



Citrix Solution Advisor Program

North American partner prospects

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Questions?



1-800-292-5039



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@Citrix.com

Program Benefits and Levels

Delivering Growth for Business Partners

Now is the time to join Citrix® and deliver end-to-end virtualization solutions. Citrix provides server, application, and desktop virtualization that complement the solutions you sell, and increases your profit potential. As the market leader, Citrix is transforming datacenters into Delivery Centers. The Citrix Solution Advisor Program is expanding to capitalize on the \$21B application delivery infrastructure market.

This document covers the benefits, requirements and levels in the Citrix Solution Advisor program.

Benefits

No matter your business size, type, or area of focus, the Citrix Partner Network offers benefits that will support you in any business situation:

- position yourself as Citrix partner
- identify market opportunities and sell Application Delivery Infrastructure solutions
- deliver added-value services to end-customers
- extend your technology knowledge

Here are the many benefits we offer our partners:

Sales and Marketing Support

The Citrix Partner Network establishes the foundation for synergies and win-win collaboration. You will be supported and assisted in selling Citrix products by knowledgeable sales representatives, inside sales and Channel Marketing Managers. Citrix has a team of product focused specialists that can also be called in for their expert knowledge.

Channel Development Managers

Depending on the program level, a team focused on the success of the partners in their geographical area is available to you as a primary resource and focal point. These managers help plan your growth with Citrix and keep you on target in meeting your Citrix goals in training, revenue, and marketing activities.

Marketngo

Marketngo is a comprehensive online resource for customizable marketing and advertising templates, lead and list management, fulfillment, printing, and online access to your available co-op and MDF funds.

*“The Citrix Solution Advisor Program is our investment in partner success. It’s designed to help partners build their business through **training, opportunity planning, value-selling, and implementing application delivery infrastructure solutions for your customers.**”*



– Tom Flink
Vice President
of WW Channel
and Sales Strategy
Citrix Systems

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The Citrix Brand and Logo Use

Citrix is a strong brand name widely recognized as the leading provider of Application Delivery Infrastructure. Citrix makes organizations and people more productive through secure, on-demand access to business information from anywhere using any device. Benefit from the reputation of the brand and leverage its impact by using specially created logos showing your membership in the Citrix Partner Program Network.

Marketing Development Funds and Co-op

Citrix offers MDF and Co-op programs to help finance marketing and advertising campaigns, as well as helping with some Citrix-related education and travel (program level specific benefit).

License Programs

License programs enable our partners to get free or low cost products for demos, evaluations, internal use. You can also keep up-to-date with the latest and greatest releases through pre-release software through technology previews. Read more about this benefit in the Partner License Program module.

My Citrix and StreetSmarts Portal Access

My Citrix is a dedicated online portal for partner support, tools, resources, programs and the latest information. StreetSmarts is an online search tool where you can ask any Citrix question and get expert answers, as well as links to wherever product or program contents resides, making it easy for you to find the resource you need.

Citrix Advisor Rewards

A monetary reward if you engage in value selling of Citrix solutions to customers. Rewards are paid to partner companies regardless of who fulfills the product to the end user. Citrix recognizes the time and effort you take in finding leads, marketing and selling Citrix solutions and this is why we spend millions of dollars in Advisor Rewards every year. Read more about this benefit in the Making Money with Citrix module.

Subscription Advantage Revenue

You can earn a 15% commission when you sell Subscription Advantage renewals. The Citrix Solutions Advisor Renewal Tool makes it very easy for you to sell and manage Subscription Advantage and your customer's Hardware Warranty renewals too.

Solutions Summit

The annual partner event that's packed with sales and technical hands-on training, special events to hear about the latest technology trends and industry innovations, meet with and hear from customers, fellow partners and Citrix executives.

Technical Support

Support engineers are available for partners to get technical help with troubleshooting, design and implementation questions on all Citrix products.

Partner Training

To empower your sales and services teams to effectively sell access and implement Citrix products, Citrix offers instructor-led and eLearning courses and exams. Ongoing training events held locally and online to keep you up to date on messaging, selling methodologies, solution and product updates. Read more about this in the Partner Training and Certification document.

Executive Technology Exchange

An executive seminar program designed exclusively for our Platinum Citrix Solution Advisors allowing executive-level customers and prospects the opportunity to interact with a Citrix executive and you in an intimate setting.

Sales Leads

Receive leads from Citrix demand generation marketing activities to reach your new customers and up-sell existing ones (program level specific benefit). Citrix is a channel focused company so ultimately all leads are sent to our channel partners. Citrix provides access to an online tool that enables you to manage your Citrix leads. This tool is also used to forecast sales for Citrix Advisor Rewards.

Partner Locator

You can be easily located by customers through our online search tool on www.citrix.com. The level in the program determines the order the partners are presented by the tool.

Federal Program

Citrix solutions may be offered to Federal customers through the GSA Schedule and DoD ESA BPA. Partners must be invited to participate in Citrix Government programs based on specific criteria. For further information, please contact the Citrix Federal Channel Manager, Nancy Binnie. (nancy.binnie@citrix.com)

Program Requirements

Certifications

Certification demonstrates competency and allows you to provide the highest level of customer satisfaction. Learning how to sell and position Citrix solutions and how to install and service the products you sell is a requirement of the Program. Read more in the Partner Training and Certification module.

Membership Fee

Depending upon the program level, a membership fee may be required. Silver level has an annual membership fee, Gold level has an initial fee but is waived if quota is maintained, and Platinum has no fee if quota is maintained. (Platinum level is an invitation only program).

Minimum Quota

Citrix requires a commitment to an annual sales target, which can vary based on program level.

Demand Generation Activities

You will gain the greatest success through dedicated selling efforts paired with demand generation activities. Citrix has a number of tools available to help plan, design, schedule and deliver successful events to drive more leads. Partners are required to complete a number of events based on program level.

Sales Forecasting and Planning

In order for Citrix to help you succeed, we need understand your goals including sales forecasting, marketing, and training with regard to Citrix solutions (program level specific requirement).

Citrix Solution Advisor Levels

Benefits	Silver	Gold	Platinum
Sales and Marketing Support	✓	✓✓	✓✓✓
Channel Development Manager		✓	✓✓
Marketngo marketing portal	✓	✓	✓
The Citrix Brand and logo use	✓	✓	✓
MDF and Co-op		✓	✓✓
Channel Licenses	✓	✓✓	✓✓✓
My Citrix and StreetSmarts Portal Access	✓	✓	✓
Advisor Rewards	✓	✓	✓
Subscription Advantage Revenue	✓	✓	✓
Solutions Summit	✓	✓	✓
Technical Support	✓	✓✓	✓✓✓
Partner Training	✓	✓✓	✓✓✓
Executive Technology Exchange		✓	✓✓
Sales Leads		✓	✓✓
Partner Locator	✓	✓✓	✓✓✓
Federal Program (invitational)	✓	✓	✓
Requirements			
Certifications	✓	✓✓	✓✓✓
Membership Fee	✓	✓	
Minimum quota	✓	✓✓	✓✓✓
Demand Generation Activities	✓	✓✓	✓✓✓
Sales Forecasting and planning		✓	✓

Citrix offers several program levels - with increasing benefits at each successive level so that you can find the right fit for your business objectives. By partnering with Citrix, you will get everything you need to increase your strategic value to your customers as a trusted advisor.

Silver

The Silver program is designed for resellers who are looking to add Citrix products to their vertical or specialty solution offerings; either larger resellers who leverage Citrix as a secondary or tertiary vendor or resellers who typically service Small and Medium Businesses (SMB), departmental or other small engagements.

Gold

The Gold program targets resellers who focus on Application Delivery Infrastructure as a core part of their business offerings. These partners use Citrix products to deliver a set of applications for customers – designing and implementing secure networks and system management.

Platinum

The Platinum program is invitation only for resellers who build a business on Application Delivery Infrastructure and those that consistently execute well against revenue and customer goals. These partners are highly limited in number and are very tightly connected to the Citrix sales teams.

Contact Us

Our recruitment team is standing by to answer any question you have. We encourage you call or email your questions, or request program specifics. You can reach us at 1-800-292-5039 or ChannelRecruitment@Citrix.com.

Legend

Levels have the same benefit or requirement	✓	✓	✓
Increased benefit or requirement with higher levels	✓	✓✓	✓✓✓

Making Money with Citrix

Citrix Advisor Rewards

Citrix Advisor Rewards program offers monetary incentives to current members of the Citrix Partner Network for adding value throughout the sales process.

We acknowledge your dedication to building relationships with customers. They trust you to evaluate their business requirements and make application delivery recommendations to help them achieve their company goals. Citrix Advisor Rewards is the industry leading deal registration program that recognizes your value-selling efforts – even when the product order is not placed through your organization.

It's easy to earn Advisor Rewards!

Engage in these value-selling activities:

- Identify Citrix sales opportunities
- Create and define Application Delivery Solutions with a customer
- Educate customers on Application Delivery Solutions
- Understand the customer's business issues and provide Citrix solutions to address them
- Engage in account planning with Citrix teams
- Deliver Proof-of-Concepts and/or demos to customers

Claiming an Advisor Reward is easy too!

- Identify a Citrix sales opportunity where you demonstrate your value-selling activities
- Submit a sales forecast at least 30 days before the customer places the order

After Citrix has approved the forecast and the customer buys:

- Submit the Citrix order number
- Receive a reward from Citrix!

All activities can be completed through our Citrix Partner Portal, My Citrix. Minimum order size may vary and Educational revenue opportunities are not eligible for Citrix Advisor Rewards.

Partners receive Citrix Advisor Rewards in addition to margins on sales.

The Citrix Advisor Rewards program acknowledges the skill and dedication of our partners in establishing and building relationships with customers. It reflects the importance we place on our partners' value-selling ability which has a profound impact on our mutual success.



Earn up to 10% of program Suggested Retail price (SRP).

Questions?



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*Increase your revenue
with Citrix Advisor
Rewards!*

Value Selling Activities

- Educating customers on the importance of an application delivery strategy
- Identifying Citrix product sales opportunities with new and existing customers
- Creating and defining an application delivery infrastructure with the customer
- Understanding business issues and building solutions that include multiple Citrix products
- Engaging in account planning with Citrix teams
- Delivering proof-of-concepts and/or demos to customers

Simply put, Citrix pays cash to partners who influence deals

With Advisor Rewards, you register your potential deals with Citrix, and Citrix pays you when the customer buys the product. And, if you influence the deal and resell the product, you get the Advisor reward plus the margin on the product sale.

Eligible Products (April 2008)

- Citrix XenApp™- Advanced, Enterprise & Platinum Editions
- Citrix Application Streaming to the Desktop
- Citrix Desktop Server™
- Citrix Password Manager™ for XenApp or Presentation Server - Advanced & Enterprise Editions
- Citrix EdgeSight™ for XenApp or Presentation Server
- Citrix EdgeSight™ for Endpoints
- Citrix EdgeSight™ for Load Testing
- Citrix Access Gateway™ Standard Edition
- Citrix Access Gateway™ Universal License
- Citrix Access Gateway™ Appliance
- Citrix® NetScaler® - Standard, Enterprise & Platinum Editions
- Citrix® NetScaler® Option
- Citrix Application Firewall™
- Citrix WANScaler™

There is no simpler way to earn 15% than through Subscription Advantage Renewals.

Subscription Advantage

Citrix Subscription Advantage™ is an annually renewable agreement that provides customers with a convenient way to keep their Citrix software current. Customers who buy Subscription Advantage may be eligible to receive software upgrades, enhancements and maintenance releases that become available within a product family. It also allows for customers to budget for their Citrix product version upgrades annually, without having to anticipate variable costs throughout the year.

Your Benefits

You can earn a 15% commission when you sell Subscription Advantage renewals! And with the Citrix Solutions Advisor Renewal Tool, we make it very easy for you to sell and manage Subscription Advantage and your customer's Hardware Warranty renewals too.

The Citrix Solutions Advisor Renewal tool allows you to go online to My Citrix.com to view and manage upcoming renewals that you sold previously. Once your customer has agreed to the terms of the renewal and transacted their renewals using your quote, the Solution Advisor on the quote will receive a 15% commission check from Citrix approximately 30 days after Citrix accepts the renewal transaction from your customer. There is no simpler way to earn 15%!

It's easy for your customers to make sure you are their preferred partner. Customers simply assign your organization to their account using another easy-to-use online tool just for customers.

Membership Eligibility

For eligible products, the initial year of Subscription Advantage is included with the product purchase. After the initial year, customer members are encouraged to renew their membership in order to continue receiving all of the benefits of the program. **This is where you can help your customer stay current with the latest Citrix technology and make money at the same time.**

Selling Your Services

To help customers plan, design, recommend, install and service their Citrix solutions requires the expertise and support only you can provide. Customers need to receive transparent access from the broadest range of devices to reach their applications and information, which presents huge opportunities for you to increase revenues by offering services that include network or virtualization assessments, design and installation, post-installation technical support, and product updates.

Given the economic reality of consolidating servers into datacenters, maximizing IT efficiencies, remote user and branch office connectivity needs, there is no better time to help customers through the process by selling your services. Partnering with Citrix can help you accomplish this.

Reselling Citrix Maintenance and Consulting Services

Citrix gives you the ability to resell Citrix technical support agreements to meet your customers' needs and make a substantial margin in the process. This provides customers with current software updates and hardware warranty, enabling you to receive the highest customer satisfaction ratings. We also offer reselling of Citrix Consulting services, a world-class professional team focusing on engagements with enterprise customers who have complex, mission-critical, or large-scale deployments of Citrix technologies.

Up-selling Opportunities

Citrix key product lines are offered in three or four different editions: Express, Standard, Enterprise, and Platinum. This format provides flexibility based on customer requirements, application functionality and system scalability. This allows you the opportunity to get in to an account with a lower initial customer investment and up-sell as Citrix solves new issues with new features and functions and as the customers' needs grow or change. For example, many customers start with a Standard version to solve an initial problem for one or two remote offices and when their initial need is satisfied the opportunity is presented for you to up-sell to Enterprise or Platinum editions.

Cross-selling Opportunities

Citrix solutions tackle business challenges across industry verticals such as Financial Services, Healthcare, Retail, Government, Education, Telecommunications and Manufacturing. Some of the business solutions Citrix specializes in are Business Continuity, Data Security, Green Computing, Workforce Mobility and Branch Office consolidation. This range of verticals and business solutions present an opportunity for cross-selling. For example, if you have sold into a Financial Services customer with a Citrix Data Security solution, the opportunity is to cross-sell with a Workforce Mobility solution.

Citrix offers many up-selling and cross-selling opportunities due to our breadth and depth of solutions.



Partner Training and Certification

Citrix University

The more informed you are, the more successful you will be in selling and implementing application delivery infrastructure solutions and in increasing your revenue. Citrix University is where you can get any type of training you need.

As a Citrix Solution Advisor, you can take advantage of comprehensive training options to enhance your knowledge and skills and keep current with the latest technology advancements and products. Citrix offers a variety of methods for learning, some are developed exclusively for partners and others are appropriate for both end users and partners.

Citrix Education

Citrix offers a robust curriculum of professional courseware covering the all Citrix products and solutions, from selling to technical, available to end users and to partners alike. Education offerings may be in either online or instructor led formats. Through these courses, you can obtain technical or sales certifications in one, two, or all Citrix solutions; it's up to you and your focus areas. Visit www.citrix.com/training for more information.

Channel Sales Orientation

New partners can take advantage of an in-depth, week-long sales course and one-hour webinars held monthly on doing business with Citrix, navigating Citrix tools and launching sales incentives and promotions. Sales Orientation is designed for new partners or for those that are new to Citrix solutions.

CitrixU eLabs

A virtual hands-on training environment held at scheduled times for a technical jump-start without the travel. An entire set of Citrix products has been dedicated to the eLabs program and is only available for our partners to use. You see and use the eLab equipment using our own virtualization products and your desktop, thin client, laptop or desktop appliance. With our advanced online scheduling tool you can make sure to get the lab experience you need right from your home of office.

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Citrix Partner Accelerators

Partner Accelerators are live events held in each region for sales and technical partners that include product updates, product overviews for new personnel, sales skills training, and technical hands-on workshops. Here you can meet with Citrix subject matter experts to get insights from those that shape the future of our products. Learn about new business opportunities and how to build customer demand and sell more of your own products and services.

Channel TV

Channel TV is an online training and demonstration platform providing real-time viewing of training events after hours. Available through our online StreetSmarts portal, these are self paced training videos in .wmv format that cover the entire Citrix product line.

Certifications

Ranked among the industry's hottest certifications, the Citrix Certified Administrator (CCA), Enterprise Administrator (CCEA) and Integration Architect (CCIA) address the entire Citrix Project Lifecycle and train you to deliver the most efficient solutions in the Citrix Application Delivery Platform. The Sales Professional (CCSP) program certifies your sales people and enables the most effective presentations of Citrix products and services. Investing in Citrix certification will help your organization and professionals realize your business goals.

Certification Requirements for Citrix Solution Advisors

Partners that hold certifications such as Administrator, Enterprise Administrator or Sales Professional demonstrate competency in Citrix products to their customers. The certifications represent both a program benefit and a program requirement: Citrix Solution Advisors are required to obtain sales and technical certifications in the products they wish to sell.

Sales certifications can be obtained by taking one or more online course followed by online examinations. These are free of charge for partners and typically take 1-2 hours per course. Technical certifications, depending on the product, vary in course format, length, and field experience. Some technical or administration courses and exams are

online but many are only offered through an instructor and testing facility, due to a products' complexity.

The number of certifications required varies by program level as shown at the left. For example, Silver partners need one technical certification and one sales certification for one product they wish to specialize in and start selling. One individual can hold both a technical and sales certification. *Minimum certification levels are required for Platinum and Gold levels.

Membership level	Minimum Product Authorization	Minimum Technical Certifications	Minimum Sales Certifications
Platinum*	4	4	6
Gold*	1	2	3
Silver	1	1	1

Once certification is obtained, ongoing partner specific training and updates are offered to keep you up to date, engaged and successful.



Partner License Program

Citrix Solution Advisor Benefit

License programs enable our partners to get free or low cost products for demos, evaluations, internal use. You can also keep up to date with the latest and greatest releases through pre-release software through technology previews. Depending on your program level you are invited to participate in the following programs which are developed to help you sell Citrix solutions. These are not available for all products and are not transferable.

Overview

Not For Resale (NFR) Program

Not-for-resale licenses are intended for your company's internal use to demonstrate the Citrix products in a non-production environment. Use them to show your customer first-hand what a Citrix solution can do for their company. NFR software is free of charge as a program benefit and hardware is offered at a substantial discount. The number of NFRs varies depending on product and program status.

Internal only Use Licenses

Internal use software licenses are for your company's internal use in a production environment. Use them to understand first-hand what a Citrix solution can do. The number of licenses depends on the product and program status.

Citrix Evaluation Program

Our evaluation program allows end users to test Citrix solutions at their own location to accelerate the selling or adoption process.

Citrix Technology Previews

Product or technology previews is an opportunity for partners to participate in using and testing software before generally available, often for Beta releases or our newest products. Note, previews are not available for all products.

Questions?



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Frequently Asked Questions

What is the purpose of Not For Resale (NFR) and Internal Only Use Licenses (IOUL)?

- Not-for-resale licenses are intended for your company's internal use to demonstrate the Citrix software products in a non-production environment.

- Internal only use licenses (IOUL) are intended for your company's internal use in a production environment. Use them to understand first-hand what Citrix software solutions can do for your company.

What is the difference between an NFR and a Citrix Evaluation product?

- A Citrix NFR product is intended for your company's internal use to demonstrate Citrix software products in a non-production environment. Use them to show your customers first-hand what Citrix software solutions can do for their companies! Not-for-resale licenses may not be transferred to any other organization, either temporarily or permanently.
- A Citrix Evaluation product is for short-term installations at a customer site to support Proof of Concept activities and shorten the sales cycle. Citrix Evaluation products are available for a limited term, typically 90 days, and may only support a pre-defined number of users.

Can a Citrix NFR product be transferred to another organization?

- No. Citrix NFR software and NFR appliance products may not be transferred to any other organization, either temporarily or permanently.

Must I be authorized to sell a product to get an NFR version of that product?

- No. Citrix Partners may get an NFR version of a software or appliance product regardless of whether they are authorized to sell that product.

What is the cost of NFR products?

- Citrix NFR software is available to Citrix Partners free of charge. Citrix NFR appliances are available at a substantial discount. Pricing depends on the product.

How do I obtain Citrix NFR software licenses?

- NFR software products are available for download via the Partner Use Licenses toolbox on My Citrix.

Who may download Citrix NFR licenses?

- Any Partner's Sales or Technical Contact who is registered with Citrix's CRM system will have access to Citrix NFR software licenses.

Do Citrix NFR products or licenses expire and, if it does, what should I do when it expires?

- Yes. Citrix NFR software and licenses expire two (2) years after download. Upon expiration, a Citrix Partner should retrieve and download a fresh license or software version from My Citrix to replace it.

How does a Citrix Solution Advisor obtain NFR and Internal only use licenses for Citrix XenServer?

- XenServer Express Edition is the free version of Citrix's virtualization platform. This product is freely downloadable from www.citrix.com/xenserver. Additionally, evaluation and not for resale (NFR) versions of XenServer Enterprise Edition are available.