About Citrix Ready Program

What is the Citrix Ready Program?
The Citrix Ready Program is a technology partner program that helps software and hardware vendors of all types develop and integrate their products with Citrix technology for Digital Workspace, Networking, and Analytics. To become a partner and earn the Citrix Ready designation, companies 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 listed in the Citrix Ready Marketplace, an on-line resource that customers can use to easily search and find compatible solutions for their Citrix deployments or environment.

What is Citrix Ready Marketplace?
Citrix Ready Marketplace is a one-stop shop for customers to explore and evaluate Citrix compatible third-party products and solutions.

Why should you join the Citrix Ready program?
Through the program, your company, products and solutions can gain exposure to over 400,000 Citrix customers and 10,000 Citrix resellers. The Citrix Ready designation enables you to generate new revenue opportunities, improve customer satisfaction and increase mindshare by leveraging the Citrix brand.

Who should join the Citrix Ready program?
The Citrix Ready Program is designed for organizations that have demonstrated product and solution compatibility with one or more Citrix products. Software vendors, hardware vendors, Citrix Service Providers, Developers, and other technology firms can benefit from the program and take advantage of the visibility it provides.

How do you join the Citrix Ready program?
Citrix Ready Program has three basic enrollment steps:
Step 1 - Complete your Citrix Ready application form.
Step 2 - Verify your products on the Citrix Ready Marketplace platform (Request access now).
Step 3 - Create and submit your profile pages.

How can you feature your product on the Citrix Ready Marketplace?
Please follow the steps below to feature your product on the Citrix Ready Marketplace:
Step 1 – Log in to the Citrix Ready Marketplace using your credentials (You’ll receive these credentials after program enrollment).
Step 2 – Verify your product and create a profile page.
Step 3 – Submit the page for approval.

What are the technical and marketing benefits available to partners at different levels?
We've created a list of meaningful benefits that can help expand your business reach, and generate new revenue opportunities. Key benefits include access to several resources and networks, technical support and maintenance, exposure on the Citrix Ready Marketplace and more. View the complete technical, marketing and demand generation benefits.

How can you expand your business reach through this Program?
You can generate leads for your business through joint marketing efforts such as webinars, co-branded collateral, and campaigns on Citrix Ready Marketplace. You can also leverage the Citrix brand by using Citrix Ready badges.
What is the fee to join the Citrix Ready program?

There is no fee to verify products and solutions with Citrix. You can enroll at the base “Access” level of the program at no cost. Depending on your engagement levels and benefit needs, you can also choose to upgrade your membership to the “Premier” (7,500 USD/year) level.

What support does Citrix provide to customers using third-party solutions?

The Citrix Ready Marketplace showcases solutions from partners. To become a partner and earn the Citrix Ready designation, partners validate their solutions through a robust testing and verification process that assures the compatibility with Citrix technology. If a customer experiences issues with a particular third-party integration on a Citrix environment, we recommend the customer to open a support incident directly with the third-party partner. If the partner determines that the issue appears to be with Citrix, the partner can, in turn, approach Citrix support for further assistance. We recommend that our partners allocate a technical resource that can work with Citrix Support until the issue is resolved.

Program Levels

What are the benefits as an Access partner?

As an “Access” partner, you receive the following benefits:

• Citrix Receiver redistribution
• Technical Support and Maintenance
• Profile page on Citrix Ready Marketplace and lead generation
• Access to Citrix Ready badge and sub-branded badges
• Citrix Ready press release and newsletter
• Invitation to Citrix events and Citrix Ready Summit

What are the benefits as a Premier partner?

In addition to the benefits of Access and Plus levels, as a “Premier” partner you receive the following benefits:

• Co-branded animated marketing video
• Joint technical webinar + promotion (annual)
• Additional demo licenses
• Highest level of marketing program benefits
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 eco-system, 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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