

Citrix Solution Advisor Program Guide



Introduction

This document is designed for Citrix Solution Advisors (“Solution Advisors”) as a guide to benefits and requirements in the Americas. This document should be read in conjunction with the Citrix Solution Advisor Agreement (“Agreement”) to understand the benefits and conditions of membership. This document and resources are available in [Partner Central](#), your online partner portal. Your Citrix Organization Administrator contact has the ability to add Partner Central users or you can request access from Citrix Partner Operations at AmericasChannelOperations@Citrix.com.

Partner Programs

For the purpose of the Solution Advisor program, countries in the Americas are part of one of four markets to better address local market conditions. The Americas is defined as North America and Latin America and the Caribbean. The markets are defined as follows:

- **GROUP 1 Market:** United States
- **GROUP 2 Market:** Brazil, Canada
- **GROUP 3 Market:** Colombia, Mexico
- **GROUP 4 Market:** All other countries in the Americas

Company Definitions

- **Primary Organization Location** – Your global headquarters, the business office location you identify as the company headquarters for all locations worldwide.
- **Primary Country Location** – The business office location you identify as the main company headquarters within a specific country. If you have one than more location in a country, this is the primary location and all other locations within the country would be considered branch offices.
- **Location** – This is the business office location at which you are located, controlled and operated by you, and which is within your Organization. This Location may be the Primary Country Location or a branch office Location.

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Program Overview

Citrix Solution Advisors are part of the Citrix Partner Network. Solution Advisors act as trusted advisors in planning and building desktop and application virtualization, cloud networking, and enterprise mobility and cloud platform solutions for their customers. Partners have access to a robust set of resources designed to help build their business and can leverage the full portfolio of market leading Citrix products to gain competitive advantage and reach new markets.

Program Levels

The Citrix Solution Advisor program has the following membership levels:

- **Silver Solution Advisor** – The entry level into the program for partners who want to sell any solutions from Citrix.
- **Gold Solution Advisor** – This is for partners who demonstrate a high-level of expertise and commitment to one or more of Citrix technologies as a core part of their business.
- **Platinum Solution Advisor** – Partners who demonstrate the highest level of expertise and commitment to the entire Citrix portfolio of products as a core part of their business, have a well-established Citrix practice, and work closely with Citrix on sales, implementation and consulting engagements.

Program Level Changes

Citrix proactively reviews partner performance on a quarterly basis to determine which partners should move to the next membership level. At any time during a partner's membership period, a partner may request a review if the next program level requirements are met. Membership level changes will take effect no later than 30 days after the communication from Citrix that the level change has been approved. New level benefits are not retroactive and are effective upon membership update by Citrix. Review requests may be sent to Americas Channel Operations at AmericasChannelOperations@Citrix.com.

Membership Period

A Solution Advisor membership is for 12 full months. Your start date and end date are shown in [Partner Central](#) in your "Update Locations, Contacts, and Memberships".

Per the Legal Agreement, Citrix may terminate a membership at any time without cause with 30 days written notice. If the requirements are not met, Citrix reserves the right to downgrade your membership level or terminate your membership at any time.

Benefits Overview

The benefits of the Citrix Solution Advisor program are unsurpassed in the industry with products and solutions your customers need and the training, support, tools and revenue opportunities you want. This guide lists all of the benefits you can leverage – the most successful Citrix Solution Advisors utilize all of these tools.

Benefits	Silver	Gold	Platinum
Citrix Advisor Rewards*	8% Easy, ELA L1 6%***	10% Easy, ELA L1 8%***	12% Easy, ELA L1 10%***
Citrix Opportunity Registration	Yes**	Yes**	Yes**
MDF	No	\$1,500 Per Company	\$10,000 Per Company
Coop (US and Canada)	No	1% of product revenue****	1% of product revenue****
Agency Fee for Maintenance Renewals (US and Canada)	7%	7%	10%
Subscription Advantage Channel Discount (Latin America and Caribbean)	Value Added Distributor Pricing	Value Added Distributor Pricing	10% starting July 1, 2013
Sales Leads from Citrix Marketing*****	Yes	Yes	Yes – priority allocation
Partner Training Subscription	None	One person (1)	Four people (4)
Partner Preferred Pricing on training	Yes	Yes	Yes
Partner Locator Listing	Yes, Lowest ranking*	Yes, Above Silver*	Yes, Highest ranking*
Leads from Partner Locator	Yes	Yes	Yes
Partner Logo	Yes	Yes	Yes
Partner portal with sales, marketing tools (Partner Central)	Yes	Yes	Yes
Citrix Syndication on your website	Yes	Yes	Yes
Partner Newsletter	Yes	Yes	Yes
Marketing Concierge	Yes	Yes	Yes
Citrix events such as Citrix Summit and Citrix Synergy	Yes (fees apply)	Yes (fees apply)	Yes (fees apply)
Partner Use Licenses	Yes – full product portfolio	Yes – more than Silver	Yes – more than Gold
Technical Support	25 Incidents 1 contact Per Company	40 incidents 4 contacts Per Company	Included 15 contacts Per Company

*Must be certified on the product included.

**Must be certified on the product included. Registration must include Cloud Networking product(s).

***Applies to ELA L2-L6, GELA L1-L4, and Education licensing programs.

**** 1% of product revenue and influence applies to Easy, ELA L1-L6 licensing programs. ELA L7 requires validated Advisor Reward. Additional details may be found in the [MDF/Coop Fund Reference Guide](#).

*****Product certification is required. In Latin America and the Caribbean it is at the discretion of the Country Director.

Selling Citrix Products

Citrix Solution Advisors must purchase Citrix products through a Citrix Distributor. Below is the list of products that can be sold by Solution Advisors.

Silver, Gold and Platinum Solution Advisors may resell (all editions of):

- Citrix Access Gateway
 - Citrix AppDNA
 - Citrix Branch Repeater
 - Citrix CloudBridge
 - Citrix CloudPlatform (Powered by Apache CloudStack)*
 - Citrix CloudPortal*
 - Citrix Mobile Solutions Bundle
 - Citrix NetScaler (all editions, including App Firewall)
 - Citrix VDI-in-a-Box
 - Citrix XenApp (all editions, including XenApp Fundamentals)
 - Citrix XenDesktop
 - Citrix XenClient
 - Citrix XenMobile MDM
 - Citrix XenServer
- Citrix Enterprise SaaS solutions
- Citrix ShareFile Enterprise
 - Citrix GoToMeeting Enterprise

*MUST be a member of the Citrix Cloud Advisor Program

Citrix Cloud Advisor Program (Invitation only)

The following Citrix products are restricted only to partners invited to join the Citrix Cloud Advisor program: Citrix CloudPortal, Citrix CloudPlatform. See the [Citrix Cloud Advisor](#) program in Partner Central for more details.

Membership Requirements

Citrix wants our partnership to be your best partnership. We are committed to providing you with the tools and resources to make your business successful. Our expectation is that you will commit to the following to ensure our joint success:

- Promote Citrix solutions through marketing and demo excellence
- Conduct value-selling activities
- Demonstrate sales and technical skills through maintaining certification requirements
- Achieve annual sales goals for your membership level

Our partner program level status is granted to the main company headquarters within a specific country. Locations within the same country may contribute to the company headquarter requirements and can enjoy the same benefits, including marketing themselves at the highest level achieved. There are costs associated with some requirements, but as you make these investments we will also invest further in partnering with you.

If your organization achieves program requirements at the Gold or Platinum level, you may have the opportunity to create visibility on our Partner Locator via www.citrix.com for multiple locations. Contact AmericasChannelOperations@citrix.com for more details.

Requirements for Annual Sales Revenue

	Silver	Gold	Platinum
United States	\$0	\$850k+	\$3.5M+
Brazil, Canada	\$0	\$440k+	\$1.75M+
Colombia, Mexico	\$0	\$300k+	\$1.2M+
All other countries in Americas	\$0	\$175k+	\$700k+

Requirements for Certification Compliance*

	Silver	Gold**	Platinum**
United States	Not Applicable	4 CCSPs and 3 CCEE or CCIA or CCA	8 CCSPs and 8 CCEE or CCIA or CCA NS
Brazil, Canada	Not Applicable	4 CCSPs and 3 CCEE or CCIA or CCA	6 CCSPs and 6 CCEE or CCIA or CCA NS
Colombia, Mexico	Not Applicable	4 CCSPs and 3 CCEE or CCIA or CCA	5 CCSPs and 5 CCEE or CCIA or CCA NS
All other countries in Americas	Not Applicable	3 CCSPs and 2 CCEE or CCIA or CCA	3 CCSPs and 3 CCEE or CCIA or CCA NS

Abbreviations: **CCA:** Citrix Certified Administrator, **CCEE:** Citrix Certified Enterprise Engineer, **CCIA:** Citrix Certified Integration Architect, **CCSP:** Citrix Certified Sales Professional

*Reference your geography's [Compliance Requirements](#) for the latest certification information.

**Citrix considers CCEE, CCIA, and CCA technical certifications. Platinum partners with an individual who holds both an advanced certification (CCEE or CCIA) and a CCA for NetScaler (CCA NS) certification, that individual will be recognized as contributing two (2) out of the total technical certification requirements for the Primary Country Location. Gold partners must have unique individuals each holding a technical certification. As an example, for a Gold partner, an individual holding a CCEE and a CCA certification only contributes one (1) certification to the total technical requirement for that Primary Country Location.

Requirements for All Markets

	Silver	Gold	Platinum
Annual Profile	Required	Required	Required
Partner Logo on company website	Required	Required	Required
Annual Business Plan	Optional	Required	Required
Demand Generation*	2+ activities/year	4+ activities/year	6+ activities/year
Citrix Syndication	Suggested	Suggested	Required
Demo Excellence*	Demo center showcasing at least 1 Citrix product or use the Demo Center	Demo center showcasing at least 1 Citrix product or use the Demo Center	Demo Center showcasing full Citrix product portfolio

*Partners are highly encouraged and expected to practice Demand Generation and Demo Excellence. Your membership and renewal into the Citrix Solution Advisor program is strictly based on the Annual Sales Revenue goals and Certification Compliance. Please note that you will not be able to participate in some benefits until certain requirements are met.

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 level will be changed or not be renewed. Throughout your membership Citrix will evaluate the value selling activities performed by you. You may be contacted by a Citrix Distributor or Citrix representative to review your value-selling activities.

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 requirements, please notify your Channel Development Manager or AmericasChannelOperations@citrix.com.

Returning Solution Advisors

If your membership has expired, you may re-apply via Partner Central up to 90 days after expiration. If your membership has been expired for more than 90 days, you must contact Americas Channel Operations about membership renewal opportunities at AmericasChannelOperations@citrix.com.

You are required to meet the requirements at the time of application for membership to be reinstated. If you are approved, you will be subject to the current program requirements. If your membership has been expired for 12 months or more, please contact AmericasChannelOperations@citrix.com to re-apply for the program. Citrix reserves the right to reject any membership re-application without cause.

Technical Support

As part of your Solution Advisor membership you have access to Citrix Technical Support for a specified number of incidents and contacts. For Technical Support purposes the following term definitions apply:

- **Technical Name Contact** – Only certain individuals designated by your organization are entitled to contact Citrix Technical Support to open, work or close technical support cases with our engineers. These individuals are referred to as Technical Named Contacts and they must be certified for the products he or she wishes to receive support. Please reference the [Product Authorization Requirements](#) for certification details.
- **Incident** – An incident is a specific issue or question that you need the assistance of Citrix Technical Support to resolve or answer.

The number of specified incidents and Technical Name Contacts awarded is based on your program membership level; and is applied at the main company headquarter level NOT at each individual location.

Membership Level	Number of Incidents	Number of Technical Contacts
Platinum	Included	15
Gold	40	4
Silver	25	1

The Technical Support benefits provided as part of your Agreement are covered in detail in the [Citrix Partner Technical Support Guide](#) (“Support Guide”), located in Partner Central under Benefits and Programs.

Important Notes:

- Special Platinum Partner Benefit – Platinum partners are extended a free, special 24 x 7 x 365 technical support offering that includes follow-the-sun linking of our five technical support centers across the globe into a single operation to answer calls at any time. Platinum partners can contact Citrix Technical Support on an as needed basis according to the terms and conditions in the Support Guide. Citrix reserves the right to audit support usage and may limit the number of incidents at its discretion.
- Hours of Operation - Platinum Partners can reach Technical Support 7 days a week, 24 hours a day, all year. Gold and Silver partners can reach Citrix Technical Support Monday through Friday (other than nationally recognized holidays) between the hours of 8:00 AM and 9:00 PM Eastern Standard Time.
- Unused Incidents - Unused incidents do not roll-over to the following agreement period. Additional incidents may be obtained at Citrix’s published rates in effect at time of order. Support may also be obtained for additional contacts.
- Development Work - Technical Support does not include development work on Citrix Products or development work for enhancements or features outside the documented functionality of Citrix Products. You may request consulting and/or development work from Citrix as a separate, billable service.
- Communicating Errors - Citrix may require the submission by email of a problem report, which includes a description of the software error, and a test case, which demonstrates the error on the current or previous release of the Citrix Product.

Partner Profile

Citrix Solution Advisors are required to complete an annual partner profile online during the membership renewal process. The profile consists of questions about your business, the customer markets you serve and other vendors you represent. Citrix uses this data to create business tools that meet your unique needs, identify partners for new products, and identify partners for joint initiatives with strategic Citrix Ready partners www.citrix.com/citrixready.

Sales Goals

The minimum annual sales goal that must be met at the time of membership renewal is as follows:

Membership Level	Silver	Gold	Platinum
United States	\$0	\$850+	\$3.5M+
Brazil, Canada	\$0	\$440k+	\$1.75M+
Colombia, Mexico	\$0	\$300k+	\$1.2M+
All other countries in Americas	\$0	\$175k+	\$700k+

Product Sales include the sale of packaged products, product sales through Citrix Licensing programs, the product portion of orders for which you are the reseller, and orders for which you have earned a Citrix Advisor Reward but were not the reseller on the order.

Sales of Subscription Advantage, Appliance Maintenance, Hardware Warranty, Education, Consulting, and Technical Support are not included in the Product Sales calculation.

Important Notes:

- Goals are at a Primary Country Location (company) level. Locations within the same country may contribute to the overall sales goal attainment. To request linking your locations together, contact AmericasChannelOperations@citrix.com.
- Citrix counts product sales that you influenced as part of your annual goal requirements. This is defined as orders for which you have earned a Citrix Advisor Reward but were not the reseller on the order. If you were both the influencing partner with an Advisor Reward as well as the fulfilling partner, the product sales from that order will count once (no double credit).
- Sales Goal attainment will be calculated based on licensing program suggested retail price (Program SRP). This is the price of the product after licensing program discounts, if any apply (www.citrix.com/licensing). Progress will be measured throughout the annual membership period of your Agreement year and evaluated at membership renewal. If you meet or exceed your goals for the year and you meet all other program requirements, you will be approved for membership renewal.
- The [Partner Dashboard](#) is your online tool for tracking Sales Goal attainment and progress. Partners can ask for progress on goal attainment by contacting your Channel Development Manager or AmericasChannelOperations@Citrix.com.

Business Plans

Business planning will help your Citrix managers provide you with the best support in reaching your business goals. Annual business plans are required of Platinum and Gold Solution Advisors regarding marketing activities, sales leads and opportunities, and training plans. Citrix will provide an outline and help build the plan with you. The plan should be reviewed quarterly with your Channel Development Manager (North America) or your Citrix channel representative (Latin America and the Caribbean). The business plan will be uploaded by your Channel Development Manager or Citrix channel representative and is visible via Partner Central.

Content Syndication

Participation in Citrix Syndication is a requirement for Platinum Solution Advisors and highly recommended for Gold, and Silver partners.

Demand Generation Requirements

Creating demand requires support from Citrix and from our partners. To ensure your success, you will need to conduct a minimum number of events to help generate leads.

Membership Level	Minimum Demand Generation Events per Year
Platinum	6 demand generation events
Gold	4 demand generation events
Silver	2 marketing activities*

*Acceptable activities include email communications, webinars and outbound telesales to recommend additional Citrix products and promote upgrades.

Certification Requirements

There are two types of certification requirements for Citrix Solution Advisors.

- **Product Authorization** – The product authorization requirements describe the certifications required to become certified to sell a Citrix product. A partner can be Authorized, Certified, or Not Authorized to sell a product. Authorized means you can sell the product but have not achieved the Certified status. Not Authorized means you cannot sell the product until the certification requirements have been met. Certified indicates you are certified to sell the product. We determine your status based on individuals who have linked their certifications to your location in My Account (via My Certification Manager).
- **Compliance** – This defines the minimum number of Citrix certified sales and technical staff you must have linked to your location to maintain your Silver, Gold, or Platinum level, renew your membership and to be considered for the next program level. These requirements vary by level and market. There are many different ways to meet the compliance requirements. Silver partners who become Certified to sell at least one product are considered compliant in the program.

Compliance

In order to renew or be considered for the next level, you must be compliant with the membership requirements. Refer to the [Americas Product Authorization and Compliance Requirements](#), located in Partner Central under Training and Certification to obtain details on the latest certification requirements for your program level. To view your status, visit [Partner Certification Manager](#) in Partner Central.

Location certifications (within the same country) can contribute to the overall Primary Country Location certification requirements to maintain your membership level. Certified individuals must be linked to their partner organization (the main company headquarters) via the My Certification Manager tool in My Account to contribute towards requirements. An individual's certification(s) cannot be shared among other Primary Country Locations. The most recent version of a specific certification counts towards compliance. To view your status and see the exact list of certifications that are required and have been achieved, visit [Partner Certification Manager](#) in Partner Central.

Product Authorizations

Solution Advisors will not receive certain program benefits until certified in that product. The requirements differ by product line. Please access the [Americas Product Authorization Requirements](#) in Partner Central for the latest product authorization requirements.

Partners who are **Authorized** to sell a product line can resell the Citrix product line (any edition) however, they are not eligible to certain program benefits. Partners who are **Certified** to sell a product line can resell the Citrix product line (any edition) and qualify for the following benefits:

- Partner Locator listing
- Partner Locator product search results

- Citrix Advisor Rewards – Partners wishing to claim Citrix Advisor Rewards must be certified at the time the claim is submitted.
- Leads (qualifications vary by product and partner level)
- Citrix Opportunity Registration - Partners certified to sell Cloud Networking products can register opportunities with Citrix and, if validated, qualify for an additional upfront discount of up to 10 percent.

Important note: If any one of your certified Citrix professionals should leave your organization, you must notify Americas Channel Operations at AmericasChannelOperations@citrix.com and replace that certified Citrix professional or your membership may be downgraded or not approved for renewal.

Citrix Communications to Partners

Citrix communicates regularly with partners to inform you about news, products, solutions, resources and program changes. It is important to review communications to make sure you are taking advantage of program benefits. Therefore, as part of joining the program, you understand and agree that all contacts registered with a Citrix Solution Advisor (as listed in the Update Locations, Contacts, and Memberships tool in Partner Central) will receive partner communication e-mails concerning Citrix products, program benefits and/or requirement changes. These communications are considered part of your membership in the program and you will not be able to opt out of receiving them.

Citrix also offers partner communications regarding promotions and upcoming events, partner contacts have the ability to unsubscribe from future communications for specific promotions. For more information on Citrix Privacy Policy visit www.citrix.com/privacy.

Sales Tools and Benefits

Product Resale

Citrix Solution Advisors may resell the products described earlier in the Program Benefits section. Please contact your Citrix Distributor to review the latest Citrix products available.

Selling Citrix Education

Citrix Solution Advisors have the ability to resell authorized Citrix training courses to customers. The Citrix Training Pass (CTP) is a voucher which provides customers freedom to take training courses at Citrix Authorized Learning Centers™ (CALCs) within a 12 month period. You can quote and sell CTP to your customers and include it on every transaction to earn additional profit. CTPs are available for all countries in the Americas.

Selling Citrix Consulting

Citrix Solution Advisors can supplement in-house expertise and resources by engaging Citrix Consulting. You can resell services from Citrix Consulting in order to:

- **Complete knowledge transfer** – bringing in Citrix Consulting can have the added benefit of creating a learning opportunity. Working side by side with Citrix consultants, your team can learn from Citrix best practices and expertise.
- **Reduce time to benefit** – a delayed project can result in customer dissatisfaction, delayed customer benefits of the solution, and can lead to the loss of future opportunities with the customer. By bringing in Citrix expertise, Citrix Consulting can work to reduce timescales and avoid introducing risks that can cause delay.
- **Reduce the risk of a project** – Citrix consultants are 100% focused on delivering Citrix solutions using their proven methodology and expertise which has been honed by delivering thousands of Citrix projects. Taking advantage of this expertise allows you to minimize the risk of issues and reduce the overall elapsed time.
- **Differentiate your services proposal** – presenting a solution to your customer that has Citrix Consulting embedded is very powerful and demonstrates your close working relationship with Citrix. This will provide you with advantages that may make all the difference in a competitive bid situation.

Contact your Citrix Consulting Area Manager for information on how you can engage Citrix Consulting in your next project.

Selling Citrix Technical Support

Citrix Solution Advisors have the ability to earn additional profits by reselling support agreements from Citrix Technical Support. First year technical support agreements for customers, as well as renewals, can be purchased through your Citrix Distributor.

Partner Training Subscription

Platinum and Gold Solution Advisors can enjoy a set number of training subscriptions, valued at over \$14,000 each, as an annual program benefit. Platinum Solution Advisors will receive four subscriptions and Gold partners will receive one subscription, annually, that can be assigned to specific individuals. The subscription provides the freedom to take unlimited self-paced online training courses from Citrix Education within a 12 month period, many of which help individuals prepare for the exams required to earn a Citrix Certified Administrator, Citrix Certified Enterprise Engineer, or Citrix Certified Integration Architect.

Silver partners may qualify for complimentary training vouchers by meeting specific objectives for GEO or global time-based initiatives. For details on the Subscription benefit, including when the subscriptions are made available, as well as the terms and conditions of use, please see the Partner Training Subscription Guide located in Partner Central in the Benefits and Programs section.

Citrix Maintenance Program

A Citrix Maintenance Program offering opens the door for a Citrix Partner to properly support their customer's IT strategy. It is devised to generate an annual qualified event to engage the Partner's installed base of customers, and help foster that relationship, as it adds a cost-effective component that complements the technology benefit perfectly.

Throughout this process a Citrix Partner will be able to:

- Identify opportunities for edition upgrades, incremental users or cross-sell of other Citrix products
- Sell value-added services, such as Consulting, Technical Support etc.
- As a last step, create renewal quotes on the customer's behalf for the corresponding Citrix Maintenance Program offering: Subscription Advantage, Premier Support, Software Maintenance, Appliance Maintenance and Hardware Warranty

You can easily manage all of your customers' Maintenance Program agreements in one simple self-contained location, Manage My Customer Renewals in Partner Central. Within the tool you can:

- Leverage the Opportunity Report to gain visibility to all assigned customers and their renewal timeframe
- Create and manage customer quotes online
- View and manage customer's renewal certificates
- View all customers assigned to your organization

Partners can receive an agency fee in North America or a channel discount in Latin America and the Caribbean on renewal transactions. This occurs when a customer assigns your organization as their preferred partner or when a customer processes a renewal quote you have created on their behalf. The percentage of agency fees or channel discount awarded is based on your program membership level. To ensure you are able to create renewal quotes on your customer's behalf (via the Manage My Customer Renewals tool), work with your customers to establish you as their preferred partner. Have your customers assign your organization to their account by asking them to select you as their partner in their "Manage My Renewals" tool in My Account in the "Assign Advisor and Set View" area.

Citrix Area Sales teams maintain a list of high touch accounts across North America. Partners will not receive an agency fee on these accounts. For more information on high touch accounts, visit <http://www.citrix.com/hightouchaccounts>

Citrix will notify your Sales contact (set up in Partner Central) by email of any upcoming renewals that are going to occur in the next 90 days. Citrix will also remind your customers by email about their upcoming renewal several times prior to their renewal expiration date.

Subscription Advantage

Citrix Subscription Advantage is an annually renewable agreement that provides customers with an easy and convenient way to obtain the latest product version updates at no additional cost. These updates include any major changes to the underlying product architecture and/or updates to the feature set of a given product platform. With Subscription Advantage, customers can budget for their Citrix product version upgrades annually at an advantageous price, without having to anticipate variable costs throughout the year. The first year of Subscription Advantage is included with the purchase of Citrix software products at no additional cost. After the initial year, members renew annually.

Leverage the Manage My Customer Renewals tool in Partner Central to view, manage, and create Subscription Advantage renewal quotes for customers.

Premier Support

Citrix Premier Support is an optional add-on to Subscription Advantage and provides 24x7x365 unlimited worldwide support and unlimited support incidents for eligible software products. Premier Support is only available for Citrix software products sold with Subscription Advantage. Premier Support is intended to assist customers accelerate the return on their Citrix solution investment and maintain their Citrix environment for optimum results.

Software Maintenance

Software Maintenance is a complete, stand-alone offering that provides 24x7x365 unlimited worldwide support and unlimited support incidents on eligible software products as well as access to download the latest product version updates available during the membership term. These updates include any major changes to the underlying product architecture and/or updates to the feature set of a given product platform, and can be distributed via major or minor version releases or through hot fix roll up packs. Software Maintenance is required with every purchase of products that have a Software Maintenance option.

Appliance Maintenance

Solution Advisors can resell appliance maintenance and maintenance renewals for Citrix appliances. Appliance maintenance includes technical support services for an appliance, software updates for any major change to the operating system and appliance replacement (RMA). You can offer your customers one of three levels of Citrix appliance maintenance: Gold, Silver or Bronze

Hardware Warranty

Solution Advisors can resell extended hardware warranties and warranty renewals to customers for Citrix Access Gateway. With an extended hardware warranty, in the unlikely event of an Access Gateway appliance failure the service will cover hardware replacement for your customer's appliance – at a fraction of the cost of a new appliance.

Sales Engagement

Solution Advisors have the opportunity to participate in higher levels of collaborative selling with the Citrix sales team. Citrix encourages our partners to participate in dedicated partner workshops, events and round table activity sustained by our local Sales teams. Our local Citrix teams also conduct regular updates and provide sales training opportunities via webinars. These events give us the opportunity to gain direct feedback from you and share best practices based on references or solutions.

Citrix Sales Team

Depending on the level of your commitment as a Solution Advisor, Citrix provides either an assigned sales contact from Citrix or through our Distributors. These individuals offer a variety of value added support to our partners such as:

- Direct contact with all our new Solution Advisors to welcome you into our program, offering support or introductions to your local Distributor and teams.
- Joint review of customer target list.
- Joint customer meetings in some instances with technical resources or sales depending on the customer or opportunity size.
- Joint selling during the different stages in a sales cycle.
- Assistance to move through our Citrix Advisor Reward and/or Citrix Opportunity Registration process.
- Support with licensing queries via Citrix Inside Sales or via Distributors.

Citrix Value Added Distributors

Citrix Value Added Distributors support partners with marketing, sales, training, technical support and ordering requirements. All of our Distributors in the Americas have dedicated Citrix teams to support resellers.

Leverage your Citrix Distributor to:

- Plan and implement demand generation activities.
- Learn how to find resources and use tools in Partner Central.
- Request reimbursement of Coop funds for marketing activities in North America.
- Receive sales and technical training on the latest Citrix products.
- Obtain assistance with sales quotes and Citrix licensing programs.
- Receive technical support assistance.
- Quote and manage Subscription Advantage renewals on your behalf.

Citrix encourages all our partners in Latin America and the Caribbean to select a preferred Distributor in your area as soon as possible after joining the program. Distributors may be found via [Partner Locator](#).

Partner Dashboard

The [Partner Dashboard](#) is a powerful tool that provides a broad set of summary views with key information and performance metrics on your Citrix business and partnership. The tool is available via Partner Central. Use the tool to:

- Quickly and conveniently view performance metrics, goals, certifications and customer maintenance renewals.
- Ensure you are taking advantage of key program benefits such as Citrix Advisor Rewards, lead generation, DEMO/USE licenses and more.

Access to the tool can be granted by a partner's Organization Administrator or Location Administrator.

Citrix Advisor Rewards

The Citrix Advisor Rewards program is Citrix's way of acknowledging the skill and dedication of Solution Advisors for establishing and building relationships with end customers. It reflects the importance Citrix places on our partners' value-selling ability, which has a profound impact on our mutual success. These monetary rewards can be as high as 12% of the licensing program suggested retail price of the licenses sold – regardless of who fulfills the Citrix product. New as of May 1, 2013 Platinum and Gold partners have the ability to earn a higher Advisor Reward percentage. Citrix is also rewarding partners who grow deal sizes by offering the same reward percentage across all customer-facing volume discount programs (ELA, Education and GELA). You can claim a reward if a customer orders Citrix products because of your recommendation – no matter if the customer bought the product through you or another partner.

You can earn rewards each time a customer purchases as a result of your value-added selling, specifically when you:

- Identify Citrix sales opportunities
- Create and define mobility, virtualization and cloud services, or cloud networking solutions with a customer

- Educate customers on mobility, virtualization and cloud services, or cloud networking solutions from Citrix
- Understand customer business issues and provide technical solutions that address them
- Engage in account planning with Citrix teams
- Deliver Demos and conduct Proof-of-Concepts with customers

You can earn rewards as follows:

Citrix Advisor Rewards		
Membership Level	Easy, ELA L1	ELA L2-L6 Education GELA L1-L4
Platinum	12%	10%
Gold	10%	8%
Silver	8%	6%

How to Earn Rewards

Identify a Citrix Product sales opportunity (for commercial and public sector licensing programs) where you can add value. Make your Citrix Sales team aware of this opportunity by submitting an online forecast of the sale in advance of the anticipated sales close via the Leads and Rewards tool in Partner Central. Your Citrix sales team will review and verify each forecast based on your demonstrated value-selling activities with that customer for the particular sales opportunity.

When the customer purchases the licenses (regardless of who fulfills them), obtain the Citrix order number from the customer and submit a claim via the Leads and Rewards tool. Please note that you must be certified to sell a product at the time of claim to receive Advisor Rewards for a sale of that product (confirm certification by checking Partner Certification Manager in Partner Central).

Refer to the [Citrix Advisor Rewards](#) section in Partner Central under Benefits and Programs for details on the program including user guides, minimum order size and eligible products. Key program documents on the site include “Citrix Partner Incentive Program Guide” and “Advisor Rewards Terms and Conditions – Americas”.

Citrix Opportunity Registration

Citrix Opportunity Registration has the potential to increase partner success in closing cloud networking business in a highly competitive space. Partners certified to sell cloud networking products can register opportunities with Citrix and, if validated, qualify for an additional upfront discount passed on by distribution after the customer’s volume program discount has been applied.

The upfront discounts are as follows:

Easy	ELA Level 1-6 Education	GELA Level 1-4
10%	8%	5%

How to Earn Upfront Discounts

Identify a cloud networking product opportunity. Make your Citrix Sales team aware of this opportunity by submitting an opportunity registration via the Leads and Rewards tool in Partner

Central. You must be the first partner to submit an opportunity registration for a given customer location and must be the fulfilling partner on the order to be eligible to receive the upfront discount. Once the opportunity registration is validated, it is valid for 90 days from the day the registration is submitted. When a Cloud Networking order has been placed through distribution and the validated opportunity registration ID has been included on the order, the additional upfront discount incentive will be provided to distribution.

Refer to the Citrix Partner Incentive Program Guide in Partner Central under Benefits and Programs for details on the terms and conditions, partner tutorials and eligibility rules.

Sales Leads

Citrix provides leads to Solution Advisors from the following activities:

	Silver	Gold	Platinum
Partner Locator listing	Yes	Yes	Yes
Citrix Syndication	Yes	Yes	Yes
Marketing campaigns	Yes, subject to rules in your area	Yes – all products	Yes – all products

All partners with a Partner Locator listing on www.citrix.com/partnerlocator may receive a lead when a customer fills out a lead form from your specific listing page. Please see the Partner Locator section on how to ensure your company is listed on the locator.

All partners participating in Citrix Syndication are eligible for leads submitted through their website. Please visit the Citrix Syndication Center at <http://citrix.sharedvue.net/> to begin syndicating.

Platinum and Gold Solution Advisors are eligible to receive leads from Citrix marketing campaigns for any product they are certified to sell. All leads must be accepted or rejected within 7 days or they are reassigned to another partner.

Leads are made available through the Leads and Rewards tool in Partner Central. This tool also offers user guides and training videos on how to access, accept, and manage leads. E-mail notifications are sent to the Sales and Business contacts when new leads have arrived.

Citrix GoTo Referral Partner Program

The Citrix GoTo Referral Partner Program allows partners to earn generous rewards by simply providing Citrix with new opportunities on Citrix GoTo cloud services, including GoToMeeting, GoToTraining, GoToWebinar, GoToMyPC, GoToAssist and Podio. Partners only have to submit a lead via an online form and Citrix takes care of the rest. When the lead converts into an order, you get paid. For more details on how to submit a lead and the payout rates, refer to the [GoTo Referral Program](#) in Partner Central.

Marketing Tools and Benefits

Marketing Concierge

Citrix Marketing Concierge is a free benefit to all channel partners who want to gain leads, increase pipeline, and maximize marketing efforts driven around Citrix products and Solutions; without the need for a marketing team or a marketing budget.

The benefits of Citrix Marketing Concierge include:

- Free co-branded, customized, go-to market campaigns that include emails and landing page templates to drive and capture leads directly in their platform
- A Marketing Library, where the partner can leverage all of the assets and materials around our Key Plays and Solutions, to support their marketing efforts
- The Event Center, where partners can plan, execute, manage and promote their own customer events – from invite to follow up
- Full Service Marketing to enable the partner to work with Citrix certified vendors on turn-key marketing efforts
- Campaign metrics driven by executed emails and landing pages, including leads, unsubscribes, bounces, and more

Partners can access Marketing Concierge in Partner Central under the “Marketing” dropdown. They will be automatically single signed on into the platform, and can find training videos in all areas on the home page. For more details, please contact MarketingConciergeWW@citrix.com.

Key Plays

Key Plays are the current go-to-market strategies Citrix employs to focus marketing and sales investments behind a set of primary sales motions. Key Plays are designed to keep Citrix and Partners focused on using the same messages to the right customer audiences. Each key play consists of marketing campaigns to drive demand for sales. A key play is more than a marketing campaign. It is a joint focus between sales and marketing on a common set of repeatable opportunities. Partners have access to Key Play Marketing Kits and customizable marketing materials are provided such as email templates, direct mail postcards, customer presentations, whitepaper offers, copy blocks, and web banners. Key Play resources are found under the Marketing section in Partner Central.

Channel Marketing Funds

As a Solution Advisor, you have the opportunity to participate in marketing funds programs in cooperation with your local Citrix Distributor and Channel Marketing team. With approval, you may be reimbursed for funds spent on demand generation activities that drive Citrix product sales. Qualified marketing activities include: Lead generation end user seminars, telemarketing, trade fairs, exhibitions, Citrix customer events, road shows, newsletters, mailings, and collateral.

You can access your account information via [Marketing Concierge](#) in Partner Central. For details on the program, visit the [Marketing Funds](#) program page.

Coop Funds (North America Partners only)

Coop Funds is a program specific to North America (United States and Canada) partners. Funds accumulate based on product sales and is available at different quantities based on your program membership level. Refer to the North America [MDF/Coop Fund Reference Guide](#) for details on the program.

Membership Level	Coop	Frequency of Deposit
Platinum	1%*	Quarterly
Gold	1%*	Annually

*1% of product revenue and influence applies to Easy, ELA L1-L6 licensing programs. ELA L7 requires validated Advisor Reward.

Additional details may be found in

MDF Program

Citrix Platinum Solution Advisors will receive up to \$10,000 and Gold Solution Advisors will receive up to \$1,500 annually in MDF funds upon joining the program or through renewal. Funds will be deposited in your MDF account in a lump sum, upon completion of your annual business plan. Platinum Solution Advisors receive quarterly deposits in \$2,500 increments, upon completion of the business plan in Q1 and submission of quarterly reviews Q2-Q4. Gold Solution Advisors receive annual deposits.

Partner Portal: Partner Central

Your online partner portal, Partner Central, includes the latest resources and tools for doing business with Citrix. Visit www.citrix.com/PartnerCentral to login. Within Partner Central you can find success kits, marketing templates, content to help you prepare to meet with customers and prospects, promotions and incentives, program guides and more. You can use the main drop-down menu in Partner Central to forecast Advisor Rewards, submit Opportunity Registrations, review leads, manage certifications, download demo licenses, update company and contact info etc. You can also use your Partner Central login credentials to view videos created just for partners (how to, user guides) on www.citrixtv.com.

Partner Locator

End user customers can easily find you through the [Citrix Partner Locator](#). Customers can see what Citrix certifications you hold and which products you sell. Different search methods are available such as city, country, products, or partner name. If the search produces multiple partners, Platinum partners are listed first (highest ranking), followed by Gold then Silver partner (lowest ranking). An option is available for customers to contact you through an online form, creating a lead for you in Partner Central.

In order to be listed in the Partner Locator your company must be certified to sell at least one product. You can check your certification status for each product in Partner Certification Manager. Make sure your company contact information is up to date, like address, phone number, and email by checking it on Partner Central.

Please note that at this time the Partner Locator will show individual office locations for partners with more than one location in the program, however, the tool does not relate the sites together.

Citrix Syndication

Citrix Syndication is a free benefit to all Solution Advisors that allows you to quickly and seamlessly host Citrix content within your own website. Fast and simple to implement, syndication provides your viewers with timely and accurate information relating to Citrix products, solutions and resources to drive sales and generate leads for you. With Citrix Syndication you remain in complete control by selecting the content you wish to display all from your own private dedicated partner console where you can customize syndicated content, add your own resources, view statistics, manage leads and much more. With content available in multiple languages, this program is the ideal way to deliver rich Citrix content fast, easy and for free.

The benefits of Citrix Syndication on your website include:

- Citrix approved, up-to-date content and resources
- Real-time leads complete with name and contact information
- Real-time statistics and metrics on syndicated pages
- Personal administrative interface (Partner Console)

Leads generated on your website from Citrix Syndication are available through the Leads and Rewards tool in Partner Central and email notifications are sent to the Sales and Business contacts when new leads have arrived. Discover more about how to register and get started today – visit <http://citrix.sharedvue.net/infocenter/en/>

Please note that participation in Citrix Syndication is a requirement for Platinum Solution Advisors.

Citrix Events

Citrix Summit – global partner event

Summit is the premier event for partners 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 partners are encouraged to attend Citrix Summit (please note there are fees to attend the event).

Citrix Synergy – global customer event

Synergy is an open, global conference where customers, analysts, partners, architects, consultants and product experts converge to see how virtualization, networking and cloud technologies work together to make businesses more agile and efficient, and make workers more productive and satisfied. 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. There are fees to attend the event.

Citrix Partner Technical Expert

The Partner Technical Expert Council (PTEC) is a unique opportunity for partners to have their voice heard by Citrix experts and product owners and help influence the future direction of Citrix solutions. This invitation-only, free of charge NDA event is only open to a few selected technical members of the Citrix Partner Network who have achieved the highest level of certification. The objective of PTEC is to gather technical feedback on existing Citrix products as well as to provide access to early release programs in order to evaluate upcoming product releases.

Citrix Partner Academy

Available exclusively to our valued partners, and by application. Citrix Academy is a six-week intensive program designed to train new technical field resources to address the growing demand for Citrix solutions. Students will gain hands-on experience integrating Citrix solutions while learning the skills required to manage highly successful Citrix Desktop Virtualization projects. For additional information visit [Citrix Partner Academy](#).

Citrix Enablement Events

Citrix Enablement Events consist of a series of boot camps, workshops and webinars held in different cities throughout the Americas. These events are designed to make sure our partner community continues to be up-to-speed with our new technologies. Enablement classes are offered in different levels so no matter your Citrix experience; you can find the appropriate one to attend. Follow the Roadmap to achieve the highest level. The Roadmap and the events in your area are available at www.citrix.com/partnercalendar.

Local Citrix Led Area Events

These in-person information exchange events help reduce the time required to ramp up on Citrix solutions, programs and process. Join us and to learn how to grow your revenue opportunities, meet Citrix subject matter experts, gain valuable knowledge of Citrix products and explore Citrix sales and marketing tools. These events provide educational and networking opportunities throughout the Citrix areas. Attend and strengthen your solution selling skills and get the latest Citrix product information.

Citrix Solution Advisor Logo

Citrix Solution Advisors can use the logo related to their program level in marketing collateral and presentations. It is required that all Solution Advisors include the Citrix Solution Advisor logo for their level on their company website. You can add the logo to your website through participating in Citrix Syndication or to download the logos and review the visual identity guidelines, visit the Logo Gallery within the Marketing-Marketing Resources section of Partner Central.

Training, Certification and Demo Benefits

Partner Training

To ensure expertise and successful implementations, Citrix Education offers a range of training and certification options to all partners. Information about each option can be found in the Training and Certification section in Partner Central.

- **Citrix Certified Sales Professional (CCSP):** CCSP equips Citrix Partners with the knowledge needed to articulate the Citrix vision and successfully sell Citrix core technologies by addressing customer needs, overcoming major sales objections and leveraging best practices. As a benefit of our program, Partners receive unlimited access to all sales courses online at no cost, 24/7.
- **Self-paced Online Technical Training:** Hands-on training is available whenever, wherever you are. Get access to a robust technical curriculum and live lab environment at any time with a computer and internet connection. Hosted lab environment is available 24/7.
- **Citrix Virtual Learning Labs:** Available prior to the release of technical training, Citrix Virtual Learning Labs enable partners to ramp-up on new product releases at no cost. Through video tutorials and hands-on exercises in a hosted lab environment, partners can test drive new product features and learn new skills.
- **Classroom Training:** Partners who prefer in-person classroom training can attend courses 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 the best classroom experience. To search and register for available training schedules in your area and/or to find a CALC visit [Citrix Education](#).
- **Certifications:** Citrix certifications are available for most Citrix products, job roles, and levels of experience, from entry-level Administrators, to seasoned Engineers and Architects. Visit [Product Authorization and Compliance](#) to learn about these certifications as well as various partner requirements related to certification. To register for a certification exam visit www.pearsonvue.com/citrix/

Citrix Partner Training Events

Citrix offers a variety of exclusive partner training events and educational seminars year round – in addition to training available from Citrix Education. Visit Partner Central, [Training and Certification](#) section for a listing of partner trainings and promotions near you. In this section you will also find information on Partner Preferred Pricing, which offers significant discounts on self-paced online training, up to 80% off the suggested retail price, to prepare partners for certification exams. You may also contact your local Citrix Channel team or Distributor for details.

Partner Licensing Program

Citrix Solution Advisors can take advantage of Partner License products to create demos and to use Citrix products within the partner organization. These products are available to partners at either no cost or a substantially reduced cost depending on the software or hardware product. The value of Partner Use licenses is up to \$1 million (suggested retail price) depending on program level.

There are two different types of Partner License products available – Partner Demo (“DEMO”) products and Partner Use (“USE”) products. DEMO and USE products are for use by a Citrix Partner.

The following program components are available:

- Partner Demo Product (“DEMO”)
- Citrix Demo Appliances
- Citrix Demo Center (“The Demo Center”)

- Partner Use Product (“USE”)

Refer to the [Partner Licensing Program](#) section of Partner Central for additional details on these program components and partner licensing guides and FAQs.

DEMO

Use Citrix DEMO products to demonstrate Citrix to your customers in a non-production environment. Let customers see and experience first-hand the many business benefits Citrix virtual computing provides. Download your DEMO product licenses from the Partner Use Licenses tool in Partner Central.

Citrix DEMO Appliances

Use Citrix DEMO appliances to show customers first-hand what Citrix solutions can do for their company. Citrix Demo Appliances are available to Citrix Partners at minimal cost. For information on how to order please access the [Citrix Partner Licensing Program](#) section in your partner portal.

DEMO Allotments Available

Demo software is available at no cost. DEMO hardware(*) is available for purchase at a significant discount. The XenMobile DEMO software is available from the [Downloads](#) section in Partner Central.

Product	XenDesktop Platinum Access Gateway UL* Cloud Gateway Repeater Plug In XenClient Enterprise	XenServer Platinum Access Gateway VPX Branch Repeater VPX NetScaler VPX	VDI-in-a-Box	AppDNA
Platinum	400	20	150	10
Gold	200	10	100	10
Silver	100	5	50	10

Product	Branch Repeater* NetScaler Platinum*	NetScaler SDX*
Platinum	4	2
Gold	3	1
Silver	2	1

* Denotes hardware appliances, they are available for purchase at a significant discount. For information on how to order please go to the Citrix Partner Licensing Program section in Partner Central.

Partner USE

Deploy Citrix USE products in your company's internal production environment. Enjoy the advantages of Citrix virtual computing in your business while maximizing employee productivity and building Citrix skills. Download your USE product licenses from the Partner Use Licenses tool in Partner Central.

Partner USE Allotments Available at No Cost

Product	XenDesktop Platinum Access Gateway UL* Cloud Gateway Repeater Plug In XenClient Enterprise	XenServer Platinum Access Gateway VPX Branch Repeater VPX NetScaler VPX	VDI-in-a-Box	AppDNA
Platinum	400	20	50	10
Gold	200	10	50	10

Silver	100	5	50	10
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Partners can also take advantage of the Citrix Partner “GoTo” Benefit Offer – Complimentary Seats for one year of the following products:

- 5 – GoToMeeting Organizer accounts
- 1 – GoToWebinar Account – 100 attendees
- 1 – GoToTraining Account – 20 attendees
- 1 – CitrixAssist (GoToAssist)
- 5 – GoToMyPC Accounts

Annual term on the complimentary seats begins on the day of activation. To register for the complimentary one-year free package of Citrix Online products visit www.citrixonline.com/csa.

The Demo Center

Use the Demo Center for your customer demos. The Demo Center runs in the cloud and lets you provision virtual demo environments on-demand. There is a cost associated with using the Demo Center. To register for an account, which requires that a payment account be established with Softlayer (third party hosting vendor), go to www.mycitrixcloud.net/Login.aspx. On occasion, promotions may become available. Check Partner Central for promotions and qualifications.

Communication

Citrix Partner Communications are designed to keep you fully informed, providing updates relating to program benefits, promotions, product updates and events in a regular and consistent way. Newsletters and Social Media channels help you to stay in touch whilst allowing you to send your questions and comments to us, enabling a two way dialogue with our partners.

Partner News

A regular monthly newsletter from Citrix, Partner News gives you the latest product notifications and tools, resources, events and promotions to help you effectively grow your business.

Technical News

Tech News is a regular monthly partner newsletter offering technical content to engineers, architects and support contacts to expand their technical expertise on Citrix products and solutions. Use the newsletter to remain current on technical news, events, and training that will help you to get the best out of the latest Citrix technologies.

Twitter Channels

Follow us on Twitter and receive the latest partner news, real time. Join and follow:

- @Citrix_NA_CSA http://twitter.com/Citrix_NA_CSA - North America partner news updates
- @Citrix_LAC_CSA https://twitter.com/Citrix_LAC_CSA - LAC partner news updates
- @CitrixPartners <http://twitter.com/citrixpartners> – Partner news for all Citrix partners worldwide
- @CitrixBlogs <http://twitter.com/CitrixBlogs> – Blogs from the Citrix community
- @CitrixLicensing <http://twitter.com/#!/CitrixLicensing> – Citrix licensing

All other Citrix Twitter Accounts: http://www.citrix.com/lang/English/lp/lp_1854474.asp

Thank You

We look forward to working with you on building a great partnership and providing the best solutions and support for the customer.


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About Citrix

Citrix Systems, Inc. (NASDAQ:CTXS) is the company transforming how people, businesses and IT work and collaborate in the cloud era. With market-leading cloud, collaboration, networking and virtualization technologies, Citrix powers mobile work styles and cloud services, making complex enterprise IT simpler and more accessible for 250,000 enterprises. Citrix touches 75 percent of Internet users each day and partners with more than 10,000 companies in 100 countries. Annual revenue in 2011 was \$2.21 billion.

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