Program Overview

1. Why should I partner with Citrix?

Every organization is looking to accelerate their IT modernization, empower secure, distributed work, and boost worker productivity as they adopt hybrid work. As a Citrix technology partner, you can develop repeatable joint solutions that deepen customer relationships by supporting changing demands and that are interoperable with solutions by our other ecosystem partners.

When you build on the Citrix Workspace platform, it gives customers the foundational layer of infrastructure needed to create the great employee experience that makes hybrid work successful. The functionality we develop together can be securely redeployed on any device or cloud. Technology partners also have access to the Citrix Ready Partner Program, which helps you expand reach and drive business growth across our 400,000 customer organizations, 100 million global users, and 1,500 channel partner ecosystem.

2. What is the Citrix Ready Partner Program?

The Citrix Ready Partner Program is an industry-leading partner program that helps developers and technology companies test, validate, and promote their microapps, products, and solutions with Citrix technologies—across Citrix Workspace and App Delivery and Security. By validating your solutions as Citrix Ready, you give customers the confidence that your microapp, product, or solution can work seamlessly with Citrix. You can also earn badges that identify partner type, technical specialization, and levels of expertise. Badges convey the strength, confidence, and trust of the partnership to customers and the ability to deliver to the highest standards. Citrix Ready solutions are showcased in the Citrix Ready Marketplace—where Citrix customers and Citrix channel partners can easily find your offering.

3. Why should I join?

Citrix partners who qualify their products for the Citrix Ready logo are able to put their Citrix Ready Technology Partner membership into action. By completing qualifications for a product under the Citrix Ready Partner Program, you can take advantage of the highest level of benefits under the program, including the benefits listed below:

- Use the Citrix Ready logo
- Interact directly with Citrix to integrate, test, and validated products
- Benefit from Citrix Ready marketing programs, include webinars, social media, blogs, and press releases
- Utilize Citrix integration technology and tools
- Broaden market reach and address over 400,000 Citrix customers
- Leverage market-leading Citrix Workspace solutions
- List in the Citrix Ready Marketplace with Citrix Ready branding

The Citrix Ready Partner Program awards a logo and other program benefits for products in specific, well-defined categories that correspond to key areas of Citrix technology. Each category has different technical criteria and different strategic goals, and might provide additional specialized benefits above and beyond the benefits available to all Citrix Ready products.

4. What are the tiers in the Citrix Ready Program?

Citrix Ready Partnership levels	Cost per year (USD)	Duration
Premier	$7,500	1 year
Access	No cost	3 years

Categories and Specialized Initiatives

1. What are the Citrix Ready categories?
Citrix divides solutions into six categories that you can validate your solutions under. These represent the key ecosystem under Citrix and how customers look for solutions. You need to select the correct category for your product/solution. You can also earn category-based badges. This is how Citrix defines these categories:

- Applications — The applications category is for virtual, security, network, mobile, SaaS, and web applications. This category helps users identify the modern and legacy apps to install on their Citrix environment and to know their compatibility with Citrix products.
- Data center solutions — This category is for servers, storages, and solutions that are required to build the data center setup. These solutions help customers make the right decisions when building their Citrix infrastructure.
- Endpoints and peripherals — Endpoint and peripherals solutions are the end-user computing devices that Citrix users use. The category includes key endpoints (tablets, thin clients, workspace hub, etc.), chrome devices, mobile devices, printers, scanners, and more.
- Microapps — The Microapps category is for applications for which microapp integrations are built. Customers can use these microapps in their workspace to get the digital workflows that match the ways their users want to work when they need it without having to launch a full application. This improves their productivity and experience.
- Security — The security category is for endpoint, data, identity and access management, and network security solutions that are required to monitor and keep the infrastructure secured, up, and running all the time.
- Services — The services category is for Citrix service providers, public Cloud platforms, and virtual appliances that help to move on-prem infrastructure either to hybrid or multi cloud, providing best-in-class support and choice.

2. What are Citrix Ready Technical Initiatives?
As a member of the Citrix Ready Partner Program, you can also qualify to join specific ecosystems and earn specialized badges in those ecosystems for cloud, endpoints, microapps, security, and unified communications. These technical programs come with added technical support from Citrix Ready and require additional testing and verification protocols for successful completion. See the Technical Program landing page for more information.

Citrix Ready Marketplace

1. What is the Citrix Ready Marketplace?
Citrix Ready Marketplace is a comprehensive web site that lists all Citrix partners and each product that has been successfully validated as Citrix Ready. It is also a "one-stop shop" for customers and channel partners to easily find, explore, and evaluate Citrix compatible partner products and solutions. Customers can use this online resource to easily search and find compatible and verified solutions for their Citrix deployments.

Verification Process and Earning Badges

1. What is the verification process and why is it important?
Citrix Ready verification is an assessment process designed to ensure that third-party products are compatible with Citrix products and services. The Citrix Ready designation is awarded to third-party products and solutions that are successfully verified with a specific Citrix product using the Citrix Ready verification methodology. It is important because partners must replicate real-time use cases as part of the integration and validation process. This helps customers see how the product works in the Citrix environment and makes the buying decision easier.

2. What assistance is provided by the Citrix Ready technical team during the verification process?
The Citrix Ready technical team can help you at various stages, starting from learning Citrix products and services, building and configuring the testing environment, providing licenses, provisioning on-prem and cloud setup up, and performing validations on your behalf for key product integrations. Technical support is offered by the Citrix Ready technical team and is handled on a best-effort basis.

3. What badges are available and how are they earned?

There are two types of badges: The Citrix Ready badge and badges for each category or ecosystem. You can earn the Citrix Ready badge by demonstrating at least one product/solution compatibility with Citrix products and solutions. Similarly, you can earn the category or ecosystem badges by participating in key Citrix Ready programs/initiatives and by meeting the eligibility criteria set. Visit this page to learn how to participate and the eligibility criteria to earn the badges.

Marketing Opportunities

1. How do I let customers know about my membership in the Citrix Ready Program?

There are three primary ways you can get the word out that you've become a Citrix Ready partner. First, every partner in the program gets access and entry into the Citrix Ready Marketplace with a company profile and product listing. Second, each month Citrix highlights new partners and products, along with unique and interesting solutions from partners, in the Citrix Ready Newsletter. Third, Citrix offers a wide array of co-marketing programs and awareness building campaigns like social media, blogs, and press releases to build awareness about your Citrix Ready solutions.

2. How do I make an announcement regarding our partnership?

Citrix Ready Partner Program partners can execute a joint press release with Citrix once they become a Citrix Ready partner. You can work with the Citrix Ready marketing team to create Citrix approved press release. Contact citrixready@citrix.com to get started.

3. What other marketing and promotional opportunities are available to program members?

Participating in the Citrix Ready Program can help you attain benefits to expand your business reach and generate new revenue opportunities. Additional promotional opportunities include:

- Citrix events — Participate and sponsor at various Citrix events like Citrix Summit, Synergy, and Citrix ServTech.
- Citrix Ready Summit — Exclusive conference and networking event where Citrix Ready partners can hear directly from Citrix executives about the corpo-rate strategy overview and best practices for go-to-market with Citrix.
- And for Premier partners — Videos, joint marketing templates, priority invite to Citrix Ready Partner Pavilion, Citrix Ready lead-generation webinar, and joint technical marketing collateral.

Partnership Renewals

1. When can I renew my Citrix Ready partnership?

You can renew anytime before the expiration of your partnership. The Access partnership is valid for 3 years and the Premier partnership is valid for 1 year from the date of signing. To renew your partnership, you must meet the requirements for your partnership level at the time of renewal.

2. What happens if I decide not to renew my partnership?

You have a grace period of 30 days to renew your partnership. If you want to discontinue your partnership, the Citrix Ready team will unpublish all the profiles from the Citrix Ready Marketplace and update the partnership status in the Citrix CRM tool.

Post Validation Support

1. What am I responsible for after my product is validated as Citrix Ready?

You're responsible for supporting and maintaining your product. If a customer experiences issues with a particular third-party integration on a Citrix environment, the customer should open a support incident directly with the third-party partner. If the partner determines that the issue appears to be with

Citrix, the partner can, in turn, approach Citrix support for further assistance. Partners should allocate a technical resource that can work with Citrix Support until the issue is resolved.

2. **What type of technical support is available to Citrix Ready partners to fix integration issues in a joint customer environment?**

For all customer environment issues, you should work with Citrix technical support as Citrix Ready doesn't support customer environment issues. If you are a Citrix Ready Premier partner, you are eligible for technical support entitlement for five support incidents. Partners need to contact the Citrix Ready team (citrixready@citrix.com) to ensure the support entitlement is enabled. If you are a Access level partner, contact Citrix Ready to purchase the technical support entitlement.

3. **What happens if I use all of my incidents in the technical support entitlement?**

All Citrix Ready partners can leverage technical support entitlement 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 geography.

Licenses

1. **What licenses are included in the different tiers of Citrix Ready membership?**

Citrix Ready partners are eligible to get NFR (Not For Resale) licenses for on-prem setup and Citrix Cloud services subscription for Citrix Cloud setup for a limited duration depending upon the partnership level you are associated with.

2. **What is the difference between on-prem licenses and Citrix Cloud licenses?**

These are the two licensing types available from Citrix, the on-prem licenses helps you to validate with on-prem Citrix products, and Citrix Cloud licenses are provided as a subscription to validate your product with Citrix Cloud services. As a Citrix Ready partner, you are eligible to use both types depending on the integration and validations you are interested in showcasing. The on-prem licenses can be self downloaded—instructions are here. Citrix Cloud licenses are available via subscriptions and SKUs. Contact citrixready@citrix.com to find out more about Citrix Cloud licenses.

3. **How long are licenses valid and for what environment they can be used?**

All the NFR/demo licenses are valid for 12 months from the day you generate the license file. Since these licenses are NFR type, you should use them only in testing and development environments. They should not be used in production environments.

4. **What if I need additional licenses for customer demos?**

All partners are eligible for a certain number of licenses. If you need more licenses you can contact citrixready@citrix.com with business justification and the number of licenses required.

Partner Central

1. **What is Partner Central and what is its relationship to Citrix Ready?**

Partner Central is the self-service portal for managing your partnershi p with Citrix. For example, you can connect with the Citrix community, read partner success stories, review the Business Conduct Standards, and use the portal tools to manage renewals, upgrades, training, contacts, and more.

2. **How do I update the primary admin contact, add new users, or remove users from my Partner Central account?**

You can easily add, update, or deactivate contacts from Partner Central using the steps provided below.

Add New contact(s)
- In the Manage your contacts section on Partner Central review your current contact list.
- Click on the New Contact button.
- Update the contact details and click Save.

Update contact(s)
- In the Manage your contacts section on Partner Central, click on the contact's First or Last name to update.
- Assign the Contact Type to the user.
- Edit the required details and click Save.

Deactivate contact(s)
- In the Manage your contacts section on Partner Central, click on the First or Last name of the contact to be deactivated.
- Change the status to Former and click Save.

Education and Training

1. What training is available?

Citrix offers an extensive array of training programs designed specifically to help you increase your business success. To increase the ease and success of your product integration and use the full value of your Citrix partnership, you should start with the Associate level training and certification. Go to Citrix Education to see the full list of courses and training.

2. What discounts for certifications and training are available to Citrix Ready partners?

All Citrix Ready partners are eligible for various product training and certifications. Login to Partner Central using your partner account to learn more details. Training and certifications are updated frequently.

Accessing APIs

1. I have an integration and/or development opportunity and need access to Citrix product APIs. Where can I obtain these tools and do I need to be a Citrix Ready member to access them?

Citrix can help you build an integration on top of Citrix products and services. Citrix is currently providing all the APIs and SDKs here. However, once you build the integration, the Citrix Ready Program can help you to create awareness and promote your integration to customers and channel partners.

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