



Membership Prospectus

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1. Introduction to Citrix Ready™

Citrix Ready showcases and recommends solutions demonstrating compatibility with Citrix Application Delivery Infrastructure. Through Citrix Ready, your company, products and solutions will receive exposure to over 215,000 Citrix customers and 8,000 Citrix resellers. Citrix Ready participation generates new revenue opportunities, improves customer satisfaction, and increases mindshare leveraging the Citrix brand.

Citrix Ready provides product branding, an online product catalog, and joint solution marketing opportunities to partners who have successfully completed verification testing. Verification testing ensures the compatibility of Citrix products with the partners' product(s). The partner performs verification testing and results are reviewed by Citrix to confirm solution compatibility.

The participants of the program are experiencing increased recognition and sales. Since its launch, Citrix Ready has become widely accepted throughout the Citrix community and by Citrix customers, resellers, and distributors.

For more information on Citrix Ready please contact Citrix at citrixready@citrix.com.

“We chose VXL Itona terminals as they offered the right combination of price and performance, and because the Citrix Ready verification meant we were unlikely to run into compatibility issues. “

*Steve Guthman
I.S. Field Support Manager
Piedmont Healthcare*

2. Who Should Join Citrix Ready?

The Citrix Ready Program is designed for organizations that have demonstrated product and solution compatibility with the Citrix Application Delivery Infrastructure. Software vendors, hardware vendors, and mobility and network service providers, hosting service providers and other technology firms can benefit from the program and the visibility the program provides their products. The Citrix Ready designation makes it easier for customers and Citrix channels to identify Citrix partner products that can be used with confidence in Citrix environments. Program members can take advantage of product branding, an online product catalog, and joint solution marketing opportunities.

3. Why Join Citrix Ready?

Citrix Ready™ showcases and recommends solutions demonstrating compatibility with Citrix Application Delivery Infrastructure.

With a global customer base of more than 215,000 organizations, companies with Citrix Ready products are able to leverage the Citrix brand to extend their market reach and expand revenues with new enterprise opportunities. Partners receive various benefits and resources based on their membership package.

Citrix Ready provides product branding, an [online product catalog](#), technical benefits and joint solution marketing opportunities to partners who have successfully completed verification testing. Verification testing is performed by the partner and results are reviewed by Citrix to confirm solution compatibility.

82% of Citrix customers are more likely to purchase Citrix Ready!*

*Based on 2007 Citrix Customer Council survey, July 2007.

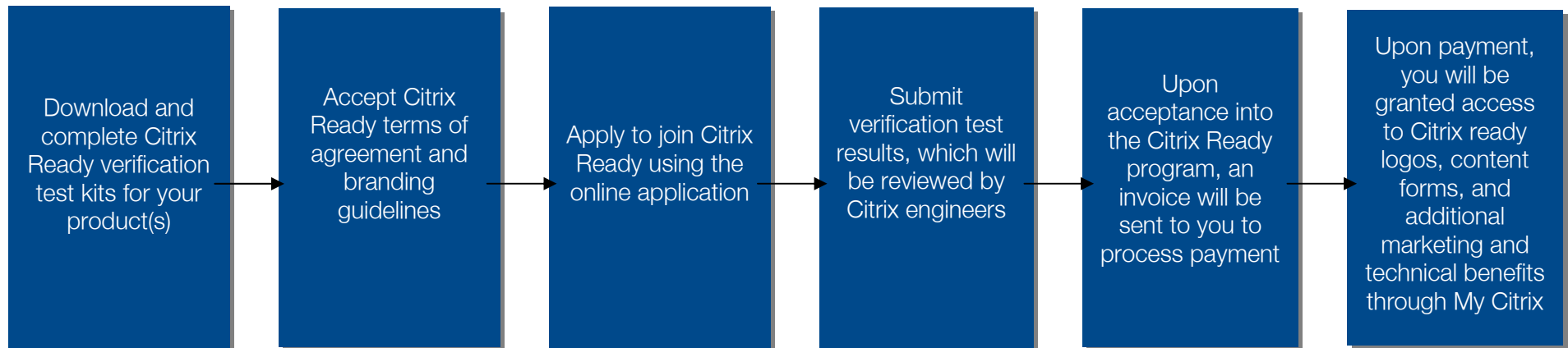
4. How Does a Company Become Citrix Ready?

To become Citrix Ready a company must:

- ✓ Design and sell product(s) that are designed to work with the Citrix Application Delivery Infrastructure
- ✓ Establish compatibility with a specific Citrix product through the Citrix Ready verification methodology
- ✓ Sign the Citrix Ready agreement that defines terms and conditions for Citrix Ready participation, and submit payment for the benefit package of your choice

If you are interested in learning more about Citrix Ready, visit www.citrix.com/citrixreadyinfo or visit the Citrix Ready section within the Citrix Technology Member area. This section contains the initial agreement, application, and verification tests. If you have questions about becoming Citrix Ready, email citrixready@citrix.com.

To join Citrix Ready, please complete the Citrix Ready application available at www.citrix.com/joincitrixready.



Citrix Ready Quick Start-Up Process

5. Primary Components of Citrix Ready

5.1. Citrix Ready Logo Usage and Product Branding

The Citrix Ready brand concept makes it easy for customers to identify third party products and solutions that can be used with confidence because they meet verification criteria set by Citrix. Through the use of Citrix Ready logo, participants will benefit through Citrix's market presence, brand recognition, and brand association with their product.



5.1.1. Logo Usage

Subject to accepting the Citrix Ready agreement addendum, third party companies can use the Citrix Ready logo when marketing the product or application that has received the Citrix Ready designation. Citrix Ready participants may leverage the Citrix Ready logo in their marketing, Web properties, product documentation, advertising and promotional collateral.¹

5.1.2. Product Branding

All Citrix Ready Partners are eligible to feature the Citrix Ready logo on hardware devices, software packaging, splash screens¹ etc... The presence of the Citrix Ready logo implies Citrix compatibility and demonstrates to customers and prospects the value-add provided by the partner's products. (Please see Sections 6 & 7 for additional details on Citrix Ready benefits.)

¹ Please refer to the Citrix Ready branding and logo usage guidelines for complete usage details. Citrix Ready branding and logo usage is subject to acceptance of applicable agreements.



5.2. Product & Solution Catalog on Citrix.com

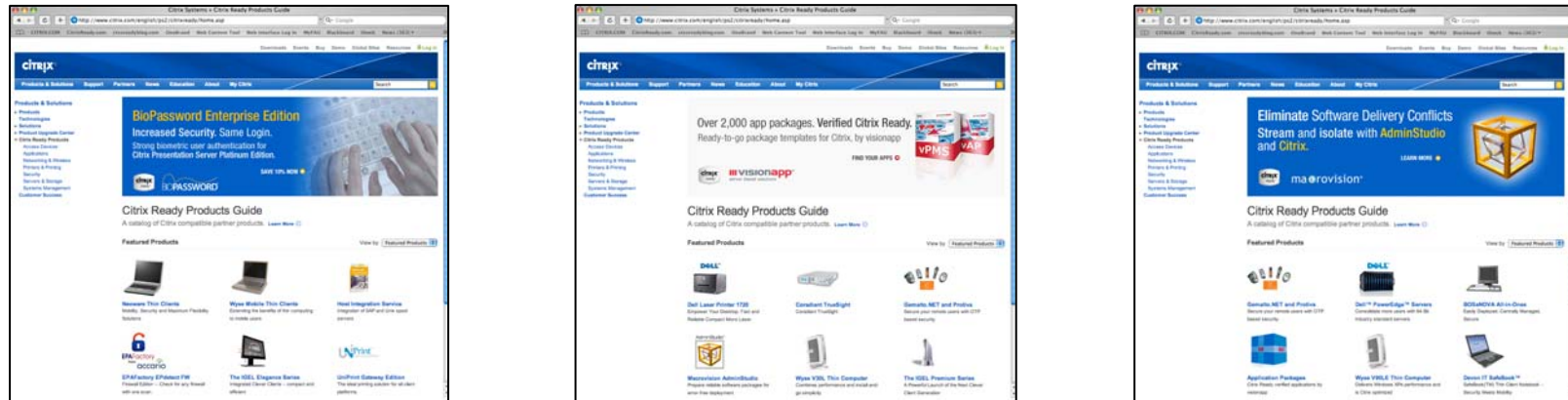


Figure 1: Citrix Ready Catalog Web Pages: Citrix.com Home Page Promotion, Citrix Ready Home Page, and Featured Product Page

Citrix Ready companies and products are showcased in an online product catalog. The Citrix Ready product catalog is promoted within Citrix.com and leverages the website's millions of unique page visits per month. The catalog is available directly at www.citrixready.com and is also accessible from Citrix.com, My Citrix, and Citrix StreetSmarts (an on-line information repository for NA Citrix Solution Advisors).

All Citrix Ready participants are featured in the catalog with company and product listings organized by IT industry segments. The catalog includes basic lead capture capability and leads are distributed to participating partners as appropriate.

Partners who select the Leadership level are eligible for a featured presence in the catalog, which will include “featured product” and “featured solution” pages to highlight Citrix Ready products. “Featured solutions”, currently in development, will showcase unique combinations of partner and Citrix products addressing specific vertical markets or IT challenges. Featured product and solution pages will be heavily cross-referenced with the “Products & Solutions” sections of the Citrix.com home page and throughout Citrix.com.

5.3. Product and Solution Verification

The Citrix Ready designation is awarded to third-party products that have successfully been verified with a specific Citrix product using the Citrix Ready verification methodology. The designation signifies and demonstrates Citrix compatibility to customers. The Citrix Ready designation provides customers and prospects a level of confidence in the quality of solutions Citrix and our Partners offer to the marketplace. The Citrix Ready designation is not a product certification, nor does it provide any warranty or guarantee related to any product. Citrix Ready verification must be completed prior to applying to become Citrix Ready.

Various forms of Citrix Ready verification testing are currently available for all Citrix products.

Citrix Ready Verification Process Overview

Citrix Ready verification can be performed directly by partners using criteria and protocols supplied by Citrix, or partners may choose to engage Citrix to conduct Citrix Ready testing on their behalf (verification fees apply). A high-level overview of the Citrix Ready verification methodology is shown below.

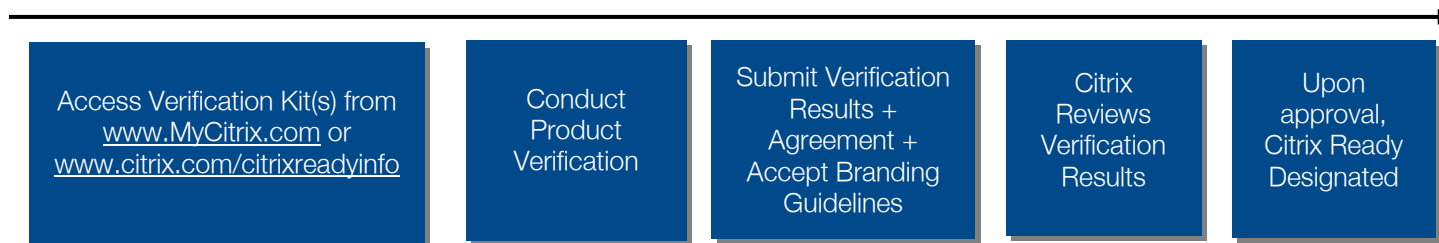


Figure 2: Citrix Ready Verification Process

5.4. Citrix Ready Benefits

Citrix Ready offers participating partners marketing, sales, technical, and business development benefits. Interested companies may choose from one of two Citrix Ready benefit packages. Sections 6 & 7 of this document highlight the benefits available to participating partners. Additional benefits will be defined and made available in the future. Detailed descriptions of the benefits are provided in Section 8.2.

6. Membership Level – Leadership

Leadership (\$17,500.00)*

Maximize Exposure for Your Company and Brand with Citrix Ready

Demonstrate your leadership position in the global IT landscape jointly with Citrix to drive significant new business opportunities. Through campaigns targeting 215,000 Citrix customers and promotions with the 8,000 Citrix channel members, Citrix Ready will provide significant customer exposure and marketing opportunities.

In addition, you will be able to feature the Citrix Ready brand on your products and will have a relationship manager to help you build a strong Citrix Ready presence.

1-year annual contract

* Please consult Section 8.1 for a side-by-side view of each level's benefits

CITRIX READY BRANDING	Citrix Ready Logo Usage Citrix Ready Product Branding
CITRIX READY CATALOG FEATURED PRODUCTS	Catalog includes company and featured product listings.
CITRIX READY CATALOG FEATURED SOLUTIONS	Upon availability, catalog will include solution "stacks" that combine partner and Citrix product to address vertical or horizontal markets.
GLOBAL CUSTOMER EVENT SPONSORSHIP CREDIT	A credit equivalent to a bronze-level sponsorship is provided, partners may apply the credit to any level of Citrix iSynergy/Forum event sponsorship.
FREE DABCC.com PODCAST BENEFIT	A third-party podcast at no cost hosted on DABCC.com , moderated by Doug Brown, a respected Citrix technologist. Partner may also promote link on catalog and other properties.
FREE MEMBERSHIP CITRIX STREETSMARTS & CHANNEL TV	No-cost, Interactive membership in Citrix StreetSmarts, the information portal for Citrix Solution Advisors (currently NA only) and opportunity to feature videos, demonstrations, presentations, and webinars on Channel TV.
CITRIX READY SPOTLIGHT OVERVIEW	Joint solution overview spotlighting the partner's solution compatibility with Citrix .
CITRIX READY SPOTLIGHT VIDEO	Partner may record a Citrix Ready spotlight video which will be leveraged in Citrix Ready marketing.
CITRIX READY PREMIUM CATALOG	The Citrix Ready team has joined with a trusted vendor to offer a wide variety of Citrix Ready premium items for all of your promotional needs.
JOINT MARKETING TEMPLATES	An assortment of joint marketing templates to accelerate marketing program execution.
CITRIX READY PRESS RELEASE W/CITRIX EXEC QUOTE	Partners may issue a Press Release related to Citrix Ready, Citrix will supply an executive quote.
CITRIX PRODUCT ROADMAP WEBINARS	Learn about upcoming releases of Citrix products and the new features and capabilities of future releases.
CITRIX PRODUCT BETA PROGRAMS	Accelerate product initiatives by evaluating and testing beta versions of Citrix products early on.
JOINT MARKETING OPPORTUNITIES	Citrix will collaborate with partner in joint marketing as determined by both parties.
NOT-FOR-RESALE (NFR) PRODUCT	These NFRs may be used in verification testing and demo environments.
TECHNICAL SUPPORT INCIDENTS	Free technical support incidents to help members engage with Citrix to solve technical issues and resolve joint customer issues
TSANET MEMBERSHIP	This exclusive global technical support network provides Citrix Ready members with a mechanism for contacting other members globally when they have a shared customer support issue.
MARKETING SUPPORT	Marketing support is provided via the Citrix Ready team and self-service tools on My Citrix.
CITRIX READY SOLUTION OF THE YEAR ELIGIBILITY	The annual Citrix Ready Solution of the Year Award recognizes and rewards the Citrix Ready Partner who best excels in delivering solutions complementary to Citrix and in driving adoption of Citrix Application Delivery Infrastructure solutions.

7. Membership Level – Core

Core (\$5,000.00)

Extend Your Brand with Citrix Ready

Core enables you to share your Citrix Ready message and extend your brand to the more than 215,000 Citrix customers globally and Citrix channel eco-system of more than 8,000 partners worldwide.

1-year annual contract

* Please consult Section 8.1 for a side-by-side view of each level's benefits

CITRIX READY BRANDING	Citrix Ready Logo Usage Citrix Ready Product Branding
CITRIX READY CATALOG	Company and product listing leveraging the Product and Solutions areas of the Citrix.com home page
FREE MEMBERSHIP CITRIX STREETSMARTS	Publishing membership to Citrix StreetSmarts, the information portal for Citrix Solution Advisors (currently NA only)
DISCOUNTED DABCC.com BENEFIT	PODCAST A third-party podcast hosted on DABCC.com , moderated by Doug Brown, a respected Citrix technologist at the discounted rate of \$1500 per podcast. Partner may also promote link on catalog and other properties.
JOINT MARKETING TEMPLATES	An assortment of joint marketing templates to accelerate marketing program execution
MARKETING SUPPORT	Marketing support is provided via the Citrix Ready team and self-service tools on My Citrix.
CITRIX PRODUCT ROADMAP WEBINARS	Learn about upcoming releases of Citrix products and the new features and capabilities of future releases.
CITRIX PRODUCT BETA PROGRAMS	Accelerate product initiatives by evaluating and testing beta versions of Citrix products early on.
NOT-FOR-RESALE (NFR) PRODUCT	These NFRs may be used in verification testing and demo environments.
TECHNICAL SUPPORT INCIDENTS	Free technical support incidents to help members engage with Citrix to solve technical issues and resolve joint customer issues.
TSANET MEMBERSHIP	This exclusive global technical support network provides Citrix Ready members with a mechanism for contacting other members globally when they have a shared customer support issue.
CITRIX READY SOLUTION OF THE YEAR ELIGIBILITY	The annual Citrix Ready Solution of the Year Award recognizes and rewards the Citrix Ready Partner who best excels in delivering solutions complementary to Citrix and in driving adoption of Citrix Application Delivery Infrastructure solutions.

8. Appendix 1 – Package Benefits & Benefit Descriptions

8.1. Citrix Ready – Leadership and Core Benefits Matrix

Benefits	Leadership	Core
Citrix Ready Logo Usage	✓	✓
Citrix Ready Device/Software Branding	✓	✓
Citrix Ready Online Catalog (includes Company Page & Product Listings)	✓	✓
Citrix Ready Solution of the Year Award Eligibility	✓	✓
Citrix StreetSmarts Membership North America only	✓	✓
DABCC.com Podcast Benefit	Included	Discounted
Citrix Ready Premium Catalog (For Your Promotional Needs)	✓	✓
Marketing Templates	✓	✓
Marketing Support	Via the Citrix Ready team and self-service tools on My Citrix	Via the Citrix Ready team and self-service tools on My Citrix
Citrix Product Roadmap Webinars	✓	✓
Citrix Product Beta Programs	✓	✓
Not-For-Resale (NFR) Citrix Software Product	10	5
Discounted Citrix Hardware NFR	✓	✓
Technical Support Incidents	10	5
Global TSANet Membership	✓	✓
Citrix Ready Online – Featured Products	✓	
Citrix Ready Online – Featured Solutions	✓	
Citrix Global Customer Event Sponsorship Credit (Bronze level equivalent)	✓	
Citrix Ready Spotlight Overview	✓	
Citrix Ready Spotlight Video	✓	
Citrix Ready Press Release with Citrix Exec Quote	✓	

8.2. Citrix Ready Benefit Descriptions

8.2.1. Citrix Ready Branding

Subject to acceptance of the Citrix Ready agreement addendum, and in accordance with the Citrix Ready Branding Guidelines, all Citrix Ready participants are eligible to leverage the Citrix Ready logo. Citrix Ready participants may use the Citrix Ready logo in their marketing and may promote their Citrix Ready membership in collateral, Web properties, product documents, advertising, etc.

Citrix Ready members are also eligible to feature the Citrix Ready logo on hardware devices, software packaging, splash screens, other product co-branding. The presence of the Citrix Ready logo on hardware and or software implies the product is compatible with Citrix and that the product has been successfully tested using the Citrix Ready verification methodology.

Examples of Citrix Ready Product Branding



8.2.2. Citrix Ready Online Catalog

An online product catalog leveraging the millions of unique page visits per month generated by Citrix.com. The catalog is accessible from Citrix.com, My Citrix, and Citrix StreetSmarts. The catalog will include basic lead capture capability and leads are distributed to participating partners as appropriate.

Leadership partners' products are shown as "featured" products and receive increased exposure from the featured products section on the home page and featured product pages within the catalog.

Enhancements and additional capabilities are continually added to the catalog ensuring Citrix Ready solutions receive the highest prominence and traffic volumes possible.

8.2.3. Citrix StreetSmarts

Citrix StreetSmarts is a tool Citrix Solution Advisors (currently NA only) use to obtain information and ask questions about Citrix products and solutions. Membership in Citrix StreetSmarts is an important way to introduce your products to the Citrix channel. Citrix StreetSmarts is available at no cost to Leadership partners (Interactive Membership) and Core partners (Publishing Membership).

8.2.4. Citrix Ready Solution of the Year Award Eligibility

All Citrix Ready Partners are eligible to win Citrix Ready Solution of the Year Award.

The annual Citrix Ready Solution of the Year Award recognizes and rewards the Citrix Ready Partner who best excels in delivering solutions complementary to Citrix and in driving adoption of Citrix Application Delivery Infrastructure solutions. The award is presented at Summit to the honored partner.

8.2.5. Citrix Ready Spotlight Overview

The Spotlight Overview showcases the partner's solution and how their technology works with Citrix. These overviews appear on the Citrix Ready catalog alongside the featured partner products, in Citrix Solution Advisor sales kits, and within the Citrix Knowledge Center. Available to Leadership members only.

8.2.6. Citrix Ready Spotlight Video

Leadership package holders are offered the opportunity to have an executive from their organization record a spotlight video. The video is featured not only on Channel TV, My.Citrite (the internal Citrix employee website), but also among Citrix Ready marketing campaigns, event displays, and Citrix Ready Catalog.

8.2.7. Citrix Global Customer Event Sponsorship Credit

Leadership members receive a credit equivalent to a bronze-level sponsorship for a Citrix global customer event. Citrix Ready participants may apply the credit towards the purchase of any level of booth sponsorship. Please notify your account manager if you are interested in exhibiting at an iForum event other than Citrix Synergy.

8.2.8. DABCC.com Podcast

The Citrix Ready team has worked with Doug Brown and DABCC.com to develop a new benefit for the Citrix Ready program. This benefit is now available and all podcasts will be promoted from this website and featured [here](#). The team is developing five new podcasts each quarter. This benefit is by invitation only to Leadership members and is available at no cost to the partner.

This benefit is available to all members at a 50% discount. Additional marketing opportunities, including discounted website and newsletter articles are also available to all partner levels. If you are interested in receiving additional information or have any questions, please email citrixready@citrix.com.

8.2.9. Citrix Ready Press Release

Subject to Citrix approval, Citrix Ready participants may issue a press release highlighting/showcasing their partnership with Citrix and their participation in Citrix Ready. Leadership package holders are eligible to receive a quote from a Citrix Executive to feature in the press release.

8.2.10. Joint Marketing Templates

Various joint marketing templates are offered to Citrix Ready participants. These templates are available via www.MyCitrix.com within the Citrix Ready “Marketing Materials & Templates” area and include but are not limited to: Direct Mail, Data Sheets, White Papers, and Customer Success Stories.

8.2.11. Citrix Product Roadmap Webinars

Through these NDA-based product roadmap discussions, Citrix Ready partners will have the opportunity to learn about upcoming releases of Citrix products and the new features and capabilities of future releases. By attending these webinars, partners can stay up-to-date and maintain or increase product alignment.

Upon registration, roadmap attendee will have the opportunity to participate in a pre-webinar survey. This ensures the value the roadmap reviews provide partner organizations. The survey link will be sent upon registration. Each webinar is conducted twice to ensure our global partners the opportunity to attend a live webinar.

8.2.12. Citrix Product Beta Programs

Beta access is also available to Citrix Ready partners. Beta program participants have an opportunity to accelerate their product initiatives by evaluating and testing a beta version of Citrix products early on, and provide Citrix “first wave” feedback and guidance on overall performance and compatibility with their products.

8.2.13. Not-For-Resale (NFR) Product

Both Core and Leadership members receive a package-specific allotment of free Citrix Software NFRs. Core receives five (5) licenses each with five (5) users and Leadership receives ten (10) licenses each with five (5) user NFRs at no cost and may also purchase additional software NFRs at a discounted price of \$300 per NFR. Citrix Hardware NFRs are also available at a significant discount.

Partners may access their allotted NFRs from My Citrix (www.mycitrix.com) Visit the Technical Benefits section of the Citrix Ready area on My Citrix to download the NFR request form (for Hardware NFRs and additional Software NFRs) Additionally, NFRs of Citrix XenServer are available through a separate request process outlined within the same section on My Citrix.

These NFRs may be used in verification testing and demo environments. They are not intended for actual business use.

8.2.14. Technical Support Incidents

Both Core and Leadership members receives a package-specific allotment of technical support incidents. Core receives five (5) incidents and Leadership receives ten (10) incidents at no cost to help members engage with Citrix to solve technical issues and resolve joint customer issues.

Partners also have access to purchase additional technical support incidents at a discounted rate. Incidents may be purchased in bundles of five (5) for the cost of \$1,200.

Development support incidents are also available to Citrix Ready partner in bundles of five (5) for the cost of \$2,400.

8.2.15. TSANet Membership

The Citrix Ready team and the Technical Support Alliance Network (TSANet) have developed a private, Citrix Ready Partner Support Network. This exclusive global technical support network provides Citrix Ready members with a mechanism for contacting other Citrix Ready members when they have a shared customer support issue. This support network is available to both Core and Leadership members at no cost and accelerates the resolution of joint customer issues, resulting in increased customer satisfaction while reducing support center call volumes.

TSANet is an independent organization that provides member companies with an infrastructure to facilitate seamless global collaboration between support organizations. TSANet enables its members to address mutual customer issues rapidly and efficiently. TSANet is not a third-party service provider – it is a member-supported, independent organization.

TSANet's membership includes more than one hundred software and hardware companies, including industry-leaders Microsoft, IBM, and HP. TSANet members have experienced increased customer satisfaction, significant costs savings, and reduced the time required to address joint-customer support issues.