



Citrix Voice of the Customer

The Citrix Voice of the Customer (VOC) reference program is a powerful way for your company to increase its visibility and for your IT team to promote its accomplishments. By sharing the story of your success with Citrix products and services, you can expand your recognition among your peers, your company's management and your industry.

Benefits

The Citrix Voice of the Customer program is designed to maximize your time, while achieving the biggest impact from your participation. Benefits of participation in the VoC program include:

Recognition

- Worldwide exposure on the Citrix Web site
- Recognition in Citrix press releases and case studies
- Speaking opportunities at industry seminars and conferences
- Submission for industry awards
- Opportunities for coverage of your Citrix solution in trade and business publications

Relationship building

- A closer and mutually beneficial working partnership with Citrix
- Opportunity to network with peers within your industry and among the Citrix community to gain the maximum value from your implementation

Knowledge sharing

- Regular new product update information and links to recent Citrix news coverage
- Opportunities to provide feedback to industry analyst groups and to Citrix

How it works

As a VOC program participant you will receive dedicated attention from a professional customer reference representative from Citrix. This representative will act as your advocate and ensure that you are fully briefed and prepared for any reference activity. Citrix will work with your Corporate Communications department to operate within your company policies. Your representative will ensure that you are matched with appropriate opportunities that fit your interests, issues and schedule.

Your participation in the Citrix Voice of the Customer program begins with a brief telephone interview with your customer reference representative. This conversation will help to create a clear understanding of the structure and mission of your company, how you use Citrix solutions and which reference opportunities might be suitable. After the interview, your information will be shared with the appropriate Citrix representatives, and you may be asked to participate in periodic marketing, PR or sales activities with Citrix. Customers who prefer to remain anonymous when speaking with prospects or analysts are free to do so. Your participation, which is always voluntary, may involve one or more of the following activities:

Reference activities:

- Written Citrix case study
- Speaking opportunities at trade shows and seminars
- Video testimonial
- Supporting quotes in product launches and other sales tools
- Company name listed on Citrix Web site
- Citrix press releases
- Media and analyst interviews
- Prospect calls
- Listing of company name in Requests For Proposals (RFPs)

Thank you for considering the Citrix Voice of the Customer program. We look forward to working together to achieve your business and technology goals.

Worldwide Headquarters

Citrix Systems, Inc.
851 West Cypress Creek Road
Fort Lauderdale, FL 33309, USA
T +1 800 393 1888
T +1 954 267 3000

Americas

Citrix Silicon Valley
4988 Great American Parkway
Santa Clara, CA 95054, USA
T +1 408 790 8000

Europe

Citrix Systems International GmbH
Rheinweg 9
8200 Schaffhausen, Switzerland
T +41 52 635 7700

Asia Pacific

Citrix Systems Hong Kong Ltd.
Suite 6301-10, 63rd Floor
One Island East
18 Westlands Road
Island East, Hong Kong, China
T +852 2100 5000

Citrix Online Division

6500 Hollister Avenue
Goleta, CA 93117, USA
T +1 805 690 6400

www.citrix.com

For more information,
please contact:

voice.of.the.customer@citrix.com

About Citrix

Citrix Systems, Inc. (NASDAQ:CTXS) is the leading provider of virtualization, networking and software as a service technologies for more than 230,000 organizations worldwide. Its Citrix Delivery Center, Citrix Cloud Center (C3) and Citrix Online Services product families radically simplify computing for millions of users, delivering applications as an on-demand service to any user, in any location on any device. Citrix customers include the world's largest Internet companies, 99 percent of Fortune Global 500 enterprises, and hundreds of thousands of small businesses and prosumers worldwide. Citrix partners with over 10,000 companies worldwide in more than 100 countries. Founded in 1989, annual revenue in 2008 was \$1.6 billion.

©2009 Citrix Systems, Inc. All rights reserved. Citrix® is a registered trademark of Citrix Systems, Inc. in the United States and other countries.