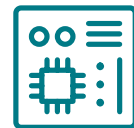# Citrix Ready Program Benefits Matrix

Citrix Ready Program is a technology partner program that helps software and hardware vendors of all types develop and integrate their products with Citrix technology for Digital Workspace, Networking, and Analytics.

A showcase for your product or solution

Integration with Citrix products

Marketing, technical, and training resources

Citrix Ready offers an innovative collection of sales, technology and marketing programs designed to showcase and recommend your Citrix-compatible products and solutions. The program offers membership at two levels: Access and Premier.

Technical Benefits	Access	Premier
Access to Self Service Citrix Dashboard One-stop shop to manage your Citrix Account and Certifications, download NFR licenses, Software, and Binaries, and create Citrix Technical Support cases. Click here to learn more.	✓	✓

Download NFR Licenses for Verification

Citrix Ready partners get access to NFR licenses for verifying your solutions. Follow this blog to generate your NFR licenses:

Citrix Virtual Apps and Desktop	100	600
Citrix Hypervisor	5	20
Citrix ADC	5	20
Citrix Content and Collaboration	1PA*	1PA*

PA* - Platinum Account

Partners who need Citrix Content and Collaboration licenses, please reach us at

CitrixReadyTechnical@citrix.com

Citrix Ready Technical Support for Verifications Citrix Ready partners are encouraged to get their solutions working independently. However, should you need any assistance for your solution during the verification, you may contact Citrix Ready Technical team at CitrixReadyTechnical@citrix.com. Technical support is offered by the Citrix Ready Technical Team and is handled on a best effort basis.	On phone / Email	Verification by Citrix Ready
Citrix Technical Support and Maintenance Citrix Technical support and Maintenance Programs provide you with the services and support to keep your software and hardware environment running optimally. Citrix Ready partners are entitled to technical support incidents.	0	5
Citrix Technical Support Add-on Citrix Ready Partners can leverage technical support by purchasing the "Add-on Technical Support Incident" package at a discounted price. To purchase technical support, complete the Citrix Ready Add-on Incident Form and submit the request to the "Support Sales" and "Support Operations" Team in your Geo. Click here to order (A cost may be applicable based on the request type).	✓	✓
Citrix Product Roadmap Webinars Get a priority invite to Citrix Ready webinar series from our product experts around Citrix product roadmaps and upcoming features	✓	✓
Early access to enrol in Technical Programs Get an early invitation to join the Citrix Ready technical programs and leverage the benefits.	✓	✓

Technical Benefits	Access	Premier
Access to Hybrid Multi-Tenant Cloud Infrastructure with Citrix Cloud Citrix Ready provides you access to the in-house Citrix Cloud with Hybrid Multi-Tenant Cloud Infrastructure setup for your product verifications. Use this cloud infrastructure to verify and gain compatibility with Citrix Cloud with Azure, Citrix Cloud with Oracle Cloud, Citrix Cloud with AWS.	7 Days	30 Days
Active TSANet 1-1 Membership with Citrix A vendor-neutral, not-for-profit organization that provides the legal framework and contact database to foster multi-vendor problem-solving. Leveraging their expertise to establish a collaborative ecosystem where Citrix and its partners can address customers' multi-vendor problems.	✕	✓
Access to development tools, documentation, APIs and SDKs Get fast easy access to the tools you need to build your product integrations with Citrix	✓	✓
Training and Certifications on Citrix Products Citrix offers an extensive array of training programs designed specifically to help you increase your business success. Learn more.	✓	✓
Access to Integrated and Enhanced Citrix Ready Marketplace Citrix Ready Marketplace brings together quick and simple product verification with Citrix products, and easy profile management of your products on the Marketplace. In addition, you can view and download leads and reports. Click here to learn more.	✓	✓

Marketing Benefits	Access	Premier
Profile pages on Marketplace Create exclusive company and product profile pages on the Citrix Ready Marketplace with contact details, resources, videos, promos, offers, demos etc.	✓	✓
24/7 Admin Access to Marketplace Get 24/7 admin access to the Citrix Ready Marketplace to create/update company or product profiles, manage content, resources.	✓	✓
Partner Central Portal Access Access Citrix Partner Central to manage all your partnership requirements like co-branded marketing templates, product demo licenses, training materials, and much more.	✓	✓
Citrix Corporate logo usage Get access to the Citrix corporate logo, which can be downloaded from Citrix Partner Central. Usage is governed by Citrix corporate marketing and legal guidelines.	✓	✓
Citrix Ready Branding Leverage Citrix Ready badge on promotional resources and online/offline properties. Download now.	✓	✓
Press Release Work with the Citrix Ready marketing team to create Citrix-approved press release. Downloaded the template from Citrix Partner Central.	✓	✓ With Citrix Executive quote
Citrix Ready Newsletter Receive a Citrix Ready Newsletter featuring key program updates, Citrix product news and information on upcoming events.	✓	✓
Citrix Events Participate and sponsor at various Citrix events such as Citrix Summit, Synergy, and CItrix ServTech.	✓	✓
Citrix Ready Summit Exclusive conference and networking event where Citrix Ready partners can hear directly from Citrix execs about the corporate strategy overview and best practices for GoToMarket with Citrix.	✓	✓
Access Joint marketing templates Get access to co-branded marketing templates, which can be used to design and develop joint marketing collateral. View now.	✕	✓

Marketing Benefits	Access	Premier
Social Media Leverage special promotions of joint collaterals as well as events via the Citrix Ready social media channels	✕	✓
Citrix Sales IQ Gain access as well as post content to Citrix SalesIQ, the platform Citrix sales and channel partners use to get the latest information on products, solutions and more. Visit Sales IQ .	✕	✓
Marketing video- NEW! Boost your content marketing via co-branded videos with Citrix Ready. This video will be a marketing pitch, elaborating the benefits of your product/solution to your end customers.	✕	✓
Product Demo Video- New! Accelerate your content marketing efforts by showcasing your product/solution via co-branded videos. Learn more.	✕	✓
Priority invite to Citrix Ready Partner Pavilion Jointly exhibit your solutions in the Citrix Ready Partner Pavilion at key tradeshows (additional cost involved)	✕	✓
Citrix Ready Lead Generation Webinar Collaborate and execute a joint webinar to promote your joint solution with us, drive awareness, interactions and leads. Click here to know more.	✕	✓
Joint Technical Marketing Collateral Create a joint technical marketing collateral of your choice (any two) to showcase the joint integration and business use case.	✕	✓

- Blogs
- Infographic
- Solution Brief
- Whitepaper
- Customer Success Story
- WinWire
- Reference Architecture Guide

Citrix Ready Membership Fee	Access	Premier
Cost per year (USD)	No Cost	$7,500

NOTE

- Please contact citrixready@citrix.com for any further information.
- Online payment options are available to the partners for making the payment of the membership fee. Partner can choose to pay from different payment methods such as credit card, PO, bank transfer or cheque.
- Local taxes will be applicable as per country tax regulations.

citrix

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Locations
Corporate Headquarters | 851 Cypress Creek Road, Fort Lauderdale, FL 33309, United States
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