

Citrix Compete Battlecard

How Parallels® RAS can help meet the needs of Citrix customers and eliminate current frustrations with Citrix solutions.

Citrix customers are frustrated! It's time to offer them a new solution that meets their needs while overcoming their Citrix-related frustrations and challenges. Here's a breakdown of the key customer challenges and a comparison between Parallels RAS and Citrix.



Key frustrations



Unnecessary complexity

A Citrix environment's complexity involves integrating various software stacks, numerous optional add-ons, requiring specialized expertise, costly training, and resulting in extended timelines and higher expenses.



Expensive to maintain

Citrix deployment and maintenance costs are driven by increasing licensing fees and the need for specialized skills, placing significant strain on IT budgets and potentially leaving companies vulnerable to security risks stemming from inadequate upkeep funding.



Hybrid comes at a cost

Citrix Customers seeking multi-cloud, hybrid or a move to Azure Virtual Desktop will encounter complexity due to licensing choices and software compatibility. Citrix Universal Licensing supports hybrid but requires 250+ licensed users at further costs.

RAS positioning

Parallels RAS is an alternative that will remove these types of frustrations experienced by Citrix customers:



Parallels RAS simplifies management

- Single management console
- Wizard-based deployment
- Image management
- Built in FSlogix support
- Free training and onboarding



Parallels RAS streamlines costs

- Competitive licensing
- No expensive add-ons
- One license model
- Fast and efficient deployment
- 24/7 technical support
- Reducing infrastructure complexity



Parallels RAS offers flexible integration

- Hybrid by design
- Leading hypervisor compatibility
- Azure Virtual Desktop (AVD) integration
- Amazon EC2 support
- Seamless Microsoft Azure integration

Key takeaways

1. The Citrix frustrations are a direct result of solution complexity and higher costs to the customer – **Parallels RAS is about simplifying and improving TCO.**
2. **Parallels RAS simplifies setup and maintenance**, resulting in significant time and cost savings, reduced reliance on specialists, and enhanced efficiency in managing the environment.

Sell Parallels RAS in 30 seconds

Parallels RAS is an all-in-one remote application and desktop (VDI) delivery solution, providing secure access from anywhere and on any device. It simplifies the deployment, configuration, and management process with powerful capabilities for IT administration.

It's flexible enough to be used on-premises, cloud, multi-cloud and hybrid, and can integrate with existing technologies like Azure Virtual desktop. It is fast to set up and onboard with free training and 24/7 support.

Comparing Parallels RAS to Citrix offering

Below is a breakdown of specific areas where Parallels RAS outperforms Citrix in value and performance.

	PRAS	Citrix	
Hybrid by design	✓	✗	Citrix can do hybrid, but customers must transition to Universal Licensing.
Reporting	✓	✓	Citrix Director (a separate console) provides monitoring and advanced analytics but that is limited according to the Citrix license. On the other-hand, Parallels RAS integrates with Microsoft SQL Server Reporting Services and provides over 60 predefined user activity reports with no limitations. Custom reports can also be created.
Native AVD integration?	✓	✗	Citrix doesn't integrate natively with AVD. It uses its own proprietary control plane. Parallels RAS integrates directly with AVD itself.
Single licensing model	✓	✗	Citrix requires multiple licenses for multiple components. CVAD has six distinct editions alone. It's challenging for a customer to calculate and manage cost. Parallels RAS has a single cost and 15 users minimum.
Affordable licensing cost	✓	✗	Citrix customers experienced a big rise in renewal costs in , along with the expenses. In contrast, Parallels RAS has an all-in-one, concurrent license offering.
Fast install and set up	✓	✗	Citrix demands external certified engineers or costly training for setup and configuration, making it less intuitive. RAS offers a single console for easy configuration, management, and operation, even across multiple sites and cloud providers, simplifying the process.
Simplified on-going administration	✓	✗	Unlike CVAD, which relies on multiple components and requires administrators to use separate consoles for management, monitoring, reporting, and other tasks, Parallels RAS consolidates all these functions into a single console.
Out of the box HTML5 Access	✓	✓	To provide secure web access with Citrix, additional configurations are required. All this requires training and specialist knowledge. Parallels RAS offers an HTML user portal via a secure TLS connection as a standard component.
Simple Remote access to the infrastructure	✓	✗	A Citrix NetScaler Gateway needs separate provisioning and maintenance to deliver external access to a CVAD environment, implying higher investment in software and hardware licenses plus time management. RAS includes built-in gateways as part of the solution.
Image optimization	✓	✓	Citrix's standalone optimization process lacks integration with other components, leading to manual image adjustments and distribution inefficiencies. In contrast, RAS allows IT admins to optimize session hosts directly in the management console.

Key takeaways

1. Citrix detractions are a result of over complexity with different components in an environment and higher charges with a complicated licensing model.
2. Generally, Citrix is a mature virtualization solution, but Parallels can meet a lot of the customer expectations required to deploy a virtualized environment – and address their current frustrations.