Microsoft App-V, VMware ThinApp, and Citrix App Layering are all **common platforms for application virtualization**, allowing applications to be deployed and managed independently of the underlying operating system. [1, 2, 3]

Microsoft App-V:

- A virtualization technology that allows applications to run in a separate virtual environment. [1, 1, 2, 2]
- Enables applications to be deployed and managed as if they were directly installed on the system, but without affecting the underlying OS. [1, 1, 2, 2]
- Offers a centralized management console for deploying, updating, and managing virtualized applications. [1, 4, 5, 6, 7]
- App-V is included with Windows 10 Enterprise and Windows 10 Education, but its end of life is approaching. [8, 8]

VMware ThinApp: [1, 2, 4]

- Focuses on application virtualization, providing an isolated environment for applications to run. [1, 1, 2, 2]
- Packages applications into virtual disks that can be deployed and managed independently of the OS. [3, 3, 9, 9]
- Useful for moving legacy applications to new operating systems or high-security desktops. [4, 4]
- ThinApp can be challenging to manage due to its lack of a centralized management platform and the complexity of linking multiple dependencies. [10, 10]

Citrix App Layering:

- A technology that separates applications and operating systems into independent layers, allowing for greater flexibility in application delivery. [11]
- Provides a way to package and manage applications using virtual disks, similar to ThinApp, but with a more modern approach. [3, 11]
- Offers features like on-demand delivery of applications to users and the ability to create unique image templates. [11]
- Integrates with other Citrix products like XenDesktop, simplifying management for virtual desktops and application presentation. [1]