



Citrix Service Provider Center of Excellence

Premium resources to build and accelerate the business value of your desktop and application hosting business

For years, the Citrix Service Provider Program has been equipping service providers with the resources they need to successfully deliver hosted workspaces and build a differentiated hosting business. Now Citrix has assembled new content, data, business architectures and subject matter experts to create the new Citrix Service Provider Center of Excellence, an exclusive program benefit.

End-to-end business and technology framework

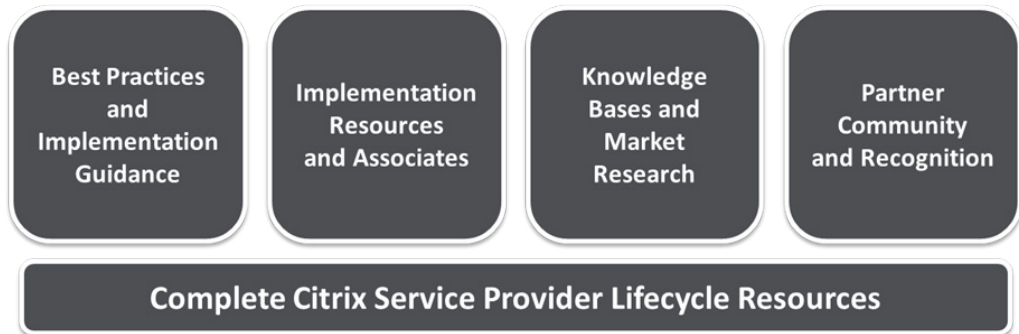
The new Center of Excellence is designed to assist Citrix Service Provider partners in every stage of the business development lifecycle, from onboarding and planning, through technical implementation and marketing, all the way to launching and growing. Our prescriptive approaches leverage industry-proven best practices and include robust resources, sales training, a vibrant partner community, knowledge bases and more—all aimed at helping partners create a high-value, differentiated hosted desktop and application business.

The Center of Excellence provides an end-to-end business and technology framework that includes strategy, operations, marketing, sales and technology planning guides and tools so your business can:

- Accelerate time-to-market using proven best practices and expert guidance for planning and launching a hosted desktop and application business
- Ensure successful implementations through practical reference architectures and the industry's most comprehensive portfolio of solutions for delivering hosted applications, desktops, data and mobility solutions
- Grow business value by leveraging turnkey sales and marketing tools, advice from DaaS experts, the latest analyst and market research and a knowledgeable community of program members

Comprehensive resources for every stage of your business

The Center of Excellence provides partners with the following resources



Best practices and implementation guidance

- Technology reference architectures – Validated multi-tenant reference architectures and design guides to assist in your technology implementation
- Business architecture – Prescriptive business, marketing and sales playbooks and guides for building out your business plan and go-to-market strategy

- Turnkey marketing and sales tools – Customizable launch planning, marketing and sales tools to drive demand and awareness
- Project management – Ready-to-go launch templates and project management and service definition tools for taking your solution to market and developing cross-organization readiness

Implementation Resources and Associates

- Technology Implementation Associates – Citrix technology and hosting experts who can assist with technical implementations, hosting consulting services, customer migrations and on-boarding
- Business Implementation Associates – Sales and marketing specialists to assist with business planning, marketing and demand generation campaigns and operations readiness.
- Education Associates – Trusted advisors who provide technology, business and customer-facing training for your team

Knowledge bases and market research

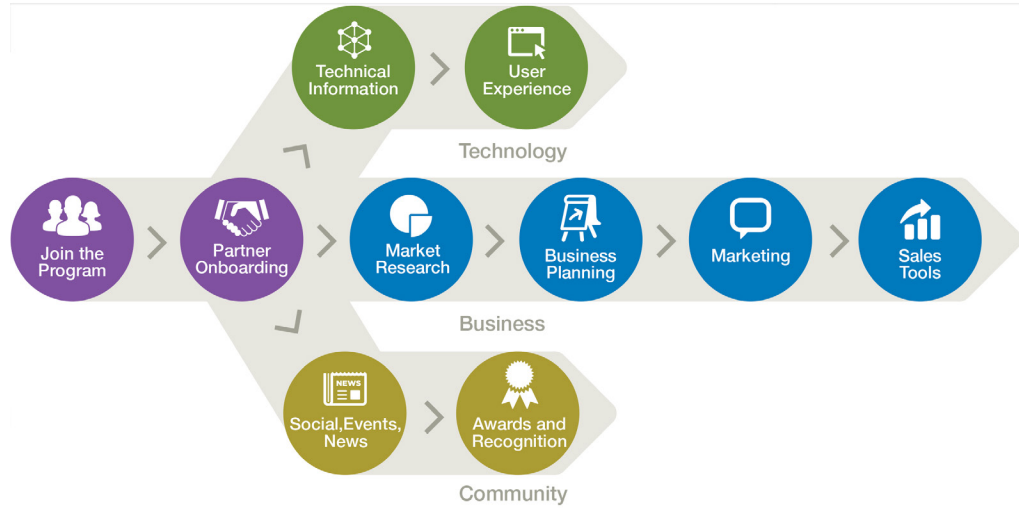
- Analyst research – Market estimates, trends, evaluations, reports and insights from industry analysts
- Annual partner benchmark survey – Valuable insight into the Citrix Service Provider landscape including business profiles, technology trends, target markets, hosted solutions and customer data
- Market sizing and assessment – Quantitative data on addressable markets, vertical trends, in-market offers, business models and pricing

Partner community and recognition

- Vibrant partner community – More than 2,600 Citrix Service Provider partners in an active partner community that share knowledge, network and participate in advisory councils
- Awards and recognition – Technical and Marketing Citrix Service Provider awards, validation programs, certifications, case studies, speaking engagements and press opportunities
- Partner communications and extended learning – Monthly webinars, partner newsletters, LinkedIn, Twitter and more.
- Industry events – An entire Citrix Service Provider track at Summit, the premier Citrix partner conference, including dedicated breakouts, special events and awards.

Support for the complete Citrix Service Provider lifecycle

No matter at what stage in the service provider lifecycle a business may be, Citrix provides resources to help build value and accelerate growth. The Center of Excellence can benefit all members of a service provider's team—owners, product managers, sales, marketing and technical staff—with comprehensive tools, prescriptive guidance and expert advice.



Start building your hosting business with Citrix today

- [Read more](#) about the Citrix Service Provider program
- Already a Citrix partner? Get started [here](#)
- www.citrix.com/csp

About Citrix

Citrix (NASDAQ:CTXS) is a leader in virtualization, networking and cloud infrastructure to enable new ways for people to work better. Citrix solutions help IT and service providers to build, manage and secure, virtual and mobile workspaces that seamlessly deliver apps, desktops, data and services to anyone, on any device, over any network or cloud. This year Citrix is celebrating 25 years of innovation, making IT simpler and people more productive with mobile workstyles. With annual revenue in 2013 of \$2.9 billion, Citrix solutions are in use at more than 330,000 organizations and by over 100 million people globally. Learn more at www.citrix.com.

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