CITRIX

Company Overview

Citrix aims to power a world where people, organizations and things are securely connected and accessible to make the extraordinary possible. We help customers reimagine the future of work by providing the most comprehensive secure digital workspace that unifies the apps, data and services people need to be productive, and simplifies IT's ability to adopt and manage complex cloud environments. Partner with Citrix and Arrow and win over your competition by providing:

– **Unmatched user experience:** Citrix continues to innovate in providing the best possible user experience at the lowest cost. (15M active weekly users of XenApp and XenDesktop)

– **Security and Compliance:** Customers have relied on Citrix for security of their apps and data, today that protection includes security controls and visibility across devices, platforms, data centers, and clouds, helping organizations simplify security, reduce risk, and ensure compliance -

– **Greater Choice & Flexibility:** Citrix has built a reputation in the industry for "anyness," allowing greater choice and flexibility across any device, any cloud, any network, any hypervisor, and any configuration. (IT professionals have chosen Citrix networking as the best application delivery controller three years in a row)

For more Info on why Citrix is an industry leader go to www.citrix.com/about/what-does-citrix-do.html

Arrow's Value Proposition

Distribution

Arrow Electronics has been a Citrix distribution partner since 2009 in EMEA/Brazil and since 2017 in US/Canada. Including our wholly owned federal focused subsidiary, immixGroup—GSA contract holder for Citrix.

Team

Arrow's Citrix dedicated team includes channel managers, inside sales representatives, virtualization specialists, virtualization systems engineers, and marketing/business development managers.

Sales Operations Team Coverage

Arrow's North America sales coverage includes a dedicated team of sales operations specialists with focused teams for public sector and Canada. This team provides basic configuration support, quotes and proposals; vendor program utilization; special pricing; sales order management; forecasting; renewals; and prospecting.

Partnerships

Key alliances with industry-leading hypercoverged infrastructure (HCI) partners such as Nutanix and HPE Simplivity to deliver a complete Citrix HCI solution.

Proprietary Arrow Operations Tools

– **MyArrow Portal** provides partners access to all their interactions with

Arrow through a single login. They have all the tools they need to operate, manage and continue to grow their business. Self-service functionality allows them to track orders, view invoices, search for parts, see promotions, and signup for programs.

– **Arrow Insight** business intelligence gives you an easy, fast and accurate way to identify new prospects, analyze end-user demographics and define strategies. Available exclusively for Arrow partners and suppliers, the Arrow Insight analytics dashboards consolidate transaction data with several data suppliers and data modeling techniques into a simple yet extremely powerful information delivery tool.

Supplier Facts

– Headquarters: Fort Lauderdale, FL and Santa Clara, CA

– Number of Employees: Approximately 8,100 worldwide

– Executive Briefing Centers: Santa Clara CA, Fort Lauderdale FL

– Stock Exchange: NYSE: CTXS

– 2016 Revenue $3.42 billion, Citrix Solutions are in use by more than 400,000 organizations including 100 percent of the Fortune Global 100 and 99 percent of the Fortune Global 500 and 87 percent of the Forbes Global 2000

– Distribution Model: Closed

– Website: www.citrix.com

CITRIX®

– **Arrow Financial Services** helps you shorten your sales cycle and close larger, more profitable deals. No other IT distributor can match the volume or the vision of our financing programs. And no one is more committed to integrating smart leasing options into every deal. These solutions include Supplier Financing (including Pivot to Annuity Cloud Financing), Private Label Leasing, and Flex Pricing for the channel. Other offerings include Open Account, Revolving Line of Credit, Escrow Programs, Assignment of Proceeds Programs, Credit Collections, and Trade-ins.

Pre-Sales Support

Arrow can provide a variety of pre-sales support activities. We host numerous partner-focused training and enablement events and webinars every quarter and can provide proof-of-concepts and support through on-site demos or virtual access to our Solutions Labs with Arrow resources present, as well as hands-on labs and BYOD events. Once partners identify business opportunities, Arrow and Citrix can assist with marketing funds to provide partner certifications or end-user events.

Technical Resources and Support

Dedicated systems engineers for assistance with system configurations, sizing and builds and customer demonstrations and solution proof-of-concepts.

Arrow ECS Solutions Labs

The Arrow ECS Solution Lab provides you with the latest products from leading hardware and software suppliers, coupled with experienced engineers and solution architects that can help you design,

test, demo and, ultimately, sell the right solutions to your customers.

Our Lab and experienced engineers provide resellers with the latest products and solutions from Citrix. Joint partner HCI solutions from Nutanix and HPE Simplivity are also available. We can emulate SMB and large IT infrastructures and will help you solve server, storage, software, networking and security problems.

Enablement Program

Arrow offers affordable, world-class Citrix Authorized Training for partners in need of certification. Working with a Citrix Authorized Learning Center (CALC) to provide ample Citrix training, whether virtual or live sessions, Arrow ensures that partners receive the best education for whichever Citrix Certification is necessary. With a full portfolio of all Citrix classes, Arrow brings flexibility and innovation to the classroom, helping you to expand your business's reach.

Marketing

Arrow's dedicated Citrix marketing team provides tools, process, communications and demand generation to help grow your Citrix business. The team develops individualized partner marketing plans that align with Citrix's go-to-market strategy. Our services include providing market intelligence, partner customizable sales-oriented deliverables, and lead generation.

Further, we recognize the importance of preparing sales teams to catch and progress leads generated from marketing campaigns. Our marketing team will work with your sales leaders to develop lead identification tactics to ensure successful sales progression.

Arrow Partner Rewards Program

Designed to reward partners for purchasing select open-source security,

virtualization and networking solutions through Arrow. Partners earn vouchers based upon their total security, virtualization and/or networking purchases through Arrow, based on a rolling 12-month window. Vouchers are earned for every $100,000 in sales. Vouchers can be redeemed for a number of items, including but not limited to: Training Classes, Engineering Services, Marketing Activities, Demo Equipment, Business Intelligence & Market Research and Consulting Services.

Government/Public Sector Coverage and Vehicles

Since 1997, immixGroup has delivered the specialized resources, and expertise partners need to increase their revenue, support their demand creators, and operate efficiently in the complex public sector IT market. immixGroup offers Channel Development programs that make your public sector channel more productive and profitable.

Our proven Government Business Infrastructure allows your team to focus on product development and sales while we reduce your overhead, maintain compliance with government regulations, and ensure customer satisfaction.

– Citrix available on GSA, Ohio STS, MD COTS, and CMAS contracts.

For more information contact us at citrix@arrow.com or visit our Arrow | Citrix FAQ page at http://contactecs.arrow.com/citrix

ARROW
Five Years Out