# Citrix Solution Advisor EMEA Program Guide

**CiTRIX**®

This document is designed for Citrix Solution Advisors ("Solution Advisors") as a guide to benefits and requirements in EMEA. It 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 PartnerOperationsEMEA@citrix.com.

**Partner Programs**

For the purpose of the Solution Advisor program, countries in EMEA are part of one of four markets to accommodate  local market conditions. The markets are defined as follows:

• **GROUP 1 Countries:** Germany and United Kingdom
• **GROUP 2 Countries:** France, Netherlands, and Russia
• **GROUP 3 Countries:** Austria, Belgium, Denmark, Italy, Norway, Spain, Sweden, Switzerland and United Arab Emirates
• **GROUP 4 Countries:** All other countries in EMEA

**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 or more locations 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, networking, enterprise mobility and cloud solutions for their customers. Partners have access to a robust set of resources designed to help maximize the business opportunity 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:

• **Solution Advisor Partner**: The entry level into the program for partners who want to sell any solutions from Citrix.
• **Gold Solution Advisor:** This is for partners which 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 which demonstrate the highest level of expertise and commitment, to the entire Citrix portfolio of products, as a core part of their business. These partners also 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 affect 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 Citrix Partner Operations at PartnerOperationsEMEA@citrix.com.

### Membership Period

A Solution Advisor membership period is based on a membership start date and end date.  Your start date is based on when you accept the legal agreement.  Your end date will be based on a 12 month membership and then advanced to the nearest January 1.  Performance evaluations are based on Citrix's fiscal calendar year (January 1 thru December 31).  Upon meeting the requirements to reach the next level of the program, we will ask you to renew your membership at the new level and extend your membership to December 31 of the following year.  Citrix reserves the right to adjust your end date to align with our fiscal calendar year.  Your membership start date and end date can be accessed in Partner Central via the "Update Locations, Contacts, and Memberships" tool.

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

| Benefits | Partner | Gold | Platinum |
|---|---|---|---|
| Sales engagement | Via Distributor | Citrix Account Team | Citrix Named Account Manager |
| Citrix Advisor Rewards [1] ("CAR") | 8% Easy, ELA L1 6%[3] | 10% Easy, ELA L1 8%[3] | 12% Easy, ELA L1 10%[3] |
| Citrix Opportunity Registration[2] | 5% - 10% | 5% - 10% | 5% - 10% |
| CAR Plus [4] | 5% | 5% | 5% |
| CAR Specialist Bonus[5] | 50% more | 50% more | 50% more |
| Co-op funded marketing support | Yes, via Distributor | Yes, via Distributor | Yes, via Distributor |
| Sales Leads from Citrix Marketing | Yes[1] | Yes | Yes – priority allocation |
| Partner Preferred Pricing on training | Yes | Yes | Yes |
| Partner Locator Listing | Yes, lowest ranking | Yes, above Partner level | Yes, highest ranking within CSAs |
| Leads from Partner Locator | Yes | Yes | Yes |
| Partner Badge | Yes | Yes | Yes |
| Partner portal with sales and marketing tools (Partner Central) | Yes | Yes | Yes |
| Citrix Syndication on your website | Yes | Yes | Yes |
| Citrix Social Syndication | Yes | Yes | Yes |
| Partner Newsletter | Yes | Yes | Yes |
| Citrix MarketingIQ | Yes | Yes | Yes |
| Citrix events (i.e.. Citrix Summit and Citrix Synergy) | Yes (fees apply) | Yes (fees apply) | Yes (fees apply) |
| Partner Use Licenses | Yes - full product portfolio | Yes - more then Partner level | Yes - more then Gold level |
| Technical Support Optional – fees apply | Optional - three packages available for purchase | Optional - three packages available for purchase | Optional - three packages available for purchase |

[1] Must be certified on the product included.

[2] Registration must include Cloud Networking product(s) and partner must be certified on the product.

[3] Applies to ELA L2-L6, GELA L1-L4, and Education licensing programs.

[4] Partners achieving a Citrix Specialist designation and have a validated CAR can receive an additional suggested upfront discount of 5% off the program SRP.

[5] Applied to CAR base rebate.  Partners achieving a Citrix Specialist designation and have a validated CAR can receive an additional CAR rebate of 50% of the standard CAR rebate.

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.

Solution Advisors may resell (all editions of):
• Citrix AppDNA™
• Citrix CloudBridge™
• Citrix CloudPlatform™ (Powered by Apache CloudStack™)
• Citrix CloudPortal™
• Citrix NetScaler®(all editions, including AppFirewall)
• Citrix NetScaler Gateway™
• Citrix VDI-in-a-Box™
• Citrix Workspace Suite
• Citrix XenApp® (all editions, including XenApp Fundamentals)
• Citrix XenDesktop®
• Citrix XenClient®
• Citrix XenMobile®
• Citrix XenServer®
• Citrix ShareFile®
• Citrix GoToMeeting®
• Citrix GoToWebinar
    • Citrix GoToTraining
    • Citrix GoToAssist
    • Citrix Podio

Selling Citrix Services
Solution Advisors may also resell Education, Technical Support, and Citrix Maintenance offerings obtainable through Citrix Distributors. Solution Advisors may resell Citrix Consulting Services, contact PartnerOperationsEMEA@citrix.com to engage with the consulting team.

**Membership compliance 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, however as you make these investments we will also invest further in partnering with you.

Solution Advisors membership requirements are composed of an annual sales revenue goal based on Citrix's fiscal calendar year defined as January 1 thru December 31, a specialist track requirement and/or a combination of both.

- **Solution Advisor Partner** a sales revenue goal and specialist tracks are optional.
- **Gold Solution Advisors** have an option of achieving this level by attaining a core specialist track requirement plus a lower annual sales revenue goal, or a higher annual sales revenue goal and no specialist track requirement.  To enjoy financial rewards such as Citrix Advisor Rewards ("CAR"), CAR Plus or CAR Specialist Bonus, partners must meet the requirements of these incentives programs to qualify
- **Platinum Solution Advisor** level requires attaining two (2) specialist tracks, at least one must be a core specialist track, and an annual sales revenue goal.
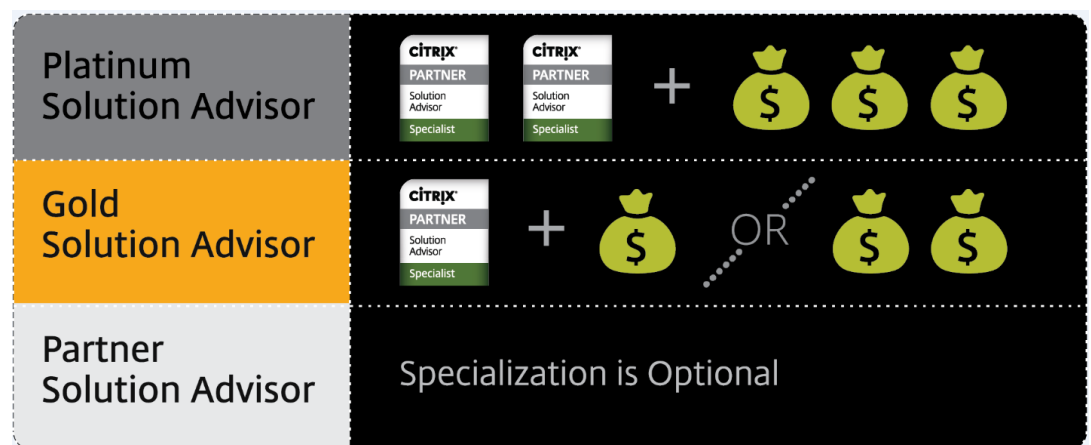


## Annual Sales Revenue Requirement

|  | Partner | Gold | | Platinum |
|---|---|---|---|---|
|  |  | **WITH core Specialist Track** | **WITHOUT core Specialist Track** | |
| United Kingdom and Germany | $0 | $400K+ | $850K+ | $2.5M+ |
| France, Netherlands, and Russia | $0 | $300K+ | $450K+ | $1.2M+ |
| Austria, Belgium, Denmark, Italy, Norway, Spain, Sweden, Switzerland and United Arab Emirate | $0 | $200K+ | $300K+ | $800K+ |
| All other countries in EMEA | $0 | $100K+ | $200K+ | $500K+ |

## Specialist Track Requirement

|  | **Partner** | **Gold¹** | **Platinum** |
|---|---|---|---|
| United Kingdom and Germany | Optional | One (1) core Specialist Track | Two (2) Specialist Track (one core minimum) |
| France, Netherlands, and Russia | Optional | One (1) core Specialist Track | Two (2) Specialist Track  (one core minimum) |
| Austria, Belgium, Denmark, Italy, Norway, Spain, Sweden, Switzerland and United Arab Emirate | Optional | One (1) core Specialist Track | Two (2) Specialist Track  (one core minimum) |
| All other countries in EMEA | Optional | One (1) core Specialist Track | Two (2) Specialist Track  (one core minimum) |

¹ For the Gold level, partners have an option of achieving this level by meeting a higher annual sales revenue goal OR attaining a core specialization plus a lower annual sales revenue goal as outlined in the  Annual Sales Revenue Requirement table.  Although the Gold level can be achieved through a higher annual sales revenue goal, to enjoy the financial rewards of Citrix Specialist and/or Citrix Advisor Rewards partners must meet the requirements of these programs.

## Specialist Requirements

| | Core Tracks | | | Elective Track |
| --- | --- | --- | --- | --- |
| | **Virtualization** | **Mobility Management** | **Networking for Data Center** | **Networking for Apps & Mobile Security** |
| **Customer Validations** | | | | |
| All countries in EMEA | Three (3) Surveys | Three (3) Surveys | Three (3) Surveys | Three (3) Surveys |
| **Certifications [1]** | | | | |
| France, Germany, Netherlands, Russia and United Kingdom | Three (3) Citrix Certified Expert - Virtualization | Three (3 Citrix Certified Professional-Mobility | Three (3) Citrix Certified Professional-Networking | Three (3) Citrix Certified Associate-Networking |
| All other countries in EMEA | Two (2) Citrix Certified Expert - Virtualization | Two (2) Citrix Certified Professional-Mobility | Two (2) Citrix Certified Professional-Networking | Two (2) Citrix Certified Associate-Networking |
| **Service E-Learning and Sales Certificates [2]** | | | | |
| France, Germany, Netherlands, Russia and United Kingdom | • Three (3) individuals for the Leveraging Citrix Sales and Demo Tools course AND<br><br>• Three (3) individuals for the Citrix Consulting Methodology and Project Management course AND<br><br>• Three (3) individuals for the Think Like a Support Engineer course AND<br><br>• Three (3) individuals for the Citrix Certified Sales Professional (coming Q1 2015) | • Three (3) individuals for the Leveraging Citrix Sales and Demo Tools course AND<br><br>• Three (3) individuals for the Citrix Consulting Methodology and Project Management course AND<br><br>• Three (3) individuals for the Think Like a Support Engineer course AND<br><br>• Three (3) individuals for the Citrix Certified Sales Professional (coming Q1 2015) | • Three (3) individuals for the Leveraging Citrix Sales and Demo Tools course AND<br><br>• Three (3) individuals for the Citrix Consulting Methodology and Project Management course AND<br><br>• Three (3) individuals for the Think Like a Support Engineer course AND<br><br>• Three (3) individuals for the Citrix Certified Sales Professional (coming Q1 2015) | • Three (3) individuals for the Leveraging Citrix Sales and Demo Tools course AND<br><br>• Three (3) individuals for the Citrix Consulting Methodology and Project Management course AND<br><br>• Three (3) individuals for the Think Like a Support Engineer course AND<br><br>• Three (3) individuals for the Citrix Certified Sales Professional (coming Q1 2015) |
| All other countries in EMEA | • Two (2) individuals for the Leveraging Citrix Sales and Demo Tools course AND<br><br>•Two (2) individuals for the Citrix Consulting Methodology and Project Management course AND<br><br>• Two (2) individuals for the Think Like a Support Engineer course AND<br><br>• Two (2) individuals for the Citrix Certified Sales Professional (coming Q1 2015) | • Two (2) individuals for the Leveraging Citrix Sales and Demo Tools course AND<br><br>•Two (2) individuals for the Citrix Consulting Methodology and Project Management course AND<br><br>• Two (2) individuals for the Think Like a Support Engineer course AND<br><br>• Two (2) individuals for the Citrix Certified Sales Professional (coming Q1 2015) | • Two (2) individuals for the Leveraging Citrix Sales and Demo Tools course AND<br><br>•Two (2) individuals for the Citrix Consulting Methodology and Project Management course AND<br><br>• Two (2) individuals for the Think Like a Support Engineer course AND<br><br>• Two (2) individuals for the Citrix Certified Sales Professional (coming Q1 2015) | • Two (2) individuals for the Leveraging Citrix Sales and Demo Tools course AND<br><br>•Two (2) individuals for the Citrix Consulting Methodology and Project Management course AND<br><br>• Two (2) individuals for the Think Like a Support Engineer course AND<br><br>• Two (2) individuals for the Citrix Certified Sales Professional (coming Q1 2015) |
| **Practicum Service Certificate [3]** | | | | |
| All countries in EMEA | One (1) Virtualization Specialist Practicum | One (1) Mobility Specialist Practicum | One (1) Networking for Data Center Specialist Practicum | One (1) Networking for Apps & Mobile Security Specialist Practicum |

[1] Individuals having multiple certifications across solution categories (Virtualization, Mobility and Networking) may count towards more than one Specialist Track.

[2] Individuals completing the Service E-Learning and Sales Certificate requirement may count towards more than one Specialist Track.

[3] The same individual(s) completing the certifications requirement MUST also complete the practicum.

# Requirements for All Markets

| Benefits | Partner | Gold | Platinum |
|---|---|---|---|
| Annual profile | Required | Required | Required |
| Partner Badge 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 |
| Citrix Social Syndication | Suggested | Suggested | Required |
| Tech Support Agreement optional purchase | Three packages available for purchase | Three packages available for purchase | Three packages available for purchase |
| Demo Excellence* | Demo center showcasing at least one (1) Citrix product or use Virtual Computing Demo Center | Demo center showcasing at least one (1) Citrix product or use Virtual Computing 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 specialist track compliance requirements.. 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 compliance requirements, please notify EMEA Partner Operations at PartnerOperationsEMEA@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 EMEA Partner Operations about membership renewal opportunities at PartnerOperationsEMEA@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.    For memberships that have expired for 12 months or more,, please contact PartnerOperations EMEA@eu.citrix.com to re-apply to the program. Citrix reserves the right to reject any membership re-application without cause.

## Technical Support

It is recommended that Solution Advisors purchase a technical support agreement to optimize their value to customers.  To solicit Citrix Technical Support the purchase of a technical support agreement is required. The Tech Support Order Form can be found in Partner Central under the Solution Advisor Program section.

The following technical support packages are available for partners.

| Packages | Technical Support Agreement  Amount |
|---|---|
| Option 1 | $2,000 USD |
| Option 2 | $3,500 USD |
| Option 3 | $5,000 USD |

Solution Advisors also have the ability to purchase add-on options with their Tech Support Agreement. These options include:
• Additional contacts: 1 named contact $ 400 USD
• Additional incidents: 5 additional incidents US $ 1,299 USD

These options are available for purchase at any time during a membership period but are only available if a technical support agreement has been purchased.  The technical support benefits provided as part of a Technical Support Agreement purchase are covered in detail in the Citrix Partner Technical Support Guide in EMEA ("Support Guide"), located in Partner Central under Benefits and Programs.

## Partner Profile

Citrix Solution Advisors are required to complete an online partner profile 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 as defined by Citrix's fiscal calendar year (January 1 thru December 31) that must be met at the time of membership renewal is as follows:

| | Partner | Gold | | Platinum |
|---|---|---|---|---|
| | | **WITH core Specialist Track** | **WITHOUT core Specialist Track** | |
| United Kingdom and Germany | $0 | $400K+ | $850K+ | $2.5M+ |
| France, Netherlands, and Russia | $0 | $300K+ | $450K+ | $1.2M+ |
| Austria, Belgium, Denmark, Italy, Norway, Spain, Sweden, Switzerland and United Arab Emirate | $0 | $200K+ | $300K+ | $800K+ |
| All other countries in EMEA | $0 | $100K+ | $200K+ | $500K+ |

The sales goal calculation is as follows:
- 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. Citrix may give credit for product sales made if you were a partner of a Citrix-acquired company, provided the sales information is available.  Maintenance  and SA program Add-On year sales, initial hardware and software maintenance, initial Technical Support including Premier Support  sales, and order adjustments are included in the sales goal calculation.
- Exclusions from sales goal calculation: Product exclusions: Citrix products you ordered through a Citrix OEM partner and Citrix SaaS Division products that were not sold through a Citrix Licensing Program.  Other exclusions include Maintenance renewals, Education, Consulting, and Technical Support renewal sales.
- Sales at multiple office locations within the same country may contribute to the overall sales goal attainment.
- 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).
- Order value is calculated based on licensing program suggested retail price ("Program SRP"), which is the price of the product after the applicable licensing program discounts (www.citrix.com/licensing).
- 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 PartnerOperationsEMEA@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 Citrix Area Manager; the business plan will be uploaded by your Citrix Partner manager and is visible via Partner Central.

## Content Syndication and Social Media Automation

Participation in Citrix Syndication and Citrix Social Syndication is a requirement for Platinum Solution Advisors and highly recommended for Gold and Partner levels.  Citrix Syndication and Citrix Social provide you with a hands-free way to drive effective lead generation through your website and social media accounts. Citrix will provide pages of content and lead-generating resources for your website, plus arm you with a consistent library of social-ready posts for free. For more information regarding these programs, access the marketing section of Citrix Partner Central.

## 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 |
| Partner | 2 marketing activities* |

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

## Compliance

Compliance defines the minimum requirements a partner must have to maintain their Partner, Gold, or Platinum, level status or be considered for a program level upgrade, and it's a combination of your annual sales revenue and specialist track requirements.  In order to renew or be considered for the next program level, you must be compliant with the membership requirements.   Achievements by branch locations (within the same country) can contribute to the overall Primary Country Location compliance requirements to maintain your membership level.

Certified individuals must be linked to their partner organization (the main company headquarters) via My Certification Manager tool in My Account to contribute towards requirements.  Refer to the EMEA 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. Track your compliance status and progress via  Partner Certification Manager in Partner Central.

## Specializations

Specialist Tracks are at the cornerstone of our Solution Advisors program and have been integrated as part of your compliance requirements.  Achieving a specialist designation qualifies, brands, recommends and rewards you for demonstrated technical competency, end-to-end sales capability and service delivery to end customers. As a partner you have the opportunity to demonstrate competency in one or more of these technology categories: Virtualization, Mobility and Networking.  You can begin by specializing in the category that best reflects your current business model and then qualify for additional specializations that support your business strategies.

| Citrix Specialist Tracks | | | |
|---|---|---|---|
| **Technology Category** | Virtualization | Mobility | Networking | Networking |
| **Specialist Competency** | Virtualization | Mobility Management | Networking for Data Center | Networking for Apps and Mobile Security |
| **Related Products** | XenApp | XenMobile | NetScaler | NetScaler |
| | XenDesktop | ShareFile | NetScaler CloudBridge | NetScaler CloudBridge |
| | Workspace Suite | | NetScaler Gateway | NetScaler Gateway |
| | | | NetScaler App Firewall | NetScaler App Firewall |

Specialist Tracks

You may choose from four specialist tracks that best aligns to your business model and objectives. *Core* competencies are the primary competencies in a technology category and drive the core value proposition.   These competencies are required as part the compliance requirements for Gold and Platinum levels.   *Elective* competencies are complementary tracks designed to expand a partner's expertise within a technology category and drive additional value to the core value proposition.  These competencies alone do not meet the Gold compliance requirements but can be used in tandem with a core to help achieve Platinum compliance requirements.

- **Citrix Specialist in Virtualization:**  A core track, partners qualified in this category will possess technical and sales expertise in managing and virtualizing Windows workloads via Citrix XenDesktop and Citrix XenApp. Partners will have documented customer projects that validate their successful implementation of virtual app and desktop delivery solutions.
- **Citrix Specialist in Mobility Management:**  A core track, partners qualified in this category will possess technical and sales expertise in managing Citrix-developed, native mobile apps and data on mobile devices by leveraging Citrix XenMobile and Citrix ShareFile. Partners will have documented customer projects that validate their successful implementation of enterprise mobility solutions.
- **Citrix Specialist in Networking for Data Center:**  A core track, partners qualified in this category will possess technical and sales expertise in optimizing, securing and controlling the delivery of enterprise and cloud services built on Citrix NetScaler and Citrix CloudBridge. Partners will have documented customer projects that validate their successful implementation of enterprise cloud networking solutions.
- **Citrix Specialist in Networking for Apps & Mobile Security:**  An elective track, partners qualified in this category will possess technical and sales expertise in optimizing app and mobile network performance and security with Citrix Netscaler MPX/VPX and Citrix NetScaler Gateway. Partners will have documented customer projects that validate their successful implementation of virtual and mobile networking solutions.

Specialist Requirements

Specialist tracks require the latest Citrix technical certifications for the technology category,  e-learning courses in best practices for delivering services, successful validations from current customers and a practicum to demonstrate hands-on competency.  The practicum presents a case study statement of work to be completed in a virtual lab environment, which is then validated by a Citrix expert. A practicum provides partners the opportunity to demonstrate their knowledge in one of the competency areas by simulating a Citrix engagement

Refer to the Specialist  Requirements  located in Partner Central under Training and Certification to obtain the latest specialist track requirements.  Track your progress on all four specialist competencies  via the  Specialist Progress Manager in Partner Central.
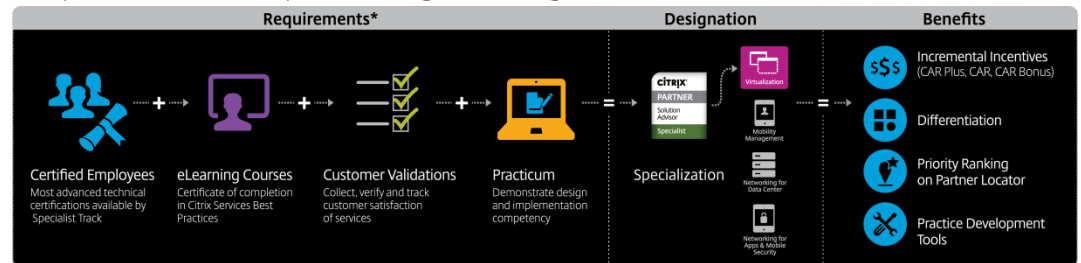


*Requirements vary by country

## Product Authorization

Product authorization refers to the minimum number of Citrix certified sales and technical staff you must have associated to your organization to attain "certified" status.  Your status is dependent on your technical professionals linking their certifications to your organization via My Certification Manager in My Account.  Solution Advisors will not receive certain program benefits until certification is achieved on a product. The requirements differ by product line.

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.
• Specialist Incentives: CAR Plus and CAR Specialist Bonus

Please access the EMEA Product Authorization Requirements in Partner Central for the latest product authorization requirements.  Track your product authorization status, view your progress and the requirements via Partner Certification Manager in Partner Central

**Important note:** If any one of your certified Citrix professionals should leave your organization, you must notify Partner Operations at PartnerOperationsEMEA@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 link 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 that provides customers the freedom to take training courses at Citrix Authorized Learning Centers™ (CALCs) within a 12 month period. You can quote and sell a CTP to your customers and include it on every transaction to earn additional profit.

CTPs are available for the following countries: Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Poland, Russia, South Africa, Sweden, Switzerland, and United Kingdom.

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 practice 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.

## Citrix Maintenance Program

The Citrix Maintenance Program is devised to generate an annual qualified event you can use to engage your installed base of customers. Citrix Solution Advisors in EMEA can resell renewals for the following Citrix Maintenance offerings: Citrix Software Maintenance, Citrix Subscription Advantage™,  Premire Support,  and Appliance Maintenance. Renewal transactions are processed through your Citrix  Value Added Distributor and you can give your Distributor the ability to quote and renew  customers on your behalf.

Renewals are a great reoccurring revenue stream but the opportunity is even greater, if you serve as a trusted advisor and use the customer renewal event to:
• Identify opportunities for Trade Up to XenDesktop ([www.citrix.com/tradeup](www.citrix.com/tradeup)), edition upgrades, incremental users or new projects that involve additional Citrix products.
• Sell value-added services, such as education, consulting, technical support etc.
• Assist the customer with license and account management, including providing assistance on license date syncing (Flexible Date Sync) and recovering or reinstating expired licenses.

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 customer quotes.
• Assign your customers to a Citrix Value Added Distributor.
• View renewal certificates.

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.

To ensure your customers are included in your 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.

## Software Maintenance

Software Maintenance is a complete, stand-alone offering that provides 24/7 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.

### 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 24/7 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.

### 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.

### 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 EMEA have dedicated Citrix teams to support resellers.

Leverage your local Citrix Distributor to:
• Plan and implement demand generation activities.
• Learn how to find resources and use tools in Partner Central.
• Request reimbursement of Co-op funds for marketing activities.
• 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.

Solution Advisors who have not purchased a Technical Support Agreement from Citrix should leverage Distributors for technical support.  Citrix encourages all our partners 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. 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.

Citrix Advisor Rewards are as follows:

| Membership Level | Easy, ELA L1 | |
| --- | --- | --- |
| Platinum | 12% | 10% |
| Gold | 10% | 8% |
| Partner | 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 a Citrix Advisor Rewards Incentive Registration for 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.

Once the Citrix Advisor Rewards Incentive Registration is validated, it is valid for 365 days from the day the registration is submitted. When the customer purchases the product (regardless of who fulfills them), obtain the Citrix order number from the customer or the distributor's purchase order number from the distributor 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 the "Advisor Rewards Terms and Conditions – EMEA" and "CAR Reference Sheet".  Further inquiries about the Citrix Advisor Rewards program can be submitted to EMEA-CAR@citrix.com.

## 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 L1 | ELA L2-L6 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 Incentive 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 Incentive 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 Opportunity Registration Program Guide in Partner Central under Benefits and Programs for details on the terms and conditions, partner tutorials and eligibility rules.

## Specialist Incentives

Partners who have achieved a Citrix Specialist designation and have a validated CAR incentive registration can receive an additional suggested upfront discount ("CAR Plus") of five (5) percent off the Program SRP and an additional CAR rebate ("CAR Specialist Bonus") of 50 percent of the standard CAR rebate. The combination of CAR Plus and the CAR Specialist Bonus has the potential to increase partner success in closing business in a highly competitive space.  Specialist partner incentives are in addition to the standard incentive programs already available to you as a Solution Advisor.

| Specialist Incentive | Incentive Type | Eligibility [1] | Detail | License Program |
|---|---|---|---|---|
| **CAR Plus** | Upfront Discount | Specialist Track achievement | 5% off Program SRP | Easy; ELA[2]; Education; GELA |
| **CAR Specialist Bonus** | Backend Rebate | Specialist Track achievement | 50% of standard CAR rebate | Easy; ELA[2]; Education; GELA |

[1] Specialist Incentives are only paid once for a product that is included in more than one of a partner's specialist tracks.  For example, if a Citrix Specialist who has met the requirements for the Networking for Apps & Mobile Security track and the Networking for Data Center track sells NetScaler, the NetScaler line item on the order will not receive two CAR Plus upfront discounts or two CAR Specialist Bonuses, one for each specialist track.  The Citrix Specialist will only receive a single 5% CAR Plus upfront discount and a single 50% CAR Specialist Bonus rebate for the NetScaler line item on the order.

[2] ELA-7 orders do not qualify for a CAR Plus upfront discount but do qualify for a CAR Specialist Bonus.

## Earning Specialist Incentives

Earn a specialist track and submit a CAR Incentive Registration via the Leads and Rewards system accessed in Partner Central.  The Leads and Rewards system can be accessed by logging in to Partner Central (www.citrix.com/partnercentral), then clicking on the Leads and Rewards link under the Sales main dropdown menu.   Provide all information to submit a CAR Incentive Registration as required by the CAR Program.

After a CAR Incentive Registration is submitted, there will be a fifteen (15) business day validation period.  You will be notified once the CAR Incentive Registration is validated or rejected.  A CAR Incentive Registration expires one year from the date it is submitted and may be resubmitted within 90 days prior to its expiration date.  Refer to the Specialist Incentive Program Guide and Specialist Incentive Program FAQ  for further details on specialist incentives.

## Sales Leads

Citrix provides leads to Solution Advisors from the following activities:

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

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 InfoCenter at http://citrix.sharedvue.net/ to register and 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**
Citrix MarketingIQ

Citrix MarketingIQ  is a no cost 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 marketing resources or a marketing budget.

The benefits of Citrix MarketingIQ 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 Resource Library, where partners can leverage all of the assets and materials around our targeted key play value propositions  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 partners to work with Citrix certified vendors on turn-key marketing activities
• Campaign metrics driven by executed emails and landing pages, including leads, unsubscribes, bounces, and more.

Partners can access MarketingIQ in Partner Central under the "Marketing" dropdown, or can access through http://now.citrix.com/marketingiq.  You will be automatically signed on to the platform.   In the home page (top navigation – tutorial section) partners can find short training videos and an on-demand webinars. 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.

### Coop funds via Citrix Distributors

As a Solution Advisor you have the opportunity to participate in the Citrix EMEA Co-Op Program in co-operation 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.

The EMEA Partner Co-op Program Guidelines specify requirements for your marketing activities to qualify for reimbursement. They are intended to encourage good marketing and business practices and advanced planning with your Citrix channel marketing contact. Please talk to your preferred Citrix Distributor to discuss marketing activities, plans and co-op guideline usage.

### 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 among CSAs), followed by Gold then Partner level (lowest ranking). An option is available for customers to contact you through an online form, creating a lead for you in Partner Central.  Ensure your company description and contact information is up to date, like address, phone number, and email by checking it on Partner Central as this information is visible and available to customers via Partner Locator.

### 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 (PartnerConsole).

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 Social
Citrix Social is a fast and easy way for you to generate awareness and build new followers through your social media networks. Citrix Social can reduce much of the time, money and resources often associated with sourcing, curating and developing content for use in social media networks. It provides partners with access to a full library of content, offering an automated way to get ahead and establish a credible online social presence.

Because Citrix Social is an added benefit of the Citrix Syndication program, partners have the ability to drive more leads through automated, integrated posts to high-value assets within their web content syndication. For more information about getting started with Citrix Social, visit http://citrix.sharedvue.net.   Please note that participation in Citrix Social 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.

### 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 Badge

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

**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.
- **Classroom Training:** Partners who prefer in-person classroom training can attend courses led by certified instructors at Citrix Authorized Learning CentersTM (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/.

Important notes:

- Program Integrity – Citrix certifications are essential to the overall wellbeing of our partner and customer communities. Citrix is committed to maintaining the security and integrity of its certification programs. As such, the Citrix Education team regularly monitors exam statistics to identify any unusual exam results. All candidates for Citrix certifications and certified Citrix professionals are required to read and agree to be bound by the Citrix Certification Policies (including the Certification Program Candidate Agreement and Candidate Code of Conduct).
- Consequences of violating Citrix Certification Policies –All candidates for Citrix certifications should familiarize themselves with the Citrix Certification Policies – Click here to view policy. There is no excuse for violating the terms and conditions of the Citrix Certification Policies. Violators will be subject to severe penalties, including but not limited to, a permanent ban from the Citrix certification program, as further detail in the Citrix Certification Policies.
- Additionally, for Citrix partners, any violation of the Citrix Certification Policies by individuals of such company, may result in impacts to the overall partner status. Companies with multiple employees flagged for violating Citrix Certification Policies will be subject to an investigation by Citrix that may lead to having the organization's partner status immediately downgraded, or revoked. Please note that the penalties listed herein are not all-inclusive.

### 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 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

Partner DEMO software  are  one (1)  year termed licenses that may be used in a non-production environment  and are retrieved using the Partner Use License tool on Partner Central.  Partner DEMO software cannot be extended or renewed and must be replaced with a new license upon expiration. Reference the Partner Licensing Program Guide and Partner Licensing Program FAQ  for details on demo software and appliance allotment eligibility for your membership level and ordering process.

### Partner USE

Partner USE software are  one (1)  year termed licenses that may be used in a production environment and are retrieved using the Partner Use License tool on Partner Central.  Partner USE software cannot be extended or renewed and must be replaced with a new license upon expiration.  Reference the Partner Licensing Program Guide and Partner Licensing Program FAQ  for details on Partner USE software allotment eligibility for your membership level and ordering process.

The Partner License Program does not make Partner USE Appliances available to Partners.  Partners wishing to use NetScaler or CloudGateway products in their internal production environment must either purchase an appliance (using the EASY or ELA License Programs) or use the VPX edition if one is available.

Partners may request Citrix SaaS Corporate Use licenses by accessing the request form at https://podio.com/webforms/3150031/239494.  Citrix SaaS Corporate Use licenses may be used as either Partner DEMO or Partner USE licenses since SaaS licenses are run in Citrix's cloud and do not distinguish between production and non-production environments.

### 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 (3rd party hosting vendor), go to http://demo.citrix.com/. 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.

### Social Media Channels

As a Citrix partner, your success is our success. Take full advantage of the opportunities our partnership can provide you.  Follow us and receive the latest partner news real time.

- https://www.linkedin.com/company/citrix-partner-network – Visit Citrix Partner Network for the latest partner events, resources and programs
- @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
- @Ctxsyndication http://twitter.com/ctxsyndication - Citrix Syndication and WW partner marketing updates
- @ctxmarketingiq http://twitter.com/ctxmarketingiq - Citrix MarketingIQ for all partners demand generation campaigns/updates
- @CitrixChannEMEA http://twitter.com/CitrixChannEMEA – EMEA partner news updates

All other Citrix Twitter Accounts http://www.citrix.com/go/twitter.html.

### Thank You

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

**Corporate Headquarters**
Fort Lauderdale, FL, USA

**Silicon Valley Headquarters**
Santa Clara, CA, USA

**EMEA Headquarters**
Schaffhausen, Switzerland

**India Development Center**
Bangalore, India

**Online Division Headquarters**
Santa Barbara, CA, USA

**Pacific Headquarters**
Hong Kong, China

**Latin America Headquarters**
Coral Gables, FL, USA

**UK Development Center**
Chalfont, United Kingdom

**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. This year Citrix is celebrating 25 years of innovation, making IT simpler and people more productive. With annual revenue in 2013 of $2.9 billion, Citrix solutions are in use at more than 330,000 organizations and by over 100 million users globally. Learn more at www.citrix.com

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