

# CITRIX® Enterprise License Program

BEST DISCOUNT ALL PRODUCTS.

## *Citrix Enterprise License Program Overview* *One simple, flexible program with the most value*

IT departments face demands to lower spending while maintaining competitive advantage through technology. To address these growing pressures, organizations want to maximize technology spending and build relationships with vendors that offer best-in-breed solutions at the best price. However, many vendors sell products through complex purchasing programs that don't adapt as a customer's business evolves. Many of these rigid programs only apply earned discounts to specific products, and enforce upfront volume and product commitments, forcing customers to buy solutions they don't need. Vendor purchasing programs are also full of inconsistent terms and conditions that create procurement headaches and extensive legal review cycles. Instead of easing the buying process, these complex and inflexible programs delay purchasing.

### Citrix Enterprise License Program

The Citrix Enterprise License Program adapts to changing business needs with a flexible, simple program that provides all-inclusive discounts for products and select services, and exclusive member offers. It offers customers a straightforward online agreement with multiple renewal options, making it simple to manage and leverage across an organization. Unlike rigid Enterprise Agreements that force customers to make large upfront commitments and buy unneeded products, this program gives customers the freedom to buy only what they need at the best price as their business evolves.

### All-Inclusive Discounts

Any qualified product purchase earns customers the same discount for all eligible Citrix Delivery Center products and select Citrix services. Discounts apply for 3 years and may be increased and extended with a qualified purchase.

### Program Simplicity

Single program only requires customers to register once to get access to a straightforward online agreement covering any Citrix purchase, making it simple to manage and leverage procurement of Citrix products across an organization.

### Purchasing Flexibility

The program encourages customers to buy and renew only what they need, with the flexibility to adapt as their business evolves.

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## Features and Benefits

Cross product discounts	Earn discounts that apply to any eligible Citrix Delivery Center purchase within the program term, offering tremendous cost savings across the breadth of Citrix's product portfolio.
Select service discounts	Discounts provided on the Citrix Delivery Architecture Assessment to give customers a low-cost means to validate IT architecture readiness prior to Citrix solution roll out.
Attractive discount extensions	Ability to increase and extend program discount levels with a reduced investment requirement.
Single all-encompassing program	One program covers all eligible Citrix Delivery Center purchases, providing organizations with a simple procurement vehicle that can be leveraged across a global organization.
One-time online registration	Through a one-time online registration process on My Citrix, customers can enroll in the program for a lifetime, eliminating tedious procurement processes and steps.
Straightforward online agreement	Program terms and conditions are explained through a simple online agreement, easing the burden of contract management and renewal.
Multiple commitment options	Six different program levels offered with discounts based on initial purchase size, helping to address the needs of a wide range of evolving businesses.
Flexible agreement extensions	Lifetime program membership with the ability to increase or maintain your program level for up to an additional 2 years with a qualifying order.
No product requirements	There are no specific product purchases mandated, allowing customers to buy only what they need without building an inventory of shelfware.
Online agreement management	Rich online portal provides easy access to program registration, online agreements, company program and discount details and relevant champion tools, providing Citrix customers a one-stop location for all their needs.