

# Citrix Incentive Portfolio & Best Practices for Partners

Opportunity Registration  
Net New Partner Sourced  
Citrix Advisor Rewards  
Specialist Incentives



May 2016

## Suggested Upfront Discounts

Program	Easy; ELA-1; GELA-0	ELA 2-6; EDU	GELA 1-4
Opportunity Registration	10%	8%	5%
Net New Partner Sourced	7%	7%	7%
Specialist CAR Plus	5%	5%	5%

## Back End Rebates

Citrix Advisor Rewards	Easy; ELA-1; GELA-0	ELA 2-6; EDU; GELA 1-5	ELA L7
Platinum	10%	8%	~5%
Gold, SI & ISV	8%	6%	~5%
Partner	6%	4%	~5%
Specialist CAR Bonus	50% Uplift	50% Uplift	50% Uplift

## Core Product & Specialist Category

Networking	Virtualization	Mobility
NetScaler	XenApp	XenMobile
NetScaler Gateway	XenDesktop	ShareFile
CloudBridge	Citrix Workspace Suite	
	Citrix Workspace Services	

### Notes:

- All CWC Services are eligible except Lifecycle Manager.
- Submitted opportunities must be BANT (Budget, Authority, Need, Timeframe) qualified.
- Partners must be certified in at least one core product to submit for Citrix Advisor Rewards and/or Net New Partner Sourced.
- Partners must be certified in Networking to submit for Opportunity Registration for Networking.
- Partners must hold at least one Specialization to qualify for Specialist Incentives: Specialist CAR Plus & Specialist CAR Bonus.
- Incentives will only be applied to the Program Suggested Retail Price of eligible product line items for which the Partner holds a valid certification or Specialization at time of purchase.
- All applicable program rules must be followed.
- Citrix provides upfront discounts to Distributors. They may or may not be passed along to a Partner at the Distributor's sole discretion.
- The Partner's actual discounts are determined solely by the Distributor pursuant to the Partner's negotiations with the Distributor without Citrix involvement.

## Best Practices for Partners

### All Partner Incentive Programs

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!

### Opportunity Registration for Networking

Exclusive to Citrix networking-certified Partners who share their networking opportunities, you must be certified in networking and your submission must include a Citrix networking product. Include your Opportunity Registration Rwd ID when requesting quotes or placing orders with your Distributor.

### Net New Partner Sourced (NNPS)

Available to certified Partners who identify and qualify NEW opportunities only. Must be certified in at least one core product to submit. Opportunity must not already be identified in the Citrix active sales pipeline. Include your NNPS Rwd ID when requesting quotes or placing orders with your Distributor.

### Citrix Advisor Rewards (CAR)

Available to certified Partners who commit to and deliver three critical value selling activities proven to progress opportunities through the sales cycle to a successful close. Deliver a solution design, demo or proof of concept, and rollout/implementation plan to your Customer and get rewarded. Upload documentation as evidence of execution.

### Specialist Incentives

Citrix Solution Advisors can invest in Specialization and gain access to exclusive rewards to maximize your margin and gross profit: Specialist CAR Plus suggested upfront discount and Specialist CAR Bonus backend rebate. Specialist incentives require a valid CAR Incentive Registration to be applied.

# Citrix Incentive Portfolio & Best Practices for Citrix Sales

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## Best Practices for Sales

### All Partner Incentive Programs

Know and follow the Program Rules. Log into SFDC daily to review your NNPS and CAR submission queue. Always review NNPS and then CAR. Follow the three step validation process. Call the Partner or Customer only after the submission has been dispositioned. Refer to SalesIQ > Partners > Partner Incentive Programs for cheat sheets, etc.

### Opportunity Registration for Networking

Submissions are reviewed and validated by the system. No action required by Sales. If the Partner holds a valid Opp Reg Incentive Registration and wishes to add NNPS, convert the lead to an opportunity.

### Net New Partner Sourced (NNPS)

When system-validated submissions are added to your queue:

1. Confirm submission is complete.
2. Confirm submission is free from obvious errors.
3. If incomplete or inaccurate, reassign to Rejection Queue. Otherwise, check whether qualified opportunity is already in the pipeline. If so, link submission to existing opportunity to confirm **ineligible for NNPS**. If not, convert submission to confirm **eligible for NNPS**.

If the Partner holds a valid NNPS Incentive Registration and wishes to add Opportunity Registration, open a Salesforce case.

### Citrix Advisor Rewards (CAR)

When system-registered submissions are added to your queue:

1. Confirm submission is complete.
2. Confirm submission is free from obvious errors.
3. Confirm commitment to value selling activities and check to be sure no other Partner holds a valid CAR Rwd-ID for the opportunity. If confirmed, click "Approve." Otherwise, click "Reject."

### Specialist Incentives

Specialist incentives are automatically available to CSA Specialists with a valid CAR. No action required by Sales.