



WRITING SAMPLE

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Why Choose Citrix over VMWare

By Gretchen Heber

We are frequently asked which virtual desktop technology is better, Citrix or VMWare. While, of course, each customer's environment is unique, we can unequivocally say that 99 times out of 100, Citrix is the better choice.

Some organizations prefer to do a comparison test, and that's fine, but, without fail, we see the same results. Citrix wins.

Why?

Experience — Citrix has been delivering Windows apps to users anywhere, on any device, for more than 25 years. VMWare? About a year. 120 million workers at 98% of the Fortune 500 companies use Citrix every day.

Best security — From Day 1, Citrix has made security a top priority. Your data is too valuable to be compromised. Citrix' fundamental structure, wherein files are stored in central, locked-down data center servers, makes it among the most secure options available for small, medium and large businesses. Your network's most vulnerable spot, the user endpoint, is insignificant as it is acting as a "dummy" terminal, with no smarts — and therefore no vulnerability — of its own.

User experience — Two decades of listening to users' needs and wants have enabled Citrix to create the best end-user experience available. Properly architected, Citrix offers customized desktops, fast login times, a great Outlook experience and more. Using ShareFile, users get secure file syncing and sharing. And admins can use Netscaler to grant granular access control, making sure users get just what they need, but nothing more.

Complete mobile workplace technologies — Citrix Workspace Suite is a complete mobile workspace solution made up from core Citrix technologies: XenApp, Xen Desktop, XenMobile, Worx mobile apps, ShareFile, CloudBridge and NetScaler. This gives users secure access to apps, data and services from any device. Research firm TechValidate recently conducted a survey of organizations that ultimately selected Citrix Workspace Suite. When asked why they chose Citrix over competitors, 67% said an integrated feature set was the determining factor. 52% said "completeness".

Market leadership — According to respected technology research firm Gartner, Citrix is a leader in application delivery, enterprise mobility management and enterprise file sync and share. In a recent IDC MarketScape Excerpt Worldwide Client Virtualization Software Vendor Assessment, Citrix came out on top in application virtualization and desktop virtualization. Citrix is also a noted leader in public cloud and web collaboration technology.

You've probably seen reports out there touting VMWare's attempts to catch up with Citrix by releasing new VDI products that mimic what Citrix has been doing for years. And therein lies the hitch. Do you want to take a chance on a brand new, untested suite of products, or trust time-tested applications used by top companies around the globe?