

Citrix Ready Program Guide



Introduction

Welcome to the Citrix Ready Program! This program guide is your one-stop resource to better understand key program details, partner benefits, and compliance requirements. The most successful Citrix Ready partners use these tools and information included in this document.

This document should be read in conjunction with the Citrix Ready Agreement you entered into with Citrix when you became a Citrix Ready Partner.

- If any part of this Program Guide conflicts with the terms in the Citrix Ready Agreement, the terms of this Program Guide takes precedence.
- This Program Guide comes into effect as indicated by 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. Such changes to the Program as set forth 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 set forth in this document and not the content contained in any of the links.
- This Program Guide was last updated **March 6, 2019**.

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 Program is an industry-leading technology partner program for technology companies that want to integrate with Citrix technologies—across Digital Workspace, Networking and Analytics. Enterprises test and validate their product and/or solutions and work to earn the Citrix Ready designation – giving customers trust in our partner’s solution. The tested joint offering that is Citrix-compatible is then showcased in the Citrix Ready Marketplace – where over 1000 partners and 30,000+ verifications can be easily found by customers/end users, creating stronger compete value and product integration story.

Membership Period

Your Citrix Ready membership period is based on your program membership start date and end date. Your start date is based on when you accept the Citrix Ready Program Agreement.

- If Company is an Access Partner, the effective commencement of the partnership shall be the date the Citrix Ready Agreement is electronically accepted by the Company and shall continue for three years unless earlier terminated as set forth in the Citrix Ready Agreement. After this three-year term, if the Company desires to renew the Agreement for an additional three-year term, the Company must 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.
- If Company is a Leadership Partner, Plus Partner or Premier Partner, the partnership commences on the date the Citrix Ready Agreement is electronically accepted by the Company and shall continue for one year unless earlier terminated as set forth in the Citrix Ready Agreement. After this 1-year term, if the Company desires to renew the Agreement for an additional one-year term, the Company must re-register on the Citrix Ready Website and pay the annual Program fees. In order to ensure that the term of the Agreement continues without lapse, registration and payment of the annual program fees should be paid prior to the end of the agreement date.
- If Company is a Leadership partner, company agrees to the terms and conditions of the Citrix Ready Leadership Addendum.

Membership Levels

Citrix Ready Membership Levels	Cost Per Year (USD)	Duration
Leadership*	\$30,000	1 Year
Premier	\$7,500	1 Year
Plus	\$5,000	1 Year
Access	No Cost	3 Years

*By invitation only

Upon your 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 Partners depending on their membership level. For a detailed chart of benefits listed by membership level, see the [Citrix Ready Benefits Matrix](#).

Summary of Citrix Ready Program Benefits

1. Access to Citrix Ready Marketplace

As a Citrix Ready Partner company, you can feature your products and/or solutions in the [Citrix Ready Marketplace](#), the only website showcasing and categorizing Citrix-compatible products. The Citrix Ready Marketplace is an effective way to connect customers and prospects to Citrix Ready Partners.

2. Integration with Citrix Products

The Citrix Ready Program helps you integrate and test your products with Citrix technology. The Citrix Ready designation is awarded to third-parties that have successfully met the test criteria set by Citrix, giving customers added confidence in the compatibility and technical integration of the joint solution.

3. Marketing, Technical, and Training Resources

Citrix Ready Partners have access to a broad variety of technical, marketing and training resources to help you promote, market and sell the joint solutions.

4. Leverage Citrix Ready Badge

according to the trademark usage terms as set forth in your Agreement. To download the Citrix Ready badge and review the visual identity guidelines, visit the [Badge Gallery](#) in Partner Central. For specific badges on your Thin Client verifications, please reach out to us at CitrixReady@citrix.com.

5. Demand Generation Campaigns

You can benefit from joint webinars, podcasts, industry events and custom campaigns with third party vendors..

Additional Program Benefits

Benefits	Available
Partner Central	Yes
Partner Communications	Yes
Partner Badge and Citrix Logo	Yes
Live Events (e.g., Synergy, Summit, Instructor-Led Training)	Yes (fees apply)
On-Demand Training Courses and Materials	Yes

Partner Central

[Partner Central](#) is your self-service tool for managing and engaging 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 tools to manage renewals, upgrades, trainings, contacts, and more.

Partner Communications

Communications from Citrix Ready include common digital channels like emailers and newsletters, and provide the latest news on program benefits, promotions, product updates, and events in a regular and consistent way. Our social media channels are used as a marketing tool to promote the joint solutions and other news. Citrixready@citrix.com allows you to send your questions and comments to us, facilitating two-way dialogue.

- Email: Your addresses, registered through the Update Locations, Contacts, and Memberships tool, will receive emails concerning Citrix products, program benefits, and/or requirement changes. These communications are vital in ensuring you have the latest information when working with customers. Please see the Citrix Privacy Policy for more information.
- Newsletters: Read Citrix Ready Partner News periodically for the latest information to help you grow your business. 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. Take full advantage of the opportunities our partnership can provide you. Follow us and receive the latest partner news real time.
 - On LinkedIn, Citrix Ready highlights the latest partner events, resources and programs.
 - Connect with us through [Twitter](#), [LinkedIn](#) and [YouTube](#).
 - Subscribe to the [Citrix Blog](#)

Live Events

You are welcome to attend live roadshows, classroom training sessions, and other events. Fees apply. 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 will gain valuable knowledge, selling skills and competitive strategies to help win customers and grow business. All companies are encouraged 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.
- **Live Training Events from Citrix**: Citrix offers a variety of exclusive Company 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 training.citrix.com (Americas, EMEA, APAC) or www.citrix.co.jp/education (Japan).
- **Custom Training**: When your team needs training tailored to meet your specific project goals or environment, partner with [education consultants](#) to custom-build an impactful learning experience. Enabling cost savings for as few as seven students, this option:
 - Leverages Citrix in-house resources and specifications from your Citrix environment to build your curriculum;
 - Is offered at your site or any location of your choice
 - Is delivered by expert Citrix Certified Instructors with in-depth product knowledge and first-hand field experience.

On-Demand Training Courses and Materials

Through your internet connection, you have full access to online training courses and educational materials to help you learn at your pace, on your schedule.

- [Product Overviews](#): Looking for product overviews that cover key features and functionality? Get this information 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](#) or an [eLearning Subscription](#). Fees may apply.
- **Webinars on Demand**: Choose from a library of recorded webinars available to you on demand. See [Partner Events and Webinars](#).
- **Collateral from the [Citrix Solutions Lab](#)**: What's the best way to implement Citrix solutions in demanding customer environments? We gathered input from customers, Companies, and our Citrix product teams to build "real world" solutions that are relevant to your needs. The result of our efforts is solutions-focused collateral in the form of Reference Architectures, Design Guides, and White Papers, focused on end-to-end Citrix Solutions. Watch a [YouTube video](#) to learn more.
- [Articles and Insights](#): Gain access to the latest trends in Desktop Virtualization, Workforce Mobility, App Delivery and Management, Networking, and Collaboration.
- [Citrix Channel on YouTube](#): More than 200 how-to videos are available to you, along with Citrix Customer Stories and a wide variety of other topics.
- [Product Documentation](#): This comprehensive library contains technical documentation for Citrix solutions and technologies. Use either the search feature or table of contents to find what you need, including release information, core concepts, system requirements, installation and how-to articles, and more. You can share, print, and/or save the content you use frequently.

Citrix Ready Program Requirements

You must meet the Citrix Ready 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 Program, participants must meet the following requirements:

- The company successfully completes and submits the online registration application.
- At least one product passes the applicable verification tests using the test kit and the demonstration licenses made available by Citrix through the Citrix Ready Website.
- The company shall provide requested materials to be posted on the Citrix Ready Marketplace by Citrix.
- Company pays the program fee, if Company is a Leadership Partner, Plus Partner or a Premier Partner.

Executed Citrix Ready Agreement

You must have agreed to, and be subject to, a current Citrix Ready Program Agreement. If your Citrix Ready 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 keep passwords and accounts confidential. You must immediately inform Citrix of any possible misuse of your accounts or any security breach related to the Citrix Ready account.

Company Profile & Membership

You must make sure your company account regarding your Citrix Ready program is up to date, which will enable Citrix to provide better support. You will be required to provide Citrix with the business, marketing, sales and technical contacts that will be the primary contacts in the respective functional areas for the Citrix Ready Program.

Membership Renewals

In order to renew your membership, you must meet the requirements for your 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 change causes you to no longer meet your membership compliance requirements, please notify us.

Citrix will notify your nominated contact of all upcoming renewals 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 of application for membership 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 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 the 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 Agreement in force between Citrix and the Company.

Citrix may launch marketing programs from time to time to reward 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 require the collection and processing by the Company of customers’ personal data (such as name, email address, phone numbers, etc.), the Company shall comply with all data protection laws and regulations applicable to it and, in particular, keep evidence of the customer’s consent for processing their personal data for the purpose contemplated by the Citrix marketing program.

Corporate Headquarters
Fort Lauderdale, FL, USA

India Development Center
Bangalore, India

Latin America Headquarters
Coral Gables, FL, USA

Silicon Valley Headquarters
Santa Clara, CA, USA

Online Division Headquarters
Santa Barbara, CA, USA

UK Development Center
Chalfont, United Kingdom

EMEA Headquarters
Schaffhausen, Switzerland

Pacific Headquarters
Hong Kong, China



About Citrix Ready

Citrix Ready identifies recommended solutions that are trusted to enhance the Citrix Delivery Center infrastructure. All products featured in Citrix Ready have completed verification testing, thereby providing confidence in joint solution compatibility. Leveraging its industry-leading alliances and partner ecosystem, Citrix Ready showcases select trusted solutions designed to meet a variety of business needs. Through the online catalog and Citrix Ready branding program, you can easily find and build a trusted infrastructure. Citrix Ready not only demonstrates current mutual product compatibility, but through continued industry relationships also ensures future interoperability. Learn more at citrixready.citrix.com.

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