

# Why Choose VMware View Over Citrix XenDesktop?

## Why Choose VMware® View™?

Corporations choose VMware View over other desktop virtualization solutions because View provides the following unique advantages:

- Directly Leverages the Power of vSphere
- Easier to Manage and Deploy
- One Half the Cost

## Directly Leverages the Power of vSphere

VMware View is built on and tightly integrated with VMware vSphere™ for Desktops—the only platform specifically designed to host virtual desktops. vSphere delivers industry-leading high availability, business continuity, and fault tolerance imperative to hosting business-critical systems. With dynamic scaling and scheduling of resources, vSphere offers a platform for real-time capacity management and drives business agility. The choice of VMware View allows customers to standardize on a common cloud infrastructure platform from the desktop, through the datacenter, and to the cloud.

## Easier to Manage and Deploy

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. According to 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.

## One Half the Cost

In a [report](#) done by Enterprise Management Associates calculating the total cost of deploying a VDI solution for VMware View versus Citrix XenDesktop, they found that View costs substantially less. View requires 19% fewer servers, uses 42% less storage and has software licensing costs up to 67% less than XenDesktop. Even accounting for the Citrix XenDesktop Trade-up program, View costs less. A detailed analysis reveals that the hidden costs of trading up include Subscription Advantage reinstatement fees, increased support from doubling the number of licenses, and the additional cost of vSphere licensing that comes standard with View. VMware View is by far the best value on the market.

## More Companies Use View

Companies in industries as diverse as Health Care, Education, Federal Government, Financial, and Retail have chosen View because it delivers the enterprise capabilities they need to efficiently and securely run their organization while simultaneously reducing complexity. View offers a comprehensive set of enterprise-ready features at an affordable price. View has received numerous industry awards for being extremely easy to use while View’s competitors continue to receive complaints about being difficult and too complex to use cost effectively. VMware View provides more value over other server-hosted virtual desktop solutions, including several key differentiators outlined below.

	VIEW 5.1	XENDESKTOP 5.6	MICROSOFT RDS (WINDOWS SERVER 2008 R2 SP1)
Enterprise Class	✓	✓	✗
Full Virtual 3D Graphics over WAN and LAN	✓	✗	✗
Storage Acceleration with vSphere Content-Based Read Cache	✓	✗	✗
Unified Communications Integration for VoIP with Supported Partnerships	✓	✓	✗
Full Flash-based Application Support	✓	Limited	Limited
Application Virtualization	✓	✗	✓
vShield Endpoint	✓	✗	✗
Integrated Online and Offline Virtual Desktop Management	✓	✗	✗
Streamlined Installation and Ease of Management	✓	✗	✗

Table 1: VMware View’s Key Differentiators

In addition to being the top enterprise-class virtual desktop solution on the market, View offers numerous features that set it apart from the competition.

### Storage Acceleration

View's Storage Acceleration feature uniquely leverages vSphere's Content-Based Read Cache to provide up to 65% reduction in peak IOPs. This breakthrough capability dramatically reduces peak storage costs. Citrix's Intellcache is limited and only works with Machine Creation Services (not enterprise-ready Provisioning Services). View's Storage Acceleration works with both linked and full clones for the large enterprise and for small to medium businesses alike.

### Full Virtual 3D Graphics Over WAN and LAN

Unlike other solutions, View offers full virtual 3D graphics for 3D-based applications and Windows Aero experience over LAN and WAN. View's unique approach to graphics includes support for Direct-X and OpenGL. It does not require a physical Graphics Processing Unit (GPU) on the client or in the datacenter. View is the only solution that can support any client device such as Windows, Linux, Android, iPad, and Zero clients without upgrades or special client requirements. Citrix requires a physical GPU at the endpoint or in the datacenter. View's graphics technology uses standard server hardware and does not require server upgrades or specialized hardware within the datacenter like Microsoft's RemoteFX does. View's 3D graphics works across the LAN and WAN. Microsoft's RemoteFX only works across the LAN. VMware's vision and strategy for 3D graphics has a solution for everyone: Task Workers, Knowledge Workers, and Power Users.

### Optimized Display Protocol

View with PCoIP is an intelligent and efficient display protocol that provides the best user experience across the broadest range of network conditions. Recent improvements made to the protocol have reduced network bandwidth consumption by up to 75% from previous versions of [View](#). For optimum network bandwidth consumption, View provides tuning parameters such as client side caching and the ability to disable build to lossless. While other technologies lock the user into a preset condition, View allows administrators to choose the best settings for their particular use case. Citrix has previously claimed their HDX/ICA protocol has better bandwidth utilization and better performance over the WAN. In a third-party, apples-to-apples [comparison](#) conducted by Principled Technologies, it was found that View used less bandwidth and less CPU than XenDesktop for most use cases. Advancements made to View and PCoIP over the last year have indeed made a difference in bandwidth consumption and overall quality of end-user experience.

### Persona Management

View's Persona Management is an innovative approach to user personalization and user profiles. In addition to providing users with the capability to customize their virtual desktop experience,

View also efficiently handles downloading of the user's files. View's just-in-time file retrieval does not create peak traffic logon/logoff, "boot storms," compared to Microsoft's Roaming Profiles. View does not require Roaming Profiles but it supports existing Roaming Profile users. View's Persona Management leverages Active Directory and uses standard CIFS shares unlike other point solutions that require setup of a complex database before they are operational.

### Unified Communications

View's Unified Communications (UC) integration leverages partnerships with the leading Unified Communications partner ecosystem. View's architecture separates VoIP traffic from the display protocol and allows QoS (quality of service) to prioritize VoIP and PCoIP effectively for the best end user experience. View's UC is ideal for call centers, remote office workers, and knowledge workers alike.

### Full Flash-Based Application Support

Flash-based applications such as interactive websites and user authentication run seamlessly on View desktops because PCoIP does server-side rendering all the time. Citrix XenDesktop is not able to run Flash-based applications when client-side rendering is being used because the virtual desktop is not aware of user input. XenDesktop requires administrators to use website blacklists as a workaround or to switch to host-side rendering, resulting in management complexity. View's Flash-based application support works seamlessly and flawlessly without IT intervention.

### Local Mode

VMware has lead the industry with the belief that offline virtual desktop management should be easy and should be able to support any end user device. View provides both online and offline desktop management from the same, easy-to-use interface across the most extensive set of end user hardware devices. Citrix XenClient is not integrated with XenDesktop, making it difficult to manage, and it has very limited hardware support. Citrix's XenClient utilizes a type 1 hypervisor that can only support a small set of devices. View's type 2 hypervisor supports an essentially limitless set of hardware devices. View Local Mode enables the use of existing hardware while still providing a separate, secure work environment.

### VMware View is the Best Choice

These innovations combined with View's streamlined installation and easy-to-use interface set View apart from the competition. Conversely, Citrix is difficult to install and expensive to manage. Millions of users can't be wrong. VMware View provides the most value for your virtualization dollar. With more than half the desktop virtualization market belonging to VMware View, built on top of the leading virtualization platform with more innovations on the way, the right choice for any desktop virtualization strategy is VMware View.

