1-800-456-8000 x76484
Citrix-Licensing@ingrammicro.com
Desk hours - 8:30-8:00 Eastern
www.myCitrix.com

Vendor Program Overview

Citrix desktop virtualization, application virtualization, server virtualization, application networking, cloud computing and Software as a Service offerings radically simplify computing for millions of users, delivering applications as an on-demand service to any user, in any location on any device. The Citrix family of products and services centralize, virtualize and minimize the complexity of traditional computing – significantly reducing costs, improving information security, mobilizing people, and delivering enterprise agility.

Key Products

Workspace Suite- Citrix Workspace Suite is the most complete, integrated mobility solution for helping people and business become more productive with an on-demand mobile workspace. Provides workers with access to all of their applications, data and personalized desktops, optimized to meet the security, performance, personalization and mobility requirements of each individual. Citrix Workspace Suite provides a single, flexible solution that can streamline application and desktop deployment and lifecycle management to reduce IT costs. By centrally managing and delivering on-demand standard images, IT can improve the success rate of application and desktop image updates and provide role-based management, configuration, security and support for corporate and employee-owned devices.

XenApp – XenApp is the industry-leading solution for virtual application delivery, providing Windows apps as secure mobile services. By centralizing control and security, IT can mobilize the business while reducing costs. Centralize applications in the datacenter to protect intellectual property and sensitive, private information. Granular access policy enforcement reduces the risk of data loss or intrusion through unsecured connections and VPN holes. Reduce application management costs by as much as 90% by streamlining application deployment and lifecycle management. Citrix Receiver is the easy-to-use client software that provides employees with universal access to virtual apps, desktops and data from any device, including smartphones, tablets, PCs and Macs. Working with your XenApp installation, Receiver empowers employees with the freedom to work from anywhere.

XenDesktop– With XenDesktop, IT can mobilize the business, while reducing costs by centralizing control and security. Incorporating the full power of XenApp, XenDesktop can deliver full desktops or just apps to any device. XenDesktop simplifies virtual desktop and Windows app delivery to an increasingly mobile workforce. Leverage the elasticity of hybrid clouds and the security of mobile device management. IT can meet the increasing demand for BYO initiatives by delivering apps and desktops as an on-demand service, provisioned in realtime. Executives and employees are given the freedom to use new mobile technology without requiring IT to support the hardware. Centrally secured virtual desktops and apps in the datacenter reduce the risk of data loss or intrusion when delivered to any device. Corporate access remains secure while intellectual property and sensitive private information stays safe. Citrix Receiver enables employees to easily and securely access applications, desktops and data from any device. Working with your XenDesktop installation, Receiver provides the mobility, convenience and freedom employees want so they can work from anywhere.

XenClient- XenClient makes managing thousands of PCs as easy as managing one. Citrix XenClient extends the benefits of desktop virtualization to corporate laptops. XenClient delivers the lowest-cost, simplest device management solution for turning desktops and laptops into secure virtual computers. These added efficiencies can result in a 70% or greater reduction in PC management costs. Enhanced

policies and role-based administrative control deliver the granularity IT needs to manage XenClient effectively while meeting the needs of an increasingly mobile workforce. XenClient delivers improved virtual laptop security to keep company information protected. Each VM image can be fully encrypted and runs in complete isolation, ensuring that malware or cyber-attacks cannot pass between environments. IT admins can also enforce time-based VM lease periods for contingent staff and remotely wipe lost or stolen laptops. Extending the benefits of XenDesktop to corporate laptops, XenClient enables users to work from anywhere, at any time—whether they have slow, intermittent or no network access—for exceptional flexibility and productivity.

XenServer – Citrix XenServer is an industry and value leading open-source virtualization platform for managing cloud, server and desktop virtual infrastructures. Organizations of any size can download XenServer for free to virtualize demanding workloads and automate management processes – increasing IT flexibility and agility and lowering costs. Built with scale, security and multi-tenancy in mind, XenServer allows for even greater flexibility and cost efficiency. XenServer enables IT to significantly reduce the number of servers in a datacenter and better utilize existing hardware resources. Through live migration of VMs, high availability and dynamic memory control, XenServer helps IT administrators maximize application performance while increasing efficiency. XenServer delivers the best-in-class performance for desktop virtualization with an integrated virtualization platform for Citrix XenDesktop. XenServer maximizes VM density, streamlines storage operations and secures the VM network to ensure a quality end-user experience while providing IT control.

ShareFile- ShareFile is a secure enterprise file sync and sharing service that meets the mobility and collaboration needs of users and the data security requirements of the enterprise. Give users true enterprise class data services across all corporate and personal mobile devices, while giving IT all the control it needs. Users can access, sync and securely share files from any device with people both inside and outside the organization for easy collaboration and enhanced productivity. Offline access keeps productivity up even when on-the-go. Choose where your data is stored - on premises, in the cloud or a combination of both to meet your needs for data sovereignty, compliance, performance and costs.

XenMobile- XenMobile delivers complete Enterprise Mobility Management (EMM) – mobile device management, mobile application management and enterprise-grade productivity apps – in one comprehensive solution. XenMobile enhances the user experience on BYO or corporate devices without compromising security. Citrix ShareFile integrates with XenMobile to allow employees to access, sync and securely share files from any device with people both inside and outside the organization. Offline access keeps productivity up even when on-the-go. IT maintains the control it needs to store data on-premises, in the cloud, or both.

NetScaler- Citrix NetScaler is deployed in thousands of networks around the globe to optimize, secure and control the delivery of all enterprise and cloud services, and to maximize the end user experience for all users including mobile clients. NetScaler is the industry's leading service delivery platform with the most comprehensive set of application security, acceleration and load balancing (including GSLB) capabilities across the broadest range of platforms. Citrix TriScale technology revolutionizes enterprise cloud networks by providing unrivaled capabilities that smartly and affordably scale application and service delivery infrastructures without additional complexity. Secure web applications, prevent inadvertent or intentional disclosure of confidential information and maintain compliance with information security regulations such as PCI-DSS. A hybrid security model combines attack signature detection with an advanced learning engine, enabling rapid deployment and preventing DDoS attacks. Ensure high availability for critical XenDesktop services for local and mobile users while delivering a rich user experience. Provide strong data security and deliver secure access and visibility.

CloudBridge– Citrix CloudBridge connects and accelerates applications, optimizes bandwidth utilization across third-party public cloud and private networks, offers a platform for cloud-enabling third-party applications, and provides visibility into application performance to optimize the user experience. Accelerate XenApp, XenDesktop and traditional enterprise applications, and optimize video delivery without straining your enterprise WAN. Optimize existing WAN capacity to reduce bandwidth

consumption per desktop by up to 80 percent and application traffic by up to 95 percent. Leverage the unique reporting and QoS capabilities of CloudBridge to understand application performance for improved visibility, troubleshooting and bandwidth management. Ensure complete security for data in motion between the corporate datacenter and branches to third-party clouds while delivering services on-demand to users.

CloudPlatform- Citrix CloudPlatform, powered by Apache CloudStack, is the industry's only future-proofed, application-centric cloud solution proven to reliably and efficiently orchestrate both traditional enterprise and cloud-native application workloads within a single unified cloud management platform. It is a turn-key solution based on an open and flexible architecture that is designed to run every application workload at scale and with simplicity. The hardware agnostic approach lets you leverage existing investments and lets you chose the virtualization, storage and networking solutions that are right for your cloud. Designed for the new generation of cloud-native application workloads, CloudPlatform delivers Amazon-like availability, storage and networking.

CloudPortal- CloudPortal Business Manager is a cloud services delivery and business management platform that enables cloud services automation, making it easy to deliver a broad array of cloud services while integrating with existing business, operations and IT systems. Build a customizable catalog of services capable of delivering IaaS, PaaS, SaaS, DaaS, 3rd party cloud services and enterprise applications built on an extensible, cloud-scale platform. Unify and automate cloud services provisioning, business/operations support systems, billing and metering and user management under a single, extensible and customizable platform. Allow end-users access to the cloud and IT services, infrastructure and account management tools they need from an easy to use cloud services storefront.

Podio- Communicate, organize and get work done in one place with Citrix Podio. It's entirely customizable to fit how you run projects most efficiently. Podio makes deadlines, responsibilities and goals clear for everyone – and they're always up to date. With transparent, organized projects, you'll never need to slow your team down to get a status update. You'll have the oversight you need to see if everything's on track. You and your team define all the structure of your content, reports and overviews. So you can run projects your way, unhindered by workarounds imposed by rigid software. And your team will love how Podio reflects the way you already talk and think about your business. Podio puts all your conversations in one place in the context of the work you're doing. This enables you to tighten your communications without increasing everyone's email load.

GoTo Suite-
- **GoToMeeting-** Citrix GoToMeeting makes it simple and cost-effective to meet online with colleagues and customers. Best of all, meeting participants can share their webcams in high definition, so you can enjoy more personal interactions – without needing a complicated setup. You can meet from anywhere on any device – no training needed. Start a meeting and share your screen, video and audio with just a click. GoToMeeting integrates everything – VoIP, telephone, HD video – for a clear and professional web conference.
- **GoToWebinar-** Citrix GoToWebinar is the simple, cost-effective tool for hosting real-time online events that draw people in. Easily invite up to 1,000 attendees and engage them with high-definition video, screen sharing, interactive tools and more. Get to know your audience better through customizable registration options and attendee reports. Use this information to identify high-quality leads, and then follow up easily after your webinar ends. Let GoToWebinar set up your conference call for you or use the VoIP option for audio through a computer's mic and speakers. You can also give attendees the convenience of joining through toll-free calling with OpenVoice Integrated audio. Make your presentations more dynamic by pulling the curtain back on your speakers. Using our HDFaces video feature, up to 6 presenters can share their webcams with up to 1,000 participants in high definition. Audience members can virtually raise their hands, answer polls and ask questions while you monitor everything from a single dashboard. You can even see how many people are paying attention to your presentation.
- **GoToTraining-** Citrix GoToTraining online training software enables your organization to provide live, interactive instruction to employees, customers and students anywhere, anytime. Reduce

travel and reach more learners by moving your instruction programs online. GoToTraining makes it simple to set up course catalogs for promoting your classes. Keep your administrative workload light by following up with automated invites and registration. And then when it's time to train, you can easily measure learning through built-in testing and polling. With GoToTraining, you can train up to 200 people at once online. There's no need to travel or set up a venue, so you pay less. Built-in VoIP and toll-free audio options also add to the cost savings. Plus, you can record your sessions for those who miss the live training or simply want to review. GoToTraining has a full range of tools that make the virtual classroom extra engaging and interactive. Show videos and share up to 6 attendee webcams. Invite subject matter experts to teach with you. Chat, draw and highlight on the content you present. Let GoToTraining RevStream handle your payment processing and transform your learning programs into profit centers. The RevStream feature integrates seamlessly with PayPal so you can easily charge for your classes and track your payments online.

- **GoToAssist-** Simplify your IT workflow with Citrix GoToAssist. With three essential tools in one simple interface, GoToAssist makes IT operations more efficient and less costly. Manage the work, not the software, so you can deliver amazing support. GoToAssist Service Desk lets you document your help desk procedures without adding complexity. Easily log and track incidents and provide self-service support portals – all within an ITIL-based system. Your support teams will quickly become more productive and effective while gaining control and complete visibility of all services. GoToAssist Remote Support allows you to deliver fast technical support to people and their devices. Remotely connect to PCs, Macs, mobile devices, unattended computers and servers. Then resolve issues quickly with a bevy of support tools. You can even deliver support on the go with GoToAssist mobile apps. With GoToAssist Monitoring, you can easily collect and manage inventories of your workstations, servers and iOS devices, so you always have the most up-to-date information. The agent also allows you to connect to Windows and Mac computers, even if they're unattended. Plus, you can set up alerts for potential issues to solve problems before they become bigger or affect users.

Maintenance/Support

Most licenses come with one year of Subscription Advantage built right in with the option to purchase additional years up from through Distribution. Subscription Advantage (SA) if current allows the user to download the latest and greatest version of the product along with any patches or fixes that may have been released.

Premier Support is offered for some products and is global 24x7 phone tech support coverage. The customer receives unlimited incidents and unlimited contacts to call in for support within the product family they have purchased their support for. Please note, however, that this is an all or nothing policy. If the customer has Premier Support on existing licenses within a product family, all future purchases of additional licenses will require Premier Support to be purchased as well. Alternatively, if they don't have Premier Support covering any of their existing licenses, they are not required to purchase Premier Support. But if they want it, they must purchase it for all new and existing licenses in that product family.

Software Maintenance is also a requirement for some products. The software maintenance agreement covers both product upgrades as well as phone tech support. You can think of it as a combination of both Subscription Advantage and Premier Support into one sku.

Hardware support is available for one, two, or three years at the Gold, Silver, Bronze levels. Below is what each agreement includes:

- **Gold** Unlimited phone access to Citrix Technical Support engineers
  - Extended hours coverage: 24x7x365
  - Access to software version updates, including Operating System
  - Advanced replacement for materials
  - Replacements ship within 1 business day after issue of RMA number

- o 1 Assigned Support Account Manager for non-technical relations management
  - o 6 Named Contacts

- **Silver** Unlimited phone access to Citrix Technical Support engineers
  - o Business hours coverage (8-5)
  - o Access to software version updates, including Operating System
  - o Advanced replacement for materials
  - o Replacements ship within 1 business day after issue of RMA number
  - o 1 Assigned Support Account Manager for non-technical relations management
  - o 4 Named Contacts

- **Bronze** Unlimited phone access to Citrix Technical Support engineers
  - o Business hours coverage (8-5)
  - o Access to software version updates, including Operating System
  - o Standard replacement for materials
  - o Replacements ship within 10 business days after issue of RMA number
  - o 2 Named Contacts

Media
All media/product documentation is listed directly on Citrix' website:
http://support.citrix.com/proddocs/topic/infocenter/ic-how-to-use.html

Authorization Requirements
In order to receive quotes on Citrix products or place orders one must be a Citrix Certified Sales Professional. To receive information about becoming a CCSP please contact info@citrixepg.com

Ordering Requirements
To assure prompt processing of your Citrix purchase, please be sure to include the following information when placing your order with us:

1. Ingram Micro Account number
2. PO number
3. End-user agency/organization name
4. End-user shipping street address, city, state and zip code (Citrix will not except a PO Box)
5. End-user contact name - first and last name required
6. End-user contact phone number
7. End-user contact email address (email domain must match business name)
8. Citrix deal registration RWD-ID (if applicable)
9. The end-user's ORG ID, Company ID or Contract Number with Citrix. This is required regardless if it is the customers first purchase with Citrix. If the customer does not have one they will need to set one up as this is the most vital part. Either the reseller or end user can create a MyCitrix account; Ingram Micro cannot do this for customers.
- The end user can find their ORG ID by logging into their MyCitrix.com account. It is located at the top left of the homepage next to their name.
- If you need to create a new ORG ID, please follow these steps:
  - o Go to:www.mycitrix.com (please log out of your own MyCitrix account first as sometimes it keeps you auto-logged in).
  - o You can begin the account creation process by choosing the "Create New Account" option on the lower left-hand side of the page.
  - o Fill out all required contact information and create a username and password.
  - o When done, it will bring you to the hompage of their MyCitrix account and the ORG ID will be located at the top left next to the customer's name.

Product Delivery

Citrix Software's normal processing time on electronically delivered orders (Licensing and support) is 2-3 business days.

- Most licenses are delivered to the End User's My Citrix account based on their ORG/Company ID that needs to be on every order.
- Some licenses, such as ShareFile and the GoToSuite, are emailed to the customer. Please provide a customer email address with a domain that matches the end user company. Citrix does not place orders with generic email addresses, such as gmail.com or yahoo.com.
- The delivery posts directly to the end user's account and reseller's are not copied on any communciation. The end user contact email address provided for the order will receive an email confirmation notifying them when their licenses have posted to their account.
- Hardware is shipped at Citrix's expense and typically takes 7-10 business days to arrive. Delivery can be expedited if a FedEx or UPS account number is provided for the order and all costs would be charged to that account (not added to the order). Please specify how quickly you'd like the expedite on the email communication as well as on the PO itself.

Renewals

Citrix Subscription Advantage and Premier Support renewals need to be taken directly to Citrix. They can be reached at 1-800-424-8749. Unfortunately Distribution does not have SKU's to quote out or process orders for an opportunity of this nature.

Pricing Programs

Citrix has a discounted pricing structures for customers who order 150K worth of MSRP worth of products (See the below charts for discounted and educational pricing). Once the initial qualifying order is placed the customer can purchase at that discount level for the next 3 years.

Customers who do not meet this requirement and are not an education or not for profit organization would purchase at Easy (Standard Corporate) pricing.

	EASY	Citrix Enterprise License Program						
Level	(n/a)	1*	2	3	4	5	6	7
Commitment	None	None	$150K USD	$300K USD	$600K USD	$1M USD	$1.5M USD	
Initial Order (min)	None	None	$150K USD	$300K USD	$600K USD	$1M USD	$1.5M USD	
Term	N/A	N/A	3 Years	3 Years	3 Years	3 Years	3 Years	
Reorder[1] (min)	N/A	N/A	$5K USD	$5K USD	$5K USD	$5K USD	$5K USD	Reserrved for FLEX Customers
Renewal Order[2] (min)	N/A	N/A	$75K USD	$150K USD	$300K USD	$500K USD	$750K USD	
Renewal Term[3]	N/A	N/A	2 Years	2 Years	2 Years	2 Years	2 Years	
Discount[4]	None	0%	25%	30%	35%	40%	45%	
PlusOne Upgrade Order[5] (min)	None	N/A	$225K USD	$450K USD	$650K USD	$875K USD	N/A	

Specific attributes may vary by geography.

NOTES

* **Current ELA customers in a higher level who do not submit a qualifying Renewal Order are renewed at ELA Level 1 with no discount. New customers may not register in ELA Level 1 and should use EASY.**

[1] A Reorder is an additional purchase placed during the term of the License Program.

[2] A Renewal Order must be placed during the 12 months prior to the License Program expiration date.

[3] The Renewal Term is the length of time the License Program is extended on receipt of a qualified Renewal Order.

[4] The discount is a reduction from the Suggested Retail Price on eligible products to the customer.

[5] A PlusOne Upgrade Order will increase the Program Level and associated benefits for the remainder of the Term.

Citrix Education License Program	
Commitment	None
Initial Order (min)	$20K USD
Term	2 Years
Reorder[1] (min)	$2K USD
Renewal[2] Order (min)	N/A
Renewal[3] Term	N/A
Discount[4]	40%

Returns Overview
Citrix has a **No Returns** Policy. Please contact our licensing desk with any questions.

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