



**CITRIX**<sup>®</sup>

How to Win,  
Grow, and  
Maximize  
Profit as a  
Citrix Service  
Provider Partner

Help Customers  
Go Cloud-First  
with Workspace  
Services

**CITRIX**<sup>®</sup>

**Partner**  
Service  
Provider

# Why MSPs and Hosters Should Become Citrix Service Provider Partners

**Make the move to offering profitable solutions based on consumption pricing:**

- Create new monthly recurring revenue streams
- Realize **margins of 45%** 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
- No app rewriting or custom coding
- No device, OS, or browser compatibility headaches

# Future-Proof Your Business with Citrix

Channel partners have a major opportunity to support their customers' cloud journey as Citrix Service Provider (CSP) partners.

- **Speed wins:** 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 – Starting Today

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

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**96%** of global businesses are already actively using cloud services.

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### Here's what customers say they need:

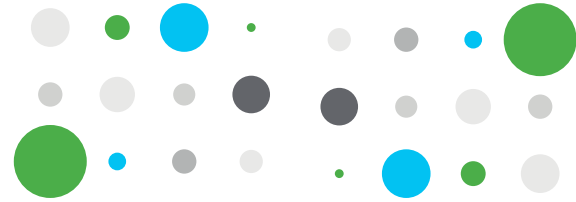


**59%** of companies are actively seeking to improve operational efficiency.



**42%** of companies are working to improve workforce productivity.

# Capture The Workspace Services Market Opportunity with Citrix



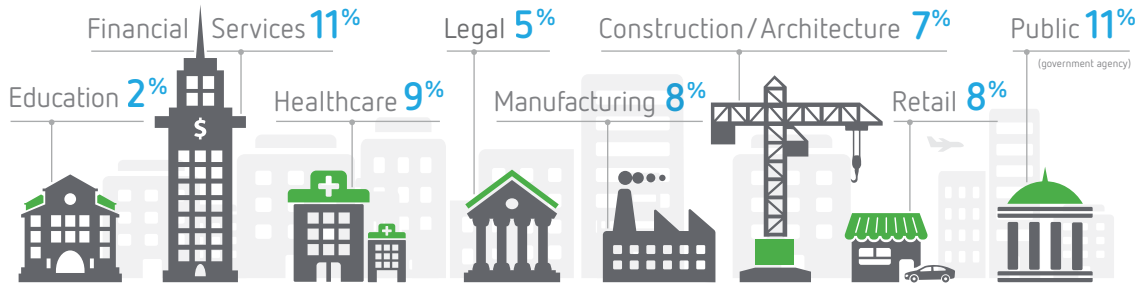
Provide enterprise-grade, quality solutions to customers of all sizes.

- **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) grew to 16% in 2017.
- **Cash in on the mid-market:** 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 50% of Citrix partners sell workspace services for 100 seats or less.

Build Long-Lasting Customer Relationships

- **Solve business challenges:** Help firms enable BYOD, mobilize their 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.



# Grow Your Business With Citrix!

## Your Value Proposition as a Citrix partner

- 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 turn-key sales and marketing tools.

## 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 Workspace** – Increase visibility and simplify management of all your customers' users, apps, desktops, data, endpoints, and devices with digital workspaces from Citrix.
- **Mobile productivity apps** – Deliver enterprise mobile apps offering IT a secure choice for enabling user email, web browsing, and remote access.
- **Citrix Content Collaboration** – Enable advanced access, collaboration, workflows, rights management, and integration set in the secure, contextual, integrated Citrix Workspace.



## Citrix Partners Forecast Workspace Services Growth

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**71%** of Citrix Service Providers anticipate increasing workspace revenue.

- **Citrix Networking** – Improve the performance, security, and resiliency of applications delivered over the web with Citrix networking solutions.
- **All delivered on the Citrix Cloud** – Simplify the delivery and management of the Citrix portfolio of products, extending existing on-premises software deployments and creating hybrid workspace services.

# What Makes Citrix Different



## Unified

Your customers can configure, monitor, and manage their entire technology infrastructure through a single pane of glass to deliver a unified user experience.



## Contextual

Digital workspaces use machine learning to adapt to your customer's patterns and exceptions so they can get work done securely, wherever they are.



## Secure

A software-defined perimeter grants safe access and full visibility across the network and user ecosystem to proactively address threats.

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**Citrix Solutions  
Meet the Unique  
Needs of Industry  
and Business**

**20 M**

Content  
Collaboration  
users

**15 M**

Virtual apps  
and desktops  
users

**750K**

Cloud-delivered  
seats

**#1 Rated**

Application delivery  
controller three  
years in a row



Application Virtualization



Enterprise Mobility  
Management



File Sync & Sharing



Networking

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## Become a Citrix Service Provider.

Learn more today.

Contact [csp@citrix.com](mailto:csp@citrix.com)

Visit [www.citrixserviceprovider.com](http://www.citrixserviceprovider.com)

Join [www.citrix.com/csp](http://www.citrix.com/csp)

Sources: Citrix, InformationAge, Racknap, RightScale, and TechAisle.