




I  LUI

Five Easy Steps to Automate  
Citrix License Reporting

Play the Game and Win Great Prizes

**CITRIX**<sup>®</sup>

## Gain Time and Business Insights with Cloud-Based Reporting

Citrix Service Provider (CSP) partners like you are on the leading edge of delivering cloud services. However, you probably have used manual processes, scripts, or a variety of other tools to report on Citrix license usage. Unfortunately, these processes are slow and cumbersome to use and may generate incomplete or inaccurate data.

Is there a better way to simplify and speed up the reporting process and get the accurate, actionable data you need to report customer solution usage? The answer is yes – with the Citrix License Usage (LUI) tool.

**“With LUI, we only spend one hour a month reporting on our Citrix usage,” says Mike Ouimet, President and Founder, Wincourse Technologies. “If we didn’t have LUI, our reporting processes would be much more time-consuming and difficult, because our Citrix environment has tripled in the past year.”**



### Reporting That’s Just Easier

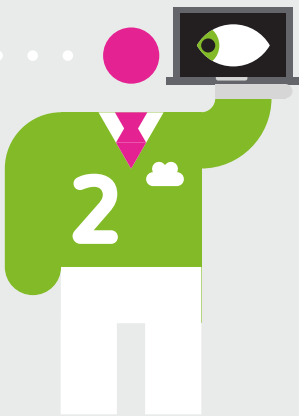
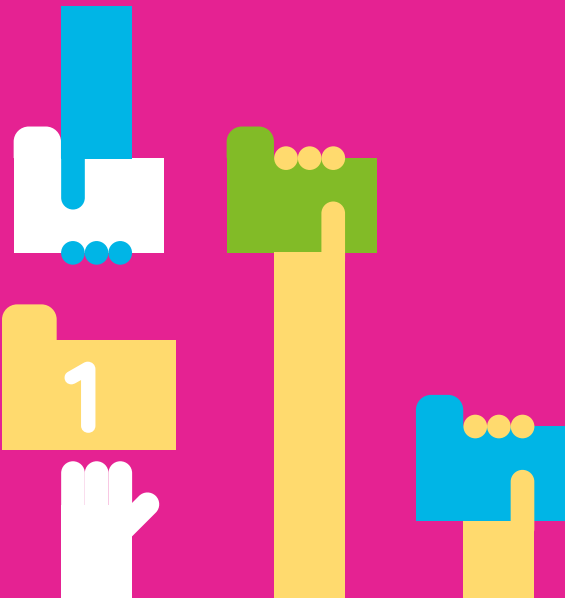
LUI is a free cloud-based reporting solution that provides current data on Citrix license servers for monthly reporting, easing the pain, strain, and error inherent in manual data gathering and reporting. LUI automatically reports customer usage of Citrix solutions, including XenApp, XenDesktop, and NetScaler, enabling you and your team to focus on higher-level responsibilities, like growing your business. You’ll get time back in your day and accurate business insights you can use to finetune planning and operations.

**Citrix wants LUI to help you increase revenues and make it fast and easy to report Citrix license data. Read our Five Reasons to Love LUI and play “I Love LUI” to win great prizes like Citrix Summit 2019 registration passes, attending the invitation-only Citrix Servtech 2018, and marketing funding to help you build your business with Citrix.**



**Reduce the Pain and Strain of Reporting:**

Focus your staff on revenue-generating activities rather than time-consuming and error-prone manual processes, such as gathering data and updating spreadsheets. Benefit from automated data collection and streamline reporting with LUI, which is powered by the Citrix Cloud. Use up-to-date insights to optimize business processes.

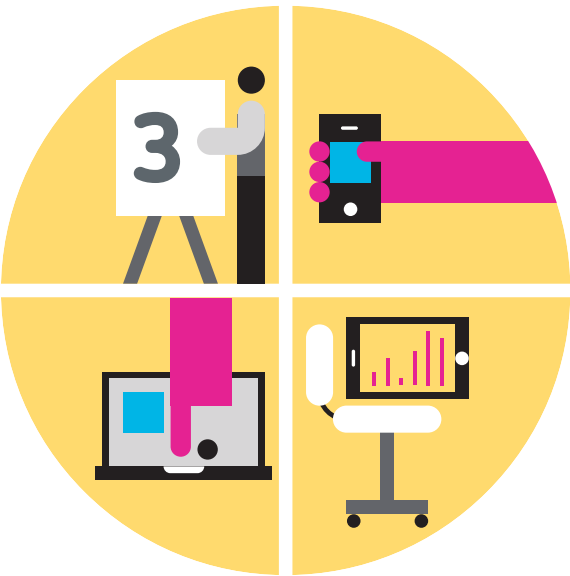


**Grow Your Business with Citrix:**

Quickly and easily access current and historical Citrix solution usage for each of your customers, leveraging data to optimize strategic and operational planning. Empower all key CSP stakeholders with the free LUI reporting dashboard, creating personas such as admins and finance to collaborate on reporting processes. LUI protects customers who have specific privacy requirements by anonymizing their data. Read our [technical brief](#) for more information on customer data privacy.

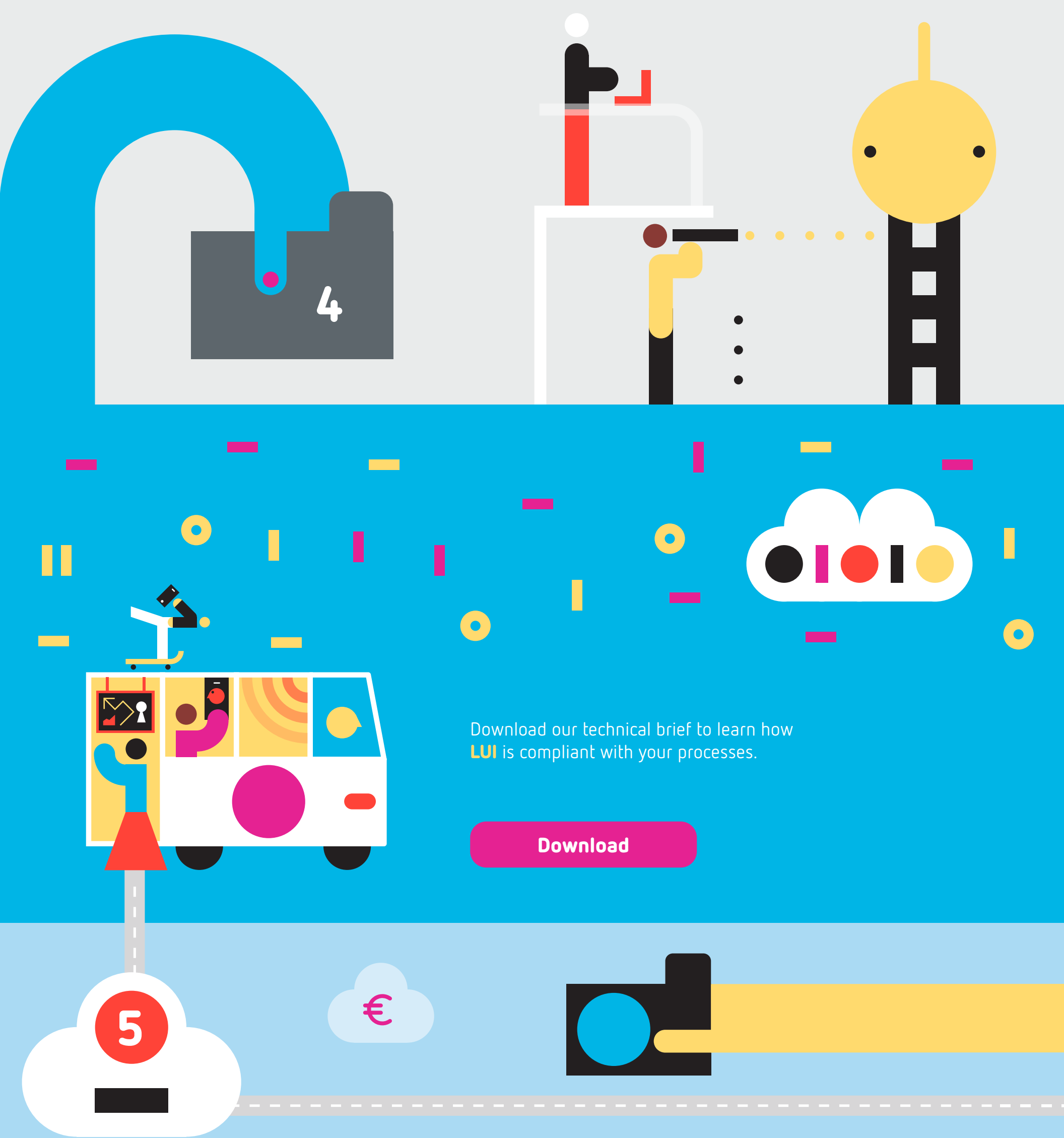
**Tag Your Customers and Users to Develop Business Insights**

Tag your customers and users to create insights that drive revenue and profitability. Use monthly usage data to identify opportunities and shape sales conversations to real needs. Bring your customers Citrix solutions that will build their business, strengthening and expanding your relationship.



Make Compliance Simple and Seamless:

Keep license servers current and up-to-date by maintaining compliance using LUI, which is mandated in the Program Guide. Fulfill your compliance obligations easily with license reporting across customers, deployments, and products.



Pay Only What You Owe:

Pay only for the licenses you are actively using. Avoid the cost of under / overpayments, auditing, and late penalties due to guestimates, incorrect licensing payments, or licenses you could use for free trials.



“LUI saves you time calculating licenses and provides you with better insights into the services you deliver. We use LUI to identify areas where we are underbilling customers by comparing reporting data to contract data, which helps boost our profitability,” says Mike Ouimet, President and Founder, Wincourse Technologies.

Use LUI and Win Great Prizes that Build Your Business

Citrix is dedicated to helping partners make reporting easier, more accurate, and productive with LUI. To get you started, we have developed a fun game, *I Love LUI*, with high-value rewards you can use to network with peers, enhance your services, and increase staff skills.

Play the game to enter our raffle for great prizes like:

- Two passes to Citrix Summit 2019
- Two passes to the invitation-only Citrix Servtech Summer 2018 conference in Minneapolis, MN
- A \$4,000 credit to activate your Citrix CSP Cloud Journey campaign



Watch out for **I Love LUI** emails, where we'll share a specific action item to help you move down the path to better reporting. As you complete each step, share your progress using the online forms so you can qualify for the great rewards. You'll get one or more entries into the raffle each time you complete a step.

### Step 1. Register and Login

Share this partner value proposition with any and all teammates who are responsible for license reporting.

If you don't have a LUI account, it's time to set one up. It's quick and easy. **Here's how**. This step-by-step guide will show you how to **login** and set up an account. Already have an account? **Log in** to see if it's current.

Register to play *I Love LUI* by completing this **online form**.

Congratulations, you've completed Step 1 and earned one entry into our *I Love LUI* raffle!

1

RAFFLE  
ENTRY

### Step 2. Get to Green

Outdated license servers aren't compatible with LUI, so make sure all your Citrix License Servers and NetScalers are running the latest software versions and are using CSP licenses. Congratulations, your team just got to green!

Once all your servers and NetScalers are updated, **click here** to complete Step 2 and earn three raffle entries.

3

RAFFLE  
ENTRIES

### Step 3. Tag Your Customers

LUI becomes more useful when you tag your customers and users. You'll get in-depth insights you can use to grow key relationships. You also can tag users as free to set up customer trials and win new business.

Tag your servers and at least 75% of your monthly users you want to monitor within LUI. Once complete, **click here** to complete Step 3 and gain two more raffle entries.

2

RAFFLE  
ENTRIES

### Step 4. Report More Easily

Use LUI for your next monthly report. You'll be amazed at how easy it is to use. No need to solicit data from colleagues, update spreadsheets, or check formulas. The data's all there, and it's accurate.

**Click here** to notify Citrix that you reported using LUI and receive five more raffle entries.

5

RAFFLE  
ENTRIES

### Step 5. Report Twice

Use LUI for another month. With easier reporting processes, you can focus on other responsibilities like growing your business.

Now you've completed Step 5, **click here** to let Citrix know you finished the game! Congratulations, you just earned five more raffle entries.

5

RAFFLE  
ENTRIES



## Keep Growing

Did you learn to love LUI? Now that you’ve gotten familiar with how LUI can automate data collection, use LUI each month to simplify and streamline license server reporting, saving your team’s time while benefitting from new insights. Did LUI help you drive business? Email [LUI@Citrix.com](mailto:LUI@Citrix.com) and share your success.

## Learn More

Have questions? Talk to a LUI expert today at [LUI@citrix.com](mailto:LUI@citrix.com).

[Get more information on LUI.](#)

## I Love LUI Contest Rules

Under local law prizes are not transferable or exchangeable and may be taxable. Participants will be responsible for payment of any taxes that may be due based upon their receipt of a prize.

## Winner Selection and Notification

The I Love LUI game runs from April 1, 2018 to May 31, 2018. Game rules are described above. Participation is limited to active Citrix Service Provider program partners in good standing.

Citrix will randomly select the winners of I Love LUI on April 30, 2018 and June 1, 2018. Selection of winners is based on I Love LUI criteria and is at the discretion of Citrix management.

Winners will be notified via email and must respond to the award notification within five business days of receipt and indicate their choice of a prize. Should the recipient fail to respond, Citrix reserves the right to select a new replacement winner.



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