The True Value of Citrix Training
Authorized Citrix training equips you with the skills necessary to create Citrix solutions for your clients and the ability to educate those clients on the benefits of using and training in Citrix solutions. Training is essential to creating any optimized solution with efficiency and yielding high-end results.

As a trusted expert, trained by trusted experts, you are better able to serve your customers in Citrix solutions, whether as a Silver, Gold, or Platinum Citrix Partner. Here are a few reasons why training in Citrix benefits you as a partner.

Win Larger Deals
Partners with the latest in skills (with regular updated certifications on the newest Citrix line-up) are more likely to appeal to larger clients who need a Citrix Partner that can handle everything for their account—including complex and complicated projects. With new certifications, you prove to your clients that you can handle whatever Citrix solutions they need.

Charge Higher Fees
Just as with any business, more specialization means more expertise, which can easily translate to a higher rate. Customers are often willing to pay a higher rate with someone that has demonstrated competence in Citrix, which is what training and certification can provide.

Stand out from Competitors
With updated Citrix certifications, you can stand out from the crowd, targeting specific clients that need updated and leading-edge technology and solutions.

Expand into New Areas
Adding a new speciality to your business can lead to a lot of benefits for a growing business, including the opportunity to get new clients and offer new services to existing clients. A new specialty, beginning with a trained and certified Citrix consultant, can lead to just that.

The true value of Citrix training and certification is enormous. No matter what, Citrix training and certification can open new doors for your partnership with Citrix and Arrow.