

Citrix Training Pass

Citrix Training Pass (CTP) program allows Citrix Solution Advisors to resell official Citrix training to their customers using a very simple voucher program. By including the Citrix Training Pass as part of product quotations Citrix Solution Advisors can add revenue and margin to the every deal.

Benefits of Selling CTPs

- Make additional margin from selling training
- Simplifies resale of training – no scheduling to coordinate
- Increases service offerings the you can offer without the overhead of managing delivery
- Bundle training with product at point of sale creating an opportunity to capture training budget as well as capital/expense budgets
- Higher customer satisfaction and reduced support costs through trained customers

How the Citrix Training Pass works

The Citrix Training Pass consists of a voucher that can be resold by a Citrix Solution Advisors to their customers. Each voucher is specific to an authorised Citrix course and admits one student to that course scheduled at a Citrix Authorised Learning Centre (CALC).

Selling a Citrix Training Pass

CTPs can be ordered from a Citrix Distributor just like a product license. Place an order using the appropriate SKU (see below).

The CTP voucher code will be sent to you by email. Once you have received the email you can forward this to your customer. Once the customer is in possession of the CTP voucher your role in selling the training seat is completed.

Using the Citrix Training Pass

Once the customer has received their voucher code they can then go ahead and book the training course at a time that suits them either by contacting their preferred CALC or by following these steps:

1. Go to emea.citrixtraining.com and select the Course and Country in the drop down menus and click “Search”.
2. Select the preferred date by clicking on the name of the location.
3. Click “Register” and on the registration form, in the “Prepaid Voucher” drop-down select “Yes – I have a Prepaid Voucher” and enter the CTP voucher code in the field below.

Upon receipt of the registration form a representative from the selected CALC will contact the student directly. The CTP voucher is valid for 12 months from the time it was created and training can be booked at any time during this period.

Citrix Training Pass Availability

The following CTPs are available for purchase today. Contact your Citrix Distributor for latest pricing information quoting the SKUs as reference.

Product	SKU & Course Name	Technical Level	Days
XenDesktop	CMB-200 Implementing the Citrix Desktop Delivery Infrastructure (SKU: VCHCMB2001CTP)	Administrator	5
XenApp for Windows Server 2008	CXA-201 Implementing Citrix XenApp 5.0 for Windows Server 2008 (SKU: VCHXA201CTP-1)	Administrator	5
XenApp for Windows Server 2008	CXA-300 Advanced Administration for Citrix XenApp 5.0 for Windows Server 2008 (SKU: VCHXA300CTP-1)	Advanced	5
XenApp for Windows Server 2003	CTX-1259 Citrix Presentation Server 4.5 and XenApp 5.0 for Windows Server 2003: Administration (SKU: VCH1259CTP)	Administrator	5
XenServer	CXS-200 Implementing Citrix XenServer Enterprise Edition 5.0 (SKU: VCHXS200CTP-1)	Administrator	2
NetScaler	CNS-200 Basic Administration for Citrix NetScaler 9.0 (SKU: VCHNS200CTP-1)	Administrator	5

To learn more

Visit www.citrixtraining.com for

- Full course details
- Certification information
- Exam information

Selling Tips

- Target students for Citrix training are system administrators, consultants, support staff, architects and consultants.
- Target buyer is generally the Project Manager, IT team leader, IT Manager/Director and HR Training managers.
- CTPs are most easily sold when the customer is buying additional products or going through an upgrade process.
- Add at least one CTP to every quote you send to your customers for product purchases or Subscription Advantage renewals.
- Stress the benefits of attending a Citrix authorised training course:
 - Get the full benefit of the product purchased by learning about all its features and how to maximise the return on the investment
 - Improve the productivity of their IT team by learning to use the products according to Citrix defined best practices
 - Reduce downtime and support calls by learning the best way to manage and administer the product

Course Highlights

Course Name	Description	Days
Citrix Presentation Server 4.5 and XenApp 5.0 for Windows Server 2003: Administration(CTX-1259BI)	Provides the foundation to deploy and administer Citrix Presentation Server™ 4.5 and Citrix XenApp™ 5.0 and its components on the Windows® Server™ 2003 platform. Learners receive hands-on training for installing Citrix XenApp and XenApp plug-ins, and for using the administrative consoles to configure published resources, policies, individual server and server farm settings, load evaluators, printers, streaming applications etc.	5 days
Implementing Citrix XenApp 5.0 for Windows Server 2008 (CXA-201-1I)	Provides the foundation to effectively deploy and administer XenApp and its components, including Web Interface, Application Streaming, Load Manager, Installation Manager, and Secure Gateway. Hands-on training for installing XenApp and the associated plug-ins and for using the administrative consoles to configure published resources, policies, individual server and server farm settings, load evaluators, printers, streaming applications and more.	5 days
Advanced Administration for Citrix XenApp 5.0 for Windows Server 2008 (CXA-300-1I)	Prepares learners to monitor, maintain and troubleshoot network environments running XenApp for Windows Server 2008. Introduction to the tools used to scale, optimize and troubleshoot the XenApp farm including the data store, sessions, clients, printing, applications, policies, Web Interface and Secure Gateway. Covers skills needed to maintain data and server integrity, record farm activity and generate reports. Prior XenApp knowledge recommended	5 days
Basic Administration for Citrix NetScaler 9.0 (CNS-200-1I)	Covers initial configuration and administration of Citrix® NetScaler® 9.0. Covers features such as load balancing, GSLB, SSL off-load, content filtering, content switching, classic and advanced expressions, integrated caching, rate limiting, AppExpert templates and more. Interactive instructor-led discussion and hands-on labs guide learners through administrator tasks preparing them to manage, monitor and troubleshoot NetScaler 9.0 deployments.	5 days
Implementing the Citrix Desktop Delivery Infrastructure (CMB-200-2I)	Covering the core components of Citrix Desktop Delivery Infrastructure, this course provides learners with the skills necessary to install, configure, and manage Citrix XenDesktop Platinum Edition, including Citrix XenDesktop 3, Citrix XenServer™ Enterprise Edition 5.0 and Citrix Provisioning Server™ 5.0. Through interactive lecture and hands-on exercises, learners gain real-world Citrix Desktop Delivery Infrastructure experience.	5 days
Implementing Citrix XenServer Enterprise Edition 5.0(CXS-200-1I)	Prepares learners to deploy, manage and troubleshoot Citrix XenServer Enterprise Edition 5.0 and XenCenter. Topics covered include XenConvert, storage, resource management, resource pools, and networking. Through hands-on labs, students install and configure a virtualization server and connect to the server with XenCenter. Students also explore advanced XenServer capabilities such as XenMotion and automatic virtual machine placement. This course Includes content on XenServer 5.1.	2 days

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About Citrix
Citrix Systems, Inc. (NASDAQ: CTXS) is the global leader and the most trusted name in Application Delivery. More than 230,000 organizations worldwide rely on Citrix to deliver any application to users anywhere with the best performance, highest security and lowest cost. Citrix customers include 100 percent of the Fortune 100 companies and 99 percent of the Fortune Global 500, as well as hundreds of thousands of small businesses and prosumers. Citrix has approximately 8,000 partners in more than 100 countries. Annual revenue in 2007 was \$1.4 billion.

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