The Quick Guide to Citrix Customer Success Services
Contents

Your success. It's what we're all about. 03

Get there faster with Citrix Consulting
Your technology guides 06
→ The numbers 08
→ What we do 09
→ How we do it 13
→ Why choose Virtual Engagement Delivery? 16
→ Our customer’s stories 17
→ Find out more about Citrix Consulting 18

Unlock your team's potential with Citrix Education
Your technology mentors 19
→ Of our Citrix Education students 21
→ What we do 22
→ How we do it 24
→ The power of group training 26
→ Our students' stories 28
→ Find out more about Citrix Education 29

Call on the best with Citrix Support
Your technology experts 30
→ Our team 32
→ What we do 33
→ How we do it 34
→ Our customers' stories 36
→ Find out more about Citrix Support 37

We're here to drive your success 38
Your success. It's what we're all about.
Your success. It's what we're all about.

The greatest successes? They're born from deep knowledge, invaluable resources and unwavering support.

That’s why Citrix Customer Success Services exists. As your dedicated technology partner, we're here to help you:

- **Meet your business goals faster**
- **Unlock the potential of your people**
- **Proactively minimize risks and maximize your uptime**

It’s also why our baseline service, Citrix Select, is so comprehensive – bringing together essential support, consulting, and education services, to deliver:

- **Always-on technical support and maintenance**
  Plus access to our Knowledge Center, LTSR software versions, software updates and upgrades, and acceleration and automation tools

- **Environment supportability and systems monitoring**
  Plus troubleshooting assistance during configuration and installation

- **Unlimited Access to Select eLearning**
  Plus live TechEdge training and events

In this way, we ensure all Citrix customers have access to essential training, powerful tools, and award-winning support – from day one.

How you build on this deep foundation is up to you. Every organization has different resources and priorities.

77% of customers believe Citrix Customer Success Services have been key to their company's success with Citrix.²

² [https://www.techvalidate.com/tvid/D3A-3C3-BEB](https://www.techvalidate.com/tvid/D3A-3C3-BEB)
You might need extra help designing your transition to the cloud. You might need hands-on technical training from an experienced Citrix instructor. Or you might need a dedicated Support Account Manager, to understand your environment and challenges, and deliver targeted, preventative care.

That’s where our Premium Consulting, Education and Support Services come in.

Our Premium Services let you customize – choosing the additional services you need, when you need them.

Citrix Consulting
Our Consulting Services help you reimagine the way you work – expertly guiding you through the complexities of technology and security, towards the realization of your business goals.
→ Explore our Consulting Services

Citrix Education
Our Education Services help you activate that most powerful asset: your people.
→ Explore our Education Services

Citrix Support
Our Support Services help you proactively minimize business risks, and get even more value from your technology investment, with always-on technical support and invaluable self-service resources.
→ Explore our Support Services
Get there faster with Citrix Consulting
Your technology guides
Get there faster with Citrix Consulting
Your technology guides

With Citrix Select, you’ve already got expert support from day one. If you encounter issues during installation or configuration, you can simply call and ask for help. You’ve also got the tools you need to monitor your own environment’s performance.

It’s a great start. But many of our customers want more. They want the absolute peace of mind that comes with bringing in the most experienced, most knowledgeable Citrix professionals in the world.

Citrix Consulting provides the Premium Services you need to augment your in-house skills, and accelerate ROI – from designing, building and configuring your environment, to optimizing its performance, and even managing it from one day to the next.

Along the way, we’ll use unrivalled, insider knowledge of our products and future roadmaps to tailor your implementations like no one else can.

Citrix Consulting will help you:

• **Build secure solutions, faster**
  We’ve the experience to get your new technology in place quickly and flexibly, weaving in context-aware security at every stage.

• **Drive long-term success**
  We’ll become your long-term partner, working to understand your needs and goals, designing solutions to grow with you, and helping you map the skills you’ll need moving forward.

• **Get unrivaled technical expertise**
  We’ll augment your in-house assets and skills with deep technical expertise, introducing proven methodologies and valuable IP. So you get absolute peace of mind, and see even faster ROI.
The numbers

20+ years of Citrix experience

300+ consultants worldwide

175+ contractors on our virtual bench

50+ weekly engagements in the Americas
What we do

We use leading practices to achieve the best results.

It's true. Practice does make perfect. We've developed leading practices based on our extensive experience with organizations and industries like yours.

The work we do is based on field testing, analysis and continuous innovation, and proven to deliver higher availability, greater reliability and tighter security for your environment.

We accelerate your ROI, while strengthening your security.

Whether you're implementing Citrix technology for the first time or enhancing an existing environment, we will dramatically accelerate your journey.

Along the way, we'll show you how to get the most value from your solution, and how to secure it.

Today, corporate environments are under constant siege, from internal and external threats.

Our consultants will help you weave context-aware security throughout your Citrix environment, so you can focus on growing your business, not worrying about how to keep it safe.

63% of Citrix Consulting customers say we helped them complete their projects at least 2x faster.

We guide you at every stage.

Every organization is unique. That's why we advocate a tailored approach to consulting.

We'll use interviews, brainstorming, lab environments, systems analysis – whatever it takes to fully understand your needs and challenges, and how our tech is going to give you the greatest value.

This includes mapping your most powerful and beneficial use cases, and finding ways to minimize costs and risk.

We'll always deliver the right service for your specific goals, whether that's:

- A high value, low cost quick-start program
- An outcome-based project
- A deeply customized engagement

We get it right first time, with minimum risk and user disruption.

Adding a new technology to your infrastructure always involves an element of risk, such as unexpected interruptions in productivity.

For example, if someone using a newly virtual app discovers it no longer talks to their local printer, their whole day's work could be brought to a halt.

We know where these risks lie, and we're serious about avoiding them. We apply our experience to make sure everything works, the first time:

- Safeguarding user productivity and system availability
- Highlighting the integration points you might have missed
What we do

We deliver unparalleled expertise.

Our team of 300+ Citrix Consultants undergoes regular training, to prepare them for the latest and toughest challenges.

Our consulting team has:

- A direct line to Citrix product engineers – letting us quickly and efficiently solve technical implementation challenges
- Insider access to the latest information, tools and tips on every product, version and feature

What’s more, we believe in passing our knowledge on.

We’ll work closely with your engineers and architects, sharing our expertise at every step, and helping you to make smart use of our Education and Support services.

That means you’ll soon have your own experts in-house, with the skills to effectively manage and support your new environment.

"With Citrix Consulting, we implemented best practices guided by architects who know and have implemented robust solutions in many other global clients."

Miguel Penayo,
Chief Technology Officer,
Technoma SACI³

³. https://www.techvalidate.com/tvid/559-SD5-C13
We'll monitor or manage your new environment for you.

Don't want to manage your own environment? We will do it for you, using leading practices, deep experience, and ITIL®-based processes to keep it pristine and at peak performance.

For some organizations, asking us to remotely monitor or manage their environment makes a huge amount of sense. It lets you:

- **Hit the ground running on day one,** with no one to train
- **Have absolute confidence in the future,** unlike internal talent, we'll never move on
- **Scale up quickly whenever you need,** drawing on our resources, rather than your own

"Citrix Consulting allows us to leverage their expertise in architectural design. They allow us to deliver much faster than we could internally."

Corey Tracey
IT Manager
Sutter Health

How we do it

We use a proven methodology.

We're 'measure twice, cut once' people. Care and precision are hardwired into our culture, and enshrined in our proven project methodology.

This methodology ensures project objectives and potential issues are clearly identified up front, and effectively addressed. It also makes it easy to measure your project’s success, and demonstrate results – while minimizing risk, and maximizing impact.
How we do it

Citrix Consulting Methodology

1. Advise
We'll work with you to understand your goals and challenges, and then help you define your IT strategy, including the technologies you'll need and the best way to optimize them.

If needed, we'll review your existing environment to identify major use cases and project requirements, or design your new environment in accordance with tried and true leading practices.

2. Implement
We'll create, configure, and deploy your new environment in accordance with leading designs.

This stage includes supporting integration with your existing environment and phasing the rollout to align with your business needs.

3. Manage
We'll directly manage your Citrix environment to exceed your expectations, with minimal time and effort required from your IT staff.

Our experts will apply specialized knowledge and lessons learned from other projects to keep your environment operating at peak efficiency.
How we do it

We become an extended part of your team.

With us, it's always a collaborative effort, from uncovering the outputs you're looking for, to identifying and filling your tech knowledge gaps.

In everything we do, we'll aim to be as straight-talking, helpful, and flexible as your own employees.

We will even help you identify exactly who should be involved on your side, and when, driving even faster project completion, and greater project success.

We work remotely, if that makes more sense.

Sometimes, to help you effectively, we'll need to be on your site. Much of the time, however, we will deliver our Consulting services remotely.

This gives you even greater control of when and how you consume our services, and the power to maximize project hours.

"Citrix Consulting enabled us to get started with new technology – fast and without needing to have all the skills required in-house."

Sten Ripen
IT Specialist
Stockholms Läns Landsting

https://www.techvalidate.com/tvid/EA3-D99-FCS
Why choose Virtual Engagement Delivery?

A virtual Citrix Consulting engagement will help you:

- **Get started faster**
  With much more flexibility in how you schedule your resources, and no travel time or visa delays

- **Reduce costs**
  Because you don't have to get all the necessary staff and resources to that same physical site

- **Maximize project hours**
  If your project hits an unexpected pause, our experts won't be left sitting idle
Our customer's stories

Visa International
We helped the multinational financial services corporation assess its infrastructure, and design a solution based on our XenDesktop, XenApp, and NetScaler technologies.

The result
Visa realized return on investment in less than three months.

What they say
Visa says Citrix Consulting services drive business value, and enable competitive advantage.6

Hawkesbury Hospital
The community hospital was lacking both technical resources and Citrix skills, but needed a rapid implementation. It turned to us to provide that expertise, and fast, best practice delivery.

The result
We were able to deliver the project 25–40 percent faster than the hospital had previously planned.

What they say
The hospital describes us as caring about project success and increasing end-user productivity.7

Global 500 Professional Services Company
This Professional Services giant engaged us for our technical expertise, and our track record of delivering successful projects.

The result
Compared to previous project planning estimates, we brought the project in more cost-effectively, in 25 percent less time.

What they say
The company says we meet our commitments, and we are easy to do business with.8

Find out more about Citrix Consulting

Explore the links below to learn more about how we will shorten the distance to success – working with you to nail strategic planning, remove barriers to your business goals, strengthen security and accelerate ROI.

You’ll also learn about our partner services, managed services, and services to help you make a seamless move to the cloud.

→ Citrix Consulting on Citrix.com
→ Citrix Consulting Managed Services

Ready to discuss your own projects and challenges? Just get in touch with your local Citrix Services Relationship Manager.
Unlock your team's potential with Citrix Education

Your technology mentors
Unlock your team's potential with Citrix Education

Your technology mentors

Your people are your most powerful asset. Unlock their full potential and you open up new possibilities for technology to transform your organization, and solve your biggest challenges.

Citrix Education helps you empower and activate your people. By sharing deep knowledge and innovative tools with your IT team, we help you maximize and accelerate your return on Citrix technology — while driving job satisfaction, and advancing careers.

With Citrix Select, you already have access to some of our most popular eLearning resources, and an open invitation to our TechEdge training and events.

But the value our Premium Services deliver — for your organization, and staff — runs much deeper.

Citrix Education will help you:

• **Become self-sufficient**
  We help you prepare your team to manage your technology from day one. To ensure they have a solid foundation, we always teach the 'why' as well as the 'how'.

• **Enhance productivity**
  When your team has deep knowledge of our technology, they become far more efficient — reducing troubleshooting time and calls to support.

• **Grow talent**
  Our professional development and certification programs help you boost team confidence, satisfaction and morale, and ultimately, retain your most valuable talent.

"With Citrix training you get hands-on learning [...] Moreover, you walk away with a deep understanding of the product and how it works, which decreases implementation and troubleshooting time later. Training up-front is definitely worth the time commitment, as it provides significant savings later down the road."

Beau Smithback
ICEO
Envision IT⁹

⁹. [https://www.techvalidate.com/tvid/08E-3E7-AD6](https://www.techvalidate.com/tvid/08E-3E7-AD6)
Of our Citrix Education students

97% say they would take another Citrix training course, if given the opportunity

94% formal training is a significant component of deploying a new software solution

91% say their course has made them significantly more effective

75% say their course has helped them reduce troubleshooting time

54% have experienced increased job satisfaction

12.  https://www.techvalidate.com/tvid/19A-B60-95A
13.  https://www.techvalidate.com/tvid/34E-F5C-4DB
What we do

We deliver unrivalled training in all Citrix technologies.

We offer training in Deployment, Management and Support of all Citrix technologies – from Virtualization and Enterprise Mobility, to Networking and Cloud.

Essentially, that’s everything your people need to take ownership of a new Citrix environment, unlock its full potential, and run it at peak performance.

We help build your customized training plan.

This may be your first time training a team to look after a Citrix environment, but it’s certainly not ours. Our expert team will work with you to identify:

- Who needs to be trained, and what training they need
- When that training should take place
- Which delivery model is right for your organization and its students

Investing in training doesn’t just give you a more effective technical team. It’s also a simple way to improve your attractiveness as an employer — 85 percent of our students would be more likely to consider working for an organization that offers continuous development and learning.15

We provide hands-on experience.

There’s no better way to learn than by doing something yourself, under the same conditions you’d face in your daily life.

All our instructor-led courses are designed to provide authentic, hands-on experience, with students tackling builds from beginning to end, usually over the course of a working week.

We offer:

- **Basic courses**
  Essential grounding in all Citrix technologies

- **Advanced courses**
  For employees who need extra specialization

- **Customized courses**
  Built to match your training requirements

What we do

**We offer industry-recognized certifications.**

Mastering the technology you’re responsible for is a great feeling. Being recognized for it is even better.

Our certifications give your employees proof of their skills and experience, as well as a clear roadmap for their personal development.

**We make paying for training easy.**

When you’re investing in Citrix products, it makes sense to invest in Citrix Education at the same time, and save yourself the hassle of a separate purchase further down the line.

Our Citrix Training Passes (CTPs) let you buy training time upfront, and redeem it at any time in the next 12 months — once you’ve identified exactly where your knowledge gaps lie.

"With Citrix training, I now know the Citrix environment inside and out, from deploying from scratch to overall management. I’m fully confident now that I can solve problems and improve the Citrix experience for the all employees here!"

**Mike Lerch**

Systems Administrator

CareLinc Medical Equipment

How we do it

We believe in making our Education services fit your organization, and not the other way around.

Whatever your needs and preferences, we have a delivery model to match.

1. Classroom courses

Put your people in a classroom with a Citrix instructor, and you stand to see a wealth of benefits.

They’ll be able to ask questions about their work challenges, face-to-face. They’ll also have the chance to meet and share ideas with their professional peers.

Classroom courses:

- Are led by expert Citrix Certified Instructors (CCIs)
- Support individual students or groups
- Take place at a Citrix Authorized Learning Center (CALC) or on your own site
- Run two to five consecutive days, within standard office hours

The learning doesn’t have to stop when your students leave their classroom. Students can continue to hone their skills and practice what they’ve learned in a real-world environment via Hands-On Labs available on our eLearning Platform.
How we do it

2. Live Virtual courses

With Live Virtual courses, your students receive our unparalleled training via video conferencing.

Learning remotely minimizes student travel expenses, making it the natural option if your budgets are tighter.

Live Virtual courses:

- Are led by expert Citrix Certified Instructors (CCIs)
- Support individual students or groups
- Take place anywhere there's an internet connection
- Run two to five consecutive days, within standard office hours

The power of video to drive adoption

Project success ultimately depends on user adoption. We'll work with you to create a 5-minute End User Video:

- Talking directly to your users, at the right technical level
- Training them to use their new technology
- Featuring use cases that match their daily lives
The power of group training

Our group training programs offer:

- **Customized content**
  Tailored to your students’ specific needs

- **Private settings**
  Where students can freely discuss their work challenges

- **On-site delivery**
  Saving you time and travel expenses

- **Economies of scale**
  Providing a highly cost-effective way to train larger numbers
3. eLearning courses

eLearning is a flexible and convenient way to learn new Citrix skills.

Maybe you can't spare a key employee for the duration of a full training course. Maybe they're a self-starter, who wants to set their own learning pace. Whatever the reason, our eLearning courses will deliver the flexible training you need.

These complete Citrix courses are broken down into bite-sized modules, designed for effective, short bursts of learning.

eLearning courses:

- Feature Citrix product, education and consulting experts
- Take place anywhere there's an internet connection
- Are available on demand, whenever students want to learn
- Can be complimented by virtual labs

Choose a Premium eLearning Subscription, and you will gain access to our complete eLearning portfolio, letting your students move far beyond the essential courses included in your Select eLearning Subscription. You will also gain access to Hands-On Labs — so your students can safely practice their new Citrix skills in a secure, sandbox environment.
Our students' stories

Greg Richards
System Administrator
University of Utah Health Care SLC

Greg uses Citrix Workspaces and Networking. He attended a Citrix Education course to increase his knowledge, and become even more effective.

He did just that. Following his course, he was able to achieve a stronger architecture of his environment – and improve his productivity, job satisfaction, and work/life balance.

Greg says...

"Citrix Education enabled me to become more familiar with product features and their benefits, and I was then able to deploy them in our environment with confidence."17

Anubhav Sharma
IT Architect
Accenture

Anubhav attended his Citrix Education course to learn even more about our technologies, and prepare for a certification exam.

The course helped him reduce support calls and implementation times, while achieving better integration with non-Citrix software.

Anubhav says...

"I have become a big fan of Citrix Education [...] It has been a great value add for my career and has enabled me to achieve my Citrix Certified Enterprise Engineer."18

Beverly Stocker
IT Manager
Matanuska Telephone Association Inc.

After attending her Citrix Education course, Beverly was able to:

• Adopt more features of her Citrix products
• Increase uptime in her environment
• Reduce escalation calls

Beverly says...

"Citrix Education offers experienced instructors who can recommend best practices, show you that best practice, and assist in determining what can be improved in your organization."19

Find out more about Citrix Education

Explore the links below to learn more about our range of Citrix Education courses, delivery models, and certification levels.

→ Citrix Education on Citrix.com

→ Browse eLearning

Any questions about what we do, and how we will help your projects, people and organization succeed? Just talk to us.
Call on the best with Citrix Support
Your technology experts
Call on the best with Citrix Support
Your technology experts

Great tech support is critical to success. That's why our baseline level of support is so comprehensive. With Citrix Select, you have access to award-winning, always-on technical support, with the fastest response times in the industry.

You also have on-demand access to online technical training, and – to help keep your environment running at peak efficiency – product version updates, longer-term support with LTSR, and valuable acceleration and automation tools.

Our Premium Services let you build on this solid foundation, to meet your organization's specific support needs.

This could mean adding an Assigned Priority Support Account Manager focused on success planning, to help you meet your business and technology objectives. Or it could mean creating a fully customized support service, with our most aggressive response and restoration targets.

Whatever level of support you need, we're here to proactively minimize risk, and maximize uptime and ROI. With our expertise and assistance, you get the peace of mind to think big – and transform your business for the better.

Citrix Support will help you:

- **Get expert help, anytime**
  You've got always-on\(^{20}\), expert support, and industry-best response times. You can build on this with direct access to our Priority Support Engineers, a dedicated support team – whatever your organization requires.

- **Drive efficiency with innovative tools**
  We're constantly seeking ways to improve your team's efficiency – for example, by providing you with exclusive features like Cloud-based Smart Tools and Citrix App Layering.

- **Customize support to meet your needs**
  Every organization is different. You might need global resources in multiple geographies, or dedicated account managers and technical specialists. Whatever you need, we'll make it happen.

\(^{20}\) With Citrix Select, anytime support is available for severity one issues.
Our team

900+ technical professionals
8 centers around the world
200,000+ requests handled every year

Customers with Citrix Support:
→ 4x more likely to recommend Citrix
→ Among the most satisfied in the industry
→ Get their priority issues resolved in less than half the industry average time

22. Citrix Internal NPS study 1H 2016
23. TSIA Support Services 2015 Benchmark Review
What we do

We deliver lightning fast resolutions, and expert care.

Through Citrix Select, we provide anytime access to deep expertise for installation, configuration, and problem resolution.

And when we say expert support, we mean it:

• All our Support engineers are Citrix employees. We don't outsource.
• The amount of training we give those engineers is three times the industry average.

We give you the tools to help yourself.

The fastest, most satisfying resolutions? They're the kind where your technical team doesn't even stop to call support. The kind where, in a matter of seconds, they find the answer themselves.

That's why we're so proud of our self-service support hub, the Citrix Knowledge Center.

It puts tens of thousands of resources, from articles to forums, at your employees' fingertips. And then makes them easy to search, and entirely free to access.

Plus, as a Select customer, you get access to product best practice guides as well as TechEdge session content.

Our customers tell us that our self-help resources:

• Make finding their own solutions easy
• Are relevant to their needs
• Deliver great technical depth
We provide personalized, customizable Premium Services.

Need absolute peace of mind? Our Premium Services are designed for organizations with business and mission-critical environments, and specific support needs.

**Priority**

Priority support is personalized, and even more proactive. In addition to all the benefits of Select, you get:

- A team of Support experts to help you minimize risk, accelerate adoption, and maximize the value of your Citrix solution
- Assigned Priority Support Account Manager to understand your business-critical environment
- Environment Supportability & Operational reviews for solution reliability
- Access to our dedicated Priority Support Engineers for even faster issue resolution
- Critical situation management for severity one issues
- Up to 40 hours of prescheduled support for change events

**Priority Plus**

Priority Plus support is designed for complex, global environments, where every second counts. It provides:

- All the benefits of Select and Priority Support
- Fully customizable support services, to meet unique business needs
- Our most aggressive response and restoration targets
How we do it

We become experts in your environment.

Choose either of our Premium Services, and you’ll be assigned a Priority Support Account Manager.

They’ll develop a deep understanding of your business-critical environment and your unique support needs:

- Helping ensure your Citrix solutions run smoothly
- Conducting your regular Environment and Operational reviews
- Serving as your technical advocate within Citrix Support and Engineering

They’ll also help you manage your prescheduled support hours — so you can tackle implementations, upgrades and migrations with even greater peace of mind.
Our customers' stories

Local Government Council

This council engaged Citrix Support to help it resolve complex issues with a specialized use case.

The result
Our Support services helped improve the efficiency and effectiveness of the Council's own technical team.

What they say
The Council says its experience with Citrix Support is world class compared to their other technical support experiences — and appreciates how invested we are in its success.24

A Small Business Computer Services Company

This computer services company chose Citrix Support to help it solve issues efficiently and effectively.

The result
Three times faster issue resolution, compared to most other IT providers.

What they say
The company says we constantly meet our commitments, while finding creative solutions for its business.25

---

Find out more about Citrix Support

Ready to discover what Citrix Support can do for your organization? Explore the links below.

→ Citrix Support Offerings
→ Citrix Select Fact Sheet
→ Citrix Priority Fact Sheet
→ Citrix Priority Plus Fact Sheet
→ The Citrix Knowledge Center
We're here to drive your success

Every day, we help organizations get more value from their Citrix investments, faster. Simply put, we minimize risk, and maximize success. Every step of the way.

What does that success look like? It looks like:

- Show-stopping IT transformation, delivered without disruption
- Happier, prouder, more productive technical staff
- Stable environments, proactively supported

Let's talk about what we can do for you; just ask the experts:

→ Learn more about Consulting
→ Learn more about Education
→ Learn more about Support