

What are your maintenance costs really costing you?

Want to learn what Parallels RAS can save you?

Financial Face-Off:
Citrix vs. Parallels RAS – A Pricing Perspective



Comparing Citrix Pricing: How it stacks up next to Parallels RAS

Over the past several years, Citrix customers have expressed significant frustrations with their infrastructure. These issues might stem from the complexity of Citrix's software, complexity in the licensing models, or changes to licensing that increase annual license costs.

As a result, Citrix customers are exploring other solutions, and Parallels RAS stands out as a great alternative.

Parallels RAS is a comprehensive solution for delivering virtual applications and desktops, allowing organizations of all sizes to work securely from anywhere, on any device. It offers deployment flexibility, whether on-premises, hybrid, or in the public cloud, and integrates with existing cloud technologies like Azure Virtual Desktop.

When considering a cost comparison for virtualization software solutions, there are several areas to evaluate. Read on to explore some key areas for consideration.

Licensing has a significant impact on the running cost of an IT environment. In this case we, will be comparing licensing costs between Citrix and Parallels RAS.

In addition to those fees, there are related licensing costs to consider as well, like extra application licenses, associated Windows licensing requirements, and Azure Virtual Desktop (AVD), but these expenses are dependent on individual customer scenarios.



System infrastructure

System costs can differ depending on deployment type. These costs are generally similar for both Citrix and Parallels RAS. The exception would be if a move from on-premises to cloud would be considered, cutting the costs for server purchases and impacting this cost.



Administration and support

In many cases costs are influenced by factors like IT management hours or IT support inquiries. Switching to Parallels RAS can reduce management hours due to its simplicity.



Management infrastructure

Management infrastructure costs are relatively minor. In some scenarios, like hosted DaaS offerings, these costs are included in the service, not as separate labor costs.



Cost of migration

Migration costs vary greatly depending on the customer's current and future setups. Due to the diversity and complexity of these situations, costs truly depend on the individual circumstance.



EUC licensing

Licensing costs have a significant impact on operating costs, including application and OS licensing. In this case the comparison will be against Citrix and Parallels RAS and use the Citrix pricing from insight.com.

Customer scenario: CMGW Legal Services

In this section we will apply the licensing parameters described above to a fictitious but representative business.

CMGW Legal Services is a provider of corporate legal software and services to over 5000 customers in Europe. They currently use a RDS implementation to grant access to customer data for 600 concurrent users.

CMGW would like to introduce new services and deliver digital workspaces via Microsoft Azure while maintaining a consistent workspace experience for all customers in their on- premises environment. They are assessing both Citrix CVAD and Parallels RAS as alternatives to their current deployment.

Due to the nature of these requirements, they will require Citrix Universal Licenses in order to deliver both digital workspaces and any new services with Azure via AVD and on-premises.

In addition, existing contracts dictate that customer data must remain within CMGW's control, making changes costly and preventing the use of external service providers.

CMGW's IT team specializes in software services but lacks expertise in VDI delivery and occasionally faces configuration issues, raising concerns about security. The CIO has budgeted for biannual staff training to address these skill gaps.

Dissatisfied with the hybrid support of their current solution and concerned about security, CMGW is searching for a flexible, easily manageable solution capable of maintaining existing legal products and facilitating the transition to a new cloud-based solution without incurring additional licensing expenses.

Summary of existing Citrix Components required¹.

Universal License (600 concurrent users) * Dated 30.07.2024	\$145,194
Citrix Customer Success Priority for 600 users Dated 13.01.2024	\$16,194
Total Annual Citrix Cost	\$161,388

* Hybrid Use licenses are no longer available for new customer requirements. For new requirements a customer needs to subscribe to the new Citrix Universal Licensing. Cost of licensing here: https://www.insight.com/en_US/shop/product/6002995/citrix/6002995/Citrix-Hybrid-MultiCloud-Subscription-license/#tab-specifications

Total Annual Citrix Cost: \$161,388 or \$268.98 per user per year

The ideal solution for CMGW Legal Services: Parallels RAS

Parallels RAS directly addresses the requirements and tackles the current constraints at CMGW Legal Services.

Using a single licensing structure, Parallels RAS enables CMGW to deliver existing services to its customers, complying with the contractual data security their customers require. It also enables CMGW to add or migrate customers to the new services with no additional license costs from Parallels — this makes budgeting and service pricing much better for CMGW. With its focus on simplicity, Parallels RAS makes it much easier to deliver services with a generalist IT team. A reduction in admin time spent maintaining the environment means there is more time for CMGW administrators to develop new services. With free technical resources available online, it also means the administrators can stay up to speed and uplevel their skills at a lower impact to the CMGW bottom line.

Due to the 24/7 support included for all customers, Parallels RAS provides a great safety net to the multi-skilled CMGW team, offering the ability for them to log a support ticket or make a call at any time.

With the use of Themes in Parallels RAS, CMGW can also customize and brand the services they deliver for different customer organizations, providing a more personalized user experience and improved customer feedback and retention rates. This comes at no additional cost to CMGW.

In addition to all the benefits Parallels RAS provides, the costs to deliver Parallels RAS are significantly lower than those demanded by Citrix.

Equivalent Parallels RAS components needed

Parallels RAS for 600 users (at \$120 MSRP) Dated 13.01.2024	\$72,000
24x7 support for all calls included	-
Total Annual Parallels RAS Cost:	\$72,000

Total Annual Parallels RAS Cost: \$72,000 or \$120 per user per year

Total Saving with Parallels: 55% (\$89,388)

Why are IT admin teams and CTOs turning away from Citrix?

In response to growing frustrations and budgetary challenges faced by many Citrix customers because of evolving licensing requirements, many are turning to compelling alternative solutions like Parallels RAS.

In today's rapidly changing IT landscape, organizations are increasingly seeking cost-effective, user-friendly, and flexible solutions. Parallels RAS offers a promising path forward for those looking to optimize their virtualized IT environments, reduce expenses, and ensure a smoother management experience.

Ultimately, the decision between Citrix and Parallels RAS depends on your organization's unique needs, budget, and long-term goals.

We recommend conducting a thorough review and analysis specific to your company's circumstance to make an informed choice that aligns with your business objectives and helps you overcome the challenges associated with your current IT infrastructure.

What is Parallels RAS?

Think Citrix, made easy.

Parallels® RAS is a versatile virtual application and desktop delivery solution, enabling secure remote work for organizations of all sizes. It provides an agile, cloud-ready foundation with end-to-end security and a centralized management console. Support on-premises, hybrid, or public cloud deployments and seamless integration with platforms like Azure Virtual Desktop and Amazon EC2.

Parallels RAS offers flexibility, scalability, and IT agility to swiftly respond to evolving business requirements, all under a comprehensive, single licensing model that includes 24/7 support and access to free training.

Watch the Parallels
"what is RAS" video



Flexibility

Deploy core components where best suited.

Mix and match workloads: hybrid, on-premises, private cloud, public cloud including Azure Virtual Desktop and AWS EC2.



User experience

Parallels RAS enables end users with the flexibility to work and collaborate in any remote environment while using their device of choice.



Simplicity

Empower users with a simple digital workspace. Just one console for administration. Straightforward deployment and management.



Enhanced security

Exceptional end-to-end security and compliance measures are built directly into the product code. This ensures confidence in deployment confidence, regardless of configuration.



Total Cost of Ownership

All-in-one solution, with fast and effective onboarding and deployment times. Includes 24/7 support, free technical training, and simple licensing, all of which combine to help reduce costs.

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RAS today



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Appendix

Birdseed: Summary of source costs according the CDW.com public pricelist as on 13.01.24

Citrix Universal Advanced Pricing per concurrent user (one year)	\$241.99 (per year)	https://www.insight.com/en_US/shop/product/6002995/citrix/6002995/Citrix-Hybrid-MultiCloud-Subscription-license/
Citrix Customer Success Priority	\$26.99 (per year)	https://www.insight.com/en_US/shop/product/6000256/CITRIX/6000256/Citrix-Customer-Success-Services-Priority---technical-support---for-Citrix-Virtual-Apps-and-Desktops-Premium-Edition---1-year/