk while increasing flexibility with a long-term, stable vision

VMware assembled the Anywhere Workspace set of solutions to address the needs that organizations have when delivering a digital workspace across an increasingly distributed edge. Anywhere Workspace is built to deliver a multi-modal user experience, securely, to any device in any location, without increasing management or adversely affecting the user experience. This is accomplished by combining VMware SASE, VMware Carbon Black, and VMware Workspace ONE® technologies with VMware Horizon® desktop and app virtualization.

Anywhere Workspace, and specifically VMware Horizon, leverages integrations with solutions that you already trust as the foundation of your organization, like VMware vSphere®, VMware vSAN™, and VMware NSX®, to deliver unique capabilities that save time and money while increasing user productivity and decreasing the burden on IT admins.



### LEARN MORE

VMware Horizon can help you simplify desktop and app management, reduce complexity, lower costs and enhance security. See why VMware has been named a leader in the [IDC MarketScape Worldwide Virtual Client Computing Software Vendor Assessment by Shannon Kalvar, January 2020, IDC #US45752419](#).

With Horizon, you can de-risk your desktop virtualization environment while reducing infrastructure costs, simplifying network provisioning, increasing security, and reducing management overhead. No other technology capitalizes on the best-in-class capabilities of the end-to-end VMware Cloud Infrastructure the way that Horizon does.

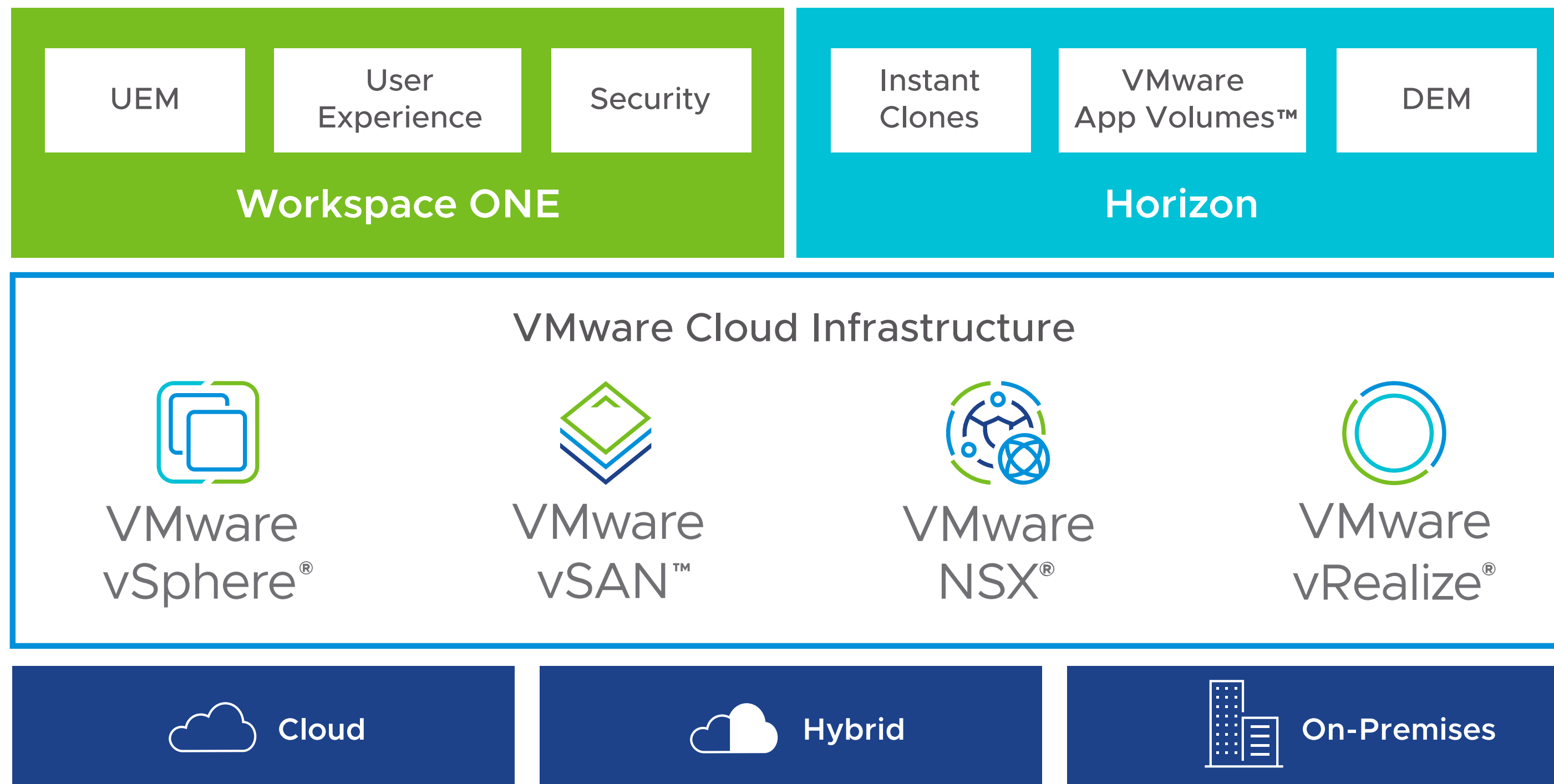
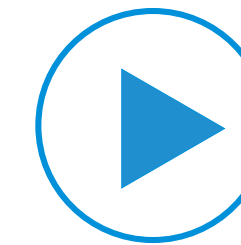


Figure 1: The VMware technology ecosystem helps you create a digital foundation for the future.



**LEARN MORE**

[The Accidental VDI Admin: Carl Webster's Analysis of Horizon 8](#)

Check out an independent look at VMware Horizon through fresh eyes.

## Make the move to VMware

Some admins are struggling to succeed despite their best efforts, especially those with legacy systems from vendors that are scaling back their EUC investments while increasing prices. Management complexity, security concerns and high costs can increase time spent maintaining environments and reduce end-user productivity.

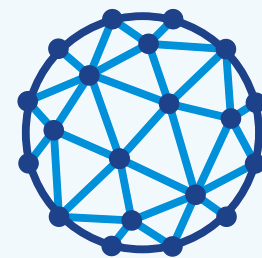
Citrix customers, for example, have reached out to us upon learning of the announced acquisition of Citrix, followed by the end of life of Citrix Endpoint Manager. Others are using Citrix on a vSphere infrastructure today and want to understand the cost and technology benefits of consolidating around the industry-leading virtualization, networking, storage, endpoint management, and desktop and application virtualization capabilities of VMware.

For example, if you're running a Citrix environment on VMware Cloud Infrastructure today, you're realizing the benefits of a best-in-class virtualization platform but aren't taking advantage of the integrations with Horizon. You're not

leveraging the deep technology ecosystem and expertise needed to extend the digital workspace to all apps in an intrinsically secure manner, simplify management, and enable user productivity.

This integration, along with the broader capabilities of VMware EUC that include app modernization, intrinsic security, and unified endpoint management, are reasons why organizations look to VMware to guide them on their digital transformation journey. You, too, can rely on VMware solutions to help accelerate innovation and maximize ROI.

Most of all, VMware decreases risk across the most critical systems in your organization, and that is something everyone could use right now.



Around the world, IT admins have found that when it comes to supporting a distributed workforce, there are certain key reasons to leave a legacy Citrix environment behind.

- VMware is the digital foundation for the future.
- VMware delivers end-to-end security.
- VMware enables you to modernize your legacy desktop virtualization platform.

## VMware is the digital foundation for the future

Horizon was designed from the ground up to be fully integrated and interoperable with the entire ecosystem of market-leading VMware technologies. Combining VMware Cloud technologies with Horizon enables organizations to realize the benefits of Horizon and Horizon Cloud deployed on VMware Cloud Infrastructure—from core server virtualization with vSphere, to storage tie-ins with vSAN, to integrations at the network layer with NSX. With Horizon at the helm, you can build a flexible, scalable infrastructure, implement intrinsic security, and create ready-to-work experiences across every app and endpoint—physical or virtual. You can also use it as a way to start the move to unified endpoint management with VMware Workspace ONE®.

### Provision and manage with speed and ease

Horizon makes it possible to rapidly provision full-featured, personalized virtual desktops and apps. You save time with simplified Day 2 management of images, apps, profiles and policies. Horizon provides a cloud native control plane operated as a managed service and consistent hybrid management services across on-premises and cloud deployments.

One of the many Horizon breakthrough benefits comes from advanced Instant Clone Technology, a feature that VMware continues to innovate to speed up the process of creating and delivering virtual machines.

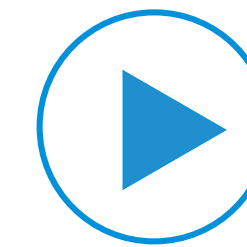
Instant Clone Technology, which is included with all applicable Horizon environments on-premises or in the cloud, gives you the ability to easily build and deploy desktop images to quickly scale and meet changing business continuity needs. Additionally, Instant Clones requires less storage and results in lower costs than traditional image management techniques.

### Automate and scale the delivery of virtual desktops and apps

Many digital workspace strategies that drive business continuity, disaster recovery and remote work rely on virtual desktops and apps. Horizon features a cloud native control plane and service-based management tools to help you deliver desktops and apps from any environment to users anywhere. Deployment options span traditional virtual desktop infrastructure (VDI) and apps delivered on-premises to desktop as a service (DaaS) delivered through Horizon Cloud on Microsoft Azure.

**“Many healthcare organizations use Citrix to distribute Epic to their end users. We’re able to save millions of dollars by going with VMware RDSH.”**

MATTHEW DOUGLAS  
CHIEF ENTERPRISE ARCHITECT  
SENTARA HEALTHCARE



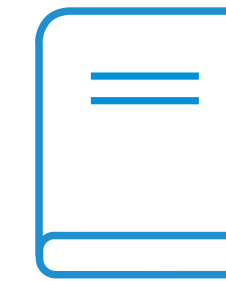
Learn more at  
<https://via.vmw.com/sentara>.

## Provide an integrated, intrinsically secure experience that is second to none

Leverage the power of these interoperable, market-leading VMware technologies.

- **VMware Workspace ONE and Horizon** – Provide users with a flexible, more secure platform so they can remain safe and productive as the workplace continues to evolve with the unparalleled hybrid capabilities of Horizon and Workspace ONE. VMware was named a Leader in the 2021 Gartner® Magic Quadrant™ for UEM<sup>1</sup> and received the highest scores in three of the four use cases in the related Critical Capabilities for Unified Endpoint Management Tools.<sup>2</sup>
- **VMware Cloud Foundation** – Deliver a complete solution for VDI deployments at scale. Simplify planning and design with a standardized and tested solution fully optimized for VDI workloads. By delivering Horizon virtual desktops through Cloud Foundation, IT can automate desktop and application deployment and scale rapidly with lower TCO to deliver the agility required by today's businesses.
- **VMware NSX for Horizon** – Provides fast and simple VDI networking, automated policy that dynamically follows end users and desktops, and a platform for advanced security. The result is an extensible platform that can be integrated with best-in-class capabilities from an established ecosystem of security partners.

- **VMware NSX Advanced Load Balancer** – Simplify and accelerate Horizon deployments with global and local load balancing and analytics.
- **VMware SD-WAN by VeloCloud** – Improve the experience for employees working from anywhere by providing reliable branch access to cloud services, private data centers, and SaaS-based enterprise apps with VMware SD-WAN, named 4 years in a row as a Gartner Magic Quadrant Leader for WAN Edge Infrastructure.<sup>3</sup>
- **VMware Carbon Black** – Address known and unknown threats using big data analytics. VMware Carbon Black Cloud is a leader in endpoint security and creator of the application control and endpoint detection and response (EDR) categories.



### LEARN MORE

IDC calculated that customers that switched to VMware Horizon saw over 500 percent ROI and 49 percent lower cost of operations over a 3-year span. Find out more in [The Business Value of VMware Horizon](#) by Shannon Kalvar and Matthew Marden.<sup>4</sup>

1. Gartner, Inc. "Magic Quadrant for Unified Endpoint Management." August 16, 2021.

2. Gartner, Inc. "Critical Capabilities for Unified Endpoint Management Tools." August 18, 2021.

3. Gartner, Inc. "Magic Quadrant for WAN Edge Infrastructure." September 20, 2021.

4. IDC Research, Inc. "The Business Value of VMware Horizon." Shannon Kalvar and Matthew Marden, August 2021. (IDC Business Value White Paper, sponsored by VMware. Doc. #US48090721.)

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## VMware delivers end-to-end security

The distributed workforce has created a network without a security perimeter. Most users are outside of the firewall, which means admins must rely on usernames and passwords to protect data and apps.

VMware has made security intrinsic to the platform. With security at every level, including the network, endpoint, cloud, identity and workload, VMware significantly reduces the attack surface of your critical systems and applications. Virtual desktops and apps have intuitive security from the client to the workload and can also be better secured with a virtual networking portfolio and cloud native endpoint protection.

- Reduce the number of security agents and vendors across devices for both endpoints and virtual desktops.
- Get deeper insights by leveraging security integration at all levels, from the underlying infrastructure to endpoints.
- Simplify deployments and improve performance.

VMware is the only vendor to deliver broader, more effective security that enables access to any app from any device by offering the following solutions.

## Zero Trust security controls

Isolating and modernizing traditional apps requires a technology that allows the creation of a bridge between a traditional architecture and one that is based on Zero Trust. [VMware Horizon virtual desktops and published apps act as this bridge.](#)

With Workspace ONE UEM, you can build trust in devices that are accessing enterprise data, better secure them with [Carbon Black Cloud Endpoint solutions](#), and then drive dynamic conditional access decisions to validate user identity. The VMware Unified Access Gateway (UAG) protects user sessions and devices by using least-privilege capabilities to enable your users to access only what they need to be productive. Integration with Horizon ensures that all connections to desktops and apps are more secure, controlled and validated with a single platform. Additionally, UAG can leverage the VMware Secure Access Service Edge (SASE) Platform to layer in additional network and cloud security technologies, such as VMware NSX microsegmentation and IDS/IPS, to offer a convergent infrastructure with end-to-end Zero Trust security.

## Intrinsically secure VDI

[VMware Workspace Security VDI](#), which sets the standard for intrinsically secure virtual desktops in the industry, is an integrated solution built on Horizon VDI and Carbon Black Cloud. Carbon Black innovation strengthens Horizon by providing endpoint security capabilities in multiple categories, including threat identification, detection and response, auditing capabilities, and the ability to investigate data breaches.

Whereas most solutions of this stature comprise multiple point products from disparate vendors that create sprawl, complexity and complications, Workspace Security VDI delivers a cohesive, intrinsically secure virtual desktop and application solution.

## Next-generation endpoint detection and response

Endpoint security that adapts to modern threats is a must-have for protecting virtual desktops and apps. Carbon Black boasts next-generation antivirus capabilities, as well as behavioral endpoint detection and response to better secure virtual desktops and apps running on Horizon.

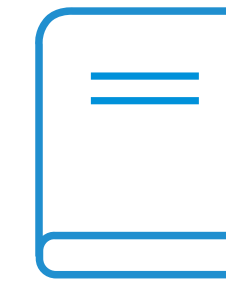
## Out-of-the-box security from the client to the workload

With Horizon, virtual desktops and apps are backed with security from the client to the workload, which can be extended through a virtual networking portfolio and cloud native endpoint protection.

## More secure, optimized remote user access

The growing need for Zero Trust networks means that admins need to control device access to specific apps or containers from a variety of endpoints, including personal devices. VMware Secure Access is a component of SASE that brings remote users into the SD-WAN fabric for a better, more consistent experience and to enable secure, optimized access.

[VMware Secure Access](#) leverages Workspace ONE Zero Trust capabilities and operates as a zero trust network access (ZTNA) technology that enables robust secure access to all users irrespective of the network and device they are logging in from. By further tying this to the VMware SASE platform, all traffic originating from a device or user can be further inspected with network and cloud security technologies and routed optimally for best performance and security.



### LEARN MORE

See how Horizon enables [Zero Trust security](#).

Explore how to establish [Zero-Trust security with VMware Workspace ONE](#) to empower your workforce with the technologies they need.



## VMware enables you to modernize your legacy desktop virtualization platform

With Horizon, you can continue to deploy the same apps and desktops you do today while taking advantage of the unique capabilities available via integration with VMware Cloud Infrastructure and the greater VMware EUC vision.

When you upgrade your Citrix environment to VMware Horizon, you can

- Simplify image provisioning and management with Instant Clone Technology, which leverages Horizon's deep integration with VMware vSphere to reduce deployment time to just seconds per virtual machine.
- Benefit from industry-leading features, like VMware App Volumes™, an easy-to-implement application management platform that does not require wholesale changes to your image management techniques.

- Rely on the comprehensive VMware Dynamic Environment Manager, a robust solution for profile management through dynamic policy configuration, providing end users a personalized desktop experience across any virtual, physical and cloud-based Windows desktop.
- Rest assured knowing that your users are backed by the VMware Blast Extreme protocol, which automatically adapts to fluctuating network conditions.

Most importantly, you can take advantage of these capabilities anywhere, on-premises or in the cloud, because VMware Horizon is a modern platform that has been built for hybridity. With the cloud native Horizon Control Plane, you can put virtual apps and desktops anywhere, from the vSphere infrastructure that runs on-premises to VMware Cloud on AWS, VMware Cloud on Dell EMC, Google Cloud VMware Engine, IBM Cloud, and Microsoft Azure.

With one provider delivering all aspects of your environment, you benefit from unparalleled integration and support in addition to tools and features that streamline maintenance. VMware can help you reduce costs and be better prepared for the demands of the modern workplace.



### 3 of the top 5 global banks transitioned their legacy Citrix environment with the VMware Horizon platform:

- Horizon virtual desktops and apps provisioned for 200,000+ end users.
- In one bank, investments made in Horizon helped navigate shelter-in-place restrictions to support remote access for 80% of their workforce.

## It's time to make the switch to an agile, modern platform

VMware continues to focus on innovative technologies that reduce risk, simplify management, and lower the cost of supporting an evolving and distributed workforce. These key goals are why leading organizations consider VMware a strategic, trusted partner rather than just another vendor.

Flexible licensing and support for all major public clouds means that VMware Horizon can deliver the hybrid and multi-cloud capabilities you need. With Horizon—and the broader Workspace ONE platform—VMware is driving the future of digital transformation by providing an integrated solution that features industry-leading unified endpoint management, workspace intelligence, security and desktop virtualization.

Meet distributed workforce challenges head on and take advantage of opportunities now and in the future.

To transform your legacy environment to a modern platform or to learn more about exclusive incentives for customers looking to make the switch, check out these resources or contact your local VMware representative or partner:

[Introduction to VMware Horizon for Citrix Admins](#)

[VMware Horizon Hands-on-Lab](#)

[VMware Horizon Learning Path from VMware TechZone](#)

[VMware EUC Reference Architectures](#)

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