Enhancing Citrix Virtual Environments

Some of Ivanti's User Workspace Management solutions overlap with or enhances those of Citrix. Specifically, the following technologies: Citrix Profile Management, Citrix Workspace Environment Manager, and Citrix ShareFile.

So, when speaking with a prospect, especially the CIO of a company, and they tell you *"We don't need Ivanti solutions. Citrix does everything we need"* here's what you can respond with.

Note: This is not about disparaging Citrix, who remain a valued partner.

Expanding upon a Citrix base

Below is a list detailing the key areas where Ivanti and Citrix could be seen to offer similar solutions to common endpoint management problems.

- 🟩 Does provide this capability
- 🟧 Partially provides this capability
- 🟥 Does **not** provide this capability

IT Director's Pain Points	Technology		CTO Business Drivers			
Use Cases	*Ivanti*	*Citrix*	*Automation*	*Compliance*	*Cost Avoidance*	*DR / Continuity*
Reduced logon times	🟩	🟩	✔	✗	✔	✗
Location-based printing	🟩	🟥	✔	✔	✗	✔
Fewer gold images to manage	🟩	🟥	✔	✗	✔	✔
Smarter licensing costs	🟩	🟥	✔	✔	✔	✗
Desktop lockdown	🟩	🟥	✔	✔	✔	✗
Application control	🟩	🟥	✔	✔	✔	✗
Consistent end-user experience	🟩	🟩	✔	✔	✔	✗
Gpo replacement: adm, admx	🟩	🟩	✔	✗	✔	✗
Privilege management	🟩	🟩	✔	✗	✔	✗
Network access control	🟩	🟩	✔	✗	✔	✗
Elimination of user profile issues	🟩	🟩	✔	✔	✔	✔
Intelligent package management	🟩	🟩	✔	✗	✔	✗
Zero day & ransomware prevention	🟩	🟩	✔	✔	✔	✗

Use cases	Ivanti	Citrix	Automation	Compliance	Cost Avoidance	DR / Continuity
Self-healing features	🟩	🟩	✔	✔	✔	✔
Self-service rollback (personalization)	🟩	🟥	✗	✔	✔	✔
User productivity: personalized applications	🟩	🟩	✔	✗	✗	✗
Fast recovery for lost devices	🟩	🟩	✗	✔	✔	✔
Local cache for offline users	🟩	🟧	✔	✔	✔	✔
Application-level personalization	🟩	🟩	✔	✗	✔	✗
Improved os migration	🟩	🟧	✔	✗	✔	✔
Personal data recovery	🟩	🟧	✔	✔	✔	✔
Lockdown down kiosk style controls	🟩	🟥	✔	✔	✗	✗
Compliance enforcement	🟩	🟥	✗	✔	✗	✗
Script & batch file management	🟩	🟥	✔	✗	✔	✔
Context aware policies	🟩	🟥	✔	✔	✗	✔
Increased app performance/ server density	🟩	🟩	✔	✗	✔	✔
Fault tolerant environment	🟩	🟧	✔	✔	✔	✔

The following is a list of use cases that Ivanti has in common with Citrix. Where Citrix has no solution, it can be assumed that Ivanti is the desired partner. However, where both vendors offer some sort of solution (either green – full, or yellow - partial) the following explains where Ivanti adds value.

Ivanti	Citrix
🟩 Reduced Logon Times	
Ivanti Environment Manager's dynamic, granular and on-demand personalization only loads and saves profile settings required by the user as and when they are needed. In addition, logon actions can be applied simultaneously, unlike GPOs and logon scripts, to dramatically speed up the logon process.	Citrix Profile Management addresses issue of sharing settings between sessions, however, it requires extensive admin in terms of cross-platform, cross-applications and cross-OS support. Citrix Workspace Environment Management still applies logon actions sequentially and therefore offers limited value over legacy logon scripts and GPOs.
🟩 Consistent End User Experience	
Abstracting users' personalization settings from the OS and apps delivers a familiar user experience to any device, irrespective of how it has been delivered to the end user.	Citrix Profile Management does provide cross-platform personalization; However, it requires extensive admin overhead.
🟩 User Productivity: Personalized Apps	
Ivanti Environment Manager abstracts user customization and dynamically applies it each time an application is launched, irrespective of operating system or delivery mechanism.	Citrix Profile Management provides personalized applications; However, it struggles with cross-application versions and cross-operating systems.

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Ivanti	Citrix
■ Fast Recovery of Lost Devices	
Ivanti Environment Manager offers a complete reconstruction of a lost device maximizing productivity. It is also possible to wipe corporate data remotely on a missing or lost device for added security using File Director.	Citrix Profile Management can provide restoration of personalization settings and ShareFile can be used to wipe data on lost or stolen devices.
■ Local Cache for offline users	
Ivanti Environment Manager supports both online and offline personalization, ensuring that offline files are synced when the user reconnects to the network. Offline files can be purged where necessary.	Citrix Profile Management offers some support; However, the feature only works with domain-joined devices and prevents profiles from being streamed, on-demand at application launch.
■ Application Level Personalization	
Ivanti Environment Manager abstracts application personalization settings and can manage them in isolation, enabling faster logons and more streamlined rollback.	Citrix Profile Management offers streamed profiles; However, it cannot be used in offline mode.
■ Improved OS Migration	
Ivanti Environment Manager allows users to freely migrate application and OS settings between any version of Windows. In addition, File Director, effortlessly migrates users' data.	Citrix recommends creating separate V1, V2 etc… profiles for each user in any environment that contains multiple platforms, resulting in admin overhead and work duplication.
■ Personal Data Recovery	
Using a combination of Ivanti Environment Manager and File Director it is possible to instantly recreate a user's last known good working state, ensuring minimal downtime.	Citrix can offer partial recovery of users' settings and data if using Citrix Profile Management & ShareFile, however, this provides zero support for desktop configuration restoration.
■ Increased Application Performance & User Density	
Ivanti Performance Manager provides optimum resource control by managing CPU intensive processes at the thread level. Multi-process applications, such as tabbed browsers, can also be handled individually, offering greater performance gains. Smart Scheduling applies to all applications, rather than just problematic ones, ensuring a better user experience.	Citrix Workspace Environment Management can only control CPU at the process level, not at the thread level, therefore throttling applications when unnecessary. Smart scheduling only applies for problematic apps, limiting possible performance gains. It's lack of multi-process app support and virtual memory limits makes it less efficient overall.
■ Fault Tolerant Environment	
Ivanti offers a multi-tier architecture, based on proven, industry standard solutions, designed to outperform DR expectations. Load-balancing, Mirroring and Replication is available to ensure highly-redundant servers and ensure business continuity.	Citrix Profile Management has an assumption that it operates in a reliable environment, failure of the solution defaults to users utilizing standard Microsoft roaming profiles.