



The 10 Reasons Why Customers Choose ControlUp Over Nexthink

Expect more, and get more from your digital
experience monitoring & optimization solution

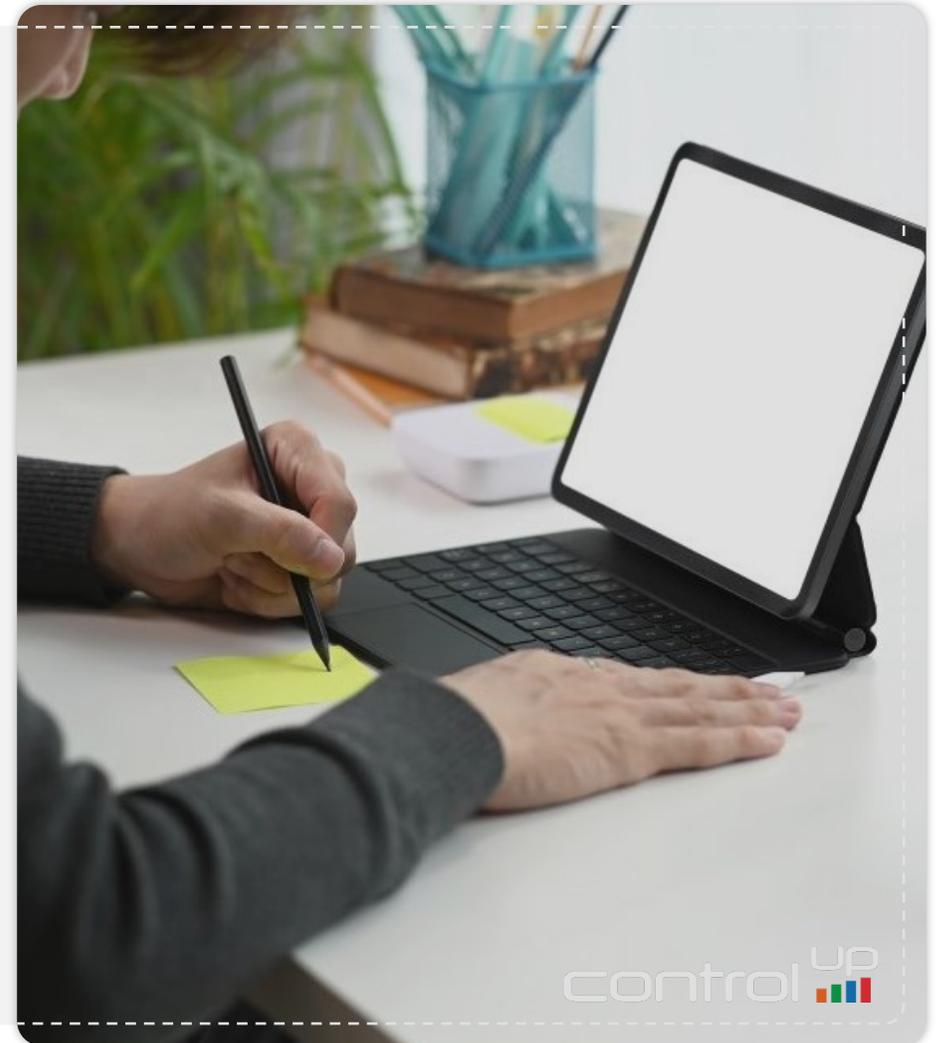


Why Customers Choose ControlUp Over Nexthink

ControlUp gives you and your team the tools you need to observe, analyze, and optimize digital experiences anytime, anywhere, and on any workspace.

10 reasons why customers choose ControlUp over Nexthink:

1. Real-time, end-to-end monitoring
2. Physical device optimization
3. Virtualization monitoring
4. Easy to deploy
5. Synthetic monitoring
6. Easy to use
7. Trending and Forecasting
8. Community driven scripts
9. Strong alliances
10. No hidden fees



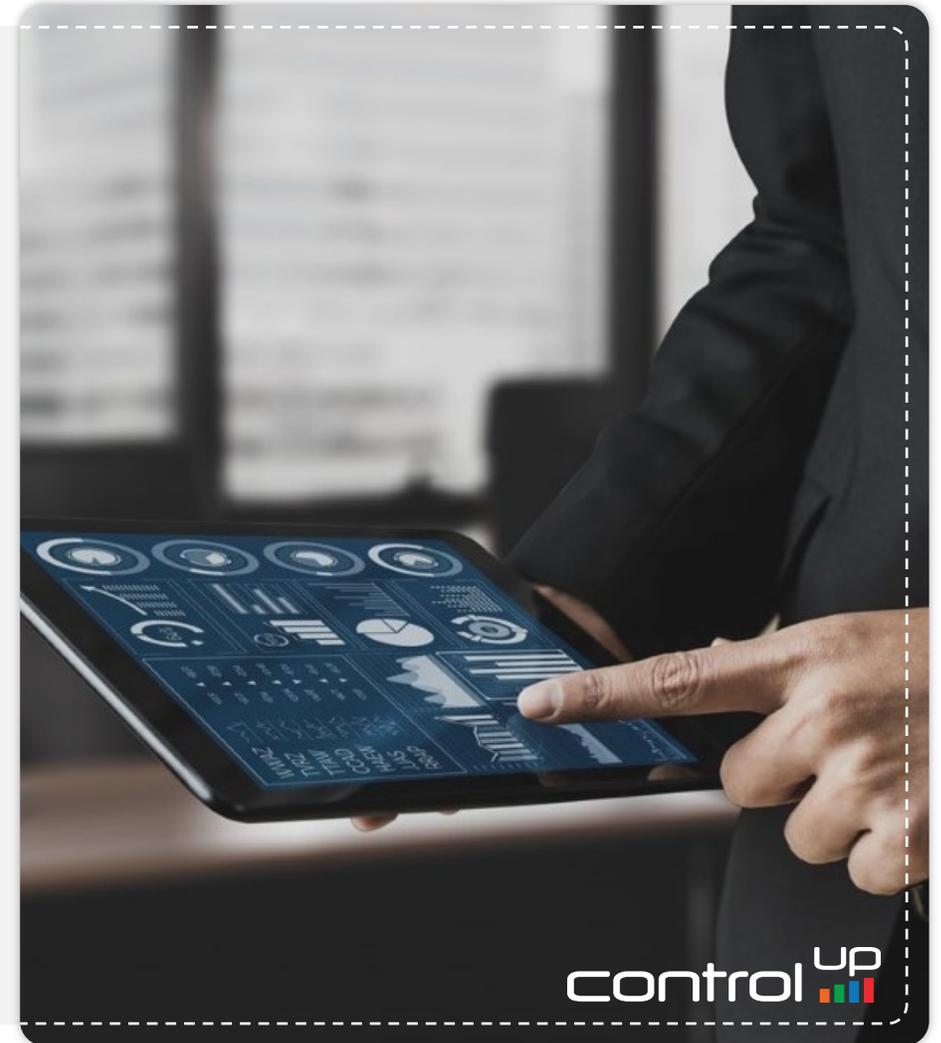
#1 ControlUp Real Time End-To-End Monitoring

10 Minutes vs. 3 Seconds: only one is "real" real time

IT administrators need to know what's happening in their environments as it is happening, so they can investigate and fix problems before they impact employee productivity

Nextthink collects datapoints in 10-minute intervals; not in real-time

ControlUp collects 1000+ datapoints that refresh in 3 seconds and holds the data for up to a year to ensure that IT never misses important metrics, metadata, or events that impact the employee experience. This enables IT to deliver solutions quickly, putting an end to employees' frustration, giving them a smooth, seamless digital experience, so they can stay productive



#2 ControlUp Physical Device Optimization

The digital experience is at the core of today's corporate culture

Having a deep understanding of physical endpoint operating systems and environmental variables is critical; providing a non-intrusive user-mode agent is even more important

Nexthink collects a limited set of data around physical endpoints and has a kernel-mode agent that can cause OS compatibility and corporate security issues, as well

ControlUp gathers hundreds of physical endpoint metrics every minute. With a lightweight, non-intrusive user-mode agent, ControlUp detects critical issues — Such as network latency, internet gateway bandwidth, application response time, CPU load, and more — In real time with no OS compatibility issues or corporate security concerns.



#3 ControlUp Virtualization Monitoring

A digital workspace is both virtual *and* physical

Providing a great employee digital experience requires observing all end-to-end solutions. For customers, that means being able to see both their employees' physical endpoints, but also virtual applications and desktops

Nexthink focuses on data collection for physical devices, leaving the rest of the application delivery infrastructure in the dark

Only ControlUp collects metrics on SaaS applications, physical endpoints, virtual applications, and virtual desktops. ControlUp provides unmatched troubleshooting, root-cause analysis, and remediation to optimize everyone's digital experience



#4 ControlUp Easy To Configure, Use & Buy

Deployment should be as easy as 1-2-3

In today's SaaS-based world, you expect software to be easy to configure, use, and buy

Nextthink encourages you to hire their consultants to set up your instance (the alternative is to try and follow a complex, 157-page setup guide)

With ControlUp, setup is a snap. You can download, install, and start to see the users' digital experience in just 10 minutes. You don't have to deal with a sales team, get involved with consulting agreements, and there are no hidden costs. After your trial, simply purchase ControlUp and move your PoC into production



#5 ControlUp Proactive Synthetic Monitoring

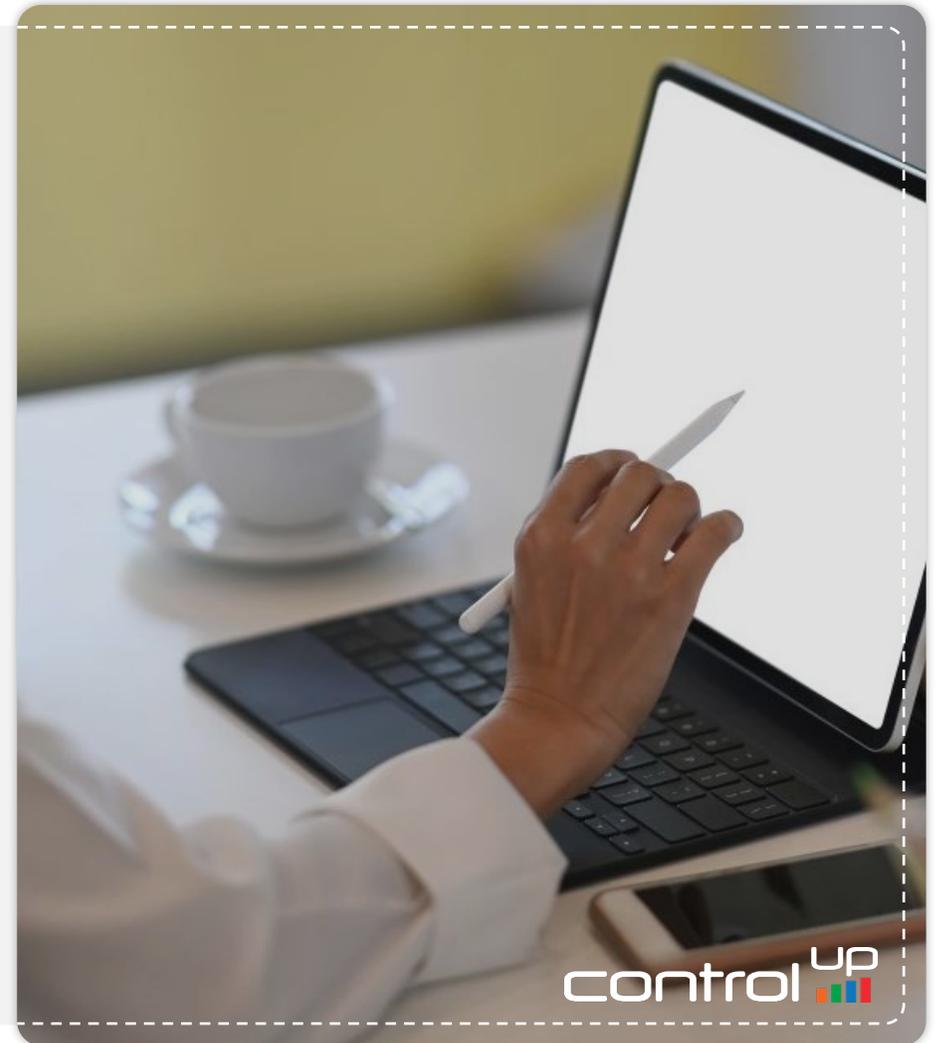
When you get complaints from your end-users, it's already too late

Your business runs on local, remote, and SaaS applications. Knowing that all these are available — At any time of the day or night, before your users even attempt to log in — Is key to keeping employees productive and reducing help desk calls

Nexthink focuses on what happened in the past, or when they get a service desk call, not as it's happening or even before an employee starts to work

ControlUp provides end-to-end proactive synthetic monitoring and testing of the apps your end-users depend on to stay productive

ControlUp monitors the availability of services and provides early warning of outages or performance issues before your users even notice a problem



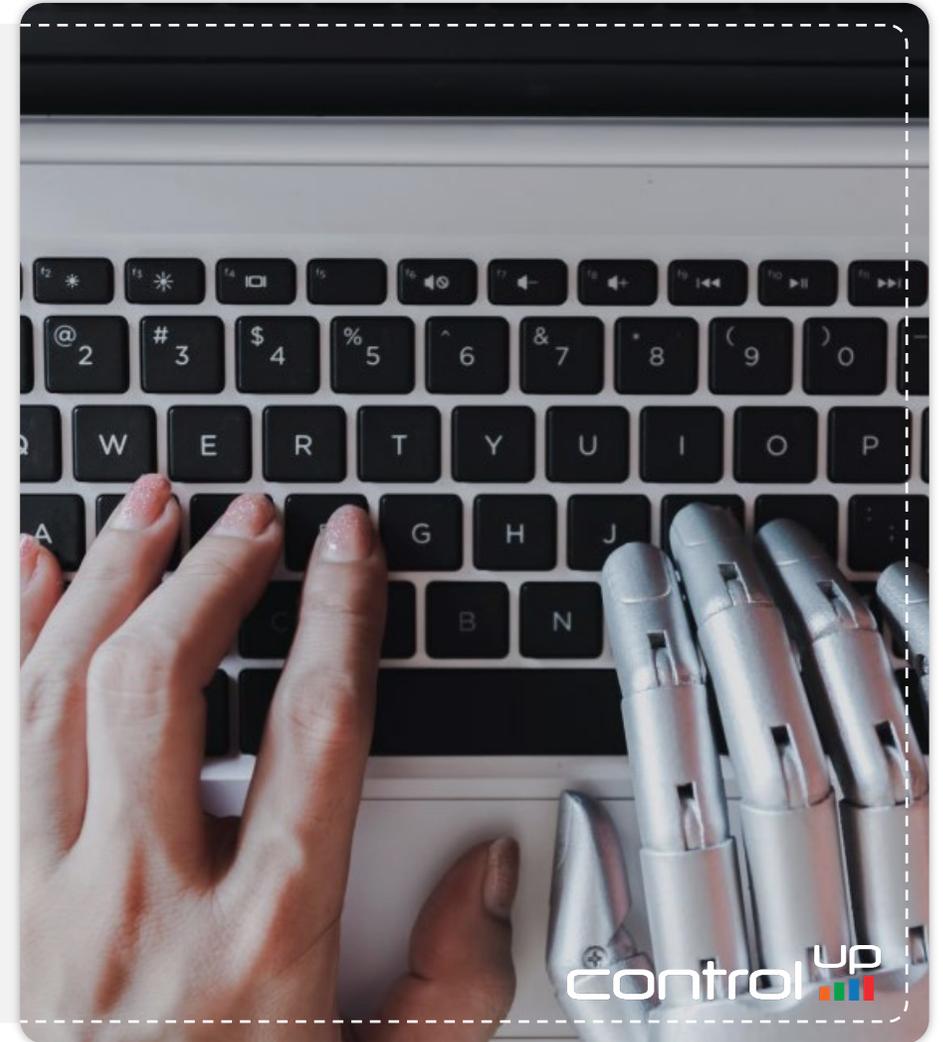
#6 ControlUp is Easy to Use

Give your IT staff a competitive advantage

Unraveling the source of EUC problems is challenging; it's critically important that IT can quickly get to the bottom of and fix issues that affect employees' digital experience

Nextthink uses multiple applications and consoles, and different navigation methodologies. This makes it hard to try and find the root cause of issues, and with inconsistent results

ControlUp Virtual Expert™ provides contextual guidance to help solve the problems in your environment. By analyzing data from tens of thousands of troubleshooting sequences and continuously improving its machine learning-based algorithms, the Virtual Expert recommends the shortest path to resolution, so you can keep your end-users' digital experience frustration-free



#7 ControlUp Helps You Spot Trends, So You Can Plan for the Future

With solid historical data and a window into the past, you can predict the future

What might have been an optimal setup for a computer at one time might not be optimal at another; it's not a one-size-fits-all world

Nexthink's sizing guidelines don't have the depth of historical data to make accurate sizing recommendations

ControlUp provides insights on virtual machine sizing, as well as recommendations on how you can right-size virtual machines based on actual usage. ControlUp highlights anomalies as they occur and even shows how you perform compared to other organizations that are managing the same types of applications and infrastructure



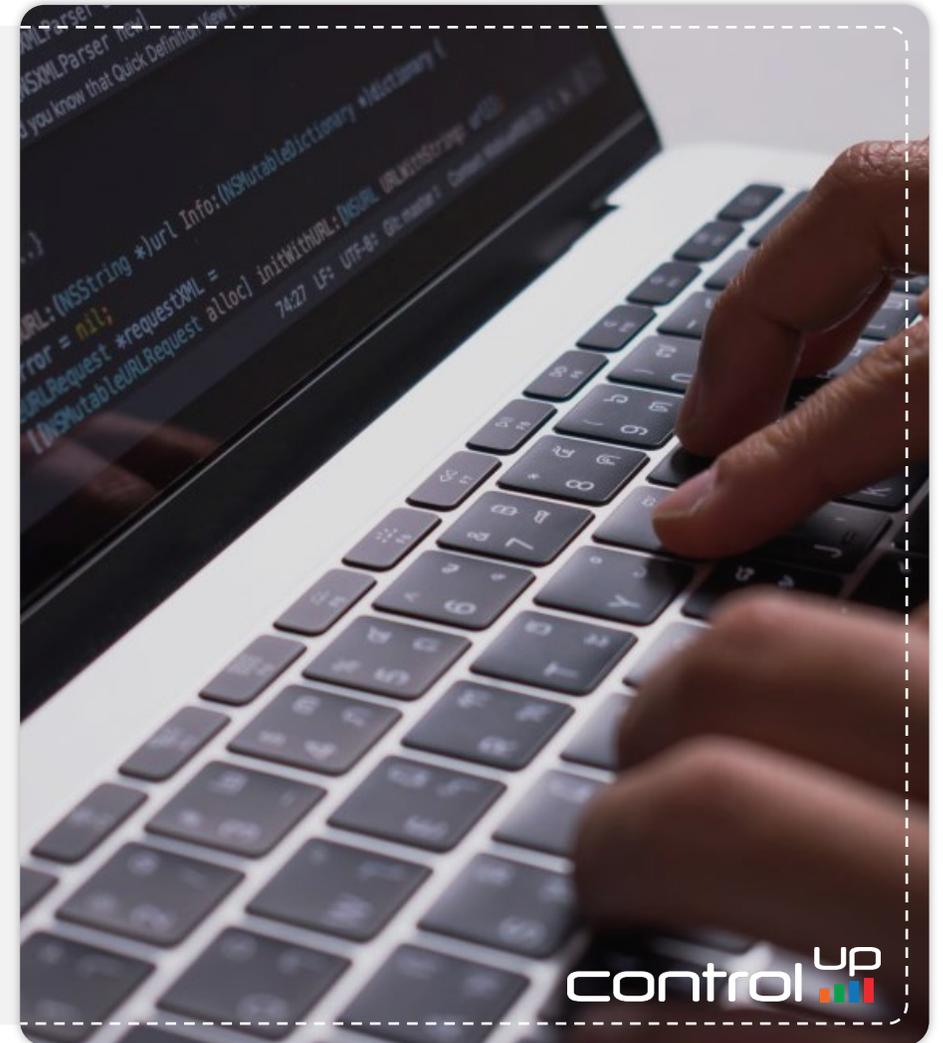
#8 ControlUp Community-Driven Script Library

Fixing a user issue shouldn't require a consulting engagement

IT has a long history of creating ad hoc fixes for common problems

Nexthink has proprietary remediation tools that lean on consultants to create, test, and deploy their fixes. This slows down IT and creates *ad hoc* remediation and unexpected expense

ControlUp has hundreds of out-of-the-box scripts and a community-driven program that adds new script actions every day. Scripts can be manually or automatically deployed by automated triggers on a set schedule without the need for expensive consultants



#9 ControlUp Has Strong Alliances

Strong partners help build strong solutions.

Many technology solutions encompass your end-user computing environment. You need a vendor who has strong alliances to eliminate finger-pointing and solve issues

At ControlUp, we know VDI and physical desktops. We have deep technical roots with industry leading organizations. Our partnership with VMware and relationships with industry leaders like Citrix, Microsoft, Nutanix, IGEL, and Amazon WorkSpaces are a strong commentary how well we work across the industry

citrix™

vmware®

Microsoft

NUTANIX

IGEL®

amazonWorkSpaces

controlUP



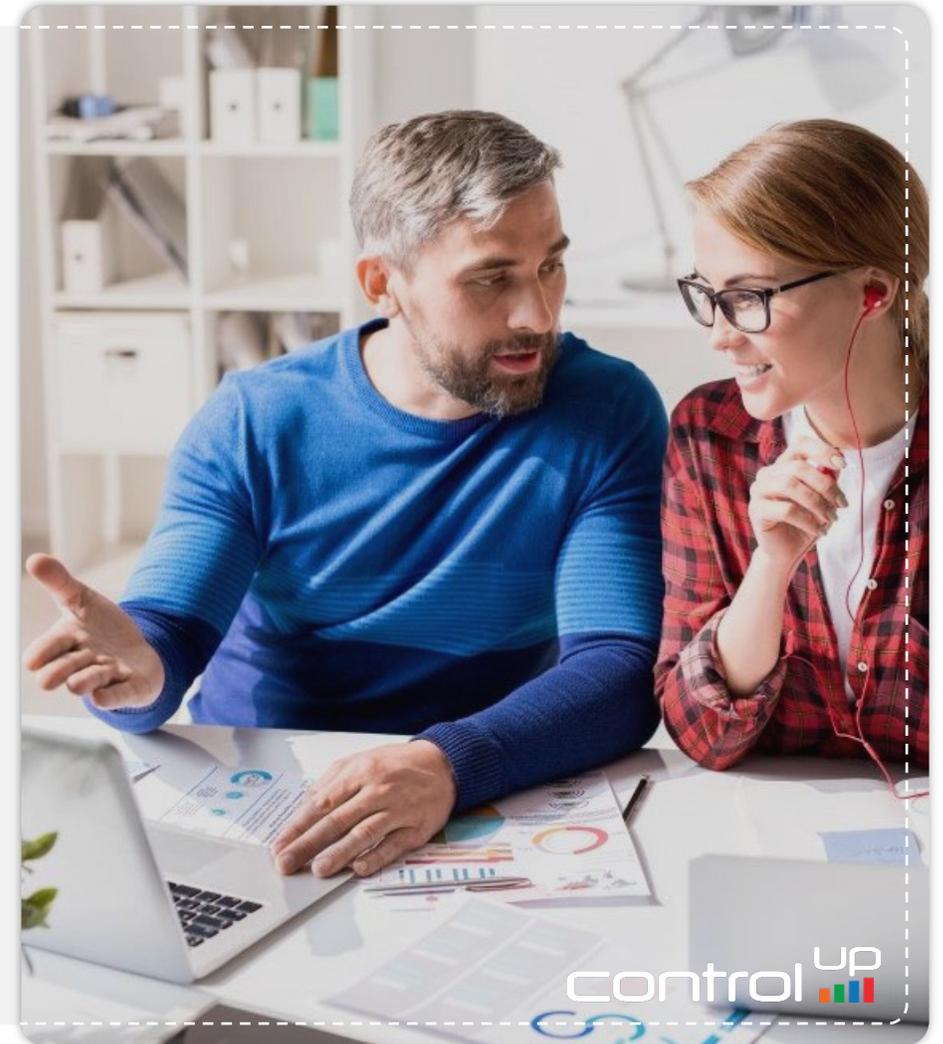
#10 ControlUp No Hidden Fees

No risk, full transparency, try before you buy

Many software companies lock in customers to their solution by adding hidden costs to their offerings

Nextthink racks up consulting fees for planning, setup, configuration, as well as ongoing yearly manage service fees to keep customers from switching platforms

With ControlUp, you get out-of-the-box and custom reporting, no consulting agreements, no annual maintenance fees or hidden costs, and with ControlUp's Ultimate packaging, you get a free physical client license with every virtual desktop license



Conclusion

ControlUp gives you and your team the tools you need to observe, analyze, and optimize digital experiences anytime, anywhere, and on any workspace

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