Citrix Service Provider Program

Frequently Asked Questions

CiTRIX

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Citrix Service Provider Program: Overview

The Citrix Service Provider Partner Program provides the comprehensive technical and business resources service providers need to build high-value desktop, application, data and networking services. Citrix makes partners successful at building their own highly differentiated, customized solutions through access to monthly pay-as-you-go licensing, a validated reference architecture, and prescriptive business and marketing resources.

Citrix provides the complete package for partners to build and deliver complete hosted service portfolios with hosted desktops, hosted apps, mobile device management and secure file share and sync, plus the infrastructure for self-service provisioning and secure networking. With Citrix, service providers have all of the elements to create scalable, reliable private or public cloud-based offerings. See details at www.citrix.com/csp

SECTION I: Program Basics

1. **What is the Citrix Service Provider Program?**

   The Citrix Service Provider Program is a Citrix partner program designed specifically for service providers who provide and/or resell hosted software services to end-user customers. The Citrix Service Provider Program helps partners build high-value hosted workspace businesses through extensive guidance, support and tools to plan, build, market and sell.

   With Citrix, service providers can:
   - **Quickly develop and scale up a complete hosted workspace infrastructure** based on validated Citrix Reference Architectures to offer a full range of cloud-based services, including hosted applications, Desktops-as-a-Service, secure file sync and sharing, plus mobile device management.
   - **Differentiate hosted workspace solutions** with customizable offerings for market verticals and niches
   - **Expand quickly and strategically** through special product licenses and flexible pay-as-you-go licensing with no up-front license fee commitments
   - **Focus on hosted business growth** using the Citrix Service Provider SalesIQ, a comprehensive, prescriptive resource center for business planning, market sizing, sales planning, demand generation and customer on-boarding
   - **Leverage the expertise and assistance** of Citrix technical support and consulting

2. **How is the Citrix Service Provider Program different from being a Citrix Solution Advisor?**

   The Citrix Service Provider Program addresses the service provider market for offsite, multi-tenant hosting, and augmented with on-premises equipment if needed to satisfy service

level agreements. In this setup, the end-user customer is not the licensee and does not manage nor access the management infrastructure of the Citrix Service Provider.

The Citrix Service Provider program extends to service providers the "right to use" Citrix products as the underpinning of their delivery infrastructure and gives Citrix Service Providers (where applicable) the flexibility of a monthly "active subscriber" pricing and licensing model. *Service providers always have access to the most current versions of Citrix products available in the program and only pay for actual end-user usage recorded or accounts active during the previous calendar month.*

3. **Who joins the Citrix Service Provider program?**

   The Citrix Service Provider program attracts service providers who want to provide software services and hosted applications to end-user customers on a rental, subscription or services basis. The Citrix Service Provider program is structured to help service providers scale their business by maximizing the number of customers served from the same underlying software, using multi-tenancy for high density and high utilization levels.

4. **What are the qualifications to join the Citrix Service Provider program?**

   For current details, [visit the Citrix Service Provider website](). Qualification includes:

   In order to qualify for the CSP Program, participants must meet the following qualifications:
   - Current membership in Microsoft SPLA program if hosting Citrix Virtual Apps and/or Citrix Virtual Desktops on premise licenses.
   - A current ongoing hosted business with hosted paid third party customers.
   - Citrix CSP may not be a current Citrix Authorized Distributor or a Citrix Authorized CSP Distributor
   - employ Citrix License Insight Service on all license servers that use Citrix Service Provider licensing

5. **Are there different levels with the Citrix Service Provider Program?**

   Beginning in April 2019, there will be three levels within the Citrix Service Provider Program, CSP Member, CSP Preferred Partner and CSP Premier Partner. To qualify for the Preferred and Premier levels a partner must be in compliance with certification requirements set out in the CSP Program Guide as well as meet monthly recurring revenue targets identified in the CSP Program Guide.

   Partners will be notified at the beginning of each fiscal year if they have qualified for Preferred or Premier and will receive quarterly updates on their progress. Once assigned to Preferred or Premier a partner will not be downgraded until the end of year. Partners achieving the Preferred or Premier status will be upgraded at the end of quarter review when they achieved status. CSP Preferred and Premier partners will be eligible for additional benefits as described in the then current CSP Program Guide.

[See details on the CSP Partner Tiers here](#).

6. **Why was the Citrix Service Provider Program created?**

   The Citrix Service Provider Program was created in response to growing demand from service providers for a monthly subscription-based pricing and licensing program. Service providers require a flexible cost structure that eliminates any up-front license fees or minimum commitments as well as the ability to carefully manage cash flow. Citrix created the service provider program with these core requirements in mind so that program members will be able to build their businesses methodically and profitably. Citrix incorporated input from leading service providers to create this compelling program that's in sync with the service provider business model.

7. **Why would a service provider join the Citrix Service Provider program?**

   There are a host of sales, marketing, and technical benefits associated with the Citrix Service Provider program that service providers will find immediately valuable. The program benefits include:

   - Flexibility to host complete mobile workspaces – hosted desktops, applications, mobile device management and file sharing with monthly service provider licensing
   - Ability to host Citrix enabled services on a worldwide basis
   - Fast entry into the quickly growing Desktops-as-a-Service market
   - Extremely compelling and flexible monthly pricing
   - Active subscriber pricing which can drive greater profitability
   - Volume discounts
   - No membership fee to join the program
   - No upfront commitments or minimum purchase requirements
   - Pricing stability
   - Streamlined reporting process in sync with the Microsoft SPLA program
   - Flexibility to choose between two levels of service
   - Ability to offer IaaS on a monthly basis
   - Accurate and rapid reporting using Citrix tools (Premium level privilege)
   - Right to offer free of charge 30-day end-user evaluations of hosted services
   - Lower total cost of ownership (TCO) with greater server and user density in the data center
   - High end-user satisfaction with any device, any time access and a high definition experience
   - Access to design for best practices with Citrix Service Provider Reference Architecture
   - Access to the Citrix Service Provider SalesIQ, an end-to-end business, sales, marketing and technical resource for growing a service provider business

- Complete sales training resources including training decks, reference cards and technical sales insights
- Turnkey marketing resources, including campaigns, datasheets and marketing tools
- Access to Citrix MarketingIQ, a full-scale marketing system for managing email campaigns, webinars and roadshows with pre-set customizable campaigns
- Opportunity for design review with Citrix Service Provider Solution Architects
- Ability to use Citrix corporate logo and partner program logo
- Access to Citrix Partner Central portal
- Access to Citrix partner events such as Citrix Summit

8. **How can a service provider join the Citrix Service Provider program?**

   Service providers who are not existing Citrix partners can visit www.citrix.com/csp and apply online. A current Citrix partner may at any time belong to both the Citrix Service Provider and another Citrix partner program. Existing Citrix partners may apply on Citrix Partner Central under Benefits and Programs.

9. **What are the fees associated with getting started as a Citrix Service Provider?**

   There are no entry fees associated with joining the Citrix Service Provider program and no upfront license fees. Partners joining the program are expected to begin reporting usage within eight months, if a partner hasn't secured a customer in eight months they will be terminated from the program and can rejoin at any time when they have a customer.

   Citrix technical support contracts of five incidents are also available for new partners that require implementation support. Keep in mind, Citrix Service Providers who report $300 USD per month over a three-month period are eligible for no-charge Citrix Select technical support as part of Customer Success Services (CSS) Select, so establishing a successful service and reporting revenue quickly are keys to success.

10. **What is Microsoft SPLA?**

    The Microsoft Service Provider License Agreement (SPLA) enables service providers and ISVs with a hosted offering to license Microsoft products on a monthly basis to provide services and hosted applications to their end customers. Many service providers equate SPLA with the monthly pricing and licensing model used to charge for hosted software services. The Citrix Service Provider program includes a similar Citrix Service Provider Program Agreement that defines service provider partners use rights.

11. **Who can answer specific questions about Microsoft SPLA licensing policies?**

    Please direct Microsoft SPLA questions, including licensing questions, to the Microsoft SPLA program site. It is incumbent on the service provider to remain compliant with all Microsoft licensing and pricing policies under the SPLA program in order to be compliant with the Citrix Service Provider program.

12. How do Citrix and Microsoft work together to enable service providers?

Microsoft has been extremely supportive of the Citrix Service Provider program – see this video for details. The two companies have been working together for more than 26 years; the Citrix Service Provider program is modeled in large part after the Microsoft SPLA program. The Citrix Service Provider program helps Microsoft drive additional service provider business and increases the numbers of monthly subscribers using Microsoft technologies. Additionally, the Citrix Service Provider program allows ISVs to offer applications as SaaS-based solutions via Citrix Service Providers or on their own.

13. What are the advantages for service providers who use Citrix with Microsoft Remote Desktop Services (RDS)?

Capability	Citrix-based Desktops-as-a-Service
End user access	End users demand full desktop/application access on any device
Mobility	Any computer, tablet, smartphone access across any bandwidth or network
Security	Secure environments, especially with financial or healthcare compliance issues
Graphical display	High-definition or 3D graphic requirements on any device. Load balancing and delivery of graphical applications
Multi-user access	Define access for individuals or groups, align with Microsoft Active Directory settings
Mobile device management	User or customer-wide mobile device management/security
File sharing	Secure file share and sync accessed from any location or device
Granular control of user experience	Manage bandwidth per protocol and per user

14. **How can I get product, pricing and SKU information?**

    You should reach out to your preferred CSP Distributor for pricing, ordering and reporting SKUs and information regarding the latest products.

15. **How much do I pay for licenses?**

    The Citrix Service Provider program ensures service providers *only pay for what their customers actually use or sign up to use each month.* Billing is submitted on a monthly basis and there are no minimum monthly commitments for standard (on premise based) licensing Citrix Cloud licensing is subscription based and requires a twelve-month subscription. Pricing for each product license is determined with the [Citrix Service Provider distributor](#).

16. **How do I request my licenses?**

    The majority of the licenses can be requested via Partner Central. The Citrix Endpoint Management, Citrix Workspace, ShareFile, Citrix SD-WAN Hardware, and Citrix Cloud are requested by submitting a $0 PO through your CSP distributor.

17. **How do I upgrade my licenses?**

    All CSP licenses include upgrades at no additional cost so partners always have access to the latest versions.

18. **How do Citrix Service Providers allow end user demos and proof of concepts?**

    Citrix Service Providers can support free of charge evaluations of their service by end users for a period not exceeding 30 days. Should evaluations exceed 30 days, standard pricing will apply. NFR and internal use licenses are not relevant to this Citrix partner type.

19. **What are the certification requirements?**

    One technical certification is required per partner Organization within 60 days of joining the CSP program. If the partner logs into training.citrix.com they will see an automatic 20% discount on the CCP-V or CCP-N courses.

    If CSP IS hosting Citrix Virtual Apps and/or Virtual Desktops:
    - One (1) employee must complete **Citrix Professional Certification in Virtualization (CCP-V).**

    If **CSP IS NOT** hosting Citrix Virtual Apps and/or Desktops, please see below for associated requirements:
    - If hosting **Citrix Networking solutions** (not including Citrix SD-WAN), then one (1) employee must complete CCP-N.
    - If hosting Citrix Endpoint Management (and not Citrix Networking or Citrix Virtual Apps/Desktops), then one (1) employee must complete

CCP-M or the CC-CEM (current replacement certification for the CCP-M).

- If only hosting **Citrix Content Collaboration**, then one (1) employee must complete **CC-Sharefile**.
- If only hosting **Citrix SD-WAN,** then one (1) employee must complete **CC-SDWAN** is required.

20. What are the technical support requirements?

Citrix Service Providers are responsible for all technical support to their end-user customers.

Many service providers find it helpful to purchase a Citrix technical support contract for Citrix authorized technical support. Note Citrix Service Providers reporting more than $300 USD per month over a three-month period earn the benefit of no-charge Citrix technical support, delivered 24x7 via phone and web.

Please note: existing Citrix Solution Advisor (CSA) technical support contracts may not be used to support Citrix Service Provider technologies.

21. What is a Citrix Service Provider distributor and what function(s) do they perform?

Citrix has a separate approved list of distributors for the Citrix Service Provider program. These distributors may or may not also be distributors of other Citrix partner programs. A complete list of Citrix Service Provider distributors is available on the Citrix website.

Designated Citrix Service Provider Distributors are authorized to recruit, manage, and support service providers as well as aggregate monthly reporting from all the service providers in their respective geography. This model is extremely efficient and is in sync with how other ISVs (e.g., Microsoft) manage their service provider business. Citrix Service Provider Distributors are incented by rebates tied to on-time reporting of service providers in their network.

22. Where do Citrix Service Providers go for program support?

Citrix Service Providers receive primary support from their Citrix Service Provider distributor. Questions about product, pricing, licensing and the overall program should all be directed to the distributors. Citrix Service Provider distributors are approved by Citrix based on their experience in supporting the needs of the service provider community. Citrix works very closely with the Citrix Service Provider distributors to support the successful ramp-up of service providers

Technical questions should be directed to Citrix technical support, either using the Citrix Service Provider's paid or earned Citrix technical support contract (see Support section).

Questions not fitting these areas can be directed to csp@citrix.com. This email is monitored by worldwide teams who promptly respond to service provider inquiries.

23. **Do Citrix Service Providers have access to Citrix Cloud for their customers?**

Yes, Citrix Service Providers can purchase Citrix Cloud services to support their customers. Please note that Citrix Cloud has additional requirements:

- There is a minimum of 25 users for each partner
- CSP must commit to a 12-month contract for each Citrix Cloud account
- CSP pays monthly but is responsible for the full 12 months committed
- Additional users (co-terminating) can be added to an existing customer but the original commitment cannot be reduced
- Once fulfilling the minimum of 25 users per partner all partners also have license to a consumption (Flex) option to add and remove users on a monthly basis but at a higher price point.

SECTION II: Pricing, Selling and Marketing Hosted Services

24. **What is a typical customer profile for Citrix Service Provider based hosted services?**

Citrix Service Providers focus on businesses that do not want to own IT or complete IT services. Citrix Service Providers take over the delivery of full hosted desktops, applications, file sharing and mobile device management for the organization.

A typical customer may be a small to medium-size law firm, accounting practice, medical practice, or manufacturing company with multiple sites and limited IT staff. The end user organization pays the Citrix Service Provider on a per user per month basis. Monthly subscriber-based licensing is often more attractive to small and medium business customers who cannot take advantage of volume discounting, and/or who need to adjust their staff levels to meet changing market conditions.

25. **How much do Citrix Service Providers charge for a hosted service?**

Citrix Service Providers determine their own fees for hosted services, depending on the offering's complexity. Current Citrix Service Providers have reported per month per user fees ranging from $50 USD per user per desktop up to $300 USD and more per user per desktop.

On the low end of the scale, some offerings are limited to a single hosted application. Mid-size offerings may include hosted desktops with multiple line of business applications. Larger offerings including the entire hosted desktop, hosted applications, file share and sync, plus mobile device management.

More complex applications, such as electronic medical records, ERP systems or graphics-intensive CAD or engineering apps, are more difficult to manage and can correlate to the price of the hosted desktop.

End users who want to get out of managing IT, server upgrades, software updates, security concerns and compliance issues find the convenience and peace of mind of a well-managed hosted desktop far outweighs the costs.

26. What else can Citrix Service Providers sell beyond Desktops-as-a-Service?

In addition to complete Desktops-as-a-Service offerings, Citrix Service Providers could provide a single hosted application to a client, host a single application or applications for an ISV who doesn't have a SaaS-based offering, Citrix ADC as a service, Citrix SD-WAN as a service, Endpoint Management as a service and Citrix Content Collaboration as a service.

27. What is the target market for Citrix Service Providers?

Citrix Service Providers work with a large range of businesses. Many focus on small to medium sized business, such as organizations with less than 500 employees. A typical customer may be a small to medium-size law firm, accounting practice, medical practice, or manufacturing company with multiple sites and limited IT staff.

Some Citrix Service Providers focus on serving customers in their local and regional markets (i.e. city, state, country). Citrix Service Providers see success in many vertical markets and some highly successful partners specialize on one specific vertical as a business practice.

28. What resources are available to train a sales team on Citrix-based hosted offerings?

One benefit of the Citrix Service Provider program is access to complete sales enablement materials, including training videos, sales reference cards, and technical sales tips and complete sales materials such as customizable datasheets and slide decks). Sales teams are also invited to attend Citrix Summit for unique training opportunities.

29. What marketing benefits are available for Citrix Service Providers?

Citrix Service Providers have access to marketing resources to raise visibility and drive leads:
- Citrix Marketing IQ, a turn-key marketing system pre-loaded with customizable campaigns designed for service providers. Use Marketing IQ to send and track email campaigns, webinars and in-person events.
- Customizable datasheets, slide decks, videos and end-user facing collateral
- Citrix Syndication and Social Syndication
- Invitation to [Citrix Summit](#) for in-person marketing training opportunities

30. Are CSA incentives, like Spark or Drive, part of the program?

No. Spark and Drive are not offered as part of the Citrix Service Provider program.

SECTION 3: Hosted Technology Questions

31. **Which Citrix technologies are included in the Citrix Service Provider program?**

The Citrix Service Provider program includes monthly usage-based pricing and licensing offerings for a broad range of Citrix technologies. Citrix helps service providers choose the best technologies to create their customized hosted offerings. For the current list of offerings, visit the Solutions for Service Providers page of Citrix.com

These Citrix technologies are licensed as part of the Citrix Service Provider program:

Capability	Citrix technology
Hosted application delivery	Citrix Virtual Applications
Hosted desktop delivery	Citrix Virtual Desktops
Hosted Workspace	Citrix Workspace
Mobile device management with file sync and share	Citrix Endpoint Management with Content Collaboration
File sync & share	Citrix Content Collaboration
Secure application delivery control	Citrix ADC
WAN optimization	Citrix SD-WAN VPX, SD-WAN (hardware based)
Server virtualization for any workload	Citrix Hypervisor
Citrix managed licensing	Citrix Cloud

32. **How are product updates handled?**

The Citrix Service Provider product licensing includes product updates as part of the monthly per user per month pricing. Citrix Service Providers are always eligible to download the latest updates and new versions, ensuring their end user environments are always secure and up to date.

33. **Is there tiered or volume pricing available for hosted technologies?**

The Citrix Service Provider program offers tiered pricing models (with a separate tired model for Citrix Cloud products) for three consumption types (Subscribers, Virtual Instances, Physical Servers). Each consumption type includes discount tiers, each with its own discount level, that help establish the overall, total discount across the entire subscriber base.

Subscribers: (Citrix Virtual Apps, Citrix Virtual Desktops, Citrix Endpoint Management)-on premise licensing

Discount Tiers	0-5,000	5,000-15,000	15,001-30,000	30,001-60,000
Discount for Tier	0%	15%	25%	35%

Total Net Effective Discount	0%	10%	18%	26%*

Virtual Instances: (Citrix ADC and Hypervisor) -on premise licensing

Discount Tiers	0-5,000	5,000-15,000	15,001-30,000	30,001-60,000
Discount for Tier	0%	15%	25%	35%
Total Net Effective Discount	0%	10%	18%	26%**

Physical Servers: (Citrix Hypervisor) -on premise licensing

Discount Tiers	0-5,000	5,000-15,000	15,001-30,000	30,001-60,000
Discount for Tier	0%	15%	25%	35%
Total Net Effective Discount	0%	10%	18%	26%***

* @ 60K Subscribers
** @ 6K Virtual Instances
*** @ 600 Physical Servers

What is active subscriber licensing and how does it help with Citrix Service Providers?

All Citrix Service Provider licensing is based on user (no concurrent user licensing).

The Citrix active subscriber licensing model is actual usage-based pricing, extremely popular with service providers. Service providers offer hosted application services and "desktops" per month per named user (aka "subscriber"). In the Citrix model, the service provider only reports and pays for those subscribers that actually log-in and use the desktop service.

Active subscriber licensing accommodates variability in month to month usage and is tabulated based on the total number of actual desktop users during the preceding calendar month time period. Active subscriber licensing affords the service provider the added benefit of being able to calculate exactly what their subscriber revenue will be on a monthly basis while also guaranteeing that their costs will never exceed revenue.

Service providers find Citrix licensing model extremely fair and appreciate the utility-based nature of Citrix service provider licensing. In fact, many service providers find Citrix offers an innovative licensing model that directly contributes to their bottom line profitability.

34. How will service providers be charged for specific Citrix technologies?

Product	Usage Model	Measurement	Definition	Notes
Citrix Virtual Apps	Active Subscriber	User login	1	Desktop & Apps
Citrix Virtual Desktops	Active Subscriber	User login	1	Desktop & Apps
Citrix Workspace	Provisioned	Provisioned user	2	Desktop & Apps
Citrix Endpoint Management	Provisioned	Provisioned user	2	Mobility
Citrix Endpoint Management	Provisioned	Provisioned device	2	Mobility
Citrix Content Collaboration	Provisioned	Provisioned user	2	File sync & share
Citrix ADC	Provisioned	Provisioned virtual machine	2	Varied bandwidth options, per appliance/per month. Monthly usage fee regardless of number of apps or customers.
Citrix Hypervisor	Provisioned	Provisioned virtual machines	2	Cloud Platforms
Citrix Hypervisor	Provisioned	Physical servers	2	Cloud Platforms
Citrix Hypervisor	Provisioned	Total 2-socket connections	2	Cloud Platforms

Note: All Citrix Virtual Apps and Citrix Virtual Desktops Citrix Service Provider licenses must be configured as user/device; concurrent licenses are never allowed.

Definitions:
1. User login: end user customer login during month
2. Provisioned: end customer is provisioned and has access

35. Is there any tiered pricing for Citrix Cloud?

We are just rolling out new Citrix Cloud packages in February 2019 that will include tiered pricing and several changes to business rules:

- Minimum has changed to 25 users per Partner instead of per Customer
- Introduction of Monthly Consumption (Flex) pricing for Citrix Cloud. This allows a Partner that has fulfilled the minimum to add users with no commitment for a 20% price premium and roll those into a commit at any time to get the commit price.
- Tiered pricing with up to 2500 users at Tier 1 price, Tier 2 at 2501-7500 users at a 15% discount, Tier 3 at 7501-15000 at a 25% discount and Tier 4 at 15001 to 30000 at a 35% discount.

36. What is Citrix SDX VPX?

Citrix SDX VPX are virtual instances that run within an SDX hardware appliance. Service Providers who have purchased a Citrix SDX hardware appliance and wish to expand using subscription pricing can order and report Citrix SDX VPX through the Citrix Service Provider program.

37. How does the Citrix Service Provider Premium offering differ from Base?

	Base	Premium	Premium Benefit
Edition Equivalent	Citrix Virtual Apps and Desktops	Citrix Virtual Apps and Desktops Platinum	Broader capabilities
Provisioning Server, Profiling and Secure Access	Not included	Included	Automated provisioning, profiling, VPN and single sign on
Citrix Hypervisor	Included	Included	Virtualize the Citrix Virtual Apps and Desktops workloads running in data centers for lower data center TCO and maximize server and user density in virtualized hosting environments.
AppDNA	Available for purchase on a perpetual license	Included	Automated application compatibility testing, application remediation and virtualization (XenApp & App-V)
Hosted server VDI	Not included	Included	Dedicated VDI desktops to tenants without the need for dedicated tenant hardware

Citrix ADC Gateway User Licenses	Included	Included	
Single application SKU	Not available	Available	Deliver a single application via Premium at a reduced rate
Citrix Wan Optimization	Available for purchase	Included	
App Layering	Not available	Included	
Citrix Workspace Environment Manager	Not available	Included	

38. What tools can quickly design, implement and maintain Citrix hosted services?

The fastest route to revenue is to quickly implement a hosted services environment. Keeping costs down with a well-managed environment is essential. Citrix offers technologies for implementing, provisioning and maintaining a hosted service provider environment:

- Citrix Service Provider Reference Architecture – an essential guide to designing and implementing a Citrix-based hosted services offering
- Citrix License Usage Insights Service –simplify monitoring and reporting of Citrix monthly usage

SECTION IV: Reporting Hosted Services Usage

39. What are the Citrix Service Provider program reporting requirements for service providers and what happens if the service provider fails to report?

All Citrix Service Providers must submit to Citrix, via their Citrix Service Provider Distributor, a monthly usage report within ten (10) business days after the end of each and every calendar month and pay their Citrix Service Provider Distributor for usage. If a Citrix Service Provider fails to provide reporting or paying for two months, Citrix reserves the right to terminate them from the program.

40. What is the Citrix License Usage Insights Service?

The Citrix License Usage Insights Service is a cloud-based service allowing partners to get a complete aggregated view of all license usage across all servers. The service provides trending analysis, historical data, reporting accuracy and simplicity in reporting across

multiple servers, Citrix farms and locations. Citrix Service Providers are required to use the Citrix License Usage Insight Service to streamline monthly reporting.

41. What are the license rights under the Citrix Service Provider Program?

The license rights under the Citrix Service Provider Program are defined in the Citrix Service Provider Program Guide

42. How are on premise licenses delivered to a Citrix Service Provider program member?

Upon approval, Citrix Service Providers submit to their distributor a zero-dollar purchase (stocking) order for the license(s) required. Upon receipt, Citrix deliver licenses via Citrix Partner Central to the account of the designated Citrix Service Provider contact.

43. How are Citrix Service Provider on premise licenses acquired by partners?

For most licenses, partners can go to their Partner Central account to the Citrix Service Provider Licensing tool and request licenses for immediate delivery. There are a few products such as Citrix SD WAN hardware, Citrix Workspace Suite and Citrix Cloud which continue to require a zero-dollar purchase order to be processed through their distributor.

44. How are Citrix Cloud licenses delivered?

Citrix Cloud licenses are procured using a zero-dollar purchase order submitted by the CSP distributor and the provisioned instances are delivered via and email link to the end user's account.

45. Is SD- WAN hardware available under CSP?

Yes, we have added SD WAN hardware as a CSP option. Partners must purchase a zero capacity hardware appliance paying upfront. On a separate purchase partners would order the stocking SKU through the Citrix license ordering tool. By purchasing the SD Wan hardware, a partner is committing to twelve months of usage and will provide purchase orders monthly for the software usage. The software usage SKU includes both the software usage and hardware and software maintenance.

46. How does the Intelligent Traffic Management work?

ITM is available in three versions, Standard, Advanced and Premium. The Standard service provides a platform for Internet visibility and optimization via managed authoritative DNS (domain name service) and data center load balancing. Standard uses the ITM Radar Community and private measurements to gather network experience data from hundreds of millions of real users to measure real-time availability from end-user Internet Service Providers (ISPs) to clouds, data centers and content delivery networks (CDNs) to provide the most reliable user experience. Traffic management policy can be defined with flexible traffic management rules from the user interface or programmed via the platform API. Standard

service includes the following product capabilities and entitlements:

- Internet Health and Performance Visualization
- Citrix GSLB Data Integration
- Authoritative DNS
- Geographic, Round Robin, Failover Traffic Management Rulesets
- Private Network, Synthetic and End User Monitoring
- Network Monitoring and Traffic Management Data Retention: 100 days

The Advanced edition provides a platform for GSLB-as-a-Service, with managed authoritative DNS and sophisticated traffic management. Advanced uses a combination of the network user experience data gathered by the Radar Community to measure real-time availability and performance from end-user ISPs to clouds, data centers and CDNs as well as connectors to 3rd party monitoring or cost data to provide the most flexible, performant and available user experience. Advanced service includes all of the features of Standard in addition to the following product capabilities and entitlements:

- Performance-based and Custom Traffic Management Rulesets
- Citrix ADC and 3rd Party Integration
- Operational Logs and Reporting API Access
- China DNS Infrastructure
- Network Monitoring and Traffic Management Data Retention: 13 months

The Premium service extends GSLB as a Service functionality with an industry leading features for video traffic management that can be easily integrated into most Internet video delivery workflows. Premium uses a combination of the network experience data gathered by the Radar Community to measure real-time availability and performance from end-user ISPs to clouds, data centers and CDNs, as well as connectors to 3rd party monitoring or cost data, and video Quality of Experience data to provide the highest availability, best user experience and most cost optimized user experience possible. Premium service includes all of the features of Standard and Advanced in addition to the following product capabilities and entitlements:

- Traffic Management Integration API (HTTP or Secure HTTPS)
- 3rd Party Video Data and Metrics
- Network Monitoring and Traffic Management Data Retention: 13 months

- Citrix Network Experience Monitoring Service Standard Network Experience Monitoring (NEM) enables service providers and enterprises (public and private infrastructures), ISPs, and third party service providers to access detailed Radar measurement logs, and standard

reports in the form of summarized actionable data. NEM offers several standard logs and reports that customers can use to measure the quality of their services.

- Log Sharing and Delivery
- Radar logs can be delivered daily.
- Reports run daily.
- Results are saved to Amazon Web Services S3 (S3) or Google Cloud Storage (GCS).
- Logs and reports both have a 7-day retention period. They will be automatically deleted one week after creation.
- Reports are usually in TSV (tab separated value) or JSON format depending on the type of report.

Citrix Network Experience Monitoring Service Advanced Network Experience Monitoring (NEM) enables service providers and enterprises (public and private infrastructures), ISPs, and third party service providers to access detailed Radar measurement logs, and standard reports in the form of summarized actionable data. NEM offers several standard logs and reports that customers can use to measure the quality of their services.

Log Sharing and Delivery
- Radar logs can be delivered real-time and daily.
- Radar logs inclusive of extended metrics and timings.
- Reports run daily.
- Results are saved to Amazon Web Services S3 (S3) or Google Cloud Storage (GCS).
- Logs and reports both have a 7-day retention period. They will be automatically deleted one week after creation.
- Reports are usually in TSV (tab separated value) or JSON format depending on the type of report.
- For more general information, please visit the product page on SalesIQ.

Licensing, Pricing and Programs
Licensing
All services delivered via the Citrix Cloud platform are licensed under a subscription model – whereby as long as a customer maintains an active subscription status they will have 24x7x365 technical support and service updates (Citrix Customer Success Services) pursuant to the applicable terms of service. Different consumption options are available based on the packages selected by the customer.

Commit Model
The subscription term entitles the subscriber the right to access features of the service up to the specified usage for a pre-defined period of time (1-5 year options) after which a new subscription term will need to be re-purchased to maintain access to the service. Customers may extend the subscription term prior to the expiration date to assure their ability to use the service will continue to function uninterrupted. Co-termination of subscription terms will be supported for Citrix Cloud purchases. For more information on all of the licensing options and discount programs available with this product release, review the Licensing Resource page on

[SalesIQ](.).

ITM Commit Model Terms
- 12-month commitment.
- 3 different editions; Standard, Advanced and Premium
- 4 different reporting tier pricing.
- 100 million minimum monthly ITM Queries per CSP partner.

ITM Flex Model Terms
- No commitment of usage or minimum users per CSP partner (once initial 100 million minimum per CSP Partner is met).
- Only one reporting tier with the flexibility to add or remove CSP sub-accounts.
- Ability to roll over into the Commit model at any time.

NEM Commit Model Terms
- 12-month commitment.
- 2 different editions; Standard and Advanced
- Progressive volume discounts based on the number of Cloud/CDN platforms monitored

A revised CSP pricelist will be provided to our CSP distributors reflecting this change

Pricing
Intelligent Traffic Management services are licensed under a subscription model. Customers will choose the query capacity tier they expect to use each month and will gain access to the quantity of queries, monitors and rulesets defined for each tier.

The table below lists the number of queries that are included with each tier, as well as the additional feature capacity that is included in the tier. For example, if a customer subscribes to ITM Premium at the tier 3 level, they will be entitled to 500M DNS queries each month and up to 100 zones, 25 ITM performance or custom traffic management rules and 25 synthetic monitors in use at one time.

Monthly Usage Volumes:

ITM Standard	1	2	3	4	5	6
Total DNS Queries	100M	250M	500M	1B	5B	10B
Zones	10	25	50	100	500	1000
Total Components (synthetic monitors, monitored private networks	5	10	25	75	150	300
RESOURCE LEVEL WEB ANALYTICS (PAGE VIEWS)	1M	2.5M	5M	10M	50M	100M

ITM Advanced	1	2	3	4	5	6
Total DNS Queries	100M	250M	500M	1B	5B	10B
Zones	25	50	100	500	5000	10000
Total Feature Limit (traffic mgmt. rulesets, synthetic monitors, monitored private networks, 3rd party datafeeds	10	25	50	75	300	500
RESOURCE LEVEL WEB ANALYTICS (PAGE VIEWS)	5M	15M	25M	50M	250M	500M

ITM Premium	1	2	3	4	5	6
Openmix DNS and HTTP API Queries	100M	250M	500M	1B	5B	10B
Zones	25	50	100	500	5000	10000
Total Feature Limit (traffic mgmt. rulesets, synthetic monitors, monitored private networks, 3rd party datafeeds	15	35	75	150	450	750
RESOURCE LEVEL WEB ANALYTICS (PAGE VIEWS)	10M	25M	50M	100M	500M	1B

Additional questions can be addressed to the Citrix Service Provider Program Team at csp@citrix.com. This mailbox is monitored on a global basis and replies are prompt.