



# How to sell Citrix ?

## Sales Model/Partner Programs/Promotions

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## Partners

### Partner Locator

- ▼ Become a Partner
  - ▶ Citrix Solution Advisor
  - ▶ Citrix System Integrator
  - ▶ Citrix Distributor
  - ▶ Citrix Independent Software Vendor
  - ▶ Citrix Service Provider
  - ▶ Citrix Authorized Learning Center
  - ▶ Citrix Ready
- ▶ **Featured Partners**
- Partner Login**

## Join the Citrix Partner Network

### Market leading products. Award-winning incentives.

Citrix combines **virtualization**, **networking**, and **cloud computing** technologies into a full portfolio of **products** that empower more than 230,000 organizations worldwide to build simpler and more cost-effective IT environments enabling virtual workstyles for users and virtual datacenters for IT. Our experienced network of partners are an integral part of delivering those powerful solutions to our customers.

The Citrix Partner Network is an extension of the Citrix sales team. Partners have access to robust resources designed to help build their business. And, by leveraging the full portfolio of market leading Citrix products, our partners have the unique advantage of delivering a solution to address performance, cost and security issues.

Join the Citrix Partner Network today and take advantage of reselling industry-leading products in high-growth markets while benefiting from award-winning incentive programs. There are several partner programs with varied levels of engagement so you can find just the right fit for your business.

### Citrix Solution Advisor

Citrix Solution Advisors serve as trusted advisors, selling solutions and services that enable customers to realize the benefits of virtual computing. A variety of program levels are available depending on how you want to engage with Citrix and on your business needs. Citrix offers incentives and rewards for increased levels of commitment and customers recognize Citrix Solution Advisors for their experience, technical expertise and success in implementing strategic solutions.

### Citrix System Integrator

Citrix System Integrators provide consulting services, systems integration and outsourcing to enterprise customers - helping customers architect, plan and deliver innovative business solutions leveraging the Citrix portfolio of products.

### Citrix Distributor

Citrix Distributors are instrumental in managing reseller relationships, processing reseller orders for Citrix products, providing technical support and selling to solution providers and resellers.

Join Us at Summit  
and Synergy 2011

Become a Citrix partner.

EXPLORE



# Citrix Solution Advisor

Citrix Solution Advisors play an integral part in the overall customer experience. As a Citrix Solution Advisor, you'll work with the Citrix sales team to identify sales opportunities, educate customers on Citrix products and enable successful delivery of virtualization and networking optimization solutions.

You are rewarded each time a customer purchases Citrix products regardless of who fulfills the order so long as you influence the sale. This will help you quickly grow your business so you can focus on serving as a trusted advisor to your customers. You'll also be able to use partnership resources to increase your expertise in virtualization, networking and cloud computing technologies, including low-cost training, lead generation, comprehensive marketing and sales tools, a web-based **Partner Portal** and **Partner Locator**, and technical training forums.

## Partners

[Partner Locator](#)

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### ▶ [Featured Partners](#)

[Partner Login](#)

## Membership levels

- ▶ **Silver Solution Advisor** – The entry level partnership program. Partners with any level of expertise in Citrix solutions who are interested in reselling or influencing the sale of products. Resellers looking to add Citrix products to their vertical or specific solution offerings; either larger resellers who leverage Citrix or resellers who typically serve Small and Medium Businesses (SMB), departmental or other small engagements.
- ▶ **Gold Solution Advisor** – Partners who demonstrate a high-level of expertise and commitment to one or more of Citrix technologies as a core part of their business. They receive additional sales leads and funds to build their business. Gold partners work closely with Citrix to successfully deliver Citrix solutions to customers.
- ▶ **Platinum Solution Advisor** – Invitation-only partnership. 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.

## Citrix Solution Advisor benefits

- ▶ Resale margins
- ▶ Professional services opportunities
- ▶ Maintenance opportunities
- ▶ Convenient, low cost training
- ▶ Access to sales and marketing tools via **My Citrix**
- ▶ Monetary rewards through the Citrix Advisor Rewards Program
- ▶ Free software and discounted hardware for demos and internal use
- ▶ Ability to participate in Citrix events such as **Summit** and **Synergy**
- ▶ Ready-made Citrix Solution Advisor logo for print and web



## Citrix Distributor

Citrix Distributors perform pivotal, valued-added services on behalf of Citrix. As a Citrix Distributor partner, you are instrumental in managing reseller relationships, processing reseller orders for Citrix products, providing technical support and selling to solution providers and resellers. You'll have an agreement specifying which products to distribute and can sell perpetual licenses of **Citrix solutions** to a vast pool of resellers. Citrix Distributors can also be a Citrix Service Provider Distributor or a Citrix Learning Center.

You'll collaborate with a dedicated Citrix distribution account manager to stay current on Citrix updates, products and program details. You'll be able to use partnership resources to increase your expertise in virtualization, networking and cloud computing technologies, including online sales training, special rebates and incentives, comprehensive marketing and sales tools, and a web-based **Partner Portal** and **Partner Locator**.

### Citrix Distributor benefits

- Rebates and quarterly incentives
- Co-op funds and funded activities for use with resellers
- Free software and discounted hardware for internal use and for demos
- Access to sales and marketing tools via **My Citrix**
- Free online sales training and special offers
- Ability to participate in Citrix events such as **Summit** and **Synergy**
- Ready-made Citrix Distributor logo for print and web

## Partners

### Partner Locator

#### ▼ Become a Partner

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- ▶ Citrix System Integrator
- ▼ Citrix Distributor
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  - ▶ Citrix Service Provider
  - ▶ Citrix Authorized Learning Center
  - ▶ Citrix Ready

#### ▶ Featured Partners

### Partner Login



## Partners

- Partner Locator
- ▶ Become a Partner
- ▶ Featured Partners
- Partner Login

### Follow Citrix on:



# Citrix Partner Locator

Solution Providers

Hosting Providers

Distribution Partners

Solution Providers are Citrix Solution Advisors, System Integrators and Independent Software Vendors who sell Citrix products as well as their own products and/or services to end users. As a Citrix partner, they can deliver unique solutions for specific application delivery needs.

Company Name:

\*Country:

Select Search Method:  State / Region

State/Region:

City:

Product:

Partner Type:

Level:

- All
- Bmo
- Bmo Jihomoravsky
- Doubravice
- Olomouc
- Ostrava
- Praha
- Praha 4
- Usti Nad Labem

[What is this?](#)

Any comments on this site? [Give us your feedback](#)

# Citrix Sales Programs & beyond





# Understanding The Program

# Program Principles

Citrix is a **Channel** Company

Subscription / Hardware Warranty / Maintenance **follow Product Sales**

Renewal events are an **Up-Sell, Cross-Sell or Trade up** Opportunity



## License programs

## 3 License programs:

EASY

For all customers,  
that DO NOT  
receive licenses from a  
volume license program

ELA

for SMB and  
large enterprises  
**Initial order mandatory !**

GELA

For all those customer from  
Public sector / non-profit



# Citrix Enterprise Licensing Program

## Benefits for the customer

Replaces the programs OLP and FLEX

Between 25% and 45% endcustomer discount (products only)

ELA Licenses are eligible for 25% discount for Subscription

Affiliates / Subsidiaries can join the main registration

# Benefits for the Partner

Revenue increase

Longterm customer relation

Strategic approach / frame contract discounts are always a great argument when talking to the customer

Contract period 3 years

- Starts on day of initial order -

Extension of the contract period for

2 more years

- At the earliest 12 months before expiration

-




Lizenzprogramme - Windows Internet Explorer  
http://partnerweb.citrix.de/vertrieb/lizenzprogramme/

My Tools Logout My Citrix

Suche

**CITRIX** News Vertrieb Marketing Produkte Events Partnerprogramm Weiterbildung

Home > Vertrieb > Lizenzprogramme



## Lizenzprogramme

Der Einsatz der passenden Software unterstützt wesentlich die Effizienz und Profitabilität eines Unternehmens. Hier fallen oftmals große Investitionen an. Daher tragen der kostengünstige Einkauf und die einfache Verwaltung der Lizenzen zunehmend zum gewünschten Unternehmenserfolg bei. Um diesen Anforderungen gerecht zu werden, hat Citrix verschiedene Lizenzprogramme entwickelt. Egal ob für Großunternehmen oder kleine und mittelständische Betriebe - bei Citrix findet jeder Kunde die passende Lösung. Vertrieben werden die Lizenzprogramme ausschließlich von autorisierten Citrix Partnern. Für die Lizenzprogramme für Behörden sowie die Sparkassen-Lizenzierung müssen die Partner in Deutschland spezielle Zertifizierungs-Schulungen absolvieren.

Lizenzprogramme und ihre Zielgruppen auf einen Blick  
Weiterführende Informationen zu den einzelnen Lizenzprogrammen erhalten Sie durch Anklicken des gewünschten Lizenzprogramms.

- ▶ **EASY - Licensing Program**  
Für kleine und mittelständische Unternehmen
- ▶ **ELP - Enterprise License Program**  
Für mittlere und größere Unternehmen

Weitere Volumenlizenzprogramme für definierte Zielgruppen:

**GELA - Government Entity License Agreement**  
Lizenzprogramm für Behörden (nur gültig für die Region EMEA). Für verschiedene Bundesländer in Deutschland, sowie für Behörden in Österreich und der Schweiz gibt es bereits Rahmenvereinbarungen.

**Sparkassen-Lizenzierung**  
Diese Rahmenvereinbarung mit der S-Finanz-Gruppe wurde für sämtliche Sparkassen in Deutschland sowie angegliederte Unternehmen getroffen.

Subscription Advantage Programm  
MEHR SICHERHEIT UND LEISTUNG

Aktuelle Channel Events  
MEHR ERFAHREN

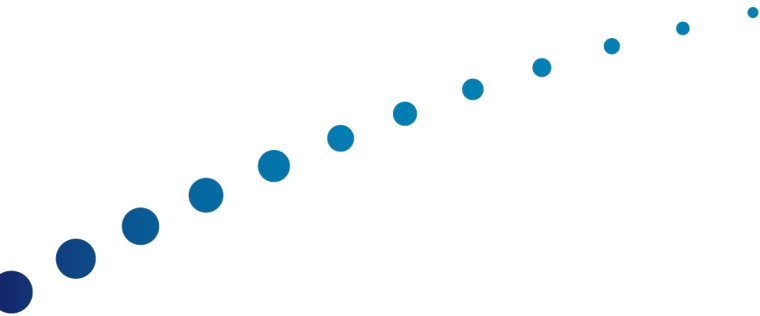
Resourcen

Weitere Informationen

Präsentationen

Partnerweb -> Sales -> license programs

# Citrix Maintenance Programs



# Agenda

What is Subscription Advantage / Warranty / Maintenance

Underlying Products

How do I get SA / Warranty / Maintenance?

Renewal / Reinstatement / Recovery (getCurrent)

Add-on Years offering

End User Discounts

Channel Model

The Channel's 5 Keys for success

Useful Resources

# What are the Service offerings?

## Subscription Advantage (License Updates)

A Program Membership

Specific to the End Users Citrix Environment

A Technology Guarantee

Lock in Tomorrows Technology Today!

Upgrade to future **version** releases.

## Hardware Warranty

Replacement of failure Hardware appliances. (Import and shipping costs may occur)

## Maintenance

Subscription Advantage (License Updates)

Hardware Warranty (Import and shipping costs may occur)

Access to Citrix Technical Support (based on agreement level Bronze, Silver , Gold)

# How do I get Subscription?

## Purchase Citrix Software Product\*

Full Product

Upgrade Product (i.e Edition Upgrade to Platinum)

Trade Up to XD

\*Initial 12 month Subscription Advantage Membership included

## Maintain your Membership

Renew your Membership

Reinstate your Membership (*getCurrent*)

Recover your Membership (*getCurrent*)

# Membership Illustration

- A Customer Purchases **100 Users XenApp 4.0 Enterprise** April 1, 2008
- April 1, 2009 Membership Renewal Cost = **\$50 / ccu**

XenApp 4.5 launched on October 1, 2008. (eligibility Date)

Benefit **REMAINS** available to the Customer even if they **FAIL** to Renew on April 1, 2009.

XenApp 5 (launch June 1, 2009) and **Future** Benefits are **ONLY** available to the customer **IF** they Renew

**Renewal / getCurrent**



# Renew your Membership

Availability: End User Customers with Active Subscription Advantage Memberships.

Methodology: Renew via an Authorized CSA partner or at list price.

direct

Messaging: Renew your membership before it and continue to benefit from Subscription Advantage interruption.

expires  
Membership without

# **getCurrent**

**It is designed to regain Subscription Advantage memberships that have expired.**

**The getCurrent program is available via the Citrix Authorized Channel only.**

**getCurrent is not available XenApp Fundamentals, Warranty or Maintenance Customers!**

# Reinstate your Membership

**Availability:** End User Customers with Subscription Advantage Memberships expired **less** than 365 days.

**Methodology:** Reinstatement requires the customer to pay for time expired plus a Reinstatement Fee.

Reinstatement Fee equals to 20% of the Value of the expired period only.

**Messaging:** Reinstate your membership within One Year of expiration and your former position within the Subscription Advantage Program can be immediately restored.

# Recover your Membership

Availability: Subscription Advantage Membership expired **greater** than 365 days.

Methodology: Subscription Advantage Membership Recovery is a predefined user price which includes 1 year of Subscription Advantage Membership active from the quote / transaction date.\_

Messaging: Opportunity for Citrix Customers to Recover Subscription Advantage Membership expired greater than 12 months!

Recover your membership expired greater than one year and your membership of the Subscription Advantage Program can be regained.

Recover Subscription Advantage Membership without having to Upgrade your installed base or Migrate before you are ready.



# Channel Involvement

# 5 Keys for Success



Explain/Sell the Value Proposition

Drive End User Assignments to your Organization

Leverage the Online Renewal Management Systems

Opportunity Tracking and Awareness

Provide your Value Add offerings



# The Value Proposition



# Benefits of Subscription Advantage

## **Stay current with the latest technology at no additional cost**

Keep your Citrix application delivery solution current, while minimising IT operation costs with product version updates that may entail new features, security and performance enhancements.

## **Secure portal to manage and fulfill on program benefits**

Activate and manage your active Subscription Advantage membership online with the Citrix Activation System (CAS) at

[www.MyCitrix.com](http://www.MyCitrix.com). Membership benefits fulfillments are only clicks away when using the „Manage My Licenses“ toolbox, renewals can be accessed 24/7 using the „Manage My Renewals“ toolbox.

## **Protect your IT investment**

As a benefit of this program, customers are eligible at any time to access all product updates available during the term of the membership.

## **Flexibility of renewal**

Put the investment of Subscription in the customers budgetary cycle

DateSync different expiration dates to one common event.

Renew all or just the licenses in use

# Drive End User Assignments



# Benefits of Assignment / Your Value Add

**One Stop Citrix Shop** (Same support mechanism for product and service sales)

**getCurrent**

**More local training on how to profit with Citrix**

Support in handling License and Account Management ( license Transfers, Account Mergers)

You can support your Customers more efficient and effective than Citrix

For CSA: reduction of ressource cost by outsourcing Subscription Advantage Management to Distributor

Benefit from exclusive Program Functionality (getCurrent, Flexible Date Sync)

Potential Call Centre Support

Potentially Extended Payment Terms

# Business Resources

## EMEA SA Program SharePoint site

[http://emeasharepoint.citrite.net/sites/EMEA\\_SalesOperations/SA-Program/default.aspx](http://emeasharepoint.citrite.net/sites/EMEA_SalesOperations/SA-Program/default.aspx)

Program documentations

Online renewal tool training presentations (VADs, CSAs and End User)

Statistics / Metrics

**SA Dashboard**

Communications



# Promotions

# Proven Success



- ~15% of the XenApp base
- Customers in all industries
- ~80% trading-up all licenses
- ~50% XenDesktop Platinum
- ~20% trading up & buying more

Significant Opportunity Remains

~20 Million XenApp licenses

# Trade-up Program Strategy – 2011 and Beyond



1. Address all remaining customers
2. Incent customers to Trade-up & expand
3. Re-engage customers with expired SA
4. Increase channel participation

# Trade-up 2011, with SA

Trade-up Offer	Trade-up 2:1 (User/Device)		Trade-up 1:1 (User/Device)		Trade-up 1:1 (CCU)	
	XD-E	XD-P	XD-E	XD-P	XD-E	XD-P
XenApp Platinum	n/a	\$185 <del>\$170</del>	n/a	\$135 <del>\$125</del>	n/a	\$220 <del>\$170</del>
XenApp Enterprise	\$130 <del>\$120</del>	\$275 <del>\$250</del>	\$85 <del>\$80</del>	\$225 <del>\$205</del>	\$155 <del>\$120</del>	\$330 <del>\$250</del>
XenApp Advanced	\$190 <del>\$170</del>	\$330 <del>\$300</del>	\$140 <del>\$130</del>	\$280 <del>\$225</del>	\$230 <del>-</del>	\$395 <del>-</del>
XenApp Fundamentals	n/a	n/a	\$140 <del>\$130</del>	\$280 <del>\$255</del>	n/a	n/a

2010 H2 pricing

# What else changed?

Apart from pricing Trade-up 2011 is the same as 2010 H2!

All you have learned last year is still relevant

E.g.

1:1 and 2:1, with SA and without SA

Partial Trade-up's

Which licenses need to be included in a 2:1 Trade-up

...

Only exception is Trade-up without SA

No 2:1 Trade-up last year

Now there is one

And CCU Trade-up of course



# Trade-up without SA

2010

Trade-up ANY Licenses (1:1) – SA Expired		
	<u>XenDesktop Enterprise</u>	<u>XenDesktop Platinum</u>
<u>XenApp Fundamentals</u>	\$195	\$320
<u>XenApp Advanced</u>	\$195	\$320
<u>XenApp Enterprise</u>	\$145	
<u>XenApp Platinum</u>	-	\$190

2011 and beyond

Trade-up Offer	Trade-up 2:1 (User/Device) <b>NEW</b>		Trade-up 1:1 (User/Device)		Trade-up 1:1 (CCU) <b>NEW</b>	
	XD-E	XD-P	XD-E	XD-P	XD-E	XD-P
XenApp Platinum	n/a	\$235	n/a	\$185	n/a	\$270
XenApp Enterprise	\$180	\$325	\$135	\$275	\$205	\$380
XenApp Advanced	\$240	\$380	\$190	\$330	\$280	\$445
XenApp Fundamentals	n/a	n/a	\$190	\$330	n/a	n/a

# Example 2:1 Trade-Up

## 2:1: What licenses need to be included?

All XA licenses with **active SA** for the same **Org-ID**

Licenses without SA don't need to, but can be considered

## Example:

Customer with a mix of 170 XenApp ccu's

### Start:

100 XAp with SA

50 XAe with SA

20 XAa without SA



### Result:

• 200 XDp with a full year of SA

• 100 XDe with a full year of SA

• 40 XDe with a full year of SA

### Optimal solution:

• 200 XDp (2:1 Trade-Up)

• 100 XDp (2:1 Trade-Up+Upgrade)

• 40 XDp (2:1 Trade-Up+Upgrade)

~~= 340 XDp~~

# Done?

## Well not quite...

There's more we offer now

## Motivate customers to not only Trade-up but also expand

2 additional options

Not based on promotions but rather a regular offering!

Not available to customers that did a Trade-Up previously





# Trade-up PLUS

...can only be applied if accompanied with a Trade-up

Same order

Order must contain Trade-up ALL SKU (with or w/o SA) and Trade-up PLUS SKU

...is a permanent program not a promotion

... not available for Trade-up in 2010

...offers 10% off SRP for new XD Licenses

Regular discounts and ELA levels apply to these additional licenses

<b><u>If the Customer has this...</u></b>	<b><u>They must (at a minimum) use this Program...</u></b>
All Active XA Licenses	Trade Up ALL with Active SA
Some Active and some Expired XA licenses	Trade Up ALL with Active SA
All Expired XA Licenses	Trade Up ALL with Expired SA



# 2011 Trade-up PLUS

Scenario: XenDesktop Trade-up with Trade-up PLUS SKUs

Note: Customer does not need to trade up his expired SA install base

# Trade-up PLUS and CAR

## How do we calculate?

CAR for Trade-up is a flat 10%

CAR for Trade-up PLUS is based on normal, variable program CAR

Commercial License Program CAR								
	Easy	ELA L1	ELA L2	ELA L3	ELA L4	ELA L5	ELA L6	ELA L7
<b>CAR</b>	10,0%	10,0%	10,0%	9,0%	8,0%	7,0%	6,0%	5,0%

XD PLUS SKUs will receive a 100% CAR promotion on top of normal CAR

## Split calculation required!

Start	CAR
TU 1000 XAp with SA	\$\$\$ * 10%
TU+ 500 additional XDp	<u>\$\$\$ * ELA % + 100% Bonus</u>
	= Total CAR





# Trade-up MAX

...can only be applied if accompanied with a Trade-up

Same order

Order must contain Trade-up ALL SKU (with or w/o SA) and Trade-up MAX SKU

Combination of Trade-up and Trade-up PLUS must be for a minimum of 2500 u/d

No CCU as this does not make sense in a “wall to wall” scenario

...is a permanent program not a promotion

... not available for Trade-up in 2010

...offers **35%** off SRP for new XD Licenses

Regular discounts and ELA levels apply to these additional licenses

<u>If the Customer has this...</u>	<u>They must (at a minimum) use this Program...</u>
All Active XA Licenses	Trade Up ALL with Active SA
Some Active and some Expired XA licenses	Trade Up ALL with Active SA
All Expired XA Licenses	Trade Up ALL with Expired SA



# 2011 Trade-up MAX

Scenario: XenDesktop Trade-up with Trade-up MAX SKUs



Sales FAQ: ...Citrix will accept Dun & Bradstreet or Hoovers.com data or the user count for any active Microsoft Enterprise Agreement as supporting evidence.

# Trade-up MAX and CAR

## How do we calculate CAR?

CAR for Trade-up is a flat 10%

CAR for Trade-up MAX is based on normal, variable program CAR

Commercial License Program CAR								
	Easy	ELA L1	ELA L2	ELA L3	ELA L4	ELA L5	ELA L6	ELA L7
CAR	10,0%	10,0%	10,0%	9,0%	8,0%	7,0%	6,0%	5,0%

No 100% CAR bonus for TU MAX SKUs!

## Split calculation required!

Start	CAR
TU 1000 XAp with SA	$$$$ * 10\%$
TU MAX 500 additional XDp	$$$$ * \underline{\text{ELA \%}}$
	= Total CAR



Done now?

No, one more thing...



**Trade-up  
RESTART**

# Trade-up RESTART

Trade-up without SA is +\$50 on regular list price

Trade-up RESTART promotion is -\$50

As long as the promotion runs Trade-up pricing without SA is identical!



**Trade-up  
RESTART**

# Trade-up RESTART

New limited time promotion expires on 31.12.2011

Applies to customers with XenApp with Expired SA

Customers in Recovery or Reinstatement are eligible

We do not differentiate

Save \$50 off the expired SA Trade-up prices

Trade-up **ALL** your expired XenApp licenses and

- Benefit from Trade-up PLUS and Trade-up MAX offerings



**Trade-up  
RESTART**

# Trade-up 2011

Trade-up Offer	Trade-up 2:1 (User/Device)		Trade-up 1:1 (User/Device)		Trade-up 1:1 (CCU)	
	XD-E	XD-P	XD-E	XD-P	XD-E	XD-P
XenApp Platinum	n/a	\$185 <del>\$170</del>	n/a	\$135 <del>\$125</del>	n/a	\$220 <del>\$170</del>
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XenApp Fundamentals	n/a	n/a	\$140 <del>\$130</del>	\$280 <del>\$255</del>	n/a	n/a

2010 H2 pricing

**Notes:**  
Standard Pricing for Expired SA \$50 more than pricing for current customers

# Trade-up RESTART and CAR

## How do we calculate CAR again?

CAR for Trade-up is a flat 10% (No matter if with or without SA)

2011 Trade-up to XenDesktop 5 Commercial License Program CAR								
	Easy	ELA L1	ELA L2	ELA L3	ELA L4	ELA L5	ELA L6	ELA L7
CAR	10,0%	10,0%	10,0%	10,0%	10,0%	10,0%	10,0%	10,0%

## Simple calculation

Start CAR  
1000 XAp without SA \$\$\$ \* 10%



**Trade-up  
RESTART**

# CAR summary

## Partner FAQ:

Partner Incentive programs include:

- The 2011 Lead with Desktop Virtualization Promotion provides a 50% bonus to the base Advisor Rewards payment for sales of XenDesktop Enterprise and Platinum Editions.
- XenDesktop Trade-up SKUs will receive a flat 10% Advisor Reward payment, regardless of the customer's license program or level.
- XenDesktop Trade-up PLUS and Trade-up MAX SKUs will receive the normal, variable Advisor Reward payment, based on the customer's license program and level.
- XenDesktop Trade-up PLUS SKUs will receive a 100% Advisor Reward promotion in addition to the normal Advisor Reward payment.

# How about switching XD u/d to ccu?

Now that ccu is a standard offering you may get customers that want to convert  
First of all, we do not want to encourage this behavior!

If the swap out still needs to happen than here are the requirements:

- Licenses to be exchanged need to be under SA

- Requires a sales exception (to keep control)

- Free of charge, \$0 order

- We will only accept licenses purchased before ccu became a public option

- Exchange will be done on a 2:1 basis. 200 u/d -> 100 ccu

- “All in”, all CCU must be included in the 2:1 U/D conversion

- New licenses will have the same SA expiry as the old ones

- We will require a destruction letter for the existing licenses



# Resources

## Sales Success Kit

### This Kit's Resources

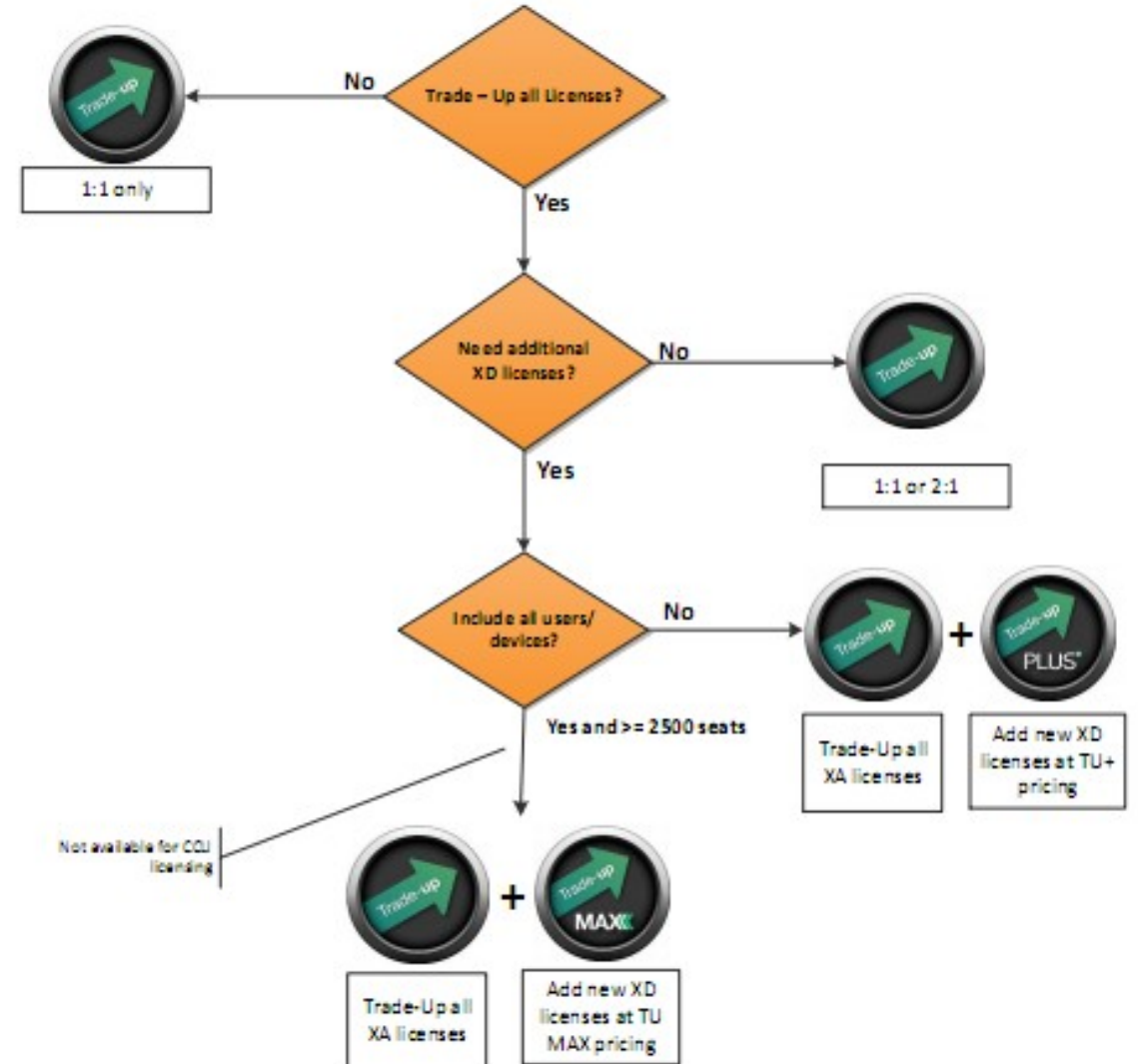
Resources by Sub Kit

All Resources

Order By Title	
⊕	<a href="#">HTML OpenCloud Access Sales Kit</a>
⊕	<a href="#">HTML Trade-up to XenDesktop Customer Presentation</a>
⊕	<a href="#">HTML Trade-Up to XenDesktop Partner Value Proposition Card</a>
⊕	<a href="#">HTML Trade-up to XenDesktop Question Based Selling Call Script</a>
⊕	<a href="#">HTML Trade-Up to XenDesktop Customer Brochure</a>

Trade-up calculator

## Trade-Up 2011



# SA Add-On Years and Trade-Up I

## Eligibility?

SA Add-On Years can be combined with a Trade-Up order

## Which SKUs need to be used?

The Add-On SKU is based on the XD target edition.

<u>From</u>	<u>To</u>	<u>SA Add-On year SKU</u>
XA Enterprise	XD Platinum	XD <b>Platinum</b> Add-On Year SKU
XA Enterprise	XD Enterprise	XD <b>Enterprise</b> Add-On Year SKU

## Which license count needs to be considered for Add-On years?

The license count for Add-On years needs to be based on the amount of XD licenses the customer ends up with, not on the amount of XA licenses that were traded up

1:1 Trade-Up of 100 XA seats will require an accompanying order of 100 SA Add-On licenses

2:1 Trade-Up of 100 XA seats will require an accompanying order of 200 SA Add-On licenses

# SA Add-On Years and Trade-Up II

**Which end customer discount will be applied to the SA Add-On years?**

End customer discount for Trade-Up orders are

Easy and ELA L1 = 0%

ELA L2-L6 & L7, Education and GELA Max. = 25%

For SA Add-On years regular SA Add-On end customer discounts will apply which happens to be 25% as well.

**Which channel discount will be applied to the SA Add-On years?**

Distributor discount for Trade-Up orders is

15% for ELA0 and Easy

11% for ELA1 – ELA6

8% for ELA7

For SA Add-On years regular SA Add-On channel discounts will apply which is 20% across all ELA levels.

## Trade-up to XenDesktop 4 Calculator CITRIX®

**Add comprehensive desktop virtualization to your proven XenApp implementation now – all for a savings of up to 80% off the purchase of new desktop virtualization licenses.**



Desktop virtualization is THE hot topic among CIOs and IT admins. In fact, leading analysts estimate that 40 % of professional desktops will be virtual by 2013. Citrix is rewarding our valued XenApp customers for their investments by offering a cost-effective and risk-free path to desktop virtualization. But you must act quickly as this offer is only valid until June 30, 2010.

### Current Situation

Enter the number of XenApp Enterprise or Platinum CCU licenses you want to trade-up to XenDesktop 4.

Total # of XenApp CCU licenses:	<input type="text" value="100"/>	Country:	<input type="text" value="Germany"/>
Total # of XenApp licenses to trade-up:	<input type="text" value="100"/>	Current XenApp Edition:	<input type="text" value="Enterprise"/>
Current on Subscription Advantage:	<input checked="" type="radio"/> Yes <input type="radio"/> No	Trade-up XenDesktop 4 Edition:	<input type="text" value="Platinum"/>

**Re-Calculate**

### Trade-Up to XenDesktop 4

# of XenApp CCUs to trade-up:	100
# of XenDesktop 4 user or device licenses received: ⓘ	200
XenDesktop 4 Edition:	Platinum
Trade-up price per XenApp CCU:	\$ 150
Plus, One Year of Subscription Advantage:	\$ 50
<hr/> Total price per XenApp CCU:	<hr/> \$ 200

### Savings

Trade-up license cost:	\$ 20,000
New XenDesktop 4 license cost:	\$ 70,000
<hr/> <b>Your Savings vs. new XenDesktop 4 purchase:</b>	<hr/> <b>71 %</b>
<b>Remember: You can apply your \$ 5,000 Subscription Advantage budget and you will only need to spend \$ 15,000 more to Trade-up.</b>	

# XenDesktop Quick PoC Kit



# What is the XenDesktop Quick PoC Kit?

Pre-installed PoC environment

XenServer-based virtual machines (XVA / VHD)

XenServer-based VMs

- Sys prepped, i.e. without license info

- Prepared scripts for automatic config

Can stay with end customer

Completely isolated environment

Embedded in test environment of customer  
(Active Directory)



# Simplification by separated phases

**Download from [my.citrix.com](https://my.citrix.com)**

# Download location XVAs

## My Citrix

Citrites and partners only

Tracking of downloads

URL alias available:

[www.citrix.com/xendesktop/poc](http://www.citrix.com/xendesktop/poc)

[www.citrix.com/xendesktop/quickpoc](http://www.citrix.com/xendesktop/quickpoc)

[www.citrix.com/xendesktop/pocket](http://www.citrix.com/xendesktop/pocket)

## Download Size

24 GB

Compressed and self executable

## XenDesktop Quick PoC Kit Version 1.1

Release Date: 2/5/2010

[Back to results](#) ◀

The XenDesktop Quick PoC Kit has been created for being used as a tool for Proof of Concepts and is intended for validating desktop delivery with XenDesktop within a short time period. It provides a quick and simple setup of the required infrastructure components and can be used for Proof of Concepts that run either in an isolated environment or can even be integrated into any of the customers' environment. The average setup time varies between 2-4 hours. The kit consists of a set of documentation guiding through the setup and the required pre-built virtual machines. The updated version 1.1 contains a new Windows 7 Enterprise vDisk and a 25-user XenDesktop Platinum Edition evaluation license.

Additional Citrix Kits are available for:

- ▶ [XenDesktop on Microsoft Hyper-V Evaluation Virtual Appliance \(EVA\)](#)
- ▶ [XenApp Evaluation Virtual Appliance \(EVA\)](#)
- ▶ [Branch Repeater Proof of Concept Kit](#)

### Documentation:

- ▶ **Overview.** This document provides a general overview of the XenDesktop Quick PoC Kit and how it should be used.
- ▶ **Checklist.** The checklist provides guidance for preparing a PoC at a customer and ensures all configuration steps are completed.
- ▶ **Isolated How To.** Step by step guidance for setup of PoC environment as an isolated solution without touching any customer production systems.
- ▶ **Integrated How To.** Step by step guidance for setup of PoC environment that integrates into a customers' test or even production Active Directory domain and production environment.

### Learning Lab:

- ▶ The XenDesktop Quick PoC Kit can be tested in an online lab for self-paced training of the setup process. This environment mimics a fictitious customer environment, where the XenDesktop Quick PoC Kit will be integrated. To access the online lab, please visit the [Learning Lab website](#).

### Instructions:

# Customer version

## My Citrix

Also available to customers

Tracking of downloads

URL alias available:

[www.citrix.com/xendesktop/poc/customer](http://www.citrix.com/xendesktop/poc/customer)

[www.citrix.com/xendesktop/quickpoc/customer](http://www.citrix.com/xendesktop/quickpoc/customer)

[www.citrix.com/xendesktop/pockit/customer](http://www.citrix.com/xendesktop/pockit/customer)

## XenDesktop Quick PoC Kit Version 1.1

Release Date: 5/13/2010

[Back to results](#) ◀

The XenDesktop Quick PoC Kit has been created for being used as a tool for Proof of Concepts and is intended for validating desktop delivery with XenDesktop within a short time period. It provides a quick and simple setup of the required infrastructure components and can be used for Proof of Concepts that run either in an isolated environment or can even be integrated into any of the customers' environment. The average setup time varies between 2-4 hours. The kit consists of a set of documentation guiding through the setup and the required pre-built virtual machines. The updated version 1.1 contains a new Windows 7 Enterprise vDisk and a 25-user XenDesktop Platinum Edition evaluation license.

Additional Citrix Kits are available for:

- ▶ [XenDesktop on Microsoft Hyper-V Evaluation Virtual Appliance \(EVA\)](#)
- ▶ [XenApp Evaluation Virtual Appliance \(EVA\)](#)

### Documentation:

- ▶ **Overview.** This document provides a general overview of the XenDesktop Quick PoC Kit and how it should be used.
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- ▶ **Integrated How To.** Step by step guidance for setup of PoC environment that integrates into a customers' test or even production Active Directory domain and production environment.

### Instructions:

- ▶ Download all files to a location and run the executable file.
- ▶ 60 GB of free space is required to decompress the downloaded package.
- ▶ Submit feedback or report issues through the [XenDesktop Quick PoC Support Forum](#).

XenDesktop Quick  
PoC Kit #1

English

5/13/10

3.41 GB .exe

[Download](#) ▶

# Download location VHDs

## My Citrix

Also available to customers

Tracking of downloads

URL alias: same as for XVAs

## XenDesktop on Microsoft Hyper-V Evaluation Virtual Appliance

Release Date: 3/5/2010

[Back to results](#) ◀

The Evaluation Virtual Appliance (EVA) is a complete virtual machine system for evaluating Citrix products. The Citrix XenDesktop EVA enables customers and partners to evaluate desktop virtualization with XenDesktop on Microsoft Hyper-V.

### Before you begin

You will need Microsoft Hyper-V to run the EVA. Download your free copy of **Microsoft Hyper-V today**.

Download, licensing and support

1. DOWNLOAD DOCUMENTATION– Click on Show Documentation to download and review the release publications.
2. DOWNLOAD and EXTRACT – Download the files below into the same directory in your computer and run the executable to extract the EVA.
3. LICENSE – NOTE: You may have to create a free account.
4. CONFIGURATION and SUPPORT – Use the Quick Start Guide to configure the EVA. Having trouble? Visit our **Support Forum**.

**Note:** The current EVA is based on Microsoft VDI with Citrix XenDesktop 4 and will be extended in the second half of 2010 for Citrix XenDesktop 4 with Provisioning Services and Microsoft App-V on Hyper-V.

Citrix XenDesktop  
on Microsoft  
Hyper-V Evaluation  
Virtual Appliance -  
W208-DC

English

3/5/10

2.16 GB .exe

[Download](#) ▶

[Show Documentation](#)

Citrix XenDesktop  
on Microsoft  
Hyper-V Evaluation  
Virtual Appliance –  
WIN7VDI

English

3/5/10

2.7 GB .exe

[Download](#) ▶

# Download location

## My Citrix

Citrites and partners only

Tracking of downloads

URL alias available:

[www.citrix.com/demotoolkit](http://www.citrix.com/demotoolkit)

## Download Size

24 GB

Compressed and self executable

## Quick Demo Toolkit

Release Date: 5/10/2010

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Download the Quick Demo Toolkit and build your own Citrix demo environment. The Quick Demo Toolkit lets you build out a demo center in a very short timeframe and start hosting interactive demos of Citrix XenDesktop and Citrix virtual computing on local or hosted hardware of your choice. It's the perfect tool to provide to your sales force. You can also extend the environment to your customers and prospects and let them experience Citrix firsthand. The Quick Demo Toolkit saves you time by providing you with a reference architecture designed by Citrix and clear documentation that takes you step-by-step through the build out process. It also includes Citrix software licenses so that you can begin conducting customer demos immediately. Building a Citrix demo environment is the perfect first step on the road to taking full advantage of the demo and internal use software licenses you receive through the **Partner Licensing Program**.

### Documentation

- ▶ **Quick Demo Toolkit How To.** This document provides a general overview of the Quick Demo Toolkit, step-by-step setup instructions, and a procedure for creating and removing a customer specific demo environment.
- ▶ **User Demo Script.** This demo script provides guidance of what to demonstrate at your customer.

### Instructions

- ▶ Download all files to a location and run the executable file.
- ▶ 60 GB of free space is required to decompress the downloaded package.
- ▶ Submit feedback or report issues through the **Quick Demo Toolkit Support Forum**.

Quick Demo Toolkit #1	English	5/10/10	3.41 GB	.exe	<a href="#">Download</a> ▶
Quick Demo Toolkit #2	English	5/10/10	3.41 GB	.rar	<a href="#">Download</a> ▶
Quick Demo Toolkit #3	English	5/10/10	3.41 GB	.rar	<a href="#">Download</a> ▶





# **What is in the product editions ?**

## **Xen App 6**

# XenApp 5 Features by Edition

New/Extended in Feature Pack 2

New in Feature Pack 1

Workflow Studio Orchestration

EasyCall Voice Services

App Streaming (also offline)

Server-hosted App Delivery

**Advanced**

XenServer

Power + Capacity Management

Load Testing Services

Profile Management

Workflow Studio Orchestration

EasyCall Voice Services

EasyCall Voice Services

**Enterprise Management**

Resource Manager, CPU/Memory Optimization

VM-hosted App Delivery

App Streaming (also offline)

Server-hosted App Delivery

**Enterprise**

XenServer

Power + Capacity Management

Provisioning Services

Load Testing Services

Profile Management

Workflow Studio Orchestration

EasyCall Voice Services

Secure App Access

Secure App Access

Single Sign-on (also offline)

Service Monitoring

WAN Optimization

WAN Optimization

**Enterprise Management**

Resource Manager, CPU/Memory Optimization

VM-hosted App Delivery

App Streaming (also offline)

Server-hosted App Delivery















**Platinum**

XenServer

# XenApp 6 key features

Feature	Description	Editions	Platform
<b>Any device, anywhere</b>			
<b>Receiver for Windows, Mac &amp; Linux</b>	Access apps on-demand using a single auto-updating client	A, E, P	All
<b>Smartphone support</b>	Keep business moving with easy access to apps from any mobile platform including iPhone, Android and Windows Mobile	A, E, P	All
<b>Expanded plug-ins for Receiver</b>	Deliver seamless access with new plug-ins for EasyCall voice communications (all editions), WAN acceleration, and Single sign-on	P	All
<b>Self-service apps</b>			
<b>Enterprise storefront for PC &amp; Mac</b>	Enable self-service access to the apps users need to work	A, E, P	All
<b>Microsoft App-V integration</b>	Deliver apps using Microsoft App-V from a single point of management	A, E, P	All
<b>HDX RealTime and Plug-n-Play</b>			
<b>HDX RealTime collaboration</b>	Provide users with real-time video and teleconferencing collaboration using Microsoft OCS and VoIP softphones	A, E, P	R2
<b>HDX RealTime audio</b>	Provide users with CD quality audio using 90% less bandwidth	A, E, P	R2
<b>HDX Plug and Play for Windows portable USB devices</b>	Enable users to instantly connect USB devices including point-of-sale, webcams, scanners, digital cameras and more	A, E, P	R2
<b>SmartCard support for Win 7</b>	Enhance device compatibility with SmartCard support for Windows 7	A, E, P	R2

# Features by Edition and Platform

Feature	Enhanced functionality	Edition	2003	2008
<b>HDX Technology</b>	<ul style="list-style-type: none"> <li>· Plug-and-Play for USB-Devices</li> <li>· MediaStream for Flash Content</li> </ul>	<b>A,E,P</b>		
<b>EasyCall Voice Services</b>	<ul style="list-style-type: none"> <li>· Any phone as Device for PBX Environments</li> </ul>	<b>A,E,P</b>		
<b>Workflow Studio Orchestration</b>	<ul style="list-style-type: none"> <li>· Automation Scripts for Integration with Windows Components</li> </ul>	<b>A,E,P</b>		
<b>VM-Hosted Apps*</b>	<ul style="list-style-type: none"> <li>· Application Delivery via VMs or Blade PCs</li> </ul>	<b>E,P</b>		
<b>Power- and Capacity Management</b>	<ul style="list-style-type: none"> <li>· Enhanced Server Utilization and less Energy Consumption</li> </ul>	<b>E,P</b>		
<b>Load Testing Services</b>	<ul style="list-style-type: none"> <li>· Intelligent Load Control and automated Tests</li> </ul>	<b>E,P</b>		
<b>Profile Management</b>	<ul style="list-style-type: none"> <li>· Profile Management when changing OS or Device</li> </ul>	<b>E,P</b>		
<b>Provisioning Services</b>	<ul style="list-style-type: none"> <li>· Updates and Maintenance of a <u>single</u> Image</li> </ul>	<b>P</b>		

\* requires WS2003 for the Delivery Controller

**A = Advanced**  
**E = Enterprise**  
**P = Platinum**

# XenApp 6 key features (continued)

Feature	Description	Editions	Platform
<b>Enterprise class scalability</b>			
<b>Built for WS08 R2</b>	Increase scalability with 15% or more users per server on WS08 R2	A, E, P	R2
<b>Simple, fast product installation</b>	Install XenApp in half the time with role-based installation wizards and easier server deployment	A, E, P	R2
<b>Single management console</b>	Reduce complexity of managing applications with a simple and intuitive console	A, E, P	R2
<b>Seamless Microsoft management integration</b>	Streamline management through integration with Microsoft Active Directory group policies and PowerShell	A, E, P	R2

# XenApp 5 Feature Pack 3 key features

Feature	Description	Editions	WS08 R1	WS03
<b>HDX MediaStream for Flash</b>	Accelerate Flash multimedia performance by determining the best method of rendering for a given connection	A, E, P	Ë	Ë (in FP2)
<b>HDX Plug 'n Play for USB storage devices</b>	Enable real-time plug and play for USB storage devices	A, E, P	Ë	Ë (in FP2)
<b>HDX IntelliCache ICA optimization</b>	Optimize performance and network utilization for multiple users accessing the same applications at a branch office	A, E, P	Ë	Ë (in FP2)
<b>Application isolation for Windows services</b>	Improve compatibility of any Windows application by enabling streaming of applications with services	A, E, P	Ë	Ë

