Introduction

Welcome to the Citrix Ready Partner Program! Whether you’re one of our new developers creating integrations and microapps for Citrix Workspace, or a technology vendor looking to validate your solutions with our technology, the Citrix Ready Partner Program Guide is for you. This program guide is your one-stop resource for information on key program details, partner benefits, and compliance requirements.

Please note the following:

• This guide is referenced in the Citrix Ready Partner Agreement.

• If any part of this Program Guide conflicts with the terms in the Citrix Ready Partner Agreement, the terms of this Program Guide take precedence.

• This Program Guide comes into effect on the update date listed below and replaces all prior versions of the Program Guide. Citrix may announce changes at any time to the Program, including but not limited to: changes to benefits and requirements, introduction of new product lines, and changes to product categorization. These changes will be clarified in future Program Guide updates. Changes to the Program specified in the Program Guide take effect thirty (30) days from the date of the announcement.

• The only binding part of this Program Guide is the content actually specified in this document and not the content contained in any of the links.

• This Program Guide was last updated January 13, 2020.

If you have any questions, comments, concerns, or suggestions we want to hear from you. Contact us any time at citrixready@citrix.com.

Thank you for partnering with us. We look forward to working with you on building a great partnership and providing the best solutions and support for every customer.
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Program Overview

Introduction
The Citrix Ready Partner Program is an industry-leading partner program for developers and technology companies that want to develop microapps for, or integrate products and solutions with, Citrix technologies—across Citrix Workspace, Networking and Analytics. As a member of the program, you can test and validate your microapps, products, and/or solutions to qualify for Citrix Ready—giving your customers confidence that your microapp, product, or solution can work seamlessly in their Citrix environment. Citrix Ready microapps, products, and solutions are showcased in the Citrix Ready Marketplace—where over 400,000 Citrix customers and 1,500 Citrix channel partners can be easily find your offering, creating a stronger compete value and product integration story.

Membership Period
The Citrix Ready Partner membership period is based on the date you accept the Citrix Ready Partner Program Agreement and the end date specified in the agreement. You can choose the partnership level that’s best for your particular needs. There is a free level and one fee-based level that allow you to decide how much or how little additional technical and marketing benefits you wish to receive from the program.

- If you are an Access Partner, the effective commencement of the partnership is the date the Citrix Ready Agreement is electronically accepted by your company and it continues for three years unless earlier terminated in accordance with the Citrix Ready Agreement. After this three-year term, if you want to renew the Agreement for an additional three-year term, you need to re-register on the Citrix Ready Website. In order to assure the term of the Agreement continues without lapse, registration should be completed before the end of the first three-year period.

Membership Levels

<table>
<thead>
<tr>
<th>Citrix Ready Membership Levels</th>
<th>Cost Per Year (USD)</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premiere</td>
<td>$7,500</td>
<td>1 year</td>
</tr>
<tr>
<td>Access</td>
<td>No cost</td>
<td>3 years</td>
</tr>
</tbody>
</table>

When you request to upgrade your membership level, Citrix will approve the renewal of your membership at the new level and extend your membership.

New level benefits are not retroactive and are effective upon membership update by Citrix.

All benefits in this Program Guide apply to all Citrix Ready Partners depending on their membership level. For a detailed chart of benefits listed by membership level see the Citrix Ready Partner Program Benefits Matrix.
Citrix Ready Partner Program Requirements

You must meet the Citrix Ready Partner Program requirements outlined in this section to be eligible for any of the rights and benefits offered by the program.

Program Level Requirements

In order to qualify for the Citrix Ready Partner Program participants must meet the following requirements:

• You must complete and submit the online registration application.

• At least one integration, microapp, product, or solution must pass the required validation process using the appropriate Citrix Ready Test Kit. The test kit provides all of the tools and documentation you need to perform the required testing to complete the validation process.

• You provide all of the requested materials needed for your integration, microapp, or product to be posted on the Citrix Ready Marketplace.

• If you choose Premier membership level, Citrix must receive payment within 30 days.

Executed Citrix Ready Agreement

You must have agreed to, and be subject to, a current Citrix Ready Partner Program Agreement. If your Citrix Ready Partner Program Agreement terminates or expires you may no longer access or use the Citrix product demo licenses provided under this agreement.

Ongoing Requirements

Responsibility for Your Accounts

You are responsible for all passwords and all activity associated with your accounts including dealings with third parties that take place through your account or associated accounts. You must also keep passwords and accounts confidential, and you must immediately inform Citrix of any possible misuse of your accounts or any security breach related to the Citrix Ready account.

Company Profile and Membership

You must make sure your company Citrix account associated with the Citrix Ready Partner Program is up to date which will enable Citrix to provide better support. You must also provide Citrix with the business, marketing, sales, and technical contacts that will be the primary contacts for the Citrix Ready Partner Program.

Membership Renewals

In order to renew your membership you must meet the requirements for your membership level at the time of renewal. If you do not meet the requirements your membership will not be renewed. Citrix understands that sometimes key resources leave the company and you need time to hire new resources. If this type of change causes you to not be able to meet your membership compliance requirements please notify us. Citrix will notify your designated contact of any upcoming agreement expirations that are going to occur within the next 60 days.

Reinstating Program Membership

If your membership has expired, you may re-apply by contacting citrixready@citrix.com. You must meet the requirements at the time you apply to be reinstated. If your re-application is approved, you will be subject to the current program requirements. Citrix reserves the right to reject any membership re-application without cause.
Compliance
Citrix and your company agree to comply with all data protection laws and regulations applicable to it under the terms of this Program Guide. The General Data Protection Regulation Terms ("GDPR Terms") describe the conditions under which Citrix and your company shall comply with data protection laws with respect to any personal data relating to European Union residents obtained by one party (acting as a processor) from the other (acting as a controller) and processed for the purposes contemplated by this Program Guide and/or the Citrix Ready Partner Agreement in force between Citrix and the Company.

Citrix may launch marketing programs from time to time to reward your company for prospecting and identifying new customer sales opportunities that are not part of Citrix’s existing sales pipeline, in accordance with the terms and conditions of the applicable marketing program at the time.

In the event these marketing programs requires your company to collect and process customers’ personal data (such as name, email address, phone numbers, etc.), your company shall comply with all data protection laws and regulations applicable to it. In particular, keep evidence of the customer’s consent for processing their personal data for the purpose contemplated by the Citrix marketing program.

Summary of Benefits

1. Technical Integration Support
The Citrix Ready Partner Program is staffed by Citrix technology experts to help you integrate and test your microapps, products, or solutions with Citrix technology.

2. Citrix Ready Logo
The Citrix Ready designation is awarded to partner microapps, products, and solutions that have successfully met the test criteria set by Citrix. As an ingredient brand logo, it gives customers added confidence in the compatibility and technical integration of the microapp, product, or joint solution.

To download the Citrix Ready logo and review the visual identity guidelines, visit the Badge Gallery in Partner Central. For specific badges on your Thin Client verifications reach out to us at CitrixReady@citrix.com. It is important that you use the Citrix Ready logo in accordance with the trademark usage terms specified in your Citrix Ready Partner Program Agreement.

3. Citrix Ready Marketplace
As a Citrix Ready Partner, you can get your microapps, products, and/or solutions listed in our on-line catalog. The Citrix Ready Marketplace is where we showcase partner microapps, products, and solutions for our customers and prospects. We’ve found it to be a highly effective way to connect our customers and prospects with Citrix Ready Partners like you.

4. Marketing, Technical, and Training Resources
Citrix Ready Partners have access to a broad variety of technical and training resources to help you develop, sell, deliver, and support your microapps, products, and/or solutions. As a Citrix Ready Partner you can also benefit from a wide variety of joint demand generation campaigns including webinars, podcasts, industry events, and custom campaigns with third party vendors.
Additional Program Benefits

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Central</td>
<td>Yes</td>
</tr>
<tr>
<td>Partner communications</td>
<td>Yes</td>
</tr>
<tr>
<td>Partner badge and Citrix logo</td>
<td>Yes</td>
</tr>
<tr>
<td>Live events (e.g., Synergy, Summit, instructor-led training)</td>
<td>Yes</td>
</tr>
<tr>
<td>On-demand training courses and materials</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Partner Central**
Partner Central is your self-service portal for managing your partnership with Citrix. For example, you can connect with the Citrix Community, read Partner Success Stories, review the Business Conduct Standards, and use the portal tools to manage renewals, upgrades, trainings, contacts, and more.

**Workspace Developer Test Instance**
The Workspace Developer test instance, currently available at no cost, lets you test and build integrations and microapps for Citrix Workspace—using the full range of Intelligent Workspace and microapp features. Workspace Developer test instances are issued for 30 days and are limited to 25 test users subscribed to microapps. They can be renewed again in 30-day increments. If a test instance is not renewed it will be automatically deleted, along with all the data in the instance. If you do not intend to renew your test instance, it is important that you export your data prior to the expiration date. Citrix reserves the right to change or discontinue the test instance program at any time.

The Workspace Developer test instance is separate from any Citrix Cloud account developer instances that you may have, and you can continue to use those Citrix Cloud account instances with the same login credentials.

**Partner Communications**
Citrix Ready Partner Program communications include a series of emails and newsletters that provide the latest news on program benefits, promotions, product updates, and events on a consistent, periodic basis. Citrix social media channels are also used to promote joint solutions and other news.

In addition, you can participate in an ongoing dialogue with us by sending questions and comments to Citrixready@citrix.com.

- **Email:** You will receive periodic emails about Citrix products, program benefits, and/or requirement changes. These communications are vital in ensuring you have the latest information when working with customers. It’s important that you register your current addresses using the Update Locations, Contacts, and Memberships function in the Partner Central self-service portal.

- **Newsletters:** You will also receive issues of the Citrix Ready Partner News with the latest information to help you grow your business. These newsletters include tech news, Citrix product updates, new technical programs, and upcoming events.

- **Social Media Channels (@CitrixReady):** As a Citrix partner, your success is our success. To take full advantage of the opportunities our partnership can provide follow us on social media to receive the latest partner news real time. Follow and connect with us on Twitter, LinkedIn, and YouTube. Also, we encourage you to subscribe to the Citrix Blog.
Live Events
As a Citrix Ready Partner, you are welcome to attend live roadshows, classroom training sessions, and other events. Live events include:

- **Citrix Summit**: The premier global event to learn about the latest virtualization, networking, and cloud computing solutions. During two intensive days of technical education, hands-on training and marketing sessions, attendees gain valuable knowledge, selling skills, and competitive strategies to help win customers and grow their businesses. We encourage all of our Citrix Ready Partners to attend Citrix Summit.

- **Citrix Synergy**: An open, global conference where customers, analysts, companies, architects, consultants, and product experts converge to see how virtualization, networking, and cloud technologies work together to make businesses more agile and efficient. Synergy is an incredible opportunity for you to bring your prospects and customers to learn about the latest solutions from Citrix, receive training, and hear customer success stories.

- **Citrix Converge**: A highly collaborative conference designed to bring together the best and brightest software developers in the world to discuss their ideas and vision for the future of work and discover how to best leverage Citrix technology platforms to improve employee productivity and engagement.

- **Live Training Events from Citrix**: Citrix offers a variety of exclusive Citrix Ready Partner training events and educational seminars throughout the year. For your convenience virtual, instructor-led training is available online and in-person. Training sessions are held in major cities around the world. An online calendar of events is available for the Americas, EMEA, and APAC, or you can contact your local Citrix team/Citrix authorized distributor for details.

- **Classroom Training through CALCs**: You can purchase and attend classroom training sessions led by certified instructors at Citrix Authorized Learning Centers™ (CALCs) all over the world. These instructors and facilities offer a consistent level of excellence and must meet rigorous requirements to offer you a valuable classroom experience. To search and register for available training in your area, visit Citrix Education (Americas, EMEA, APAC) or to reach Citrix Education Japan go here.

- **Custom Training**: When your team needs training tailored to meet specific project goals or environments you can partner with our education consultants to custom-build impactful learning experiences. With cost saving packages for as few as seven students, this option:
  - Leverages Citrix in-house resources and specifications of your Citrix environment to build your curriculum
  - Can be delivered at your site or any location of your choice
  - Provides expert Citrix Certified Instructors with in-depth product knowledge and first-hand field experience
On-Demand Training Courses and Materials

As a Citrix Ready Partner, you also have full access to online training courses and educational materials to help you learn at your own pace, on your own schedule. To see the full catalog, go [here](#).

- **Product Overviews**: Get product overviews that cover key features, functionality, and more with free on-demand training on Citrix products and solutions.

- **Self-Paced Online Training**: Hands-on training on multiple topics is available whenever and wherever you want to complete it. A robust technical curriculum and hosted lab environment are available 24 hours a day, seven days a week through Citrix Education. Options include free training and an e-learning subscription. Fees may apply.

- **Webinars on Demand**: Choose from a library of recorded webinars available to you on demand. (See Partner Events and Webinars above).

- **Collateral from the Citrix Solutions Lab**: Learn about the best way to implement Citrix solutions in demanding customer environments. We gathered input from customers, partners, and our Citrix product teams to build “real world” solutions that are relevant to your customers’ needs. The result of our efforts is a comprehensive set of solutions-focused collateral including: reference architectures, design guides, and white papers focused on end-to-end Citrix solutions.

- **Articles and Insights**: Gain access to the latest trends in Citrix Workspace, Networking, and Analytics.

- **Citrix Channel on YouTube**: More than 200 how-to videos are available along with Citrix customer success stories and a wide variety of other topics.

- **Product Documentation**: This comprehensive library contains current, technical documentation for all Citrix solutions and technologies. Contents include release information, core concepts, system requirements, installation how-to articles, and more. You can share, print, and/or save any content you use frequently.
About Citrix Ready
The Citrix Ready Partner Program is a technology partner program that helps developers, software and hardware vendors of all types integrate and promote their products with Citrix Workspace, Networking, and Analytics. To become a partner and earn the Citrix Ready designation, organizations validate their solutions through a robust testing and verification process that ensures compatibility with Citrix solutions. Technical specialists are available to assist with the integration and testing phases on the way to Citrix Ready verification. Partners can then participate in joint marketing activities to drive awareness and generate demand for their solutions. Partner solutions are also listed in the Citrix Ready Marketplace, an on-line resource that customers and channel partners can use to easily search and find compatible solutions for their Citrix deployments or environment.

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