3 businesses share why they chose Citrix XenDesktop over VMware View

How they benefited from true mobility and IT efficiency
Citrix XenDesktop is the clear choice for mobilizing Windows apps and desktops. Whether you are looking to deliver Windows apps and desktops to mobile users, reduce costs and management through desktop virtualization, or secure intellectual property, XenDesktop is the only solution able to meet all your needs from a single, easy to deploy platform. It quickly and securely delivers mobile access to individual apps or complete desktops while maintaining a high-definition user experience.

When evaluating which app and desktop virtualization solution you should adopt, it is important to start your comparison using information you can trust. Read the IDC MarketScape for an unbiased analysis of each vendor’s complete feature set and technology to make the right decision about desktop virtualization. You can access the report and see why IDC placed Citrix in the leaders category after assessing all vendors in the desktop virtualization marketplace.

This consensus is supported by the experience of thousands of organizations and millions of users who rely on Citrix desktop virtualization solutions every day to:

• Enable virtual work styles to increase workforce productivity from anywhere
• Leverage the latest mobile devices to drive innovation throughout the business while increasing user choice and flexibility
• Improve business agility to rapidly adapt to change through initiatives such as offshoring, M&A and branch expansion
• Centralize delivery, management and security to make desktop management simpler, more secure and lower cost.

Citrix XenDesktop is the only future-proof solution to deliver Windows apps and desktops as secure mobile services from a cloud-ready platform while simplifying management, reducing costs and enhancing security. Following are the customers, like you, that share why they chose XenDesktop over competition.
When we chose Citrix, the remote user experience was our number one priority. We quickly found that Citrix offered unparalleled ease of use for any mobile user on any mobile device, while also giving us the peace of mind of a highly secure platform.

F.H. Pang
General Manager
Timtraco Ltd.

Timtraco achieves speed, security, and anytime, anywhere access

Timtraco is a small business manufacturer of ladies’ handbags. Headquartered in Hong Kong, the company has around 50 employees. With design facilities in Hong Kong, manufacturing facilities in China and customers around the world, its executives are required to travel frequently for their work.

The challenge: providing remote users with fast, secure access

Beginning in 2006, Timtraco deployed Citrix XenApp and Citrix Access Gateway in order to control remote user access to corporate applications. However, as time went by, the needs of the company’s many remote workers grew. When the company planned to deploy an MRP (materials, resources, planning) solution, it was clear that travelling executives would need to be able to access the solution from wherever they happened to be.

Citrix XenDesktop is the answer to desktop virtualization

Timtraco initially looked at providing remote access via a firewall VPN solution, but found it slow, unstable, and unable to meet its needs. Timtraco decided that desktop virtualization was the answer and began evaluating the available solutions. After a short trial of VMware View, they chose Citrix® XenDesktop®.

Timtraco turned to Citrix’s channel partner Ingram Micro, to implement XenDesktop. The implementation process was complete in about two weeks. Once complete, the company’s remote users were able to connect a range of client devices from Android and iOS smart phones and tablets to Mac books and Windows notebook computers to access email and MRP applications from anywhere.

Key benefit: secure remote access with better performance and user experience

Timtraco’s executives need to travel all over China, and sufficient bandwidth is not always available. The smaller form factor of XenApp and XenDesktop, compared to other solutions, was therefore an important consideration.

“We knew that if we were on the road, we couldn’t count on very high bandwidth all the time,” said F.H. Pang, General Manager, Timtraco Ltd. “We found that the more efficient sessions offered by XenDesktop made for a better user experience all around.”
The company also had concerns about the security of its data, since many public networks in China offer inconsistent or poor performance. Timtraco also had to consider the possibility of the loss of important and potentially confidential information in the event that a client device was lost or stolen. But the combination of XenDesktop, XenApp and Access Gateway allayed these concerns by enabling remote users to access everything they needed without having to download any of it to their mobile device.

“Having a single point of log-on with Access Gateway, and virtualized applications with XenApp, allows us to control user access without our company data ever leaving our Hong Kong datacentre,” says Ivan Kan, IT Manager. “We have the best of both worlds – anytime, anywhere access, and total peace of mind.”

Among the company’s off-site users in China and its mobile users on the road, there is a consensus that Citrix is easy to use, benefiting their daily work. The need to work remotely on videos and animations – mainly CAD/CAM applications – meant that the company stood to benefit considerably from WAN optimization offered by Citrix Branch Repeater®.

**Key benefit: enabling telework and mobility**

“Due to the nature of our work, we needed more than just a remote use capability – we needed a smooth remote user experience,” said Pang. “Citrix offers unparalleled ease of use for any mobile user on any mobile device. This benefits our daily work tremendously.”

The company estimates that its many mobile users have experienced an increase in productivity of up to 50 per cent. The process of deploying new applications is straightforward, without the need for administrators to tweak each new application individually or reconfigure individual remote end-point devices. This centralization, made possible by XenDesktop, also streamlines the backup process considerably – potentially a logistical headache if corporate data was dispersed among different users and devices in different locations.

**Key benefit: simplifying IT and increasing productivity**

“The productivity boost can only be described as tremendous, and if I had to put a figure on it, it would be at least 50 per cent,” said Pang. “Just imagine if we needed to troubleshoot across all users and end-points every time we deployed a new application, or if we had to configure third-party back-up solutions. The beauty of Citrix is that you set your IT environment once, and then all corporate applications simply piggy-back on it.”

“It’s as though we are working with only one system, one solution... and almost as if we had only one machine. This simplicity and ease of management leads to significant time saved, which is the biggest driver of the productivity increase we’ve experienced.”
“With XenDesktop, we don’t care what the end device looks like, whether it’s a laptop, a netbook, a tablet or a smartphone. If we can connect it to the network, we can stream pretty much anything we want to it, and run any application we need.”

Mike Leseberg
Executive Director of Information Technology
Richland School District

Richland School District graduates to low-cost, any-device desktops on demand

Richland School District serves the cities of Richland and West Richland in southeastern Washington State with nine elementary schools, three middle schools and three high schools. The District enrolls 11,100 students and has 1,400 employees.

The challenge: reducing costs while updating aging desktop infrastructure

Richland School District faced a challenge familiar to many school systems: maintaining an up-to-date desktop infrastructure with tightly limited resources. In theory, the district followed a five-year replacement cycle for its 4,000 PCs. Even at a cost of only $800 per device, the numbers added up quickly. Meanwhile, hundreds of aging computers with small hard drives and less than a gigabyte of RAM couldn’t even be upgraded from Microsoft Windows 2000 to Windows XP—never mind Windows 7—and couldn’t run essential software such as student assessment applications.

“We knew we were going to have to change the way that we were doing business,” says Mike Leseberg, Executive Director of Information Technology at Richland School District. “We were looking for something that would help us maintain our current number of installations, grow more efficiently down the road, reduce overall costs and, most importantly, still be able to run the up-to-date applications our teachers and students require.”

Citrix XenDesktop outpaced the competition

A virtualized desktop infrastructure would enable Richland School District to meet these goals, but first the district needed to choose the right vendor. “I already virtualized our servers with VMware, so it would have been easy to choose VMware View as our VDI solution, but we wanted to find the best solution for our environment,” says Leseberg. A side-by-side comparison at an Interop event made it clear that Citrix XenDesktop and Citrix XenApp far outpaced the competition.

Richland School District bought its Citrix solution in late summer and made the move to VDI in a matter of weeks with the help of Ednetics in Post Falls, Idaho, a Citrix partner and provider of network-based solutions for the education community. “We were surprised how fast we were able to roll it out,” recalls Leseberg. Roughly 350 desktops have been virtualized to date for on-demand delivery to low-cost thin clients in classrooms, labs and libraries, providing access to both Microsoft Office applications and web-based educational applications.
Even legacy software two decades old can now be accessed through any device in the district, as well as more demanding and up-to-date streaming video platforms, library automation software and student assessment systems. Desktops for administrators and other office workers are now being considered for future implementations as well.

Key benefit: dramatically reducing costs while enabling any-device computing

The any-device capabilities of Richland School District’s Citrix VDI solution not only make it possible for the school to replace aging computers thin clients at a fraction of the cost; the school can also extend the replacement cycle for these devices to 7 – 10 years. These hardware savings are complemented by greatly reduced power consumption, lowering the district’s overall operating costs. Meanwhile, the district can now bring everything from Apple iPads and iTouches to Droid-based smartphones into its desktop environment. “It’s really changed the way we think,” says Leseberg. “With XenDesktop, we don’t care what the end device looks like, whether it’s a laptop, a netbook, a tablet or a smartphone. If we can connect it to the network, we can stream pretty much anything we want to it, and run any application we need.”

Key benefit: streamlining endpoint management

Richland School District can now manage and maintain desktops throughout its system from a single point of administration. “That’s a significant game-changer for us, that we can adjust one image in one place, then stream it out to multiple devices, rather than having to touch all those physical endpoints,” says Leseberg. When a virus found its way into the district’s network last fall, the thin clients in place needed only to be rebooted to return to their previous, clean state. The district’s simplified, device-agnostic environment has led it to consider a Bring-Your-Own-Device (BYOD) program for users. Says Leseberg, “If a teacher wants to spend their own money on a new laptop and use it at work day in and day out, why should we say no? Let them bring in their own devices, let students bring in their own netbooks or iPads—if we can maintain security while giving them access to all the resources they need, as Citrix enables us to do, why not say yes?”

Key benefit: standardizing a heterogeneous environment

Citrix has played a key role in helping Richland School District get all of its users onto the same versions of its operating systems and software. “Until last summer, we had Windows 2000, Windows XP and Windows 7 running on various endpoints. Now, we have a way to roll out Windows 7 across the board much more easily, and that’s going to cut down support time significantly. … We’ll just make the change once on the image, have people log off and log back on, and you’re ready to go.”

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Mike Leseberg, Executive Director of Information Technology, Richland School District

Key benefit: anywhere, anytime access

The new levels of simplicity, efficiency and user convenience Richland School District has achieved would have been impressive even at the same cost as its previous environment. Considering the dramatically lower costs made possible by its VDI environment, the results merit nothing less than straight A’s.
“With Citrix, we can offer talented engineers anywhere the ability to join Knightec, but work anywhere. We don’t limit them to a specific office or chair—that’s old school. The future is being able to choose where you want to sit and what you want to use, whether it’s a small laptop or a tablet or anything else.”

Jörgen Norman
IT manager
Knightec

Knightec creates a high-performance virtual engineering studio
Knightec, a leading Nordic technical consultancy, has a vision to become the Nordic region’s leading technical consultancy in product and production development. The firm’s 350 engineers collaborate from throughout Sweden, combining technical skill with business development expertise to create new solutions and increase profitability for its customers.

The challenge: ensuring uptime for just-in-time manufacturing
Knightec’s distributed organization made it difficult to start client work quickly. For each project, the firm had to assemble a team, bring them together in the same location, and provision professional CAD workstations and software—a time-consuming and cumbersome process. “We needed to provide our engineers with access to powerful workstations with CAD abilities from anywhere in the world, without having to install and support CAN applications over our network,” says Jörgen Norman, IT manager of Knightec. The firm also wanted to eliminate the need to invest in, maintain and ship a fleet of costly CAD workstations around the country to support its professionals.

The solution: delivering virtualized, high-performance CAD workstations
Knightec worked with Citrix partner AceIQ AB to implement desktop virtualization. “It was clear that Citrix XenDesktop with HDX 3D Pro was the key to the solution,” says Håkan Andersson, CEO of AceIQ. Knightec now delivers its most important CAD applications through VDI desktops, including CATIA, Autodesk Inventor, ProE and Ansys. Engineers can access apps and data securely as web services through Citrix NetScaler, with a high-quality experience wherever they work and whatever device they use.

Key benefit: enabling CAD engineers to collaborate from anywhere
Knightec has now created a virtual engineering studio where its 350 employees can form teams and work together seamlessly on projects—no matter where individual engineers are located. “Engineers in any location can use virtual desktops to access CAD applications and collaborate around project files,” says Norman. “This also allows greater efficiency and flexibility for the firm because we can easily assign consultants to additional projects with different colleagues, in other locations, at the same time.” The firm can also hire consultants for projects without having to pay travel expenses, provide them with complete CAD
workstations, then turn off their access easily at the end of the project. HDX 3D Pro makes it possible to use even demanding professional CAD applications over any type of network connection—even at an Internet café. Engineers can also use their own personal tablets for work, connecting to their virtual desktops via Citrix Receiver, which allows even greater mobility.

**Key benefit: completing projects more quickly at a lower cost**

Lead-time for new projects has been shortened from three weeks to one or two days. Once work has begun, dramatic improvements in application performance help speed its completion. “For Ansys, our finite element application, we have seen a 400 percent decrease in calculating time, from three hours with a top-notch workstation to 0.71 hours with XenDesktop,” says Norman. “This makes us far more efficient for our customers.” The firm has reduced cost as well, since it no longer requires a professional workstation for every user and does not need to distribute and support software locally. Aging CAD workstations are being repurposed as thin clients or replaced with new, low-cost thin clients. The ability to assemble teams more quickly, accelerate their work and reduce overall cost has made it possible for Knightec to take on even larger projects.

**Key benefit: recruiting the best engineers wherever they may be**

“With Citrix, we can offer talented engineers anywhere the ability to join Knightec, but work anywhere. We don’t limit them to a specific office or chair—that’s old school,” says Norman. “The future is being able to choose where you want to sit and what you want to use, whether it’s a small laptop or a tablet or anything else.” This flexibility has also helped the firm keep its current employees happy, along with the ability to take on more ambitious projects, collaborate with their colleagues more effectively and complete their work more efficiently.

**Looking ahead**

Knightec continues to extend the value of its Citrix investment. The firm is working with AceIQ to virtualize additional CAD applications by leveraging the higher density enabled by the latest generation of NVIDIA GPU cards. Meanwhile, its solution has drawn the attention of some of its largest customers, who now view Knightec as a pioneer in real-world CAD virtualization. “Our Citrix solution has paid for itself several times over. It enables us to start more projects, create more teams and enable our engineers to work anywhere in the world in an agile, efficient manner,” says Norman.
Sunrise Health Region chooses XenDesktop over VMware View

Citrix leads the way
As these customer examples show, Citrix solutions help organizations of all kinds realize the full value of application and desktop virtualization that benefit users, IT and the business as a whole. Customers have been relying on Citrix XenDesktop to:

• Deliver secure access to mission-critical business apps and data from mobile devices
• Empower employees by providing 24x7 self-service access to the applications they need from a simple enterprise app storefront
• Quickly add new employees, open new offices, and start offshore operations by providing a full function corporate desktop to new users in a matter of minutes
• Easily support teleworking mandates and green initiatives while reducing facility and travel expenses
• Manage applications, desktops and data centrally, making it easier to protect sensitive resources and adhere to regulatory compliance standards
• Recruit top talent from anywhere by offering flexibility and work-life balance by supporting anywhere computing on a variety of devices
• Seamlessly ensure high availability and enhance performance through integrated networking and branch optimization solutions
• Control the ever-increasing costs of annual PC refresh cycles by centrally managing and delivering virtual apps and desktops to any device, including low-cost thin clients

Whatever the customer priority is, XenDesktop is at the center of a remarkable transformation giving IT the power to mobilize the workforce while realizing lower costs, greater business agility, and virtual apps and desktops for any type of user.

Citrix solutions combine virtualization, networking, and cloud computing technologies to deliver a full portfolio of offerings that enable virtual workstyles for users and virtual datacenters for IT while putting IT at the center of this transformation.
Additional resources

- Compare Citrix XenDesktop to the competition.
- Citrix Positioned in the 2012 IDC MarketScape Leaders Category for Client Virtualization.
- Scaling XenDesktop 7 to 5,000 users with VMware vSphere 5.1.

About Citrix

Citrix (NASDAQ:CTXS) is the cloud company that enables mobile workstyles—empowering people to work and collaborate from anywhere, easily and securely. With market-leading solutions for mobility, desktop virtualization, cloud networking, cloud platforms, collaboration and data sharing, Citrix helps organizations achieve the speed and agility necessary to succeed in a mobile and dynamic world. Citrix products are in use at more than 260,000 organizations and by over 100 million users globally. Annual revenue in 2012 was $2.59 billion. Learn more at www.citrix.com.