How to win, grow, and maximize profit as a Citrix Service Provider partner

Help organizations unlock people's full potential by giving them the space they need to succeed and do their best work.

citrix™

citrix™

Partner
Service Provider

Why MSPs and hosters should become Citrix Service Provider partners

Make the move to offering high-demand solutions based on consumption pricing:

Create new monthly recurring revenue streams

Realize margins of 45 percent and more on business-ready, hosted workspace solutions that can boost average bill rate per user

Be more profitable, grow and scale faster with flexible pay-as-you-go monthly per user licensing

Why ISVs should become Citrix Service Provider partners

Manage your business for service and scale with:

A complete enterprise-grade app hosting solution

Microapps and custom workflows

No device, OS, or browser compatibility headaches

Be prepared for what's next with Citrix

Channel partners have a major opportunity to support their customers' changing business needs and work dynamics as Citrix Service Provider (CSP) partners

Speed wins:
Citrix Workspace and Citrix Cloud will help you scale your business without the cost or time delays you'd experience extending your on-premises operation.

Create your own unique opportunity:
Workspace services, including Desktops as a Service (DaaS), secure Enterprise File Sync and Sharing (EFSS), and Networking as a Service (NaaS), are still in the early days of adoption. Capture your share.

Meet changing market needs:
Citrix technology and services help you enable your customers' mobile workforces, scale easily and securely with growth, and ease IT management.

Technical resources:
Citrix has all the technical resources you need to deliver successful cloud services – deployment guides, reference architectures, training, and dedicated sales engineers.

Go-to-market assistance:
Use our quick-start marketing and sales toolkits to accelerate your go-to-market and growth.

Grab your share of the cloud market

Serve as a trusted advisor: Help customers meet these goals and build digital businesses with Citrix Cloud services.

92% **of partners are now using one or more Citrix Cloud services.**

Here's what customers say they need:

59% of companies are actively seeking to improve operational efficiency.

42% of companies are working to improve workforce productivity.

Imagine what's possible when your technology gives people the space they need to do their very best work

Provide enterprise-grade, quality solutions to customers of all sizes

Sell to enterprise:
The appetite for workspace services is global and growing, but the market is still wide-open. Workspace services adoption by large organizations (>500) reached 12 percent in 2020.

Cash in on the mid-market, services, and support:
Provide strategy, services and support to help you grow the mid-market on their cloud journey.

Serve SMBs:
Offer services as small as 25 seats and grow the massive SMB market, meeting their need for subscription-based pricing. Some 61 percent of Citrix partners sell workspace services to customers with 100 seats or less.

Build long-lasting customer relationships

Solve business challenges:
Help firms enable remote and flexible workforces, drive productivity, and ensure business continuity.

Offer SaaS:
Rapidly SaaS-enable any Windows application without rewrites, offering instant mobility, speed, and scale.
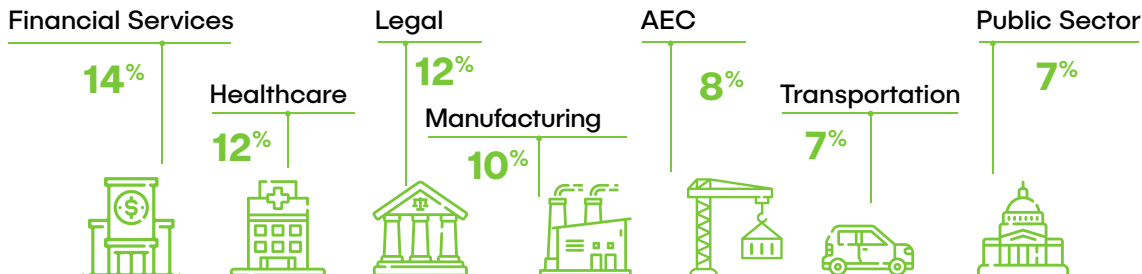
Meet seasonal requirements:
Customize use cases for industries with seasonal demand, such as education's nine-month calendar, accounting's tax season, and retail's holiday focus.

Stay secure:
Offer customers secure solutions for networking, employee collaboration, file storage, and information sharing.

Here's where Citrix partners are focusing for high-growth and maximum ARPU.

Financial Services **14**%

Healthcare **12**%

Legal **12**%

Manufacturing **10**%

AEC **8**%

Transportation **7**%

Public Sector **7**%

Citrix Workspace services global market trends for 2020: The service provider perspective

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Create a work-from-anywhere experience that actually works

With Citrix you can:

- Bundle Citrix Workspace with your services, including advisory, integration, management, networking, maintenance, and monitoring.

- Differentiate yourself with IP, high-value offerings, and vertical tailored services.

- Drive value and reduce risk by scaling with best practices, reference architectures, and technical deployment guides.

What Citrix offers you

Technical guidance:
Let us help you build and scale multi-tenant infrastructures with access to technical leaders, deployment guides, and validated reference architectures.

No upfront fees or license costs:
You don't pay Citrix until you bill your first customers.

Turnkey sales and go-to-market kits:
Use our resources to help take new solutions to market quickly.

Offer trusted digital solutions customers want

Citrix partners forecast workspace services growth

83% of Citrix Service Providers plan to expand their Citrix business this year.

Citrix Workspace
Give customers of all sizes a better employee experience while keeping their data safe. Securely access apps, desktops, and data from any location or device.

Microapps and productivity workflows
Use the 100+ out-of-the-box microapp workflows designed to highlight the few key actions employees perform daily.

Citrix Content Collaboration
Enable advanced access, collaboration, workflows, rights management, and integration set in the secure, contextual, integrated Citrix Workspace.

Citrix App Delivery and Security
Improve the performance, security, and resiliency of applications delivered from the cloud with Citrix App Delivery and Security solutions.

All delivered on Citrix Cloud
Simplify the delivery and management of the Citrix portfolio of products, extending existing on-premises software deployments and creating hybrid workspace services.

Why partners choose Citrix

Best performance

Well-trusted brand

Employee experience

Cost-effective way to deliver solution

Microsoft alignment

Citrix by the numbers

100
Countries

100M
Users

400,000+
Customers

10,000+
Partners

Application and desktop virtualization

Unified endpoint management

File sync and sharing

App delivery and security

Become a Citrix Service Provider partner

Learn more today

Contact csp@citrix.com

Join Citrix.com/CSP

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