

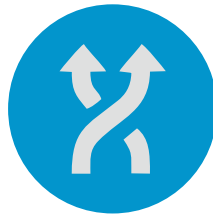
# Citrix Ready Program Benefits Matrix

Citrix Ready program showcases verified products that are trusted to enhance Citrix solutions for mobility, virtualization, networking and cloud platforms.



## A showcase for your product/solution

Citrix Ready offers you an opportunity to showcase your products to 330,000 Citrix customers and 10,000 resellers. Join now, to feature your solutions on the largest Marketplace for Citrixcompatible products.



## Integration with Citrix products

Through Citrix Ready program, integrate and test your products with several Citrix products. This can help existing Citrix customers adopt your products without worrying about compatibility issues.



## Marketing, technical, and training resources

With a variety of resources and benefits, Citrix Ready program can help you confidently go to market and gain added trust among prospective customers.

Citrix Ready offers an innovative collection of sales, technology and marketing programs designed to showcase and recommend your Citrix-compatible products and solutions. **The program offers membership at three levels: Access, Plus and Premier.**

Technical Benefits	Access	Plus	Premier
<b>Access to Citrix Developer Network</b> A Citrix product community to find SDK's, blogs, discussion forums, videos, best practices, architectural guides and much more.	✓	✓	✓
<b>Technical Support and Maintenance</b> Citrix Maintenance Programs provide you with the services and support to keep your software and hardware environment running optimally. <a href="#">Click here</a> to order. (A cost may be applicable based on the request type)	✓	✓	✓
<b>Access to Citrix verification test kits</b> Test kits enable partners to verify their products/solutions with Citrix products. <a href="#">Click here</a> to learn more.	✓	✓	✓
<b>Access to Citrix Ready Virtual Lab</b> <a href="#">Citrix Ready Virtual Lab</a> is a preconfigured online lab environment designed to support partners with their Citrix Ready verification testing.	✓	✓	✓
<b>Redistribution of Citrix Receiver</b> Enables partners to embed and redistribute Citrix Receiver	✓	✓	✓
<b>Access to development tools, documentation, API's and SDKs</b> Support faster and deeper integration with Citrix solutions.	✓	✓	✓

Technical Benefits	Access	Plus	Premier
<p><b>Early access to binaries, tech preview products and associated development forums</b>            Citrix Ready development forums allow partners to collaborate with the Citrix Ready Technical Team on new releases and product integrations.</p>	✓	✓	✓
<p><b>Technical Training and Product roadmap webinars</b>            Get educated on Citrix products to better integrate and sell ecosystem-enabled solutions. <a href="#">Click here</a> to find out trainings available to you.</p>	✓	✓	✓

Partner Use License allotments in Partner Central have been discontinued since March 2011. You can however download Partner Demo License for Demo/Testing purpose.

Demo Licenses (Technical Benefits)	Access	Plus	Premier
Citrix XenDesktop (with XenApp)**	100	200	600
Citrix VDI-in-a-Box	25	50	75
Citrix XenServer	5	10	20
Citrix XenServer Per Socket	5	10	20
VPX Citrix NetScaler VPX	5	10	20
Citrix Access Gateway	5	10	20
Universal Citrix AppDNA	100	200	400
Enterprise	100	100	100
Cloud Gateway Enterprise	100	200	400

\*\* Citrix XenApp is no longer offered as separate Demo license. XenApp is now part of XenDesktop product.

Marketing Benefits	Access	Plus	Premier
<p><b>Profile pages on Marketplace</b>            Create exclusive company and product profile pages on the Citrix Ready Marketplace with contact details, resources, videos, promos, offers, demos etc.</p>	✓	✓	✓
<p><b>24/7 Admin Access to Marketplace</b>            Get 24/7 admin access to the Citrix Ready Marketplace, to create/update company or product profiles; manage content, resources and track leads.</p>	✓	✓	✓
<p><b>Partner Central Portal Access</b>            Access <a href="#">Citrix Partner Central</a> to manage all your partnership requirements like co-branded marketing templates, product demo licenses, training materials, and much more.</p>	✓	✓	✓
<p><b>Citrix Corporate logo usage</b>            Get access to the Citrix corporate logo, which can be downloaded from <a href="#">Citrix Partner Central</a>. Usage is governed by Citrix corporate marketing and legal guidelines.</p>	✓	✓	✓

Marketing Benefits (contd.)	Access	Plus	Premier
<p><b>Citrix Ready branding</b> Leverage Citrix Ready badge on promotional resources and online/offline properties. <a href="#">Download now</a>. You can also ask for exclusive custom branded Citrix Ready badges, which can be further used to promote your product verifications with Citrix products.</p>	✓	✓	✓
<p><b>Press Release</b> Work with the Citrix Ready marketing team to create Citrix PR approved press Release. Press Release template can be downloaded from <a href="#">Citrix Partner Central</a>.</p>	✓	✓	✓
<p><b>Citrix Ready Monthly Newsletter</b> Receive a monthly Citrix Ready e-Newsletter; featuring key program updates, Citrix product news and information on upcoming events.</p>	✓	✓	✓
<p><b>Social Media</b> Stay connected with Citrix Ready via twitter (#CitrixReady), LinkedIn and Citrix Ready blogs.</p>	✓	✓	✓
<p><b>Citrix Events</b> Partners gets an opportunity to participate and sponsor at various Citrix Events such as Citrix Summit, Synergy, Citrix Ready Summit and more.</p>	✓	✓	✓
<p><b>Citrix Ready Summit</b> Exclusive conference and networking event where Citrix Ready partners can hear directly from Citrix execs about the corporate strategy overview and best practices for GoToMarket with Citrix.</p>	✓	✓	✓
<p><b>Citrix Ready Program Update webinar</b> Partners are invited to Citrix Ready Program Update webinars to receive updates on key program information, action plans, latest updates about Citrix Products and much more.</p>	✓	✓	✓
<p><b>Joint marketing templates</b> Get access to co-branded marketing templates, which can be used to design and develop joint marketing collaterals like solution briefs, success stories, win wire etc. <a href="#">View now</a>.</p>		✓	✓
<p><b>Press release with Citrix Executive quote</b> Add a quote by a Citrix executive on your Citrix Press Release.</p>		✓	✓
<p><b>Custom campaigns on Citrix Ready Marketplace</b> Promote your Citrix verified product on the marketplace homepage via web banners. <a href="#">Click here</a> to learn more</p>		✓	✓
<p><b>Product demo video- NEW!</b> Accelerate your content marketing efforts by showcasing your product/solution via co-branded videos. <a href="#">Learn more</a>.</p>		✓	✓

Marketing Benefits (contd.)	Access	Plus	Premier
<p><b>Marketing video- NEW!</b> Boost your content marketing via co-branded videos with Citrix Ready. This video will be a marketing pitch, elaborating the benefits of your product/solution to your end customers. <a href="#">Learn more.</a></p>		✓	✓
<p><b>Promote your co-branded resources on Citrix Channels</b> All the co-branded collaterals and videos will be promoted on various channels like, Citrix Ready YouTube, Citrix TV, Sales IQ etc.</p>		✓	✓
<p><b>Blogs</b> Partners can work with the Citrix Ready team to blog about their Citrix verified products or solutions on <a href="https://blogs.citrix.com">blogs.citrix.com</a>.</p>		✓	✓
<p><b>Post videos to Citrix TV</b> Citrix Ready marketing team will help partners to post videos on Citrix TV, (Plus and Premier)</p>		✓	✓
<p><b>Access to Citrix Key Plays</b> Citrix Key Plays are customer focused go-to-market kits created by Citrix. Partners can access these kits via <a href="#">Citrix Partner Central</a>.</p>			✓
<p><b>Citrix Sales IQ</b> Get access to the Citrix Sales IQ which is largely accessed by Citrix global sales team to prepare an effective customer dialogue. Visit <a href="#">Sales IQ</a></p>			✓
Demand Generation	Access	Plus	Premier
<p><b>Citrix Ready Marketplace</b> Citrix Ready partners can access leads generated via their product profiles listed on the <a href="#">Citrix Ready Marketplace</a>.</p>	✓	✓	✓
<p><b>Citrix Ready Lead Generation Webinar</b> Host a webinar with Citrix Ready to promote your products, and generate qualified leads. <a href="#">Click here</a> to know more.</p>		✓	✓
Citrix Ready Membership Fee	Access	Plus	Premier
Cost per year (USD)	No Cost	5000	7500

NOTE

- Please contact [citrixready@citrix.com](mailto:citrixready@citrix.com) for any further information.
- Online payment options are available to the partners for making the payment of the membership fee. Partner can choose to pay from different payment methods such as credit card, PO, bank transfer or cheque.
- Local taxes will be applicable as per country tax regulations.



**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 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](http://citrixready.citrix.com).

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