Partner Services Cooperative Offering

Citrix is introducing a services program designed to encourage Citrix Consulting (CCS) and Partners to work together. CCS will provide highly appealing subcontracting rates when they help close services opportunities. By selling at CCS rates and subcontracting a large portion to the Partner, the majority of Partners will be able to recognize higher revenue per specific opportunity by working through CCS as opposed to selling direct.

In addition to providing financial incentives, CCS will also share the project liability with the Partner. To aid in successful delivery of the project, Citrix will provide our world-class project leadership that includes an Enterprise Architect and Services Delivery Manager, access to a priority Tech Support queue, and other tools.

Benefits of Program

Shared Liability and Risk
By partnering with Citrix Consulting, Citrix now shares the risk with Partner for project.

Increased Revenue to Partner
Partners will be eligible for hourly rates higher than the national average for Partner services, and finder's fees.

Better Access to Citrix Resources
Partners will now be able to leverage world-class resources within Citrix.

Frequently Asked Questions

Why would a Partner use this program versus selling direct?
To further support our strategic and high-value Partner community, which has been making significant investments into their own Professional Services organizations, we are always looking for ways to improve how we add considerable value to our Partner portfolios and to come into closer alignment.

Under this program, we anticipate most of our Partners will make more revenue than selling direct. Financial details for each transaction can be verified and agreed upon before presenting pricing to the customer. Additionally, we share the liability of the Citrix-related phases and project deliverables by involving our Enterprise Architects and Service Delivery Managers while the Partner still leads the customer relationship and technical/sales messaging of the engagement. At their discretion, Partners can also use this as an opportunity to up-level their delivery and to learn from highly experienced Architects.

What are the benefits and lasting impact to the customer?
Customers have historically benefitted from long-term relationships with their Partner. As the customer continues to engage with the Partner's Services team, the Partner can now bring more to the table to further deepen this relationship.

Under this program the Partner is able to leverage Citrix's world-class Enterprise Architect and Services Delivery Manager with a nominal uplift. Customers have always valued their Partner relationships but have long expressed having a direct line of accountability with their vendor. Now the Partner and Citrix can be long-term stakeholders in the customer's success.

Why would a product salesperson prefer this program?
The customer is happy, the Partner is happy, and the product rep qualifies for additional services compensation. Increased Partner engagement, revenue, and growth will lead to higher product sales for both the Partner and Citrix and additional opportunities for Spark, Drive, and Accelerate incentives under the channel rewards program.

Is there an example deal you can walk me through?
Citrix and the Partner joint sell a four-week (184 hours) project at a bill rate of $301.75 per hour for a contract amount $55,200. Citrix retains 24 hours for the project leadership team and subcontracts 160 hours for the project delivery to the partner. For the subcontracting delivery, the partner will receive a pay rate of $229.33 per hour and will receive upon delivery a total of $36,692.80.

At the completion of the engagement, the customer is sent a customer satisfaction survey (see other FAQ), and when the customer replies the Partner is awarded $1,931.20, and if they receive a Promoter score, they receive an additional $3,862.

To summarize with this example, the partner can make a total of **$42,486.40** by subcontracting and by merely receiving a high customer satisfaction result.

Note that the awarded hourly rate may vary in different regions and is proportional to the bill rate. Therefore, a higher bill rate will net a higher subcontracting hourly rate.

Frequently Asked Questions *(Continued)*

What is NPS and how does it affect the payout?
NPS stands for Net Promoter Score and is an industry-wide metric used to score customer success, measuring the customer experience and predicting the growth of businesses. At the end of every Consulting engagement, customers receive a survey asking them if they would recommend Citrix Consulting to someone else. A score of 9 or 10 is considered a Promoter score, a 7-8 a Passive, and anything under 7 a Detractor.

We offer a rebate to the partner equal to 4% of the delivery amount when a customer responds to a survey, and a second additional rebate equal to 8% of the amount for a promoter score. All of our field Consultants, Architects, and Delivery Managers are measured against NPS and we want to ensure alignment in quality of delivery to our subcontracting agreements.

Not only does striving for a high NPS score pay the Partner more, but it will fuel the growth of that Partner in that account. Since we are measured by this metric, Citrix is invested in maximize the Partner's efforts to achieve maximum customer success in all engagements.

Who is responsible for scoping and selling the projects?
Scoping is a collaborative approach between the Partner and the assigned Citrix Consulting salesperson. Selling is led by the Partner and Citrix Consulting will assist as needed at the Partner's discretion.

What do I need to be a part of this program?
To be able to deliver with this program an active Channel Agreement in order to re-sell services and a Subcontracting Agreement in order to deliver services on our behalf.

Will the Partner receive any marketing material they can provide to their customers that describes the value of this approach?
Yes, we will provide a one-page slick similar to this one that describes this program from a customer perspective and the value that it brings them.

What kind of benefits will a Partner receive?
Our subcontracting consultants receive the same benefits as in-house Citrix Consultants to aid in the delivery of projects, which includes direct access to Citrix Project Technical Leadership, our internal elevated Tech Support queue, a @citrix.com email address, our StoreFront entitlements (and the Workspace Cloud Service rolling out soon after this program is announced), Slack, ShareFile, GoToMeeting, Podio, and others.

What if the Partner sells Citrix Education and Managed Services?
Partners will be eligible for a 10% finder's fee for Citrix Managed Services and Education opportunities that they close. For Managed Services finder's fee would be based on ACV. Finder's fees are subject to VSOE range validation.

Can Partners/Customers just purchase the Project Leadership hours from Citrix?
Per our EULA our liability exposure is limited to our contract amount. Consequently, in order for Citrix and the Partner to share in the liability of all the hours we would need to recognize both the field delivery and project leadership.

For more information about the program, contact Partnerservices@citrix.com