

Streamlining the Citrix Partner Network Program in EMEA

The Citrix EMEA Partner Program has been streamlined and simplified to make it easier for you to join as a partner and to start selling.

Eligibility to resell the products has become easier to achieve and partners can now join the program as an authorized partner for specific products, with partial program benefits, or as a certified partner, with full program benefits. The flexibility of the program allows you to get certified on the products that make sense for your business and to gain full program benefits for those products.

These changes will come into effect immediately for any newly applying partners. For all other existing partners, the change will take effect upon your partner program renewal date.

Products - Eligibility to Resell

Resellers have the ability to join the Citrix Partner Network™ program to resell all Citrix products as Authorized to sell with the exception of Citrix XenApp™ where partners are required to gain prior sales and technical certification of XenApp.

Partner Program Benefits

Learn, at a glance, how to benefit from the EMEA Partner Network Program.

	Authorized (Partial Program Benefits)	Certified (Full Program Benefits)
Eligibility to resell Citrix products pertaining to your product authorization	✓	✓
Visibility via the product and partner search locator on www.citrix.com/partnerlocator		✓
Ability to purchase technical support directly from Citrix		✓
Welcome pack (including program member plaque)		✓
Citrix Advisor Rewards		✓
Access to Citrix Partner Portal (My Citrix)	✓	✓
Not For Resale / Internal Use Only Licences	✓	✓
Sales and Marketing Support	✓	✓
Use of partner logo	✓	✓
Access to Citrix Events	✓	✓
Allocation of leads	✓	✓ (priority allocation)
Entitled to resell the Platinum edition of the products in which you are either authorized or certified for (not applicable for XenApp where certification is required)	✓	✓

For full details and further information on how to apply, visit www.citrix-channel.com

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