

Why Choose VMware View Over Citrix XenDesktop?

Why Choose VMware View™ 4?

While the desktop virtualization landscape may appear to be crowded with options, customers can have confidence in their choice with VMware® View, because it's the only end-to-end integrated solution built for delivering desktops as a managed service. And, it's the #1 choice for IT managers considering large scale deployments.

Market Leading Desktop Virtualization Solution

With over 1 million licenses sold VMware View is the undisputed leader in desktop virtualization. Additionally, according to the most recent IDC research 'Quantifying the Business Value of VMware View', a study commissioned by VMware, VMware View customers were able to lower their total cost of ownership of desktops by 50% resulting in \$610 saving per user per year. The customers on average realized an ROI of 367% with a payback period as short as 5.6 months.

VMware View is built on VMware vSphere™ for Desktops—the only platform specifically designed to host virtual desktops. Features such as Dynamic Resource Scheduling, High Availability, and Site Recovery Manager can be extended to the desktops to provide the enterprise—class stability and scalability customers demand.

Finally, the choice of VMware View allows customers to standardize on a common virtualization platform across the company from the desktop, through the datacenter, to the cloud with a common, integrated management framework.

Easier to Deploy and Manage

As reported by the Tolly Group, VMware View is easier to deploy and manage than competitive offerings. Unlike other products that feature multiple non-integrated components, only VMware View offers an integrated solution that was built for desktop virtualization.

With VMware View administrators use a single web-based console to manage their entire environment. Regardless of the type of virtual desktop being deployed—individual desktops, persistent pools, non-persistent pools—all tasks are performed in a similar manner using the familiar View Manager interface. Competitive products require different management tools depending on what the administrator wishes to do, and often times even the most basic of administrative tasks require multiple manual steps. Finally, VMware View Manager not only handles hosted virtual desktops, but also brokers connections to physical PCs, blades, and terminal server sessions.

High-Performance End-user Experience

VMware has always been committed to providing customers with the best end-user experience across a broad array of devices. And, with the introduction of our next generation display protocol, PCoIP, VMware View will offer the richest user experience available on the market.

Unlike other display protocols, VMware is introducing a protocol designed specifically for efficient delivery of virtual desktops. With PCoIP administrators can rest assured that their end-users virtual desktops will remain productive regardless of the access device or network.

Bottom Line

VMware pioneered the virtual desktop market, and continues today as the market leader with a highly integrated, end-to-end approach to administration, performance, and user experience.

We stand behind our reputation as the leading virtualization company and ask companies considering desktop virtualization to test VMware View against the competition to get the real facts.

VMware View against the competition	VMware View 4	Citrix XenDesktop 4	Microsoft RDS	Provision Networks vWorkspace
Enterprise class virtualization platform	✓	✗	✗	✗
Streamlined installation	✓	✗	✗	✗
Simplified management	✓	✗	✗	✓
Flexible desktop provisioning	✓	✗	✗	✓
Validated reference architectures	✓	✗	✗	✗
High-impact user experience	✓	✓	✗	✓

Why Not Citrix XenDesktop?

When looking at Citrix XenDesktop, it's easy to see why so many customers have chosen to go with the only purpose-built desktop virtualization solution, VMware® View.

Citrix XenDesktop is Overly Complex to Deploy and Manage

As reported by the Tolly Group, VMware View is easier to deploy and manage than Citrix XenDesktop. XenDesktop's complexity stems from the fact that, unlike VMware View, it's a collection of non-integrated components that were not originally designed to work together. As a result, administrators must use as many as six different consoles, wizards, and applications to manage their desktop environment – nearly every administrative task requires a different tool. Additionally, Citrix XenDesktop's integration with Microsoft Active Directory and DHCP is clumsy, requiring manual configuration during the installation process.

XenDesktop is Too Expensive

Due to the number of disparate components, and the fact that Citrix recommends some of these components not be virtualized, a XenDesktop implementation typically requires significantly more hardware than a comparable VMware View environment. Additionally, Citrix XenDesktop is based on Citrix XenServer, which does not feature transparent memory sharing. Transparent memory sharing enables VMware View to achieve greater VM density. In fact, based on published documentation from Citrix and VMware, the average customer should expect to host the same number of users on half as many servers with VMware View.

With regard to licensing costs, with a \$350.00 price tag (MSRP), Citrix XenDesktop Platinum is \$100.00 more expensive than VMware View Premiere. Additionally, Citrix XenDesktop Enterprise and Citrix XenDesktop premiere are licensed on either a per named user or per device basis. By comparison, VMware View is licensed on a concurrent user basis. With Citrix XenDesktop customers are forced to pay for licenses that may sit idle the majority of the time. Finally, according to the most recent IDC research 'Quantifying the Business Value of VMware View', a study commissioned by VMware, VMware View customers were able to lower their total cost of ownership of desktops by 50%, resulting in \$610 savings per user per year. The customers on average realized an ROI of 367% with a payback period as short as 5.6 months.

Compromised User Experience

Citrix claims to be able to deliver a "high definition" user experience over any network. However, a cursory examination of their technology shows otherwise. Features such as their Flash redirection technology and enhanced audio only work on local area networks; customers who are on anything less than LAN speed connections will have a significantly diminished user experience. While the ICA protocol was designed for delivering applications, PCOIP was built to enable a rich user experience – for everyone from task workers to power users – over both local and remote networks.

Citrix XenDesktop: *Complexity, Cost, and Compromise*

5 QUESTIONS TO ASK YOUR CITRIX ACCOUNT MANAGER

1. How long will it take to deploy XenDesktop in my environment?
2. How many XenDesktop customers are deploying VMware ESX for the backend and why?
3. Which XenDesktop reference customers have deployed 1000+ seats in production? How long did it take and what is the TCO?
4. How do you deploy and manage different types of desktops? Can they all be managed with a single management console?
5. What is the cost per virtual desktop in a 1,000 user XenDesktop implementation?

