

Citrix Service Provider Program Guide



Welcome

Welcome to the Citrix Service Provider Program! This program guide is your one-stop resource for understanding the key CSP program details, partner benefits, and compliance requirements associated with the program. Reading this Citrix Service Provider Program Guide (“Program Guide”) is one of the key [Steps for Getting Started](#) as a new CSP.

If you have any questions, comments, concerns, or suggestions, we want to hear from you! Contact us any time at csp@citrix.com.

- *This document to be read in conjunction with the Citrix Service Provider Agreement (“CSP Agreement”) as entered into between Citrix and the company becoming a CSP. The Citrix Service Provider Program (“CSP Program”) allows hosting provider companies to license Citrix Products for use in providing hosted services for their end user customers (“Customers”), based on a monthly usage model.*
- *This Program Guide may also be referred to as a Citrix Solution Provider Program Guide or a CSP Program Guide. Similarly, the program may be referred to as the Citrix Solution Provider Program or the CSP Program.*
- *If any part of this Program Guide conflicts with the terms in the CSP Agreement, the terms of the CSP Agreement take precedence.*
- *This Program Guide comes into effect as of the Effective Date. It replaces all prior versions of the Program Guide. Citrix may announce changes at any time to this CSP Program, which are captured in the Program Guide, including but not limited to changes to benefits and requirements, introduction of new product lines, and changes to product categorization. Such changes to the CSP Program as set forth in the Program Guide take effect thirty (30) days from the date of the announcement, except in Japan where such changes shall take effect sixty (60) days from the date of announcement. The current version of the Program Guide is located at*

<https://www.citrix.com/partnercentral/get-started/benefits-and-programs/citrix-service-provider-program-material/partner-onboarding.html>.

- The only binding part of this Program Guide is the content actually set forth in this document and not the content contained in any of the links.
- Program Guide last updated: 1st June, 2015.

Contents

Welcome	1
Program Overview and Unique CSP Benefits	4
<i>Program Overview</i>	4
Membership Period	4
Access to Citrix Products	4
Usage Rights	4
Tiered Discounts for Citrix Products*	5
Server Environment	6
Server Software and Client Software	6
<i>Summary of Unique CSP Benefits</i>	8
<i>Unique Benefits Detail</i>	8
Evaluation Software	8
Technical Support	8
Version Upgrades and Feature Updates	9
Custom Page	9
Business and Technology Associates	9
Additional Citrix Partner Benefits	10
<i>Summary of Additional Benefits</i>	10
<i>Additional Benefits Detail</i>	11
Partner Central	11
SalesIQ	11
MarketingIQ	12
Citrix Solution Showcase	12
Partner Communications	12
Partner Locator Listing	13
Partner Badge and Citrix Logo	14
Live Events (e.g., Synergy, Summit, Instructor-Led Training)	14
On-Demand Training Courses and Materials	15
Available Certifications	16
Demo Center	16
Apply for Citrix Technology Professionals Program	17

CSP Program Requirements	18
<i>Initial Requirements</i>	18
Certifications	18
Executed Citrix Service Provider Agreement	18
Marketing	19
Installed Citrix Usage Collector	19
<i>Ongoing Requirements</i>	19
Responsibility for Your Accounts	19
Reporting	19
Partner Profile & Membership	20
Membership Renewal	20
Attachment 1: Technical Support Description	21
<i>Exhibit I</i>	24

Program Overview and Unique CSP Benefits

Program Overview

Membership Period

A CSP Program membership is two years, unless otherwise agreed under the CSP Agreement. Unless terminated earlier as permitted under the CSP Agreement, membership starts on the date the CSP Agreement is signed (online) and ends two years later. At time of application, you will choose a Citrix Authorized CSP Distributor and remain with that distributor throughout the membership period.

Access to Citrix Products

Your membership in the CSP Program grants you access to the Citrix Products and services (the CSP edition products and services that are available under the CSP program as defined in your CSP Agreement). Providing services with the software will be authorized on a worldwide basis, except for in prohibited countries as specified in the CSP Agreement. In this document, the products/services to which you have access will be referred to as Citrix Products.

Usage Rights

The CSP Program gives you the “right to use” Citrix Products as the underpinning of your delivery infrastructure and gives you where applicable the flexibility of a monthly “active subscriber” pricing and licensing model. You are provided with access to the most current versions of Citrix Products available in the program and only pay for actual end-user usage or accounts active during the previous calendar month.

Citrix offers two usage models:

1. Active Subscriber: Customer logs in to use the CSP service in a given month.
2. Provisioned: Citrix Product license was assigned and made available to the Customer.

Under the CSP Program, Citrix Products are offered under the monthly usage models detailed below:

Product Family	Usage Model	Measurement	Product	Definition
Desktop & Apps	Active Subscriber	User Login	XenApp	1
Desktop & Apps	Active Subscriber	User Login	XenDesktop	1
Desktop & Apps	Active Subscriber	User Login	VDI-in-a-Box	1
Desktop & Apps	Provisioned	Provisioned User	Workspace Suite	2

Desktop & Apps	Provisioned	Provisioned User	CloudPortal Services Manager	2
Mobility	Provisioned	Provisioned User	XenMobile	2
Mobility	Provisioned	Provisioned Device	XenMobile	2
Mobility	Provisioned	Provisioned User	Sharefile	2
Cloud Networking	Provisioned	Provisioned Virtual Machine	NetScaler VPX	2
Cloud Platforms	Provisioned	Provisioned Virtual Machine	XenServer	2
Cloud Platforms	Provisioned	Physical Servers	XenServer	2
Cloud Platforms	Provisioned	Total 2-Socket Connections	XenServer	2

Please note: You must configure all XenApp and XenDesktop CSP licenses per a user/device model

Usage Model Definitions

1.	Active Subscriber	means an End User Customer that is logged in to use the CSP service in a given month
2.	Provisioned	means the license was assigned and made available to the End User Customer. For Sharefile Provisioned User is defined as when a Partner completes the Sharefile provisioning form (Google document), upon completion of the request licenses should be reported and paid monthly. When provisioning partner accounts the Sharefile team will provision and administrative license which is not a paid license.

Tiered Discounts for Citrix Products*

The following tiered discount schedule is available for specified Citrix Products to CSPs who meet the volume requirements outlined below on a monthly basis:

XenApp, XenDesktop, VDI-in-a-Box, CloudPortal Services Manager

Discount Tiers	0-5,000	5,001- 15,000	15,001- 30,000	30,001- 60,000
Discount for the Tier	0%	15%	25%	35%

NetScaler VPX, CloudBridge VPX, XenServer (version 6.1 & earlier)

Discount Tiers	0-500	501-1,500	1,501-3,000	3,001- 6,000
Discount for the Tier	0%	15%	25%	35%

XenServer (6.2 & later)

Discount Tiers	0- 50	51- 150	151-300	301-600
Discount for the Tier	0%	15%	25%	35%

**The above tiered pricing does not apply to CloudPlatform products.*

Server Environment

You have the right to host Citrix Products in either a multi-tenant server or a dedicated server environment, either onsite (on CSP-owned, CSP-leased, or customer-owned hardware) or offsite in a cloud environment, under the following conditions:

- You manage and control the server.
- The server is dedicated to hosting the CSP Product(s) and the provisioning of the CSP Services.
- The Customer never has access to such dedicated server, has no direct access to any of the hosted Citrix Products, and does not participate in the provisioning of the CSP Services.
- The Citrix software executing on premise must be controlled by your centralized offsite license server.

Server Software and Client Software

You have the right to run or otherwise use any number of instances of the server software or client software in physical or virtual operating system environments on any number of devices. As is permitted under the CSP Agreement, you also have the right to distribute the client software to customers in order to access the CSP Services. However, you may not distribute instances of the server software to third parties, and may only distribute client software as is permitted under the CSP Agreement.

Additionally, you have the right to:

- Store instances of the server software and client software on any of your servers or storage media, solely to exercise your right to run instances of the software as is permitted under the CSP Agreement.
 - The hosting environment must be distinct and separate from any environment where Citrix perpetual and/or annual term products are being used for internal use or hosting purposes other than the provisioning of CSP Services.
- Create a mirror of your production environment, including the license server, for the purposes of disaster recovery and/or lab/test environment.
- Single application delivery: The single application delivery reporting SKU enables the use of a Citrix Product that is classified on the Citrix CSP Price List as a CSP Premium Product, which is only being used to deliver a single executable application to an End User Customer. Please note, if this single application delivered utilizes another application for reporting, analysis, etc. it will be considered a single application only as long as the second application is available solely as a function of the single application.

If additional applications are delivered through usage of a Citrix Product, the single application SKU should not be used, rather the standard reporting SKUs should be used.

Summary of Unique CSP Benefits

Unique Benefits	CSP Program
Evaluation Software	Yes
Technical Support	Yes
Version Upgrades and Feature Updates	Yes
Custom Page	Yes
Business and Technology Associates	Yes

Unique Benefits Detail

Evaluation Software

You may utilize Citrix Products in your production environment to support free evaluations of your service by either prospective or existing customers for up to thirty days. Include these evaluation users in your standard usage reports for tracking and audit purposes. (Review the [On-Boarding and Program Fundamentals Guide](#) for more information on monthly reporting procedures and tools.)

- If you offer billable evaluations to customers, or offer evaluations for more than thirty days, standard pricing will apply.
- Usage of the evaluation software will be based on the evaluation usage requirements as set forth in the CSP Agreement.

Technical Support

You are eligible for free Technical Support¹ as long as you reach the Minimum Threshold: \$300 paid to Citrix through your Citrix Authorized CSP Distributor each month of a quarter, totaling \$900 for the quarter. The Minimum Threshold needs to be either: 1) based on actual usage calculated against the then current Citrix price list, or 2) achieved in each reporting geography per the report you submit for each Citrix named geography. If your submitted reports show you met or exceeded the Minimum Threshold the previous quarter, you will be provided Technical Support through the next quarter at no additional charge. This will be measured on a quarterly basis.

¹ The Technical Support available to you is unlimited 24x7x365 telephone and web support, based on the additional parameters set forth in Attachment 1 to this Program Guide. All support incidents used must be in support of CSP's hosting environment used to provide the CSP Services. Citrix reserves the right to review support activity and revoke this benefit if partner is not following the support guidelines as specified herein.

- If you do not meet the Minimum Threshold for the previous quarter, you can choose to purchase Technical Support for the next quarter. Otherwise, support will be immediately terminated.
- If you are a new CSP who has not yet established the Minimum Threshold, you have the option to purchase Technical Support.
- Purchases of Technical Support will be based on the then current applicable CSP price list available from your CSP Distributor.

Version Upgrades and Feature Updates

You shall be provided, at no additional charge, with the latest generally available version upgrades and products feature updates for the Citrix Products you licensed.

Custom Page

A [custom CSP page](#) offers a wealth of DaaS-specific resources in one centralized location. Here you will find the technical and business resources you need to build your own highly differentiated, customized DaaS solutions. You'll find details on monthly pay-as-you-go licensing, a reference architecture, and prescriptive business and marketing resources.

Business and Technology Associates

Citrix has already created for you a [list of trusted companies](#) that offer services tailored to the desktop and application hosting market and that understand the Citrix Service Provider Program.

Additional Citrix Partner Benefits

Summary of Additional Benefits

Benefits	Available
Partner Central	Yes
SalesIQ	Yes
MarketingIQ	Yes
Citrix Solution Showcase	Yes
Partner Communications	Yes
Partner Locator Listing	Yes
Partner Badge and Citrix Logo	Yes
Live Events (e.g., Synergy, Summit, Instructor-Led Training)	Yes (fees apply)
On-Demand Training Courses and Materials	Yes
Certifications	Yes (fees apply)
Demo Center	Yes (fees apply)
Apply for Citrix Technology Professionals Program	Yes

Additional Benefits Detail

Partner Central

[Partner Central](#) allows you to connect with the [Citrix Community](#), read [Partner Success Stories](#), review the [Business Conduct Standards](#), use the [Leads and Rewards tool](#) to accept leads from Citrix, and more.

SalesIQ

Your Partner Central login credentials give you free access to a sales enablement platform called [Sales IQ](#), where you can quickly find rich content such as:

- Current global and regional [promotions](#) to help you price Citrix offerings competitively
- Information on key [strategic projects](#) that bring together products, services and intellectual capital from Citrix and strategic partners to solve complex business problems
- Information on [tactical projects](#) that solve specific customer problems through one or more Citrix solutions
- Industry-targeted solutions for verticals such as:
 - [Healthcare](#)
 - [Education](#)
 - [Financial Services](#)
 - [Small and Medium Businesses](#)
- [Competitive Intelligence](#) to help you effectively position Citrix within the technology industry and clearly explain our competitive advantages in every market we serve
- A [Customer Reference Database](#) with the latest examples of Citrix customer success, including new customer case studies, customer-focused white papers, videos, and group Customer Reference Forum calls
- [Demo and POC Central](#), where you will find demo best practices, Proof of Concept (POC) kits, setup guides, tips, tricks, and templates for all Citrix products
- The [Citrix Sales Conversation Kit](#) teaches you how to deliver the Citrix Sales Conversation in a confident and compelling way
 - The kit gives you what to say, and what to show
 - By delivering a tailored *conversation* instead of a generic *presentation*, you can quickly establish credibility with your audience, differentiate yourself from the competition, and proceed more rapidly from initial discussion (concepts) to first sale (or purchase order)

MarketingIQ

[MarketingIQ](#) enables you to quickly and easily create customized go-to-market campaigns at no charge, allowing you to generate leads without impacting your marketing budget. Just choose one or more available campaigns, and follow the steps to create and launch your own customized campaign. MarketingIQ also offers:

- A Resource Library, where you can leverage all the assets and materials around our targeted key play value propositions and solutions
- An Event Center, where you can plan, execute, manage and promote your own customer events – from invite to follow up.
- Full Service Marketing, connecting you with Citrix certified vendors who can support turn-key marketing activities
- Campaign metrics driven by executed emails and landing pages, including leads, unsubscribes, bounces, and more.

Contact MarketingConciergeWW@citrix.com with any questions you might have.

Citrix Solution Showcase

The Citrix Solution Showcase offers you a hands-free way to drive effective lead generation through your website and social media accounts. [Register](#) for the Citrix Solution Showcase program and start using two powerful marketing tools at no cost to you:

- [Citrix Syndication](#): Citrix will provide pages of online content that assist with lead generation. Fast and simple to implement, Citrix Syndication provides your customers with the information and materials they need in those initial, crucial phases of awareness in the buyer's cycle. Targeted around Citrix products and solutions, content is filled with lead-generating resources such as whitepapers, solution briefs, videos, and customer testimonials.
- [Citrix Social Syndication](#): The role of social media in today's marketing has grown considerably over the past few years. Unfortunately, the common challenge for many businesses is dedicating the time, effort, and skills needed to curate or develop relevant and unique content. Let Citrix Social Syndication provide you with assistance, arming you with a consistent library of social-ready posts for free. [Social Media Tools](#) are also available.

Participation in Citrix Syndication and Citrix Social Syndication is highly recommended for all Partners. Register now or visit the [Info Center](#) for more information.

Partner Communications

Emails from Citrix are designed to keep you fully informed, providing the latest news about program benefits, promotions, product updates, and events in a regular and consistent way.

Newsletters and social media channels help you to stay in touch while allowing you to send your questions and comments to us, facilitating a two-way dialogue.

- Email: Your contacts, registered through the [Update Locations, Contacts, and Memberships](#) tool, will receive emails concerning Citrix products, program benefits, and/or requirement changes. These communications are vital in assuring you have the latest information when working with customers, so you will not be able to opt out of them. However, you are free to opt out of communications regarding special promotions and upcoming events (see the [Citrix Privacy Policy](#).)
- Newsletters: Read [Partner News Worldwide](#) each month for the latest information to help you grow your business. Regional newsletters for the Americas, APAC, Central Europe, and other regions are also available, and past issues are archived in Partner Central for your convenience. Other newsletters include Tech News, Service Provider News, and Citrix Ready News. See [Partner Newsletters](#) for both current and archived issues.
- Social Media Channels: As a Citrix partner, your success is our success. Take full advantage of the opportunities our partnership can provide you. Follow us and receive the latest partner news real time.
 - On LinkedIn, the [Citrix Partner Network](#) highlights the latest partner events, resources and programs.
 - Follow [Citrix on Twitter](#), where partner-centric accounts include:
 - [@CitrixPartners](#): Partner news for all Citrix partners worldwide
 - [@CitrixLicensing](#): The latest updates related to Citrix licensing programs
 - [@CitrixSpecial](#): The latest updates related to the Citrix Specialist program
 - [@CtxSyndication](#): Citrix Syndication and WW Partner Marketing updates
 - [@CtxMarketingIQ](#): Demand generation campaigns/updates
 - [@CitrixAMPartner](#): North America Partner updates
 - [@Citrix_LAC_CSA](#): LAC Solution Advisor updates
 - Connect with us through [Facebook](#), [Pinterest](#), or [Google+](#).
 - Subscribe to the [Citrix Blog](#)

Partner Locator Listing

New customers can easily find you through the [Citrix Partner Locator](#), which is included with your program membership. Customers can search by country, city, or other criteria. Search results will list each location in the program individually, along with contact information and any Citrix certifications held. Customers can contact you through an online form, which will create a lead for you in Partner Central.

Partner Badge and Citrix Logo

Citrix offers Partner badges representing your program and (if applicable) your program level. You are free to use your Partner badge and the Citrix logo in your marketing collateral and presentations, according to the trademark usage terms as set forth in your CSP Agreement. To download your Partner badge and the Citrix logo, and review the visual identity guidelines, visit the [Badge Gallery](#) in Partner Central. You can also add the badge to your website very easily through participation in Citrix Syndication.

Live Events (e.g., Synergy, Summit, Instructor-Led Training)

You are welcome to attend live roadshows, classroom training sessions, and other events, including:

- [Citrix Summit](#): the premier global event to learn about the latest virtualization, networking and cloud computing solutions. During two intensive days of technical education, hands-on training and marketing sessions, attendees will gain valuable knowledge, selling skills and competitive strategies to help win customers and grow business. All partners are encouraged to attend Citrix Summit. Fees apply.
- [Citrix Synergy](#): an open, global conference where customers, analysts, partners, architects, consultants and product experts converge to see how virtualization, networking and cloud technologies work together to make businesses more agile and efficient, while boosting productivity and employee satisfaction. Synergy is an incredible opportunity for you to bring your prospects and customers to learn about the latest solutions from Citrix, receive training, and hear customer success stories. Fees apply.
- Live Training Events from Citrix: Citrix offers a variety of exclusive partner training events and educational seminars year round, in addition to training available from Citrix Education. For your convenience, [virtual instructor-led training](#) is available online, and in-person training sessions are held live in major cities around the world. An online calendar of events is available for the [Americas](#), [EMEA](#), and [APAC](#), or contact your local Citrix team/Citrix authorized distributor for details. Fees apply
- Classroom Training through CALCs: You can purchase and attend classroom training sessions led by certified instructors at Citrix Authorized Learning Centers™ (CALCs) all over the world. These instructors and facilities offer a consistent level of excellence and must meet rigorous requirements to offer you the best classroom experience. To search and register for available training in your area, visit training.citrix.com (Americas, EMEA, APAC) or www.citrix.co.jp/education (Japan.) Fees apply
- Custom Training: When your team needs training tailored to meet your specific project goals or environment, partner with [Education consultants](#) to custom-build an impactful learning experience. Fees apply. Enabling cost savings for as few as 5 students, this option:

- Leverages Citrix in-house resources and specifications from your Citrix environment to build your curriculum
- Is offered at your site, or any location of your choice
- Is delivered by expert Citrix Certified Instructors with in-depth product knowledge and first-hand field experience

On-Demand Training Courses and Materials

Through your internet connection, you have full access to online training courses and educational materials to help you learn at your pace, on your schedule.

- [Product Overviews](#): Looking for product overviews that cover key features and functionality? Get this information and more with free on-demand training on Citrix products and solutions – free training at your fingertips.
- [Self-Paced Online Training](#): Hands-on training on multiple topics is available whenever and wherever you want to complete it – all through your internet connection. A robust technical curriculum and hosted lab environment are available 24 hours a day, 7 days a week. Fees may apply
- Webinars on Demand: Choose from a library of recorded webinars available to you on demand. See [Partner Events and Webinars](#) or [APAC Enablement Training – Webcast Replays](#). Citrix Service Providers can also find an extensive array of on-demand business and technical [CSP webinars](#) specifically designed to help drive success.
- Collateral from the [Citrix Solutions Lab](#): What’s the best way to implement Citrix solutions in demanding customer environments? We gathered input from customers, partners, and our Citrix product teams to build “real world” solutions that are relevant to your needs. The result of our efforts is solutions-focused collateral in the form of Reference Architectures, Design Guides, and White Papers, focused on end-to-end Citrix Solutions. Watch a [YouTube video](#) to learn more.
- [Articles and Insights](#): Gain access to the latest trends in Desktop Virtualization, Workforce Mobility, App Delivery and Management, Cloud Networking, and Collaboration.
- [Training Videos on Citrix TV](#): Your Partner Central login credentials give you access to Citrix TV, where you can view hundreds of videos on demand. From the home page, you can browse the Latest Videos, Most Watched videos, or most Popular Series. Or use the Search functionality to find specific topics (e.g., [NetScaler ACI Workflow Videos](#).)
- [Citrix Channel on YouTube](#): More than [200 how-to videos](#) are available to you, along with [Citrix Customer Testimonials](#) and a wide variety of other topics.
- [Citrix eDocs](#): This comprehensive library contains technical documentation for Citrix solutions and technologies. Use either the Search feature or table of contents to find

what you need, including release information, core concepts, system requirements, installation and how-to articles, and more. You can share, print and/or save the content you use frequently. If you need help using or navigating the site, see [How to use eDocs](#).

Available Certifications

Take advantage of available Citrix certifications such as:

- [Citrix Certified Sales Professional \(CCSP\)](#): CCSP equips you with the knowledge needed to articulate the Citrix vision and successfully sell Citrix core technologies by addressing customer needs, overcoming major sales objections and leveraging best practices. As a benefit of our program, you receive unlimited access to all sales courses online at no cost, 24/7.
- [Certification in Virtualization, Networking, or Mobility](#): Citrix certifications are solutions-based, reflecting the evolving needs of IT professionals and organizations. As a certified associate, professional or expert, you are recognized as having proven real-world skills and experience required to deliver successful Citrix solutions. To register for a certification exam, visit www.pearsonvue.com/citrix.

Demo Center

A professional demo can make all the difference when you are selling Citrix cloud, networking and virtualization solutions. However, it's challenging and costly to build an effective, highly reliable demo environment that showcases a solution's strengths and competitive differentiators. Instead of trying to design, build, and (most importantly) maintain your own demo environment, consider using the Citrix Demo Center.

Also available for purchase on a monthly subscription basis is access to the Citrix Demo Center, which runs in SoftLayer's cloud datacenters around the world. You are eligible to receive a partner discounted rate for any such purchases. Here's why this model is economical and practical:

- Competitive advantage. The Demo Center keeps pace with the rapid changes in Citrix technology, which can be very difficult to do on your own.
- Capital cost savings. Compared to investing capital in your own demo environment – hardware, software, staffing – the Demo Center is a tremendous bargain. And the monthly subscription model makes it easy to plan and budget.
- Greater productivity. Maintaining your own demo environment typically requires taking a sales engineer out of the field to be a dedicated resource, you can empower rather than hamper your technical team by providing each SE with access to his or her own Demo Center environment.
- Reduced TCO. The Demo Center cuts costs of your demo practice by freeing your business from ongoing updates, hardware refreshes, technical support, and training.

If you're ready to demo the way Citrix employees do, complete the [free training](#) and register for an account in the [Demo Center](#) so you can try out and purchase access to the Demo Center.

Apply for Citrix Technology Professionals Program

The [Citrix Technology Professionals \(CTP\) Program](#) recognizes the contributions of individuals who have invested a significant amount of time and resources to become experts in Citrix products and solutions. The wealth of knowledge they have developed – and more importantly, openly shared – has proven invaluable to the Citrix [community](#). These individuals have consistently demonstrated their real-world knowledge by:

- Sharing insights on web sites and contributing to online discussions (e.g. [Citrix forums](#), [Citrix Developer Network](#))
- Creating or fostering active communities of Citrix users (e.g., [Citrix User Groups](#))
- Publishing technical documentation, articles, or books
- Offering technical expertise in the field
- Speaking at IT conferences

New candidates and current [awardees](#) are reviewed annually, and evaluations are based on recent community contributions. To be considered for the CTP Program, [submit an application](#). If you have questions about the CTP Program, please email CTPnomination@citrix.com.

CSP Program Requirements

You must meet the CSP program requirements outlined in this section to be eligible for any of the rights and benefits offered by the program.

Initial Requirements

Qualifications

In order to qualify for the CSP Program, participants must meet the following qualifications:

- Current membership in Microsoft SPLA program
- Citrix CSP may not be a current Citrix Authorized Distributor or a Citrix Authorized CSP Distributor

Certifications

You are not required to have any certified personnel before you apply and receive approval to join the CSP Program. You have a grace period of sixty (60) days after joining the program to achieve the following certifications in each country where you are authorized to distribute:

2014	2015 Developed Market*	2015 Developing Market**
No Sales Cert	No Sales Cert until relevant content	No Sales Cert until relevant content
2 Citrix Certified Associates	2 Professional (CCP-V) Mandatory 2 Associate (CCA-N) Optional 2 Professional (CCP-M) Optional	2 Associate (CCA-V) Mandatory 2 Associate (CCA-N) Optional 2 Associate (CCA-M) Optional

* Developed Markets: US, Canada, UK, Netherlands, Germany

** Developing Markets: LAC, Spain, Portugal, Italy, Nordics, Greece, Eastern Europe, Middle East, Africa, ASEAN, India, Australia, New Zealand, Japan, Brazil, France, Russia

You are required to maintain at least two of the certified personnel as specified above at all times in each country where you are hosting services. Citrix understands that sometimes key resources with certifications leave your company and you need time to hire new resources. If any of your certified Citrix professionals are terminated or terminate their employment with you and this change causes you to no longer meet your membership requirements, please notify the CSP Program Office at csp@citrix.com. You have ninety (90) days to establish the two trained personnel as is required hereunder. If this requirement is not met, Citrix may immediately terminate your membership.

Executed Citrix Service Provider Agreement

You must have agreed to and be subject to a current CSP Agreement. You may not access or use the monthly Citrix product licenses provided under this CSP Program and may not continue

to provide CSP services after your CSP Agreement terminates or expires. All license usage shall be subject to the license model SKU corresponding to the licensed Citrix Product.

Marketing

Within thirty (30) days of signing the Agreement, you must ensure that a reasonable presence of Citrix and its products on your website is developed and maintained adhering to the CSP Agreement and the trademark guidelines set forth therein. Citrix content will be provided by your Citrix Authorized CSP Distributor.

Installed Citrix Usage Collector

You are required to install the Citrix Usage Collector on all license servers used to host the Citrix Product licenses as permitted under the CSP Program.

Service(s) available to Citrix for testing/support

You must grant Citrix access to your CSP Services for required testing to provide support.

Ongoing Requirements

Responsibility for Your Accounts

You are responsible for all passwords and all activity associated with your accounts, including dealings with third parties that take place through your account or associated accounts. You must keep passwords and accounts confidential. You must immediately inform Citrix of any possible misuse of your accounts or any security breach related to the CSP service.

Reporting

Unless otherwise agreed to in a CSP Agreement, you are required to provide timely and complete reports and purchase orders to your selected Citrix Authorized CSP Distributor by the 10th calendar day of each month (or as agreed with your CSP Distributor). CSP Distributors will provide aggregated usage reports to Citrix by the 15th calendar day of each month and process purchase orders as received from partners. The format of the monthly report shall be as required by your selected CSP Distributor. If direct purchasing is permitted by Citrix, Citrix shall determine the format of the monthly report.

You are granted a grace period of 60 days from the effective date of the CSP Agreement before you are required to begin reporting to support the integration of Citrix infrastructure into your service offering. However, you are required to begin reporting immediately upon having your first billable service or evaluation based on Citrix Product. Each report must be consistent and reflect the correct usage for the period for all Citrix Products accessed during the calendar month. Any reports that are inconsistent with or are not submitted in good faith may be subject to termination for material breach as is permitted under the CSP Agreement.

Please note: Any Customer with over 500 users per month must be reported with name and full address for sales compensation purposes to ensure support from the Citrix field organization.

Upon approval from Citrix WW CSP Program Manager, Partners who deliver service in multiple Citrix geographies can identify annually a single Distributor through whom they can aggregate and report usage across all geographies collectively. These Partners are required to abide by the following terms and conditions:

Select a single Distributor globally (change of Distributor will require a 90 day notification period and approval by Citrix).

Submit purchase order and usage report by the 10th of every month

Ensure that usage report contains end user customer name, country / state and reporting SKU and quantity of prior month usage. This is critical to support field sales alignment across all geographies.

Approved Partners who fail to meet these requirements for a maximum of two (2) reporting cycles will have their approval rescinded and be required to report locally in each geographic hosting location.

Partner Profile & Membership

You must complete an annual partner profile regarding your CSP Services, which will enable Citrix to provide better support. You will be required to provide Citrix with the business, marketing, sales and technical contacts that will be the primary contacts in the respective functional areas for the CSP Program.

Membership Renewal

In order to renew your CSP membership every two years, you must meet the requirements for membership at the time of renewal. If you do not meet the requirements, your membership will not be renewed. At the time of renewal:

- You will choose a Citrix Authorized CSP Distributor and remain with that distributor throughout the renewed membership period.
- You will place a new stocking order with your Citrix Authorized CSP Distributor to replenish Citrix Product licenses. The CSP licenses you received are 27 month term licenses. **You must order new license entitlements** and replace the original entitlements on your license server(s) at renewal or at the latest before the end date of the 27 month term license in order to continue using Citrix products and provide CSP Services without interruption.

Attachment 1: Technical Support Description

The following additional terms shall apply to Citrix's provision of Technical Support services to CSP, subject to the terms of the Program Guide:

1. Citrix Responsibilities. Citrix will provide the following where applicable:

1.1. Service Delivery: All services will be provided remotely from Citrix to CSP locations. In addition, all services will be provided in the English language unless otherwise agreed to by CSP and Citrix in writing.

1.2. Technical Support: Support includes problem resolution services for technical issues involving the Citrix Products in accordance with the Citrix Product Support Lifecycle policy at www.citrix.com.

- a. Incident Submission and Resolution. An "incident" is defined as a single Support issue and reasonable effort(s) needed to resolve it. A single Support issue is a problem that cannot be broken down into subordinate problems. If a problem consists of subordinate problems, each subordinate problem shall be considered a separate incident. Before Citrix provides support for an incident, CSP and Citrix's Support engineer(s) must agree on what the problem is and parameters for an acceptable solution. An incident may require multiple telephone calls and off-line research to achieve final resolution. The incident severity will determine the response levels within Citrix and the estimated engineer response times are defined in the table on Exhibit I.
- b. Remote Access. As part of the resolution process, Citrix may access CSP's system via remote access to analyze problems and CSP will be informed prior to conducting this service. Citrix may provide CSP with software to assist with problem diagnosis and/or resolution. Any information reviewed by Citrix shall be deemed confidential in accordance with the confidentiality obligations as set forth in the CSP Agreement.
- c. Engineering Support. In situations where Citrix cannot provide a satisfactory resolution to CSP's critical problem through normal Support methods, Citrix may engage its product development team to create a private fix to the Citrix Product in accordance with the Citrix End of Life Policy. Limited regression testing is performed on private fixes, which are released to CSP once CSP has verified the private fix has resolved the issue and additional regression testing is complete. Private fixes are designed to address a specific CSP situation and may not be distributed by CSP outside the CSP organization without written consent from Citrix. Citrix retains all right, title and interest in and to all private fixes.

- d. **Multivendor Coordination.** Citrix will work with CSP's other key partners to resolve problems in a heterogeneous environment. When problems reported on the Citrix Products involve interactions with other vendors' products, and CSP has a support agreement with that vendor, Citrix will share diagnostic information and collaborate to provide a solution.
 - e. **Onsite Support.** This Exhibit does not include onsite Support. In critical situations, CSP may request onsite Support as a separate and distinct billable service, subject to a separate agreement between Citrix and CSP. Onsite Support is subject to Citrix resource availability, and the tasks performed will vary based on the situation, environment, and business impact of the problem. Where on-site visits are mutually agreed, CSP will be billed for reasonable travel and living expenses in accordance with CSP's travel policy.
2. **CSP Responsibilities.** This Section describes the roles and responsibilities required by CSP. Citrix's performance is predicated upon the following responsibilities being fulfilled by CSP in accordance with this Attachment:
- 2.1. CSP will designate a Customer Support Manager ("CSM") who will be the primary administrative contact associated with this Attachment.
 - 2.2. If CSP does not have a company PIN, CSP will designate Named Contacts (including a CSM) and each Named Contact (excluding CSM) will be supplied with an individual service ID number for contacting support.
 - 2.3. Citrix recommends that CSP has the Named Contacts be Citrix certified to assist in the procurement of support.
 - 2.4. CSP may be asked to perform problem determination activities as suggested by Citrix, including performing network traces, capturing error messages, and collecting configuration information. CSP may also be requested to perform problem resolution activities including changing product configurations, installing new versions of software or new components, or modifying processes. CSP agrees to cooperate with such requests.
 - 2.5. CSP is responsible for implementing procedures necessary to safeguard the integrity and security of software and data from unauthorized access and for reconstructing any lost or altered files resulting from catastrophic failures.
 - 2.6. CSP is responsible for procuring, installing and maintaining all equipment, telephone lines, communications interfaces, and other hardware at CSP's site and providing Citrix with access to CSP's facilities as required to operate the Citrix Products and permitting Citrix to perform the service called for by this Attachment.

- 2.7. CSP is required to implement all currently available Upgrades to the Citrix Products in a timely manner; failure to do so may impact Citrix's ability to provide the support. As used herein, "Upgrades" means any new updates and any other relevant private fixes (which are not part of updates).
- 2.8. Unless otherwise agreed to under the CSP Agreement, CSP agrees to pay the support price within thirty (30) days from invoice date. All purchases under this Attachment are final with no right of refund.
3. EXCLUSIONS. Citrix is not required to provide any support relating to problems arising out of (i) CSP's or any third party's alterations or additions to the Citrix Products' operating system or environment that adversely affects the Citrix Products; (ii) Citrix provided alterations or additions to the Citrix Products that do not address Errors or Defects; (iii) any functionality not defined in the Citrix Products' documentation published by Citrix and included with the Citrix Products; (iv) use of the Citrix Products on a processor and peripherals other than the processor and peripherals defined in the documentation; (v) Citrix Products that have reached End-of-Maintenance; and (vi) any consulting deliverables from any party. An "Error" is defined as a failure in a Citrix Product to materially conform to the functionality defined in the documentation. A "Defect" is defined as a failure in a Citrix Product to conform to its specifications in the documentation. Technical Support does not include development work on software not licensed from Citrix or development work for enhancements or features that are outside the documented functionality of the Citrix Products. CSP may request consulting and/or development work from Citrix as a separate, billable service.
4. TERM. The terms set forth under this Attachment shall apply to the purchased support, or for the support CSP is eligible to receive according to the Program Guide. Notwithstanding the foregoing, CSP shall be under no obligation to renew any support it purchased. Citrix reserves the right to increase prices or change the description of services as to any renewal period upon sixty (60) days advance written notice. Citrix also reserves the right to make available new offerings at any time during its term (as posted on www.citrix.com).

Exhibit I

Incident Severity and Response Times

Severity	Definition	Estimated Initial Response Time
1	The production system is down or effectively unusable as a result of the problem. Problem causes mission-critical impact on the CSP's operation with no acceptable workaround or functionality used to perform tasks considered to be essential to customer operations, project completion or normal productivity of end-user.	Within 1 hour
2	System is up and running and the problem causes moderate or limited impact while most business operations remain functional. Important to long-term productivity, but is not causing an immediate work stoppage.	Within 4 hours
3	Problem does not have significant impact to the CSP business operations.	Within 1 business day

CSP Responsibilities:

Severity	CSP should be prepared to:
1	<ul style="list-style-type: none"> • Commit appropriate resources to be available to provide additional information within one day of Citrix's request. • Make reasonable efforts to apply suggested solutions within a half day of receipt. • Enable Citrix to use remote access if necessary.
2	<ul style="list-style-type: none"> • Begin the process required to provide additional information to resolve the problem within one day of Citrix's request. • Make reasonable efforts to apply suggested solutions within a half day of receipt. • Enable Citrix to use remote access if necessary.
3	<ul style="list-style-type: none"> • Monitor and respond as necessary. • Enable Citrix to use remote access if necessary.