

Citrix Ultimate Rewards at a Glance



We heard you loud and clear, and we used your input to create Citrix Ultimate Rewards, our new partner incentive program that makes it simpler to do business with Citrix. We worked from the ground up on this revamped program, which rewards you for transitioning to cloud services delivery, simplifies incentive registration, and improves your overall experience through automation and tracking technology.

Grow Your Business with Citrix Incentives



Spark

Rewards partners with upfront discounts for identifying new sales opportunities.

16% Cloud Incentive Eligible Products

8% Standard Incentive Eligible Products



Drive

Rewards partners with upfront discounts for executing value-selling activities.

16% Cloud Incentive Eligible Products

8% Standard Incentive Eligible Products



Accelerate

Rewards partners with quarterly rebates for demonstrating behavior aligned to Citrix strategic imperatives.

	Platinum CSAs	Gold Specialized CSAs
New Cloud Subscriptions ³	6%	4%
Product Sales Growth ⁴	3%	2%
	Cloud Incentive Eligible Products	Standard Incentive Eligible Products
Non-Fulfilling Drive	16%	8%

Who Can Participate

The program applies to:

- Citrix Solution Advisors (CSAs)¹
- Independent Software Vendors (ISVs)
- Large Account Resellers (LARs)
- System Integrators (SIs)²

Products That Qualify

All editions of the following products³ are eligible for rewards. Please refer to the Citrix Ultimate Rewards Program Guide on SalesIQ for more information.

Cloud Incentive-Eligible Products
Citrix Lifecycle Management
Citrix NetScaler Management Analytic Services
Citrix NetScaler Service
Citrix ShareFile Service
Citrix Workspace Service
Citrix XenApp Service
Citrix XenApp XenDesktop Service
Citrix XenMobile Service
Standard Incentive-Eligible Products
Citrix NetScaler ADC
Citrix NetScaler Application Firewall
Citrix NetScaler Gateway
Citrix NetScaler SD-WAN
Citrix ShareFile
Citrix XenApp
Citrix XenDesktop
Citrix XenMobile

Best Practices

Know and follow the program rules. You must be certified to submit for Citrix incentives. Stay engaged and respond to requests for information from Citrix Sales. Promptly resubmit any Incentive Registration with an "Expiring" status. When requesting quotes or placing orders with your Distributor, always include your Incentive Registration ID(s).

Remember all Citrix incentives are available on a single qualified transaction – stack for success!

Guidelines

- **Certification requirements:** Sales certified is required for Spark for Partners in AMS and EMEA. Product certification is required for Drive for Partners in all Geos.
- **Incentive Registration:** Review the Citrix Ultimate Rewards Program Guide on SalesIQ for detailed information about eligibility and submission processes.
 - **Program Availability:** Spark, Drive, and Accelerate are available in all countries.⁶ Updated local rules may apply for Asia Pacific and Japan.
 - **How to Submit:** Submit an Incentive Registration using the [Leads and Rewards tool](#) on PartnerCentral to make Citrix aware of your sales opportunities. Refer to the [Citrix Ultimate Rewards Program Guide](#) on SalesIQ for more information.
 - **More Information:** Visit the [Partner Incentive Programs page](#) on SalesIQ for access to more quick reference guides, instructional videos, and other helpful materials.
- Initial purchases, reorders, purchase upgrades, all throughputs, and trade-ups are all eligible for Spark and Drive.
- Products must be ordered through an authorized Citrix Distributor for resale or internal use.
- Upfront discounts are suggested and may be altered by Distributors.
- Citrix products used for hosting or outsourcing services do not qualify for rewards.
- Cold spares, accessories, media kits, evaluation units, partner DEMO and USE products, Citrix Services (maintenance, training, and consulting) and hardware components of hardware split SKUs are not eligible for Citrix Ultimate Rewards.

Questions?

Please contact your local Citrix representative.

¹CSP business conducted by CSAs counts towards medallion levels, but doesn't qualify for Citrix Ultimate Rewards as they are not incentive-attached deals.

²SIs can participate if they purchase products through Distributors for resale.

³Excludes Cloud extensions, transition & trade-up.

⁴For APJ (excluding ANZ), 6% for Platinum, 4% for Gold Specialized.

⁵ELA-7 new subscription orders for cloud incentive eligible products are eligible for 12% for both the Drive Reward and the Drive Non-Fulfilling Rebate. ELA-7 orders for Drive and Accelerate Non-Fulfilling Drive may be placed by the Partner or through an authorized Citrix Distributor. Cloud extension, transition and trade-up orders are eligible for Standard Incentives when not excluded under a specific reward program. ELA-7 orders placed directly by a customer are eligible for Non-Fulfilling Drive.

⁶Some geographies may have different local program rules.



	Upfront Discounts		Accelerate Quarterly Rebates		
	Spark	Drive	New Cloud Subscription Sales	Product Sales Growth	Non-Fulfilling Drive ²
Description	A discount for orders not already in the Citrix pipeline.	A discount for orders resulting from a Partner providing value selling.	A rebate for new cloud subscription sales.	A rebate for quarterly year-over-year product sales growth.	A rebate for partners with a validated Drive Incentive Registration who did not fulfill the customer's order.
Eligible Partners	CSA, LAR, SI & ISV	CSA, LAR, SI & ISV	Platinum & Gold Specialized CSAs	Platinum & Gold Specialized CSAs	CSA, LAR, SI & ISV
Partner Requirements	Sales Certification (Americas & EMEA)	Product Certification	<ul style="list-style-type: none"> 1 or more core specializations 	<ul style="list-style-type: none"> 1 or more core specializations Meet quarterly partner program bookings requirement At least 15% YOY growth in quarterly product bookings 	Product Certification
Eligible Orders ¹	Fulfilled orders with Incentive ID	Fulfilled orders with Incentive ID	Fulfilled new cloud orders with Incentive ID	Fulfilled orders with Incentive ID	Non-fulfilled orders
Excluded Orders	Cloud extensions, transition & trade-up	(None)	Cloud extensions, transition & trade-up	(None)	(None)
Eligible License Programs	All except ELA-7	All	All	All	All
Reward Amount ³	<ul style="list-style-type: none"> 16% - Cloud incentive-eligible products 8% - Standard incentive-eligible products 	<ul style="list-style-type: none"> 16% - Cloud incentive-eligible products 8% - Standard incentive-eligible products 	<ul style="list-style-type: none"> 6% - Platinum CSAs 4% - Gold CSAs 	<ul style="list-style-type: none"> 3% - Platinum CSAs 2% - Gold CSAs 	<ul style="list-style-type: none"> 16% - Cloud incentive-eligible products 8% - Standard incentive-eligible products

¹ Orders must be for resale products and placed through distribution, except as specified in footnote 3 below.

² Applicable for Partners that were not eligible to receive the Drive suggested upfront discount because they were not the fulfilling Partner. The applicable rebate percentage is the same as the suggested Drive upfront discount.

³ ELA-7 new subscription orders for cloud incentive eligible products are eligible for 12% for both the Drive Reward and the Drive Non-Fulfilling Rebate. ELA 7 orders for Drive and Accelerate Non-Fulfilling Drive may be placed by the Partner or through an authorized Citrix Distributor. Cloud extension, transition and trade-up orders are eligible for Standard Incentives when not excluded under a specific reward program. ELA-7 orders placed directly by a customer are eligible for Non-Fulfilling Drive.

All editions of the following products are eligible for Citrix Ultimate Rewards

Cloud Incentive Eligible Products

- Citrix Lifecycle Management
- Citrix NetScaler Management Analytic Services
- Citrix NetScaler Service
- Citrix ShareFile Service
- Citrix Workspace Service
- Citrix XenApp Service
- Citrix XenApp Service XenDesktop Service
- Citrix XenDesktop Service
- Citrix XenMobile Service

Standard Incentive Eligible Products

- Citrix NetScaler ADC
- Citrix NetScaler Application Firewall
- Citrix NetScaler Gateway
- Citrix NetScaler SD-WAN
- Citrix ShareFile
- Citrix Workspace Bundle and Workspace Suite
- Citrix XenApp
- Citrix XenDesktop
- Citrix XenMobile