

# TELE-QUALIFICATION GUIDE: Talking to Citrix Service Provider Partners about NetScaler

CITRIX®

Optimize and monetize the delivery of hosted desktops and applications with NetScaler from Citrix.

## YOU'RE CALLING TO

- Discuss improving the uptime, performance, and security of hosted services
- Explain how NetScaler helps the partner's business and customers
- Share five ways to make money using NetScaler

## ASK

### What types of applications, servers, and services do you host?

- A** Hosted applications and desktops  
*Have you built the Citrix portion of your hosting infrastructure?*

NO > Conversation 1: Building a hosted application and desktop solution

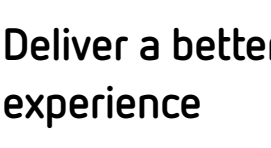
YES > Conversation 2: Already selling hosted applications and desktops

- B** Enterprise and business applications  
(Microsoft applications, databases, web applications, etc.)

Conversation 3: Hosting servers, applications, and cloud services

- C** Servers or IaaS

Conversation 3: Hosting servers, applications, and cloud services



## NetScaler Overview

NetScaler is the industry-leading web and application delivery controller that enables you to optimize and monetize the delivery of fast, secure, feature-rich, and highly available hosted services.

How does it help?	
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Increase operating efficiencies, cost savings, and margins	According to the <b>Forrester Total Economic Impact™ of Citrix NetScaler</b> , NetScaler provides significant efficiencies: <sup>1,2</sup> <ul style="list-style-type: none"><li>• Save \$36K/year with automation</li><li>• Save \$100K/year by consolidating ADCs</li><li>• Deliver 30% more capacity without additional operating cost</li><li>• Reduce downtime and increase profits by over \$100K/year</li></ul>
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Differentiate offerings and compete with new services	Capture the <b>\$2.7 billion</b> opportunity for virtual ADCs <sup>3</sup>
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Deliver a better customer experience	Ensure <b>100%</b> uptime <sup>4</sup> Deliver applications up to <b>5X faster</b>
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Protect and secure hosted services	Block <b>99.77%</b> of web app attacks
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### 5 ways to make money with NetScaler

1. Scenario-based access control to hosted desktops and applications
2. Networking as a service and virtual ADC service
3. Secure and protect web applications and ecommerce sites
4. Provide premium SLAs and support services
5. Enable hybrid cloud connections

## Conversation 1

Partner **building** a Citrix-powered infrastructure for hosted applications and desktops

### Are you familiar with NetScaler?

- Provide **NetScaler Overview**.

### Do you plan to use NetScaler to build your Citrix infrastructure the right way?

- Explain that the multi-tenant Citrix Service Provider Reference Architecture uses NetScaler.
- Explain that XenApp and XenDesktop require NetScaler for full functionality.
- Explain **NetScaler Unified Gateway** and **NetScaler ADC**.



## Conversation 2

Partner already **selling** Citrix-powered hosted applications and desktops

### Do you use NetScaler in your solution?

#### YES

#### Are you monetizing NetScaler and maximizing its potential?

- Explain **NetScaler Unified Gateway**.

#### How do you monitor and manage your NetScaler environment and traffic?

##### HDX Insights

- Explain that HDX Insight and Web Insight are now part of NetScaler Management and Analytics System.
- Explain **NetScaler Management and Analytics System**.

##### Other Solutions

- Explain **NetScaler Management and Analytics System**.

#### Which edition and model of NetScaler are you using?

- Explain how different NetScaler editions with higher-end virtual appliances enable increased throughput, vCPUs, and performance.
- Explain how to **Choose the Right NetScaler**.

#### NO

#### Why not? What are you using instead?

##### Web Interface and Secure Gateway

- Explain that Web Interface and Secure Gateway reached EOL in August 2016.<sup>5</sup>

##### Access Gateway

- Explain that most versions of Access Gateway are EOL (only Access Gateway 5500 is supported).<sup>6</sup>

##### All solutions other than NetScaler

- Explain that without NetScaler, the partner is:
  - Not delivering the full Citrix StoreFront and Receiver experience.
  - Missing out on the advanced security capabilities.
  - Increasing the risk of downtime with an unsupported platform.
- Provide **NetScaler Overview**.

#### Is price preventing you from adopting NetScaler?

- Explain that NetScaler VPX costs about the same as one hour of maintaining Web Interface and Secure Gateway.<sup>7</sup>
- Ask how much the partner's last network outage cost.
- Explain **NetScaler Unified Gateway** and **NetScaler ADC**.



## Conversation 3

Partner **hosts** applications and/or servers or partner is a **cloud provider**

### Do you use NetScaler in your solutions?

#### YES

#### Great! Are you also monetizing NetScaler?

- Explain additional monetization opportunities, including offering dedicated instances and networking as a service.
- Explain **NetScaler ADC** and **NetScaler Unified Gateway**.

#### Do you host web apps or ecommerce sites that you need to protect?

- Explain **NetScaler AppFirewall**.

#### Are your customers asking for hybrid cloud?

- Explain **NetScaler Cloud Connector**.

#### Do you want to offer better SLAs, improved monitoring, and central management of NetScaler instances?

- Explain **NetScaler Management and Analytics System**.

#### NO

#### How do you:

- Ensure high-availability and meet SLAs?
- Secure, authenticate, and provide access to hosted services?
- Protect from network and security threats?
  - Provide **NetScaler Overview**.
  - Explain **NetScaler ADC** and **NetScaler Unified Gateway**.

<sup>1</sup> Forrester, Total Economic Impact™ of Citrix NetScaler, October 2015

<sup>2</sup> These estimates are for guidance only and actual results may vary. Please carefully review the Total Economic Impact™ of Citrix NetScaler to determine these findings can be applied to the Citrix partner.

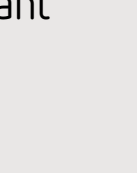
<sup>3</sup> Gartner ADC Forecast

<sup>4</sup> [www.citrix.com/products/netScaler-adc/](http://www.citrix.com/products/netScaler-adc/)

<sup>5</sup> For customers that remain current in the Software Maintenance or Subscription Advantage and Technical Support programs the EOL is extended to June, 2018

<sup>6</sup> Access Gateway 5500 EOL September 2021

<sup>7</sup> Based on an average FTE hourly rate of \$72 and NetScaler VPX 10 Mbps for service providers



## NetScaler Unified Gateway

Monetization Opportunity	Deliver high-value hosted desktop and application solutions with profitable up-sell services that improve user experience, security, and SLAs.	
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	Scenario-Based Access Control	Monetize value-added services including multi-factor authentication, endpoint analysis (EPA), and SmartControl/SmartAccess policies
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	Single URL Access to Any App	Deliver any hosted service—Windows, Web or SaaS—with a familiar Citrix Receiver experience
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	Customizable Portal	Create fully branded and customized portals for customers
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	Any-Device Access	Enjoy simple, consistent access from any device across Windows, Linux, Mac, Android, and iOS
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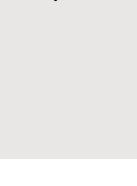
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<sup>8</sup> Citrix, NetScaler Unified Gateway, October 2016



## NetScaler ADC

Monetization Opportunity	Provide 100% uptime and deliver hosted services up to five times faster.	
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	Highly Available Hosted Services	Increase availability, scalability, and performance of hosted services with L4-L7 load balancing, GSLB, and health monitoring
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	Accelerated Web Application Performance	Boost web and cloud application performance by up to five times with accelerated response times, network traffic compression, and data caching
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	Improved Microsoft Application Performance	Offer enhanced security, performance, and availability of hosted Exchange, SharePoint, Skype for Business, Office 365, and SQL Server
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	Dedicated NetScaler Instances	Upgrade customers to their own NetScaler VPXs for single-tenant private clouds with full management capabilities, increased throughput, and advanced features
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## NetScaler AppFirewall

Monetization Opportunity	Protect and block 99.77% of web-application security threats without any app modifications.	
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	Web Application Firewall	Increase the security of web applications by protecting them from threats, including DDoS, SQL injection, XSS, and SSL attacks
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	PCI DSS Compliance	Provide PCI DSS compliance to web applications, ecommerce systems, and payment systems
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	Security Insights	Gain full visibility into the threat environment associated with hosted applications, including threat indexes, safety indexes, and corrective steps
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	Industry Leading Solution	Recognized by NSS labs as the price- and performance-leading web application firewall
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## NetScaler Management and Analytics System

Monetization Opportunity	Gain end-to-end network and application management, visibility, and automation from a single, unified console.	
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	Fleet-Wide Management	Centralize management—including configuration, provisioning, monitoring, logging, analytics, and certificate management—to reduce operational costs and simplify administration
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	Provide Premium SLAs	Deliver premium SLAs and support with real-time visibility and monitoring into hosted services, including XenApp and XenDesktop sessions (HDX Insight) for proactive troubleshooting and faster incident resolution
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## NetScaler Cloud Connector (Available only in NetScaler Platinum Edition)

Monetization Opportunity	Enable hybrid clouds and securely connect your hosting environment with your customer's datacenter.	
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	Seamlessly Connect Networks	Configure your hosting environment as a secure extension of your customer's IT environment, bridging the two as one contiguous network
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	Enable Cloud Adoption	Allow customers to move their applications and data to your cloud, while maintaining on-premises control and consistent access
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## Choose the Right NetScaler

- **NetScaler VPX is available on a per-instance/per-month subscription basis.**
- **Three available editions with speeds ranging from 10 Mbps to 8,000 Mbps.**
- **Edition and model can be upgraded or downgraded from month to month by changing the license key.**

Capability	Standard Edition	Enterprise Edition	Platinum Edition
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L4-L7 Load Balancing			
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Content Switching			
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GSLB			
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SSL Offload			
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Application Firewall			
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## NEXT STEPS

- Recap the call and document a plan of action.
- Schedule an in-depth follow-up meeting with key stakeholders to review the **NetScaler for Citrix Service Provider** presentation.



## NetScaler Tele-Qualification Guide

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