



Citrix Customer Success Services

Priority Plus



Customized, preventative support for complex, global and mission-critical solutions, with our fastest response times and most aggressive restoration targets designed to help you minimize risk, accelerate adoption and maximize the value of your Citrix solutions.

Maximum value from mission-critical environments, with unparalleled support

Whether your environment is in the cloud, on premises, or anywhere in between, Citrix Customer Success Services Priority Plus provides comprehensive support for your mission-critical solutions. It combines key elements of guidance, enablement, proactive monitoring, and award-winning support to help you fully realize your business goals.

Priority Plus is designed for complex, global environments, where every second counts. You can customize its industry-leading features to meet your business' specific needs.

Our new industry-leading Priority Plus offering delivers:



Expert guidance

An assigned Priority Support Account Manager will work with you to proactively understand your global needs, mission critical environment and business and technology objectives to ensure optimization of your Citrix solutions with leading practices.

Periodic operational reviews, case trend analysis, plus 80 hours of prescheduled support for change events helps you accelerate time to value.



Unlimited enablement

Unlimited online training so you and your organization can continuously build and develop skills.



Proactive monitoring

Exclusive access to periodic environmental supportability reviews providing proactive insights into risks, and supportability optimization, plus the use of tools, analytics, adoption insights, and cloud services enabling proactive monitoring and issue prevention.



Award-winning technical support and maintenance

Priority access to experienced support engineers with deep technical expertise for faster problem resolution, installation, and configuration assistance. You'll also receive product version updates and upgrades, plus critical situation management for severity one issues.

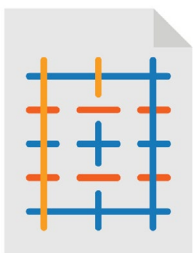
Priority Plus key benefits:

- A team of Support experts to help you minimize risk, accelerate adoption, and maximize the value of your Citrix solutions
- Assigned Priority Support Account Manager to understand your mission critical environment
- Environment Supportability & Operational reviews for solution reliability
- Priority Support queue with direct access to experienced Priority Support Engineers for faster issue resolution
- Critical situation management for severity one issues
- Up to 80 hours of prescheduled support for change events
- Customizable service features such as global resources in multiple geographies, dedicated account managers and technical specialists, plus additional services including system monitoring and optimization

We have you covered with Proactive Priority Plus support

When everything hinges on your Citrix environment running smoothly, Priority Plus gives you our constant focus on your environment’s uptime. You’ll receive a dedicated, experienced team focused on maximizing the business value of your Citrix investments—and you can call on expert advice whenever you need it.

Our team of Support experts will help you optimize your Citrix solution, minimize risks, and provide you rapid response and resolutions.



Optimize your Citrix solution

Get the most from your investments with proactive support from an assigned Priority Support Account Manager.

Your Priority Support Account Manager will work closely with you to understand your business critical environment, understand **your business goals** and design a success plan that will **help you meet your desired outcomes with your Citrix solution.**

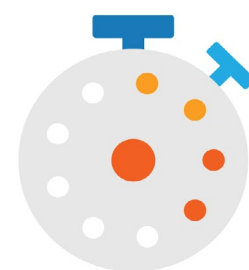


Minimize risk

Reduce risk and downtime with proactive insight and scheduled support.

Periodic Environment and Operational reviews identify product versions and configurations, use cases, trends, risks, barriers to adoption, and opportunities to **optimize supportability for even greater return on your investment.**

For your **change events, schedule up to 80 hours** of support to ensure you have the assistance you need during implementations, migrations, and updates—both within and outside of business hours.



Rapid response and resolution targets

Accelerate issue diagnosis and resolution, and resolve complex issues more quickly.

Get 24/7 access to our expert team of dedicated Priority Support Engineers. And for **severity one issues, a Priority Critical Situation Manager** will own and expedite remediation with a **less than 10-minute target response time** and a restoration target of less than four hours.

Your success is our success

The Priority Customer Success Services Framework

The Priority Framework is our comprehensive operational framework leveraged to deliver our service. It provides a continual focus on your success, service optimization, and supportability improvements to help you extract more value from your mission-critical solution.

Our streamlined delivery approach begins with an engagement and discovery process to understand your unique environment and technology journey. The engagement and discovery process also creates a holistic view of where you are today compared to where you need to be tomorrow.

A success plan is then jointly designed to help you move quickly, while reducing and minimizing risk. Next, our expert team works with you to implement your plan, aligning those outcomes with your business goals and objectives. Our team works to monitor progress against the plan and optimizes our partnered engagement to meet your needs and keep your Citrix solution at peak performance.

Priority Plus Customer Success Services Team

Our team of Priority Plus Support experts work together under the leadership of an assigned Priority Support Account Manager to provide an integrated proactive and elevated support experience focused on enabling your success. Exclusive to Priority Plus, if you need support coverage in multiple geographies, we'll work with you to build it.



Meet your Priority Plus Team



Priority Support Account Manager

Availability: Business hours

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Your Priority Support Account Manager's primary role is to understand your mission critical environment and make sure your Citrix solutions run smoothly and deliver maximum business value.

Your Priority Support Account Manager will:

- Understand your mission critical environment
- Develop your success roadmap to lower complexity and risk, improve supportability, increase adoption, and simplify upgrades
- Assess your Citrix solutions to optimize and mitigate supportability risks to maintain solution reliability
- Conduct regular Environment and Operational progress reviews
- Manage up to 80 hours of reserved scheduled support for change events related to implementations, upgrades, and migrations
- Provide root cause analysis for severity one issues to stop critical problems from reoccurring
- Serve as your technical advocate within Citrix Support and Engineering



VP Executive Level Support Sponsor

Availability: 24/7/365 severity 1 issues

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As a Priority Plus Customer, we'll give you unparalleled access by assigning you a VP-level Support Sponsor from our senior executive team to ensure all issues are dealt with promptly.

"The Priority team takes the time to understand intimately what my environment looks like and understand our hardships, and then they take that back to their teams and make a great recommendation for us."

Warren Madridejos,
Baptist Health System

Meet your Priority Plus Team



Priority Support Engineers

Availability: 24/7/365

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As a Priority Plus support customer, you'll have unlimited support from our dedicated Priority Support Engineers, with fast-track access whenever you need it so we can help you resolve issues faster.

Our Priority Support Engineers will:

- Accelerate issue diagnosis and resolution
- Provide a less than 10-minute target response time for severity one issues
- Provide an elevated level of response with Priority routing



Priority Critical Situation Manager

Availability: 24/7/365 severity 1 issues

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Having an assigned Priority Critical Situation Manager makes it easy to expedite your most important cases when you need it the most. In Severity 1 situations, Priority Critical Situation Managers respond within minutes, and restore your environment within hours.

Your remote Priority Critical Situation Manager will:

- Take control of severity one issues from initiation to remediation to restoration
- Provide a less than four-hour restoration target for severity one issues
- Prioritize resources to restore your environment
- Share status updates and action plan

With Citrix Customer Success Services, you get a whole lot more

As a Priority Plus customer, you also get all the benefits of the Citrix Customer Success Services Select tier, which includes:



Software updates and upgrades

To keep you on top of the latest features and help solve known issues right away.



Premium Citrix Knowledge Center

Keep up with proven best practices, with exclusive access to guides and training content.



Supportability pack

Save time with this single-download, self-updating pack of our key diagnostic tools.



Citrix App Layering

Publish a single copy of layered apps and OS patches across all your virtual environments.



Access to the Select eLearning Subscription

Grow your skills and work more efficiently by learning from the same courses and resources our own support engineers use.



Join us at TechEdge

Meet face-to-face with Citrix Support experts, learn best practices, and get answers to all your questions about your environment.

"Being part of the Priority Customer Success Services program, it makes me confident that we will provide these great services to our community because of the partnership we have with Citrix".

Warren Madridejos,
Baptist Health System

Customize and optimize with Priority Plus

Priority Plus is available in the following markets - United States, United Kingdom, Ireland, Denmark, Finland, Sweden, Norway and Germany. Additional markets will be available in 2018. Customers must also meet an eligibility criteria, please see eligibility criteria section for full details.

Expert guidance

Features	Description
Priority Support Account Manager	Get the most from your investments with proactive support from an assigned Priority Support Account Manager. Your Priority Support Account Manager will work with you to proactively understand your mission critical environment, business and technology objectives, and ensure optimization of your Citrix solutions with leading practices.
Success planning	Your Priority Support Account Manager will work with you to ensure your environment always supports your business objectives.
Executive level sponsor	A VP-level Support sponsor to act as your advocate within Citrix and make sure all your requirements and issues are dealt with promptly.
Fully customized service	You get tailored services to ensure you achieve your business objectives faster with a hand-picked team of Citrix experts focused on your success. Among many other benefits tailored to your needs, you can choose to have: <ul style="list-style-type: none"> • Assigned support account managers in multiple geographies • Exclusive access to support resources who only work with your business • Additional services for system monitoring and optimization
Configuration and installation assistance	Citrix Technical Support will provide general guidance and assistance with problems you encounter during product installation, upgrades, or configurations.
Premium Citrix Knowledge Center	Enjoy exclusive access to product best practice guides as well as TechEdge session content. You can also choose to receive configurable alerts when support articles are updated.

Proactive monitoring

Features	Description
Proactive Call Home	Scheduled health checks to regularly assess the state of your environment.
Citrix Workspace Environment Management	Intelligent resource management to deliver the best possible performance for XenApp and XenDesktop environments.
Environment supportability and operational review	Minimize risk and downtime, with proactive insight. Your assigned Priority Support Account Manager will work with you to conduct a review of your environment, identifying product versions and configurations, use cases, risks, barriers to adoption and opportunities to optimize supportability—for even greater ROI.
System Monitoring	Access to cloud-based Smart Tools that provide on-demand health checks for XenApp and XenDesktop sites. Smart Checks identify and assist with resolving common issues, and on-demand monitoring of product updates to ensure current fixes for known issues.

Program Terms

In order to receive CSS benefits, customers must have active CSS for 100% of its licenses within one product line and under a single ORG ID. This is known as the “All-in Rule.”

Partial CSS coverage within a product line is not permitted. If the customer has licenses that are no longer in use, they have the option to permanently rescind such licenses in order to exclude these from pool of licenses for which CSS is being purchased. License transfers to new or existing ORG IDs, for the purpose of avoiding the All-in Rule is not permitted. A customer is not permitted to extend the benefits of CSS to any licenses that do not have an active CSS agreement.

Compliance will be monitored and without waiving other remedies, Citrix reserves the right to suspend CSS benefits and invoice a customer for any underpaid CSS fees for compliance violation(s).

Customers can purchase CSS in one (1) year increments up to a maximum of five (5) years. CSS is available during a product’s Mainstream Maintenance and Extended Maintenance Phases.

Once a product version reaches the End of Life date, security related hot fixes, technical support and product downloads will no longer be available.

Unlimited enablement

Features	Description
Access to the Select eLearning Subscription	Get unlimited, on-demand access to the same self-paced Citrix eLearning courses and resources used by Citrix Support engineers every day. Course content will refresh continually after new product versions are released. Additional training and certifications are available for an additional fee.
TechEdge event invitations	Meet top Citrix support engineers face-to-face at this one-day training event during Synergy. Learn how to deploy, optimize, and troubleshoot mobility, virtualization, networking, and cloud technologies.

Award-winning technical support and maintenance

Features	Description
24/7/365, unlimited technical support	Unlimited access to Technical Support via phone, web, and live chat.
Number of technical contacts	Designate unlimited contacts to open and manage your cases.
Severity 1 fastest level response time*	<10 minutes
Severity 1 fastest restoration target*	<4 hours
Software updates and upgrades	Access to software updates and upgrades as they become available.
Long Term Service Release (LTSR)	Access to the latest XenApp and/or XenDesktop Long-Term Service Release (LTSR) and Cumulative Updates for companies that prefer to retain the same base version for an extended period.
Support for End-of-Life Products**	Option to purchase extended support for XenApp or XenDesktop versions that have reached End of Maintenance and End of Life milestones. An active Citrix Customer Success Services support subscription is required for extended support eligibility.
Live Chat	Get fast answers to general technical questions from Citrix Technical Support chat agents. You will be transferred to the web (eServices) queue if additional troubleshooting assistance is required.
Supportability Pack diagnostic tools	Identify and tackle minor issues fast, with a self-updating pack of key diagnostic tools.
Acceleration and automation tools	Speed up deployments, upgrades, and migrations with cloud-based Smart Tools using Citrix best-practices.
Citrix App Layering	Publish a single copy of layered apps and OS patches across all your virtual environments.
Priority queue with direct access to Priority Engineers	Accelerate issue diagnosis and resolution. Get highest Priority Plus access to a dedicated, enterprise-level team of seasoned Support Engineers, 24/7.
Critical Situation Management	A dedicated Priority Critical Situation Manager to take personal ownership of quickly restoring your environment in the event of Severity 1 issues.
Scheduled support for change events	Enjoy 80 hours for your change events to ensure you have the reactive assistance and resources you need during advanced implementations, migrations and updates — whether they are inside or outside business hours.
Root Cause Analysis	In the event of a critical situation, upon request, a formal root cause analysis will be conducted.

*Best-in-class and Fastest response times are based on competitive offerings in the same industry and price tier. 24/7/365 Support - Citrix provides 24/7/365 for Severity 1 issues only. Assistance with Severity 2 (site degradation) and all other issues is available during local business hours, Monday -Friday excluding local public holidays. America - 8:00 a.m. to 9:00 p.m., EMEA - 8:00 a.m. to 6:00 p.m., APAC - 8:00 a.m. to 5:30 p.m., Japan - 8:00 a.m. to 5:30 p.m.

**For support on End of Life products, please see [Extended Support](#). A separate contract is required. Certain products are not eligible.

Eligibility Criteria

Market Availability: United States, United Kingdom, Ireland, Germany, Denmark, Finland, Norway, and Sweden. Minimum software install base: 5,000+ perpetual licenses. Customers with commercial support service events in the second half of 2017. At point of upgrade to Priority, all software licenses must be upgraded (i.e., customers may not have a mix of Select & Priority services on Software licenses). Service Level Compliance rules apply. Service Level Compliance requires the customer to maintain the same CSS level of service across all software product lines (on-premises/perpetual and termed/annual software licenses). In the event that service level compliance is not maintained, the customer will be supported at the lowest of their active service levels. Customers will be notified of non-compliance. No refunds will be given.

Award-winning technical support



Citrix has been honored with the 2017 STAR Awards for Best Practices in Knowledge Management and Best Practices in Service Offer Development from Technology Services Industry Association.



Citrix Technical Support Earns the "Rated Outstanding Assisted Support Global" Certification from Technology Services Industry Association for 2016 and 2017.



Citrix is a recipient of the 2015, 2016 and 2017 NorthFace ScoreBoard Award SM for World Class Excellence in Customer Service.



Citrix earns the 2017 Insights to Action (I2A) Silver Award from Qualtrics.

CUSTOMERS RANK CITRIX SUPPORT IN THE TOP OF ITS CLASS IN CUSTOMER SATISFACTION RATINGS.

79% of customers agreed: "Citrix Tech Support is a must for any transformative IT deployment".

87% of surveyed customers have been able to minimize downtime or proactively keep their environment operating at peak efficiency as a result of Customer Success Services

Almost **70%** of Citrix customers agree that... Citrix Customer Success Services provides the best combination of Tech Support, proactive monitoring, enablement, and guidance capabilities in the industry.

More than **50%** of Citrix customers have been able to minimize downtime as a result of Citrix Customer Success Services.

Sources

Ratings (Page 10)

1. Ratings based on a Net Promoter Score of **72%**, which is a pacesetter score and above the industry average. Industry benchmarks and comparison data provided by Technology Services Industry Association | TSIA.
2. <https://www.techvalidate.com/product-research/citrix-worldwide-consulting-and-education/facts/9EB-4C3-32F>
<https://www.techvalidate.com/tvid/35A-5B4-1AE>
3. <https://www.techvalidate.com/product-research/citrix-worldwide-consulting-and-education/facts/3B1-604-B75>
4. <https://www.techvalidate.com/product-research/citrix-worldwide-consulting-and-education/facts/071-24C-151>
5. <https://www.techvalidate.com/product-research/citrix-worldwide-consulting-and-education/facts/288-D98-43A>

About Citrix

Citrix (NASDAQ:CTXS) is a leader in mobile workspaces, providing virtualization, mobility management, networking and cloud services to enable new ways to work better. Citrix solutions power business mobility through secure, personal workspaces that provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud.

Learn more at www.citrix.com

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