Top reasons why Citrix Workspace Suite beats VMware Workspace Suite

Similar names, dramatically different solutions.

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Business mobility is top-of-mind for IT, and for good reason. Today's workforce is in constant motion. Wherever people go and however they work—from a laptop at an office desk to a tablet in an airport lounge—they need instant access to the same apps and data with the same, seamless experience. Citrix Workspace Suite is redefining business mobility for the emerging software-defined era by delivering secure access to apps, data, desktops and IT services from any device, over any network. Competitors are targeting the same opportunity, and while VMware Workspace Suite has a similar name—the similarities end there. A closer look at the two solutions reveals many ways in which they're simply not comparable.

"Citrix Workspace Suite offers a single, flexible solution for comprehensive management and support of application, desktop, and mobile infrastructures. Citrix has been able to create this solution as a result of its investments, its experience, its knowledge and its customer intelligence."

Mark Bowker
Senior Analyst
Enterprise Strategy Group

As the most complete business mobility solution available, Citrix Workspace Suite includes market-leading, best-of-breed capabilities that give people the freedom and flexibility to choose where and how they want to work. The solution includes:

• App and desktop virtualization for secure anywhere-access to Windows apps and desktops

• Enterprise mobility management for mobile security of iOS and Android apps, as well as secure access to web and SaaS apps on any device

• Enterprise file sync and share for secure access to corporate data stored in the datacenter or the cloud

• Core networking capabilities such as a secure access gateway and WAN optimization for mobile access to ensure that people have a secure, simple, and great user experience working from any location

While VMware presents its Workspace Suite as a workspace solution, the reality doesn't live up to the marketing. It's true that the VMware suite includes the company's VDI and first-generation app virtualization solutions, mobility management capabilities, and a file sync and share ability, but as any IT professional knows, it's all about the execution. There are several important reasons to view VMware Workspace Suite as, at best, a pale imitation of Citrix Workspace Suite.

Only Citrix delivers the industry's top business mobility solution

1. **Only Citrix has market-leading technologies in every area required to deliver workspaces that are mobile, secure and personalized**
Citrix Workspace Suite includes Citrix XenDesktop, Citrix XenApp, Citrix XenMobile, Citrix ShareFile and Citrix NetScaler. These products have been recognized as leaders in their respective markets by top industry analysts including Gartner, IDC and Forrester. This puts Citrix in the unique position of being able to deliver a comprehensive set of mobile workspace apps and delivery infrastructure with top-rated technologies from end to end—a claim no other company can make.

2. **Only Citrix includes networking, a key element for workspace delivery on any network**
As people shift from sole reliance on the corporate LAN to anywhere, anytime connectivity via WANs, Wi-Fi, and 3G/4G networks, it becomes critical for IT to provide secure, optimized and accelerated access to intranet resources while people are outside the office. Citrix Workspace Suite includes aspects of NetScaler, an app delivery networking solution, to ensure that people always have secure access to the corporate apps and data they need, wherever they are. For people in branch offices, Citrix Workspace Suite includes Citrix CloudBridge, a WAN optimization solution, to accelerate applications and deliver them with the best possible experience. The VMware Workspace Suite lacks networking components, forcing customers to source and integrate multiple third-party add-ons and endure additional cost, complexity and management to enable these essential capabilities for business mobility.

3. **Only Citrix has a 20-year relationship with Microsoft to deliver on Windows app and desktop needs**
With a 20-year relationship with Microsoft and hundreds of thousands of joint customers, Citrix has an unmatched track record of meeting customer requirements for app and desktop delivery over multiple generations of Windows. To ensure long-term customer success, Citrix Workspace Suite also includes AppDNA, providing tools to accelerate Windows migrations with full app compatibility. VMware has limited experience with Microsoft and therefore limited ability to ensure an optimal experience and effective support for Windows apps and desktops on VMware virtualization solutions. That puts mission-critical business apps at significant risk for performance and availability issues—a fatal flaw in any organization's computing and mobility strategy. In fact, many Citrix customers tell us they simply don't trust their most important business apps on a platform that isn't supported by Microsoft.

4. **Only Citrix understands that business apps go beyond Windows**
Your mobility strategy needs to encompass all the apps people need to be productive—not just mission-critical Windows apps, but also the apps people depend on for a faster and simpler work experience, such as an app that lets them join a meeting or send a large file with a single click. With Citrix Worx mobile productivity apps included in Citrix Workspace Suite, people have access to beautiful, native mobile apps for mail, calendar, browser, notes and more. ShareFile combines the ease of use of a consumer cloud service with enterprise features designed

specifically for business productivity—including easy access to data in the cloud and the datacenter, and even personal data—all fully secured and controlled by IT. VMware is just getting started with its workspace solution and cannot deliver the mobile experiences people desire to stay productive.

5. Only Citrix brings the level of integration required for today's IT requirements

The best-in-class elements of the Citrix Workspace Suite deliver even more value through seamless integration into a comprehensive solution. The Citrix solution has long centered on a unified client that enables access to Windows, SaaS, web, and mobile apps and data from any device—now, that integration extends in additional dimensions to further enhance productivity. For example, ShareFile integration with Citrix XenApp and XenDesktop enables a unique on-demand sync capability specifically designed for pooled and hosted shared virtual desktop environments. By downloading documents into a virtual desktop session only when they are directly accessed by users, on-demand sync dramatically cuts network load, bandwidth requirements and storage costs for a virtual desktop environment. ShareFile, XenMobile and Worx apps are also fully integrated to simplify workflows, save steps and provide a more fluid work experience, from attaching a document from ShareFile to an email, to clicking on a meeting link in an email, to one-touch join a meeting by web or phone. Meanwhile, VMware has made announcements suggesting plans for integration, but nothing has materialized to date.

6. Only Citrix lets you leverage your existing investments—not throw them out

Many organizations already have virtualization and mobility tools in place. To enable a simpler, more cost-effective evolution of their mobility strategy, Citrix lets customers trade up their existing Citrix technologies to get the market-leading mobile workspace solution. VMware does not offer an upgrade path to its Workspace Suite—instead, its customers have no choice but to throw away their existing implementation. Citrix solutions are also designed to be open and interoperable, supporting any device platform, app platform, server or cloud; allowing optimal flexibility to support your organization's unique technology infrastructure and strategy.

Conclusion

On a fundamental level, what sets Citrix apart from VMware and other competitors is the clarity and depth of the Citrix vision for business—the software-defined workplace. This vision is core to how the Citrix solution portfolio, including Citrix Workspace Suite, is designed in order to provide new and better ways for people to work in a mobile world. While VMware focuses narrowly on datacenter efficiency, Citrix is committed to helping customers transform the workplace and workflows to drive increased engagement with their workforce. The business value extends from speed of change to increased efficiency and productivity to reduced operational costs. The differences described above demonstrate our ability to innovate and consistently execute on our vision of helping our customers succeed. Customers around the globe have adopted Citrix Workspace Suite—they already know the Citrix difference and are well on their way to a mobility-transformed business. To learn more, please visit www.citrix.com/workspacesuite.

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About Citrix
Citrix (NASDAQ:CTXS) is a leader in virtualization, networking and cloud services to enable new ways for people to work better. Citrix solutions help IT and service providers to build, manage and secure, virtual and mobile workspaces that seamlessly deliver apps, desktops, data and services to anyone, on any device, over any network or cloud. This year Citrix is celebrating 25 years of innovation, making IT simpler and people more productive with mobile workstyles. With annual revenue in 2013 of $2.9 billion, Citrix solutions are in use at more than 330,000 organizations and by over 100 million people globally. Learn more at www.citrix.com.

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