

# Top 3 reasons VMware Horizon Customers are migrating to Citrix

If you're questioning whether now might be the time to migrate your hybrid work solution to Citrix, we'll explore three reasons why Citrix is a leader in end user computing (EUC) solutions, and how we're leaning into that now more than ever.

## 1. Commitment to secure application delivery



Our app and desktop delivery platform is [our focus now and in the future](#), as we continue to invest in delivering the best user experiences, Zero Trust app access, automation, and cost optimizations. If your business needs to support hybrid work, distributed workforces, third-party access, high performance graphics, and M&A, Citrix has the technological leadership to ensure long term success.



## 2. Flexible options to support every environment



Citrix offers more flexibility than Horizon when it comes to cloud and vendor choice. The Citrix platform is compatible with every major public cloud provider, plus any hypervisor, so you can choose the vendors that work best for your business. The advantage to this is that you can leverage your on-premises investments alongside your cloud investments to build a cost-effective and high-performing environment, today, and in the future.



## 3. Superior user experiences for everyone



With [Citrix HDX technology](#), you can support the industry's broadest array of devices, operating systems, and peripherals while delivering smooth audio, video, graphics over any connection. This allows you to support secure flexible work without compromising user experience or data security. VMware Horizon can't deliver the same quality user experience across the same variety of devices.

Want to learn more?