Citrix Technical Relationship Management

A Citrix Technical Relationship Manager provides extensive experience and is equipped to troubleshoot and resolve complex issues quickly.

Why Citrix Technical Relationship Management?

- Designated support contact at Citrix
- Best practices and education on troubleshooting methodologies and tools
- Reduced support costs and risks

Citrix Technical Relationship Management helps minimize downtime exposure in your business through proactive advice and by managing support requests through a contact who knows your Citrix infrastructure.

The TRM learns about and will be in sync with your organization’s unique environment, requirements, and challenges. The TRM provides tailored technical information, advice and recommendations on technical best practices and education on troubleshooting methodologies and tools.

There are over 200 TRM Service professionals extensively trained on Citrix products, carrying Virtualization and Networking certifications ranging from CCE, CCP and CCA as well as various industry certifications such as CCNP, CCA, and MCTS.

Citrix TRM Services touch over 1,000 organizations across the world in the Americas, EMEA, APAC and Japan.

TRMs increase environment stability by analyzing and reporting on customer support trends and advising on troubleshooting best practices and tools to maximize business value.

“With the Citrix TRM’s support, we could confidently manage, even anticipate, many incidents that could cripple our IT system.

Relying on a TRM, who is very familiar with our challenges, is a real advantage and provides significant support to every technical manager.”

Laurent Arnaudeau, Manager of the CNAV Regional IT & Infrastructure Technical Centre.
"Without the help of the Citrix TRM, our project would have been much more difficult."

Christine Weaver, Lead Citrix Administrator, SCL Health System

Single point of technical contact
Customers with a TRM-level contract can choose to work with the Citrix support center resources or their TRM directly. The TRM actively manages all technical incidents and remains your primary point of contact until resolution. The TRM prioritizes cases based on your feedback and can assemble specialized resources within Citrix to achieve resolution as quickly as possible.

Support relationship management
Your TRM’s first responsibility is to understand how your virtualization, mobility, networking and cloud solutions interacts with your business. This creates the basis for the TRM to keep you up-to-date with technical information relevant to your unique environment, to advise you on technical best practices or to educate you on troubleshooting methodologies and tools. This process begins with your TRM conducting an in-depth meeting to understand your technology and support requirements, which will be captured and documented and used as a guide throughout the entire contract period.

Reporting to you
Regular status reports and reviews of Citrix performance are another part of the TRM’s responsibilities. These reports and reviews can be customized to match your priorities and include statistics such as the number of support calls opened, case status and resolution times. The TRM can also analyze your support trends, making recommendations to increase reliability and performance.

Working with your Technical Relationship Manager
The TRM handles many different responsibilities to the customer including proactive technical advice, and reactive technical case work. Citrix recognizes the unique needs of every customer and accommodates these within the framework of the service.

Proactive technical advice
A main focal point for a TRM is issue prevention. This can be achieved by ensuring constant, open communication between you and your TRM, who actively facilitates frequent formal and informal technical exchanges. Proactive deployment specific information keeps you informed about relevant hotfixes, known issues and upcoming releases that pertain to your environment.

Troubleshooting tools and methodologies
The TRM provides a variety of troubleshooting tools, scripts and techniques to help you reduce incident resolution time and increase your self-sufficient troubleshooting generally. It is also possible for the TRM to arrange Webinars on advanced configurations.
Supportability review
As part of the TRM program, Citrix can provide a Supportability Review. All too often customers are trying to troubleshoot issues after the event with limited diagnostic information. This can lead to speculation about where problems lie and often requires configuration changes to be made to a production environment in a reactive manner to try and capture future events.

This review provides a simple guide to proactively configure your Citrix environment so that in the event of any issues more data is trapped at the time of the event. Working closely with our support teams, this data can reduce the time to resolution for incidents and ensure any future outages are kept to minimum.

A report is provided summarizing the findings and confirmation changes required along with a simple dashboard to highlight which areas of your Citrix infrastructure most need attention to help you prioritize changes. Your TRM will work with you to ensure any recommendations are understood and can be implemented without risk.

Case review
Periodic case reviews provide a forum to look at specific open cases, discuss root cause analysis on closed cases and, where required, adjust priorities or resources to maximize business value.

Incident analysis and trending
Your TRM conducts regular incident analysis reviews, typically on a monthly basis or as agreed in the documented plan. The reviews include root cause analysis, case incident trend analysis and the major problem categories. This information is intended to be actionable, allowing you to improve your Citrix infrastructure and minimize system down time. Your TRM works with you to classify the case incidents and determine if:

Customer induced fault – Opportunity for training workshops and coaching in support of best practices

Citrix product issue – Opportunity to provide Citrix containment and corrective action where required

Individual case – Post mortem reports will be prepared upon request or where issue severity and business impact warrant special review
Fact Sheet

Citrix Technical Relationship Management

Technical Relationship Manager menu of services

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To learn more about the TRM Services, visit us on the web at: https://www.citrix.com/support/programs/technical-relationship-management/

Introducing Customer Success Services
As a TRM customer, you may be interested in our newly launched Customer Success Services portfolio of tiered software support offerings. These offerings were designed to help you achieve your business goals faster—beyond traditional break-fix scenarios. The portfolio includes three tiers of service Select, Priority, and Priority Plus.

Minimize Risk and Maximize Return
The portfolio builds upon itself starting with, Select, the base level offering, full of industry-leading value-added features. For an even higher level of service, we have Priority and Priority Plus our Premium level maintenance offerings, which build on our industry-leading Select offering, by introducing personalized and proactive services tuned for Enterprise customers.

Our team of Support experts will work with you to ensure your solution runs smoothly and delivers maximum value. As a TRM customer, you may elect to upgrade to Priority or Priority Plus to receive services such as:

- Assigned Priority Support Account Manager focused on success planning to meet your business and technology objectives
- Scheduled support for change events and environment supportability and operational reviews for solution reliability
- Priority queue with direct access to dedicated Priority Support Engineers for faster issue resolution
- Priority Plus offers a customized service: You get tailored services to ensure you achieve your business objectives faster with a hand-picked team of Citrix experts focused on your success.

Explore Customer Success Services now.citrix.com/customer-success-services and find out how it can help you reach your business goals faster.
About Citrix

Citrix (NASDAQ:CTXS) is a leader in mobile workspaces, providing virtualization, mobility management, networking and cloud services to enable new ways to work better. Citrix solutions power business mobility through secure, personal workspaces that provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud.

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