

# Citrix Ready Transition FAQs



## Program Overview

### 01 How will the Citrix Ready Partner program operate in the future?

According to the new strategy, we have transitioned to a non-programmatic partnership management approach, along with a simplified onboarding and management strategy. The existing Citrix Ready partners have been categorized into two groups: Strategic Partners and Technology Partners.

### 02 Understanding the future direction of the Citrix Ready program. Will the program be discontinued?

Citrix Ready program undergoes a transformation, we are implementing a new approach to partnerships. In the future, a few partners that align closely with our product roadmap and overall strategy will receive dedicated partnership management by Product Managers (PMs) and will be designated as strategic partners. All other partners will be classified as technology partners and will transition to a self-service model, and Citrix will continue to provide product software and licenses for integration and self validations.

### 03 How can a partner qualify as a Strategic or a Technology Partner?

Citrix Product Managers will determine the classification of partners as Strategic or Technology Partners based on factors such as the value delivered to enterprise customers, contributions to product roadmaps, and alignment with business strategies. By default, all partners will be classified as Technology Partners, and only a few selected partners, with mutual consent, will be managed by the Product Management team as Strategic Partners.

### 04 Who will manage Citrix Ready Partners moving forward?

Under the new strategy, Technology partners will transition to a self-service model, and partners have been informed of this update. Strategic partners will be contacted by the Product Management team, who will take on the responsibility for managing those relationships.

### 05 When were partners notified about the program transition?

Partners were notified by Citrix via an email communication on the 15th of May, 2024.

### 06 What steps should existing Citrix Ready partners take to ensure their products' continued visibility and success in the absence of the Citrix Ready Partner Program?

All existing Citrix Ready Premier (paid) partners will continue to be managed by PMs until their current partnership term ends or until February 2025, whichever comes first. All Access level partners, unless selected as Strategic partners, will transition to a self-service model as Technology Partners.

A significant change includes the decommissioning of the Citrix Ready™ Marketplace and Verification Platform by June 30th, 2024. Partners have been advised to create a webpage by the end of June and share the link (as part of the email communication) to [citrixready@cloud.com](mailto:citrixready@cloud.com).

Citrix has also created a [page](#) featuring the strategic and technology partner logos. Once partners create and share their webpage link with Citrix, efforts will be made to redirect users visiting the Citrix page to partners' dedicated webpages.

## 07 What are the prerequisites for listing our logo and hyperlink it to the new Citrix Ready partners site?

For now, we have already identified the strategic partners for 2024–25 and technology partners, and listed them on the new site. This list is subject to change for future years. Below are the prerequisites:

- All partners must create a webpage on their site listing their validated products.
- All partners irrespective of their current Citrix Ready partner program status, must sign the new agreement to keep their logo on the [new site](#).
- For Strategic Partners — New Citrix Ready partnership term starts from the day the new agreement is signed and lasts till the following year end of February (Maximum partnership term is one year).
- For Technology Partners — New Citrix Ready partnership term starts from the day the new agreement is signed and lasts till the third year end of February (Maximum partnership term is three years).

## 08 When is the last date to submit the URL of the new web page created on our website?

The communicated deadline for all partners is June 30th, 2024. This requirement is necessary for us to hyperlink your logo. The sooner you create the page, the sooner we can proceed with linking the logo and sending you the new agreement for signing.

## 09 Do we continue to have access to Partner Central and other sites under this new strategy?

Access to tools and websites are currently being discussed for this current partnership term. For inquiries about your partnership term status or assistance with product licenses and Citrix Ready brand logos, please contact [citrixready@cloud.com](mailto:citrixready@cloud.com)

## 10 What brand guidelines should be followed while we build the new webpage on our website?

Since the webpage is hosted on your site, we recommend adhering to your brand guidelines for the design. Ensure that the pages do not replicate the look and feel of [citrix.com](#) and do not prominently feature Citrix brand elements more than your own brand elements. Please refer to the [Cloud Software Group Trademark Guidelines](#) for more information.

## 11 Do I need to build a webpage for each of my products?

Citrix requires only one webpage link that lists your products. You may create a landing page linking to other pages or list all products under one page with redirects to individual pages. The design is flexible, but each partner must provide only one link.

## 12 What should I include in the webpage for a product?

The webpage should provide sufficient information for customers to understand your product's compatibility with Citrix and/or NetScaler products. Include integration details, supported use cases, key features, advantages, and optionally, screenshots, videos, or supporting documentation. Citrix will provide the new Citrix Ready logo for placement on each product, marketing material, or event use.

## 13 What will happen to the premier partners (paid level) who are active in the current partnership term of the Citrix Ready program?

Premier partners enrolled in the Citrix Ready Premier level will be assigned to a product manager from Citrix to assist and leverage associated benefits. The designated Citrix PM will serve as the primary contact for all Premier partners until the end of February 2025.



#### 14 What will happen to the Citrix Ready Access partners and to their partnership term status?

Effective July 1st, 2024, all Citrix Ready Access partners will default to Technology partner status unless selected by a Product Manager for Strategic partner management. To continue their partnership term under the new strategy, all partners must sign the new Citrix Ready Partnership Agreement.

For Technology partners, the partnership term is three (3) years. Technology partners will transition to a self-service model and can obtain NFR licenses for self-validation by contacting Citrix at [citrixready@cloud.com](mailto:citrixready@cloud.com). After completing the self-validation process, partners can update their webpage to showcase compatibility.

#### 15 How should we communicate the changes to our customers and prospects regarding our products' status on the Citrix Ready Marketplace?

Instead of using the Citrix Ready Marketplace, partners must host a similar webpage on their site listing Citrix-validated products and update this link on customer-facing online channels to prevent confusion. Partners may choose to personally inform each customer about these changes.

#### 16 Will there be any impact on our relationship with Citrix and our ability to collaborate?

Yes, the way we collaborate on joint projects is likely to change. For Strategic partners, Citrix PMs will assess and prioritize joint projects based on their strategic importance, deciding which projects to pursue or discontinue.

For Technology partners, integration and validation will shift to a self-service model. Citrix will continue to provide product ISOs and licenses for integration and self-validation.

## Program Agreement / NDA

#### 17 Will the existing Citrix Ready Program Agreement still be applicable to Partners?

The current Citrix Ready program agreement will remain in effect until the end of June 2024 for all existing Citrix Ready partners. Beginning July 1st, 2024, partners will have the option to sign the new Citrix Ready Partnership Agreement if they wish to continue their partnership under the new strategy. Once signed, the new Partnership Agreement will have a duration of one (1) year for Strategic partners and three (3) years for Technology partners.

#### 18 What will the agreement process look like once the new process is implemented?

Under the updated process, Product Managers will contact Strategic partners to discuss the new direction. For all Technology partners, we ask that you initiate the agreement process by emailing [citrixready@cloud.com](mailto:citrixready@cloud.com) once your new webpage is established.

## Program Benefits

#### 19 What are the benefits still available to partners under the new strategy?

For Strategic partners, certain benefits will continue at the discretion of the PM. Please collaborate with your PM for specific details. For Technology partners, after creating the new webpage and signing the new Citrix Ready Partner agreement, you can request for product licenses, ISOs, and Citrix Ready badges for self-validation and promotional purposes.

## 20 Will partners lose access to Citrix products, partner central, and training resources by the program transition?

While there will be changes to these aspects, currently active partners will not notice significant differences until their current partnership term ends. Once the partnership term expires, accounts will become inactive, leading to a loss of access to all websites and resources. Please note that these details are subject to updates for the year 2024.

## 21 As a partner, will I still be able to participate in Citrix events and conferences moving forward?

Yes, subject to internal approval, we shall communicate details about upcoming Citrix events and conferences. Stay updated on our upcoming events here.

## 22 Under the new strategy, as a partner, do we get the support entitlement and support add-ons from Citrix for technical support?

Under the new strategy, there will be no support entitlements or options to purchase add-ons for technical support. However, if you are already an existing Citrix customer, support entitlements will already be included in your account.

For reporting bugs, please direct your inquiries to your Product Manager or send an email with all details to [CitrixReady@cloud.com](mailto:CitrixReady@cloud.com).

## 23 I'm not an existing partner with Citrix, however I want to become a partner. What are my next steps?

Unfortunately, we are not accepting new partners into the Citrix Ready program at this time. If we determine that your partnership could be strategic for Citrix, one of our Citrix Product Managers will reach out to you directly.

## 24 Could you help clarify the new partnership term for Strategic and Technology Partners?

In simple terms, Strategic Partners will have a partnership term of one (1) year, and Technology partners will have a partnership term of three (3) years. All partnerships with Citrix are scheduled to conclude on February 28th or 29th, regardless of the start date.

Examples:

- **For Strategic partners:** If you sign the new agreement on any day of the year, the partnership will end on the following year's February 28th or 29th.
- **For Technology partners:** Signing the new agreement on any day will result in the partnership concluding on the third year's February 28th or 29th.

For instance, if a partnership starts on March 10, 2024, or January 15, 2025, it will end on February 28th, 2027.

## 25 Do partners have to pay any partnership fee for being a Strategic partner or Technology partner?

No, in the new strategy there is no fee for any partner type.

## Citrix Ready Marketplace

### 26 What will happen to our pages and products on Citrix Ready Marketplace?

As communicated on May 15th, 2024, the Citrix Ready Marketplace and Verification Platform will be decommissioned by the end of June 2024. Instead, Citrix will utilize the <https://Citrix.com/citrix-ready-partners> site solely for displaying partner logos and directing visitors to respective partner-created pages on their websites.

Citrix has requested all partners to create a dedicated webpage on their site listing solutions compatible with Citrix products and share the link with their Citrix PM or email it to [CitrixReady@cloud.com](mailto:CitrixReady@cloud.com). Partners are advised to design the page based on their brand guidelines and ensure it does not replicate the look and feel of citrix.com, nor use Citrix brand elements more prominently than their own.

#### 27 Will there be any changes to the verification process for listing products after the program transition?

Yes, under the new strategy, Technology Partners should integrate and self-validate their products as necessary and list them on their websites.

Strategic partners can collaborate with their designated PM and follow instructions for integration and validation.

## Partnership Renewals and New Partner Onboarding

#### 28 How will Citrix decide whether I'm a strategic partner to them?

Citrix Product Managers, who have long standing working relationships with many of you, will evaluate all partners. Based on their discretion, PMs will determine and finalize the strategic partners. PMs have already reached out to some partners for the 2024-25 partnership term. If additional information is needed, Citrix will contact partners to gather necessary details and make final decisions during this process.

#### 29 I'm an existing Premier partner. Will I have to pay a Premier partnership fee when I'm up for renewal?

Moving forward, Citrix Ready will not have paid partnership levels, and partners will not be required to pay any partnership fees to Citrix.

## Marketing Opportunities

#### 30 How will the transition of the program affect our ongoing co-marketing efforts?

There will be changes and impacts on co-marketing efforts. Citrix Product Managers (PMs) will make final decisions, which may influence current and future planned activities. Partners can collaborate with their PMs regarding these changes.

#### 31 How will the program transition affect our ability to generate leads and opportunities through Citrix channels?

Under the new strategy, Citrix will prioritize building product relationships over joint-marketing strategies. Strategic partners will continue to operate under the new Citrix Ready Partnership agreement clauses, which may involve limited or no lead-generation programs or joint marketing activities. However, partners are encouraged to promote their solutions independently through social media and other channels.

## Verification Process and Badges

### 32 Do we still have access to verification platforms and test kits for revalidations of existing products and/or validation of new products?

No, the verification platform will be taken down along with the Marketplace by the end of June 2024.

### 33 How can I request any changes to the logo or link on the new Citrix Ready partners page?

Please email all the changes with clear instructions at [citrixready@cloud.com](mailto:citrixready@cloud.com).

### 34 Will our products still undergo technical re-validation by Citrix after the transition of the program?

Partners will need to handle self-integration and self-validation of their products. However, Citrix will provide support with product downloads and licenses.

### 35 Will there be any changes to the badges or logos associated with the partner products and partners themselves?

Yes, all Citrix Ready badges have been updated to the latest brand designs. Once you sign the new Citrix Ready Partner Agreement, you can obtain access to the updated badges by contacting [citrixready@cloud.com](mailto:citrixready@cloud.com).

### 36 Can we use the Citrix Ready logo and branding materials after the program transition?

Yes, you are permitted to use the new and updated Citrix Ready logo on your website and in other applicable events and materials in accordance with your obligations and branding requirements outlined in the Agreement.

### 37 What will happen to our current partner account?

All partner accounts will remain active until the end of their current partnership term. However, renewal of partner accounts is subject to future changes and policies.

### 38 What is the new process to generate NFR licenses to build my own Citrix environment for on-prem?

While your partner account is active, you can log in to Partner Central to self-download the licenses. If your account expires or if you require assistance while it's active, please contact [citrixready@cloud.com](mailto:citrixready@cloud.com).

### 39 I have a question that is not covered in this FAQ, whom should i contact?

Please email your question to [citrixready@cloud.com](mailto:citrixready@cloud.com), and we will respond to you promptly with an answer.