

# Citrix Commercial Licensing Programs

## Program Guide

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# Citrix Commercial Licensing Programs

Citrix provides Commercial Licensing Programs for commercial organizations and Public Sector Licensing Programs for public sector organizations such as government agencies, educational institutions and non-profit organizations (excluding hospitals and health care organizations).

This guide is specific to commercial organizations and includes information about Citrix Commercial Licensing Programs. Public Sector organizations should refer to the Public Sector Licensing Program Guide for information on Citrix Public Sector Licensing Programs.

## Overview – Citrix Volume Licensing

Acquiring software licenses through Citrix Volume Licensing is different than acquiring retail boxed software licenses. Citrix Volume Licensing provides software licenses and Citrix products are delivered as downloads. Savings beyond retail boxed software prices can be realized by participating in Citrix Volume Licensing. By acquiring software licenses through Citrix Volume Licensing, you pay for only the software license. Based on the Citrix license program, you have the option to acquire media (or supplemental media), documentation and product support separately as needed. Citrix software products have an End User License Agreement (EULA) that governs how that product may be used. All Citrix product EULAs may be reviewed on [www.citrix.com](http://www.citrix.com) at any time.

## Keys to understanding Citrix Volume Licensing

Citrix Volume Licensing is a means of obtaining Citrix products. When registering for a license program, you agree to accept download delivery and, depending on the nature and level of your commitment, may be granted a suggested discount from the published suggested retail price (SRP). Depending on the specific license program and level for which your purchase qualifies, you may also be granted a suggested discount on select Citrix services. The discount details are described in the sections that follow about each of the Volume Licensing programs and options. Actual discounts are set by authorized Citrix resellers.

Your suggested discount applies to all Citrix products sold through that program for the duration of your discount term.

Some keys to understanding the major characteristics of Citrix Licensing Volume policies and programs and to choosing the best option for your organization are:

- The size and type of your organization
- The products you want to obtain
- The way in which you want to use those products

The Citrix product you acquire will have its licensing model and usage governed by its EULA.

## How to use this guide

This guide provides an overview of the key features of Citrix Commercial Licensing programs. The information is presented by license program and option, where applicable. This guide contains information about the additional benefits and resources that are available with each program, such as software asset tracking tools, maintenance programs and online management services.

Each program is designed for an organization of a specific type and size—two of the most important keys to determining the best Commercial Licensing program.

## Commercial Organization Licensing Overview

Commercial organizations, whether publicly or privately held, may take advantage of these Citrix global Volume Licensing programs:

- The Easy License Program
- The Enterprise License Program

Note that an organization may only have one active Commercial License Program.

### ***EASY LICENSE PROGRAM***

The Easy License Program is used by organizations with as few as five users that need Citrix products. It provides an easy-to-use method of acquiring those products using individual transactions on an as-needed basis. The Citrix Easy License Program does not require an upfront commitment and is broadly available through the Citrix worldwide partner network.

### ***ENTERPRISE LICENSE PROGRAM***

The Citrix Enterprise License Program is appropriate for organizations with as few as 250 users that are able to make an upfront commitment to purchase Citrix products. The Enterprise License Program offers several levels to meet the needs of a wide range of organizations and is broadly available through the Citrix worldwide partner network.

## ***COMPARING CITRIX COMMERCIAL LICENSING PROGRAMS***

The feature comparison chart below is provided to give a quick overview of Citrix Commercial Licensing Programs. An organization may have only one active Commercial License Program.

| <b>Commercial programs</b> |                           |                              |
|----------------------------|---------------------------|------------------------------|
|                            | <b>Enterprise License</b> | <b>Easy License</b>          |
| <b>Org size</b>            | >250 Users                | >5 Users                     |
| <b>Pricing</b>             | Tiered pricing            | Suggested retail price (SRP) |

|                              |                      |        |
|------------------------------|----------------------|--------|
| <b>Minimum Initial Order</b> | \$150,000 SRP        | None   |
| <b>Term</b>                  | 3 Years<br>renewable | N/A    |
| <b>Geography</b>             | Global               | Global |

*Specific attributes may vary by geography.*

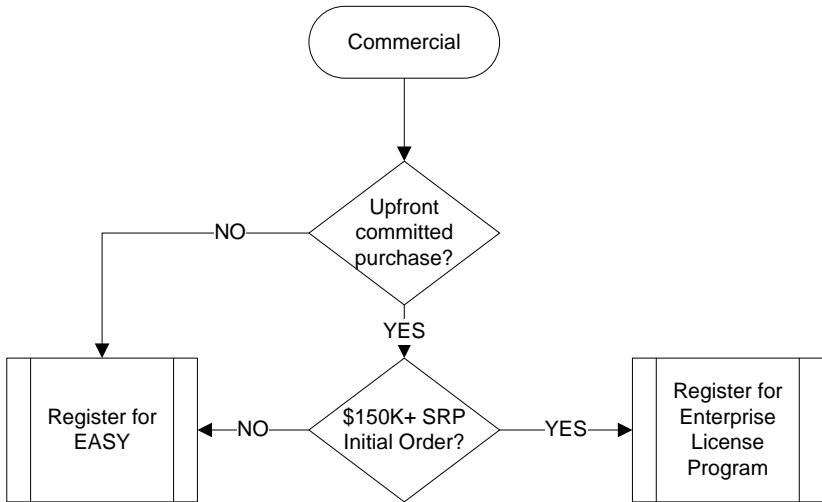
**HOW TO SELECT YOUR COMMERCIAL LICENSING PROGRAM**

The section guides you through the process of selecting the appropriate Citrix Commercial Licensing Program.

As a commercial company, you should first determine the nature of your acquisition requirements.

- If you are not making an up-front committed purchase, use the Citrix Easy License Program
- If you are making an up-front committed purchase, determine the size of your initial purchase.
  - For purchases below \$150K SRP, use the Citrix Easy License Program
  - For initial purchases of at least \$150K SRP, use the Citrix Enterprise License Program.

This flowchart illustrates the selection process.



# Citrix Commercial Licensing Programs

## ***EASY LICENSE PROGRAM***

The Citrix Easy License Program (Easy) requires no up-front commitment and is broadly available through the Citrix worldwide partner network. Easy is used by organizations with as few as five users and provides a simple method of acquiring Citrix products using individual transactions on an as-needed basis.

For customers who expect to purchase Citrix products on an as-needed basis without an up-front commitment, Easy provides the best of both worlds—a flexible ordering mechanism with no up-front cost or commitment.

An Easy License Program registration does not expire.

| <b>Citrix Easy License Program</b> |      |
|------------------------------------|------|
| <b>Initial Order (min)</b>         | N/A  |
| <b>Pricing</b>                     | SRP  |
| <b>Term</b>                        | N/A  |
| <b>Reorder (min)</b>               | \$2K |
| <b>Renewal Order (min)</b>         | N/A  |
| <b>Renewal Term</b>                | N/A  |

## ***CITRIX ENTERPRISE LICENSE PROGRAM***

The Citrix Enterprise License Program (ELA) requires an up-front commitment and is used by organizations with at least 250 users that need Citrix products. It offers several levels to meet the needs of a broad range of commercial organizations.

The ELA adapts to changing business needs with a flexible, simple program that provides all-inclusive suggested discounts for products and select services, and exclusive member offers. It offers customers straightforward online registration with multiple renewal options, making it simple to manage and leverage across an organization. You merely register online to be able to place an order under the ELA with an authorized Citrix reseller. Unlike rigid enterprise agreements that force customers to make large upfront commitments and buy unneeded products, the ELA gives customers the freedom to buy only what they need at the best price as their business evolves.

Any qualified product or software maintenance purchase earns customers the same suggested discount for all eligible Citrix products and select Citrix services. Suggested discounts are set by ELA level and apply for three years and may be increased and extended with a qualified renewal order.

- The ELA requires customers to register only once to get access to various suggested discount levels covering any qualifying Citrix purchase, making it simple to manage and leverage procurement of Citrix products across an organization.
- The ELA encourages customers to buy and renew only what they need, with the flexibility to adapt as their business evolves.

Enrolling in the ELA reduces the time required for a customer to acquire Citrix products by establishing the program terms in advance and suggested discounts from SRP the customer may enjoy throughout the term of its agreement. The suggested discount levels start at 25 percent and are based on the size of the customer's initial purchase. Actual discounts are determined by Citrix authorized resellers. If the initial order is below the minimum required for ELA Level 2, the customer must be enrolled in the Easy License Program and the order processed accordingly. The ELA License Program allows any qualified organization to register to the program either as a parent organization or, if qualified, as an affiliate of its parent organization. Affiliation is provided to simplify the enrollment process and allow an organization to utilize the same program as its parent, while providing the parent and each affiliate with the same program level and associated program benefits.

At the end of the term of the ELA program, a customer may renew its ELA program for an additional two years by placing a renewal order that meets the minimum renewal order requirement. (Within the context of the ELA program, a renewal order is an order for product or new software maintenance as opposed to an order that renews existing maintenance – it renews the ELA agreement's discount term, not the maintenance agreement.) If a customer has not placed a qualified renewal order by the expiration of its agreement's current term, the agreement will be changed to ELA Level 1 and the organization may continue to use it to acquire Citrix products and services at the corresponding suggested discount. More details about the ELA License Program are available in the ELA License Program overview on [www.citrix.com](http://www.citrix.com) and the License Program Registration tool on [www.citrix.com/myaccount](http://www.citrix.com/myaccount).

#### Citrix Enterprise License Program (ELA)

| <b>Level</b>                                      | 1 <sup>1</sup> | 2       | 3       | 4       | 5       | 6       |
|---|----------------|---------|---------|---------|---------|---------|
| <b>Initial Order (min)</b>                        | None           | \$150K  | \$300K  | \$600K  | \$1M    | \$1.5M  |
| <b>Suggested discount<sup>2</sup></b>             | 0%             | 25%     | 30%     | 35%     | 40%     | 45%     |
| <b>Term</b>                                       | N/A            | 3 Years | 3 Years | 3 Years | 3 Years | 3 Years |
| <b>Reorder (min)</b>                              | \$5K           | \$5K    | \$5K    | \$5K    | \$5K    | \$5K    |
| <b>PlusOne Upgrade Order (min)</b>                | N/A            | \$225K  | \$450K  | \$650K  | \$875K  | N/A     |
| <b>Renewal Order (min)</b>                        | N/A            | \$75K   | \$150K  | \$300K  | \$500K  | \$750K  |
| <b>Renewal Term</b>                               | N/A            | 2 Years | 2 Years | 2 Years | 2 Years | 2 Years |
| <i>Specific attributes may vary by geography.</i> |                |         |         |         |         |         |

#### NOTES

<sup>1</sup> New customers may not register in Level 1. Level 1 ELA is reserved for existing ELA customers who do not place a qualifying Renewal Order before their existing suggested discount expires. Upon expiration of their existing discount, these customers will be moved to ELA Level 1 and their agreement will not expire. If the customer subsequently submits a new qualifying ELA initial order, its ELA agreement will be moved to the appropriate ELA Level and it will enjoy the suggested discount and benefits associated with that level.

<sup>2</sup> The suggested discount is a reduction from the SRP on eligible products to the customer.

## Definitions

An **Initial Order** is a purchase placed at the initiation of the term of the ELA and is used to establish the ELA level and associated benefits.

A **Reorder** is an additional purchase placed during the term of the license program.

A **PlusOne Upgrade Order** is a qualified purchase placed during the term of the ELA that increases the Program Level and associated benefits by one level from the current ELA level for the remainder of the Term. If placed during the Renewal Period, 12 months prior to the license program expiration date, a PlusOne Upgrade Order will also extend the license program for one Renewal Term.

A **Renewal Order** is an order that extends the ELA agreement's discount term and must be placed during the Renewal Period, the last 12 months prior to the license program expiration date.

The **Renewal Term** is the length of time the License Registration's discount is extended upon receipt of a qualified Renewal Order.

## License Program Registration

Using a Citrix license program requires a simple, one time registration. An authorized Citrix partner can complete a license registration on behalf of a customer that has provided its Citrix Customer ID to the partner. Alternatively, a company can register itself by having one of its employees access Licensing Program Registration using the Toolbox on <http://www.citrix.com/myaccount/myaccount>. (See the appropriate Citrix License Program Registration Guide for the step-by-step process used by a partner or a customer.) There is no cost or obligation to register.

When a customer registers itself for a license program<sup>1</sup>, the employee performing the registration must have the following:

- An account on [www.citrix.com/myaccount](http://www.citrix.com/myaccount)
- An understanding of the customer's organizational structure
- The ability to specify the organization's license contact
- Knowledge of which Citrix License Program is appropriate for the customer
- Knowledge of which partner should be notified of its license registration

When a Citrix partner registers for a license program on behalf of one of its customers, the partner's employee performing the registration must have the following:

- An account on Partner Central
- The customer's Citrix Customer ID<sup>2</sup>
- An understanding of the customer's organizational structure
- The ability to specify the customer's license contact
- Knowledge of which Citrix License Program is appropriate for the customer

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<sup>1</sup> A Citrix Customer ID is required for License Program Registration and may be obtained by setting up an account on [www.citrix.com/myaccount](http://www.citrix.com/myaccount).

<sup>2</sup> Customers can obtain their Citrix Customer ID number to provide to a Citrix partner by logging into their citrix.com account. The number displayed after the User Name is the organization's Citrix Customer ID number.

## Taking the next step

The next step is to select and register for the appropriate Citrix Commercial Licensing Program—ELA or Easy—either through an authorized Citrix partner or on your own. Registration in a Citrix Commercial Licensing Program enables customers to obtain more detailed information about the program benefits and streamlines the acquisition and fulfillment process once a decision has been made to obtain Citrix product(s) or service(s).

- For assistance in selecting an authorized Citrix partner, see the Partner Locator at <http://www.citrix.com/partners/locator>.
- For the step-by-step License Program registration process, see the Citrix License Program Registration Guide on citrix.com.