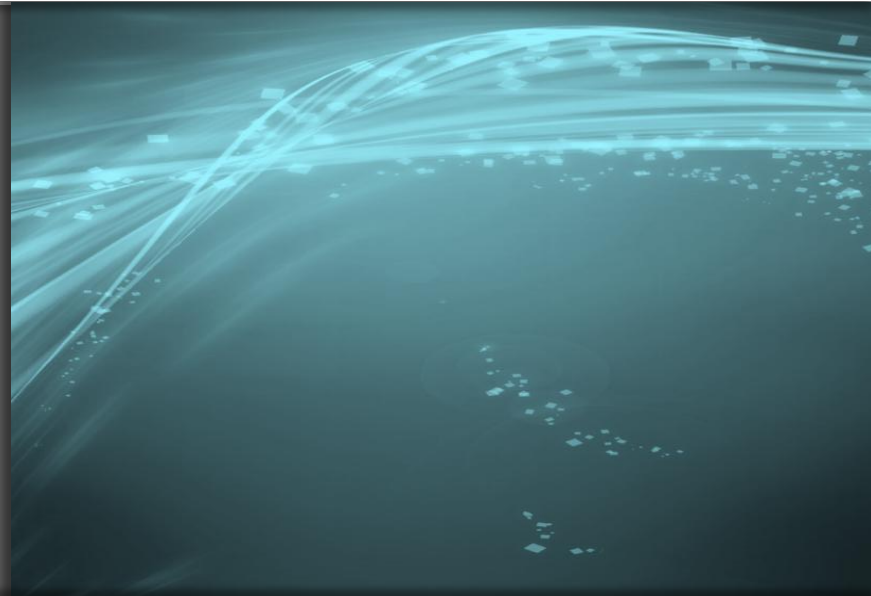


# Cisco & Citrix Alliance Partner GTM Update



Vishal Ganeriwala, Citrix

Matt McGrigg, Cisco

John Carey, Citrix

Marilyn Cepuran, Cisco

Stephen Teh, Citrix



June 5, 2012

# Agenda

- The Specific Differentiators of Citrix XenDesktop (20 min)
- Ordering Cisco VXi with Citrix XenDesktop through Cisco Resale SKU's (15 min)
- Resources and Benefits of the Cisco and Citrix Partner Accelerator (20 min)
- Q & A (5 minutes)

# Technical Update

## The Specific Differentiators of Citrix XenDesktop

- Vishal Ganeriwala, Director Technical Marketing, Citrix Systems

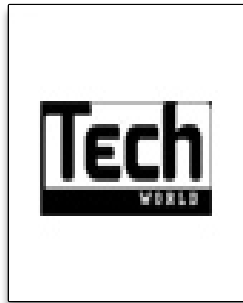
# Leader in Desktop Virtualization

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# Industry Awards

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# BETTER TOGETHER

Cisco VXi



Citrix XenDesktop



# Why customers chose Citrix

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## #5 differentiators

1. Virtual Desktops for Everyone with FlexCast
2. Any device, anywhere with Citrix Receiver
3. High definition user experience with HDX
4. On Demand Apps with Citrix XenApp
5. Open, Scalable, Proven

# FlexCast: People centric – and use case driven



Physical

3D workloads  
and PC  
remote  
access

Streamed

Labs and  
schools

VDI

Personal VDI

Hosted  
Shared

Scalable  
Affordable

Local

XenClient for  
laptops

Windows apps and data



# High Definition Experience



## **HDX Broadcast**

ICA and RDP protocol support for access from any device, anywhere



## **HDX Plug-n-Play**

Access to local resources and peripherals such as printers, monitors and USB devices



## **HDX MediaStream**

Video and audio playback, any format, on any device



## **HDX RichGraphics**

2D and 3D graphics incl. Adaptive Display, Aero Redirection, RemoteFX and HDX 3D Pro



## **HDX RealTime**

Voice and video for real-time collaboration / unified communications



## **HDX WAN Optimization**

Performance and bandwidth optimizations via Cisco WAAS and Citrix Branch Repeater



## **HDX SmartAccess**

Simplified secure access



## **HDX Adaptive Orchestration**

Best user experience based on server, network connection and user device

# Any Device, Personal or Business

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Universal access to desktops, apps and data



Windows  
PCs &  
laptops



Tablets &  
smartphones



Macintosh  
computers



Thin clients

# On-Demand Apps With XenApp

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- Any Windows app
- Self-service enterprise app store
- Hosted or streamed app delivery
- Granular access control



# Open, Proven, Scalable

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- Simple, powerful management
- Any hypervisor, any storage
- Comprehensive SDK
- Proven scalability
- 20,000+ Citrix Ready products



# Customer Journey to VXI

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PC



PC + Laptop +  
Smartphone



UCS



Thin Client + Laptop +  
Tablet + Smartphone

1

Virtualized Data Center: Efficient, Agile, Transformative

# Customer Journey to VXI



PC



PC + Laptop +  
Smartphone



UCS



Thin Client + Laptop +  
Tablet + Smartphone

1

**Virtualized Data Center: Efficient, Agile, Transformative**

2

**Virtualized Collaborative Workspace: Uncompromised**

VoIP



VoIP/Video



Collaboration



Immersive Video



# Customer Journey to VXI



PC



PC + Laptop +  
Smartphone



UCS



Thin Client + Laptop +  
Tablet + Smartphone

1

**Virtualized Data Center: Efficient, Agile, Transformative**

3

**Virtualization-Aware Network: Secure, Reliable, Optimized**

Data  
Network

Voice and Data

MediaNet

Security +  
Policy with  
ISE

VXI Ready

2

**Virtualized Collaborative Workspace: Uncompromised**

VoIP



VoIP/Video



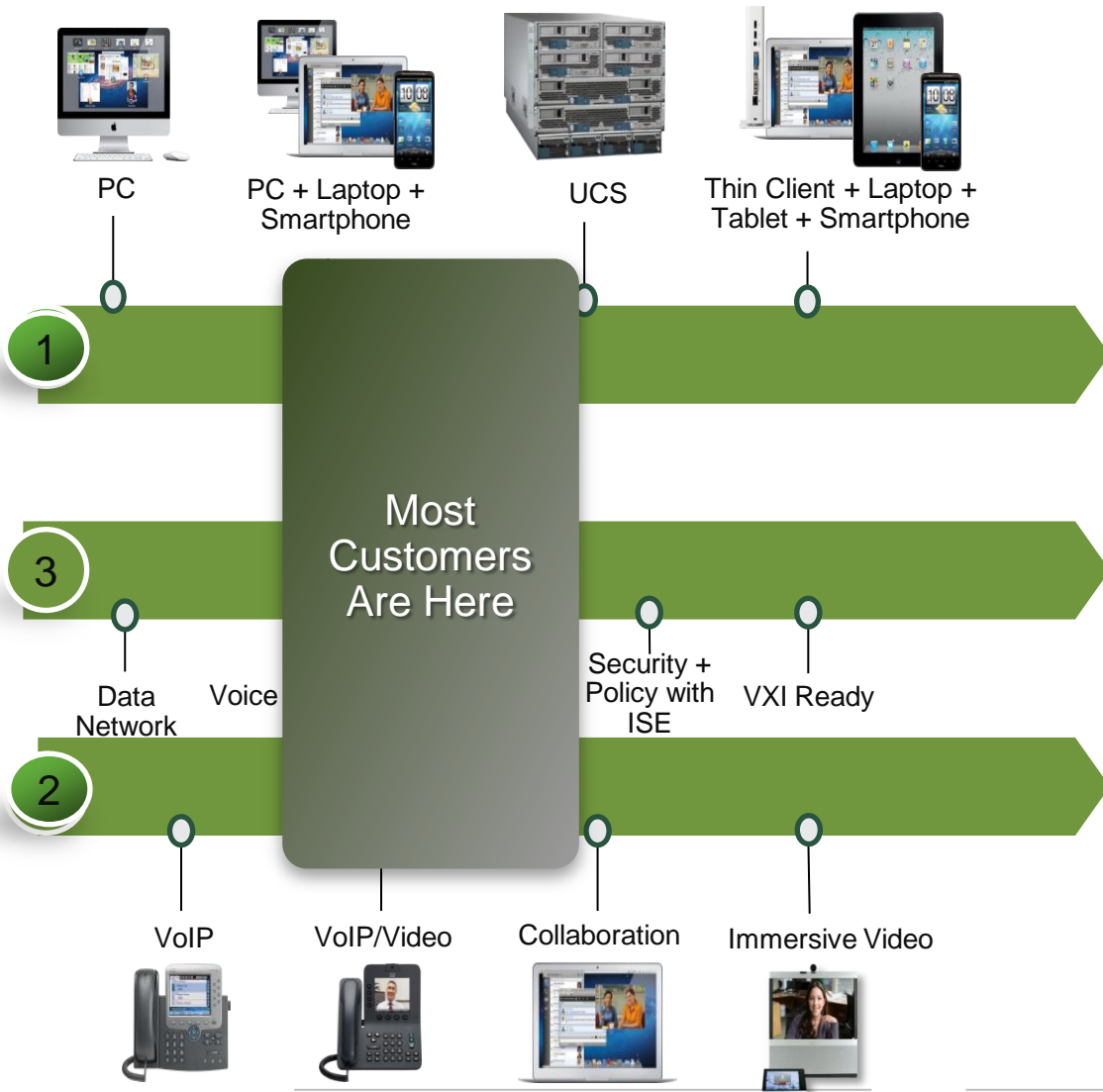
Collaboration



Immersive Video

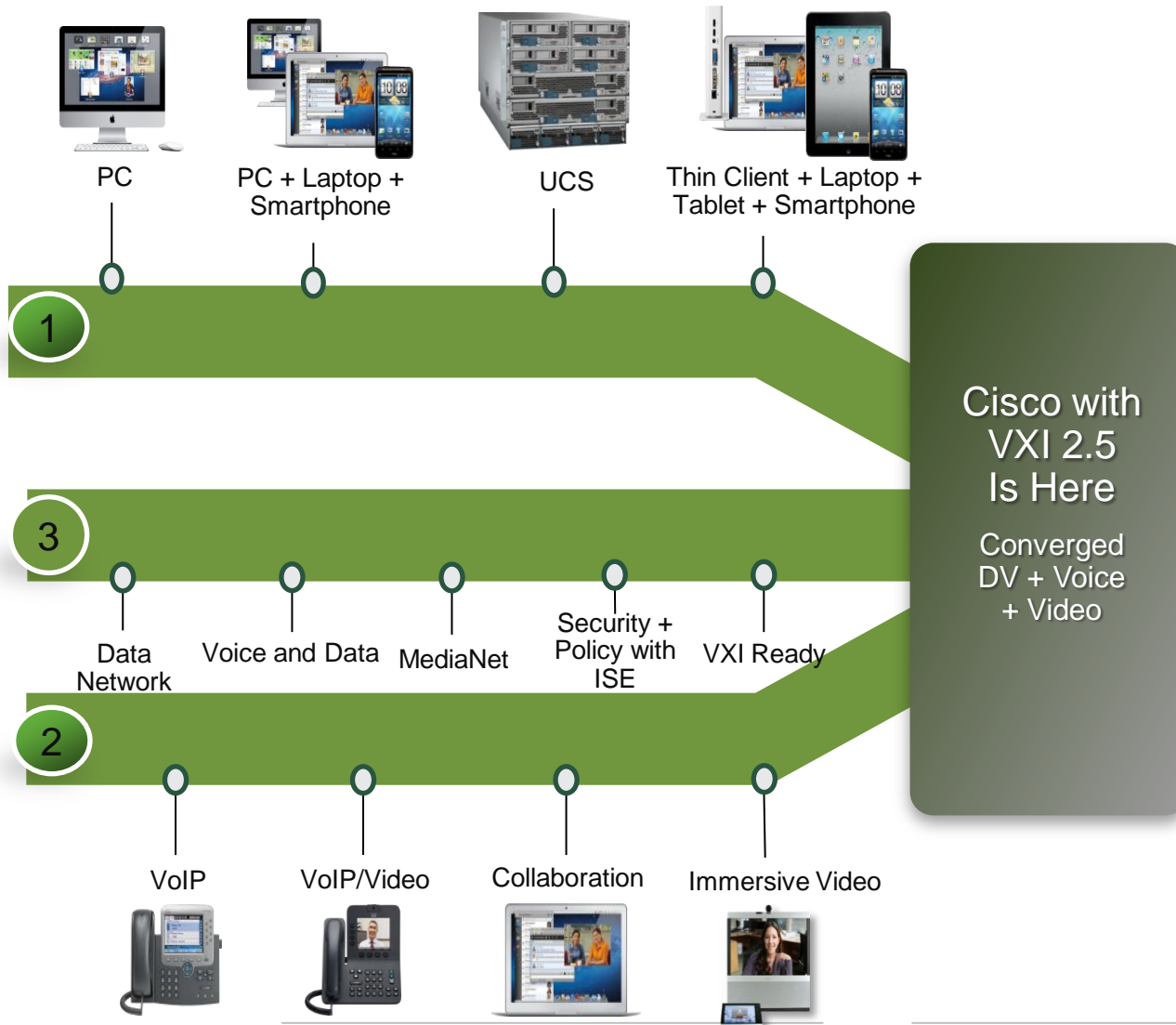


# Customer Journey to VXI

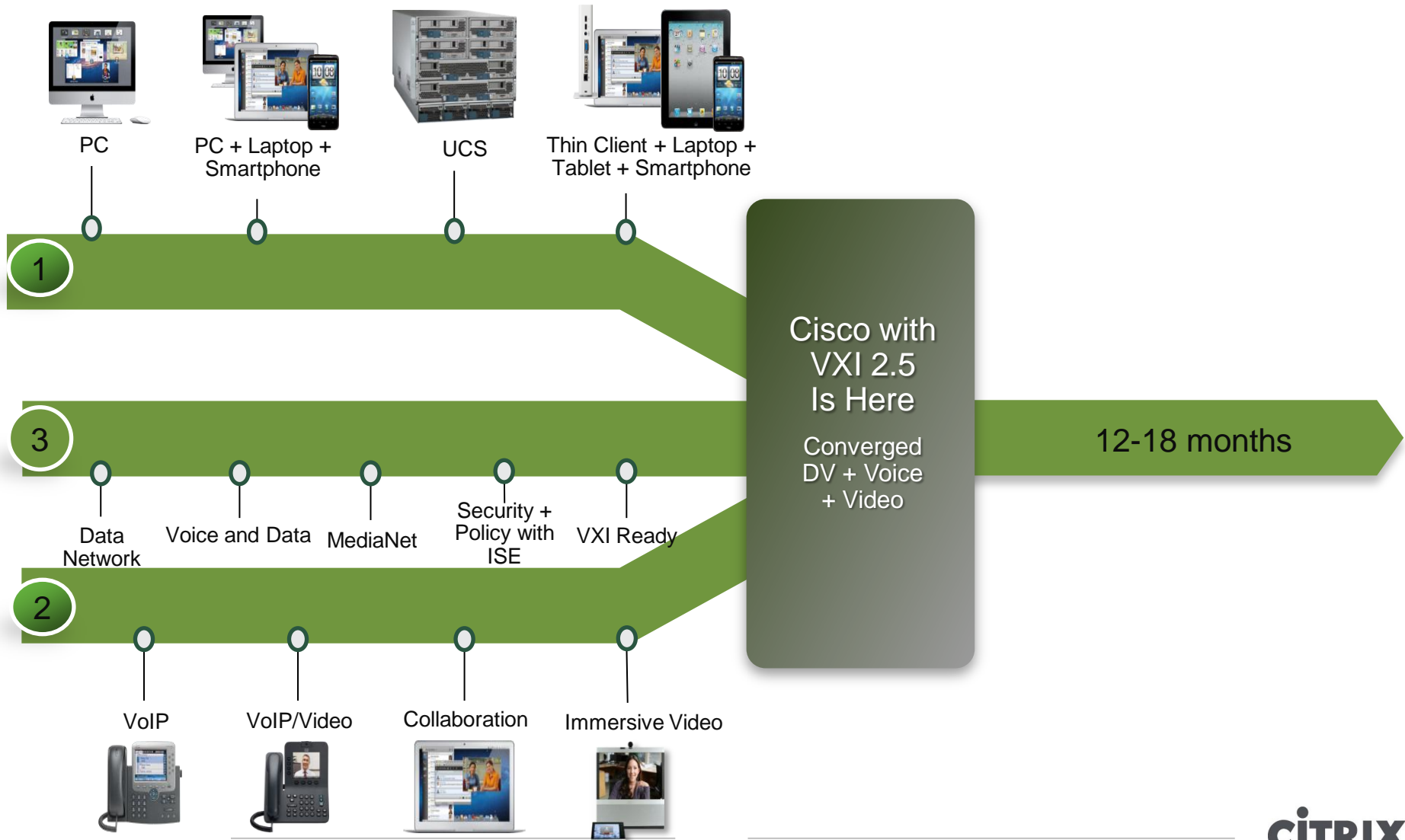




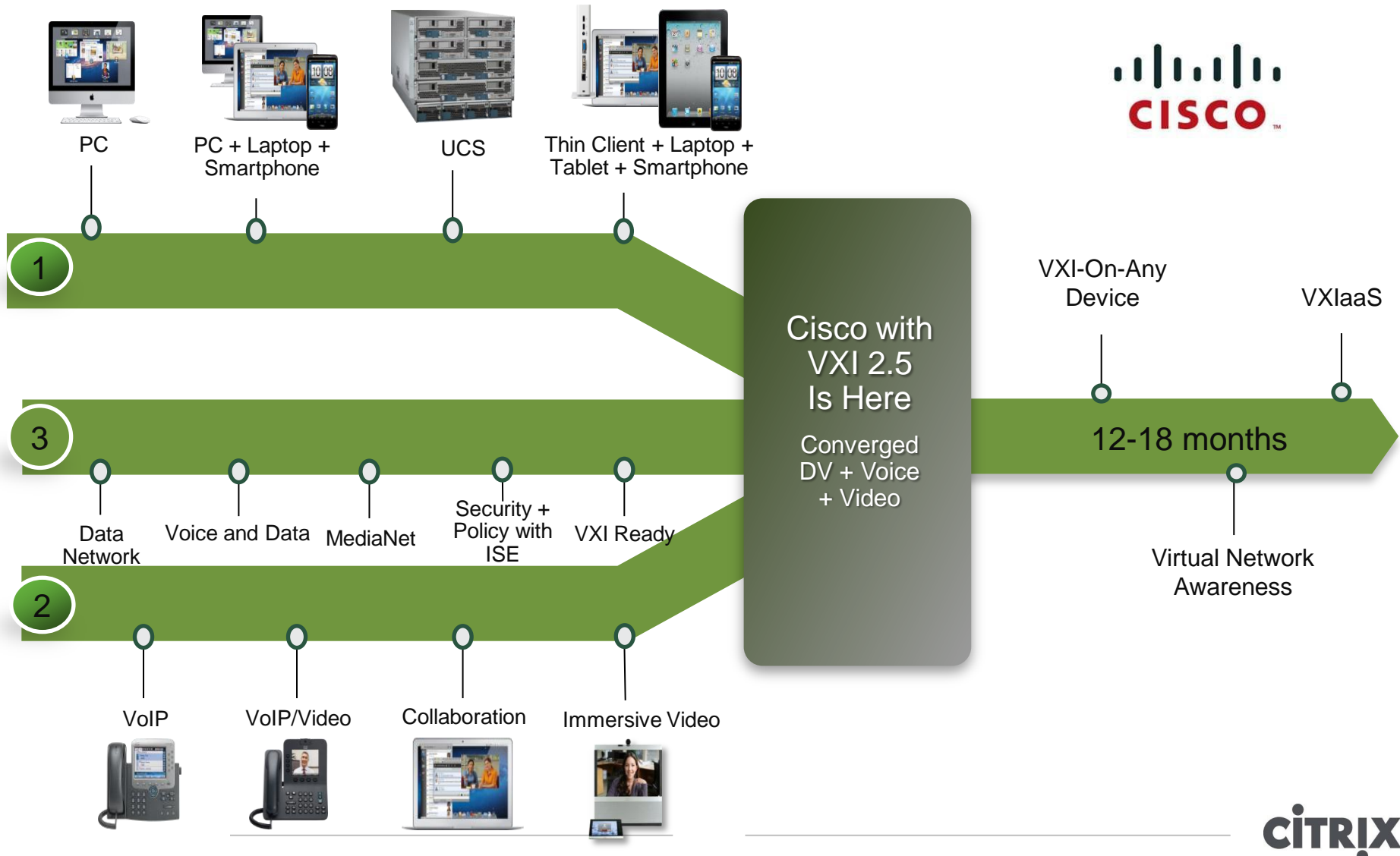
# Customer Journey to VXI



# Customer Journey to VXI



# Customer Journey to VXI



# Ordering Cisco VXi with Citrix XenDesktop Solution

- Matt McGrigg, Cisco, WW Partner Organization
- John Carey, Citrix, Director, Licensing & Maintenance Programs

# Resale Highlights

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- Cisco VXI with Citrix XenDesktop solution SKUs are available for ordering – NOW!
- Availability of the joint solution reinforces Cisco's and Citrix's commitment to our customers and partners to deliver complete, unique, and highly differentiated solutions.
- The Cisco VXI with Citrix XenDesktop solution supports our joint goals to:
  - Accelerate Desktop Virtualization and VXI success
  - Accelerate and amplify our message and value to joint customers
  - Help customers accelerate decision making with Cisco Capital
  - Simplify procurement for our partners
  - Create methodology for tracking joint success
  - Improve sales and channel partner alignment

# Rules of Resale

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- Cisco VXI with Citrix XenDesktop requires the inclusion of UCS on the PO or deployment of the solution into a pre-existing UCS deployment.
- Only authorized Cisco and Citrix Partners are able to place orders via Cisco Commerce Workspace (CCW) and the Cisco Ordering tool.
  - If an order is placed by an unauthorized partner the order will be rejected and a revised purchase order will be issued without the Cisco Citrix related SKUs.
- Entire solution will ship in conjunction with Cisco hardware availability.
- Any Cisco VXI with Citrix XenDesktop PO will require 3 additional data fields to be accepted.
  - Email of the end user/customer to receive Citrix XenDesktop licenses
  - Citrix assigned Org ID of the customer
  - Citrix Contract number for the licenses obtained from MyCitrix prior to order

# Resale Overview

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## Citrix XenDesktop component part numbers

Part Number	Description
CTX-XD5ET-1-1S=	Citrix XenDesktop Enterprise, 1-499 Units, License with SA
CTX-XD5ET-500-1S=	Citrix XenDesktop Enterprise, 500-999 Units, License with SA
CTX-XD5ET-1K-1S=	Citrix XenDesktop Enterprise, 1000+ Units, License with SA
CTX-XD5PL-1-1S=	Citrix XenDesktop Platinum, 1-499 Units, License with SA
CTX-XD5PL-500-1S=	Citrix XenDesktop Platinum, 500-999 Units, License with SA
CTX-XD5PL-1K-1S=	Citrix XenDesktop Platinum, 1000+ Units, License with SA

- For opportunities greater than 1500 seats please contact your local Cisco Sales rep for appropriate pricing and fulfillment options.

# Resale Overview

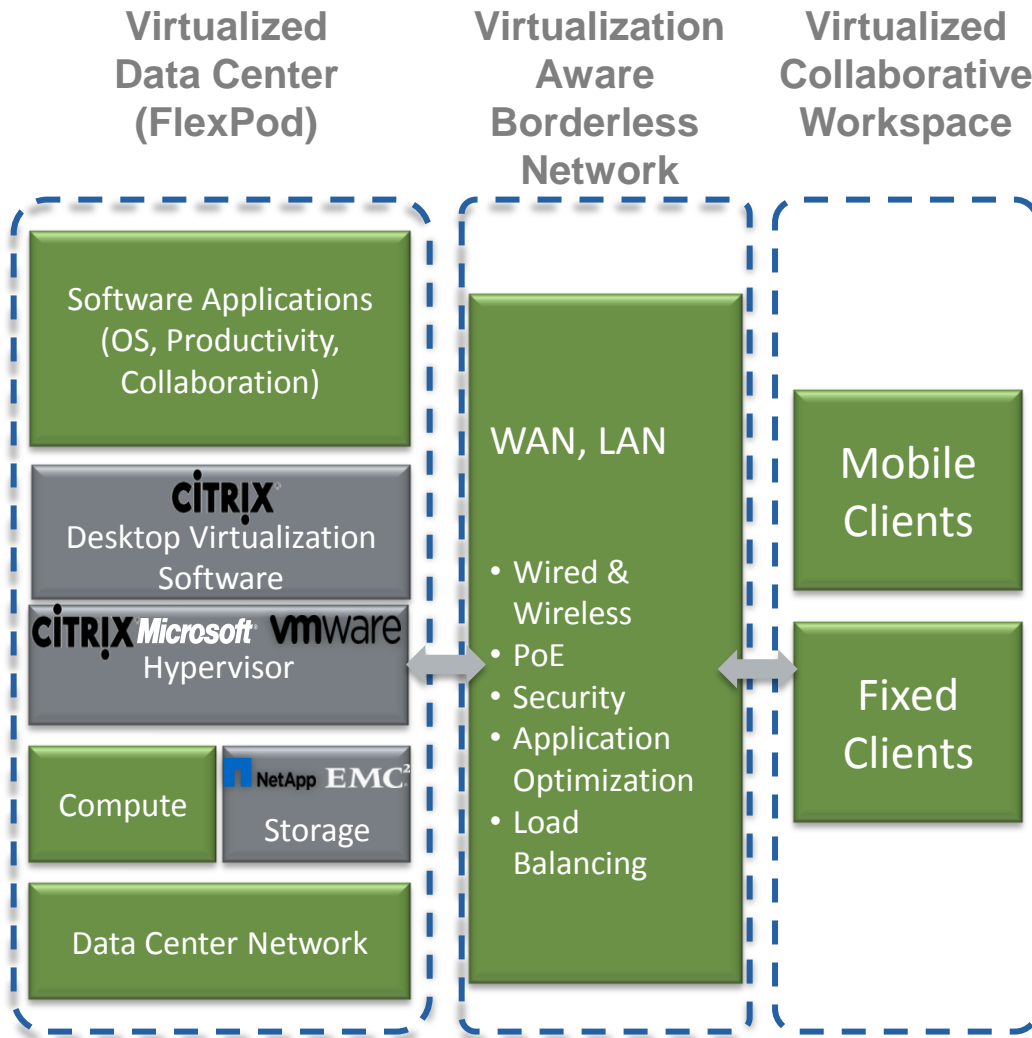
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Cisco VXI solution available Partner Incentives

Partner Incentive Program	Citrix XenDesktop Component	Cisco Solution Components
Cisco OIP	Y	Y
Cisco SIP	N	Y
Cisco TIP	N	Y
Cisco VIP	N	Y
Citrix CAR	Y	N



# Cisco VXi with Citrix XenDesktop



- SKUs Available 5/25/2012
- XenDesktop Enterprise and Platinum
  - XenApp included in XenDesktop
  - XenServer Enterprise and Platinum is included in the corresponding XenDesktop versions
- UCS Certified and Citrix Authorized Resellers only
  - Cisco Capital can be leveraged for all hardware and software
  - Eligible for Cisco and Citrix partner incentive programs with validated opportunity registration.

# Ordering Process – CCW

Additional info will be placed into the “Shipping Notes” field.

**CISCO**

Solutions Products & Services Ordering Support Training & Events Partner Central

Show Order Details Cisco Commerce Workspace

CE Italy DAT [Change](#)

Purchase Order # test CE ITL [Change](#)

Web Order ID # 88254382

[Cancel](#) [Share](#) [Delete](#) [View](#) [Email](#)

[Home](#) [Discounts](#) [Shipping and Install](#) [Billing](#) [Review and Submit](#)

### Order Shipping Options

**Warning:** By selecting "Yes" to the Ship All Items Separately option, you are acknowledging that payment terms are upon shipment of products from Cisco. Cisco manufactures worldwide. Selecting "No" does not prevent multiple shipments or invoices if the order contains products which are manufactured at different locations.

**Note:** Requesting early shipment will cause your invoice to be generated early.

**Billing Email:**   
Note: Multiple email addresses can be entered using commas. Format: test@your.com,test2@your.com

**Ship All Items Separately:** ☐ Yes ☐ No  
Note: Choosing to ship items separately will result an invoice to be generated for each item shipped separately.

**Early Shipment Accepted:** ☐ Yes ☐ No  
Note: Select 'Yes' if it is permissible for Cisco to ship the product after it is ready. Select 'No' if you prefer Cisco to target shipment of the product no earlier than 3 business days prior to the Requested Ship Date.

**Shipping Groups**

**Shipping Notes:** test ce Italy Shipping

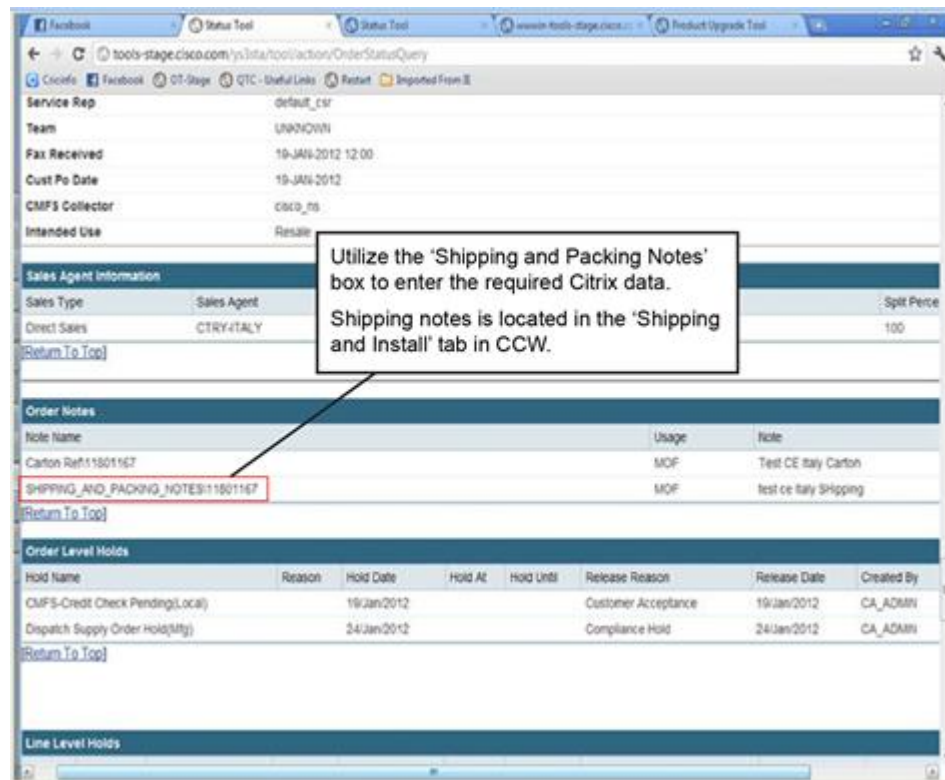
**Carton Notes:** Test CE Italy Carton

[Create New Shipping Group](#)

**Utilize the 'Shipping Notes' box to enter the required Citrix data. Shipping notes is located in the 'Shipping and Install' tab in CCW.**

# Ordering Process – Ordering Tool

When using the Ordering Tool, Citrix info is placed in the “Shipping and Packing” notes field.



Service Rep: default\_csr  
Team: UNKNOWN  
Fax Received: 19-JAN-2012 12:00  
Cust Po Date: 19-JAN-2012  
CMFS Collector: CISC0\_N5  
Intended Use: Resale

Sales Agent Information  
Sales Type: Sales Agent  
Direct Sales: CTRY:ITALY  
Split Percent: 100

Order Notes

Note Name	Usage	Note
Carton Ref:11801167	MOF	Test CE Italy Carton
SHIPPING_AND_PACKING_NOTES:11801167	MOF	test ce Italy Shipping

Order Level Holds

Hold Name	Reason	Hold Date	Hold At	Hold Until	Release Reason	Release Date	Created By
CMFS-Credit Check Pending(Local)		19/Jan/2012			Customer Acceptance	19/Jan/2012	CA_ADMIN
Dispatch Supply Order Hold(Mty)		24/Jan/2012			Compliance Hold	24/Jan/2012	CA_ADMIN

Line Level Holds

# Order Fulfillment

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- Order is placed with Cisco via CCW or the Ordering Tool.
- Cisco Ordering Desk will validate order.
  - If order is incomplete Cisco Ordering Desk will contact partner to obtain missing info.
- Once Cisco VXi hardware is ready to ship Citrix XenDesktop component will be ordered direct from Citrix.
- Citrix will process the XenDesktop component within 2 – 3 business days and customer will receive a link via email directly from Citrix to allocate and deploy their license entitlements.

# Resources

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- Cisco Order Desk Support - Bill Silveira, [bsilveir@cisco.com](mailto:bsilveir@cisco.com)
- Cisco Alliance Sales Support – Matt McGrigg, [mmcgrigg@cisco.com](mailto:mmcgrigg@cisco.com)
- Ordering Guide  
<http://www.cisco.com/web/partners/sell/technology/datacenter/vxi.html>
- Cisco Commerce Workspace (CCW) at [www.cisco.com/go/ccw](http://www.cisco.com/go/ccw)

# Resources and Benefits of the Cisco and Citrix Partner Accelerator

- Marilyn Cepuran, Cisco, Business Development Manager, Cisco WW Partner Organization
- Stephen Teh, Worldwide Channel Marketing, Citrix

# Voice of the Partner on VXI

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Cisco to lead market conditioning  
with differentiated value proposition

Reduce complexity

Partner recognition

Incremental and tangible benefits

# VXI Multiplier for Cisco & Citrix Partner

1000 seat deal	DV
Total Partner products + services (incl. eco-system)	\$1.4M
Professional Services attach rate	28%
\$1 of Desktop Virtualization	\$3



# VXI Multiplier for Cisco & Citrix Partner

1000 seat deal	DV	VXI
Total Partner products + services (incl. eco-system)	\$1.4M	\$3.5M ~2.5x
Professional Services attach rate	28%	37% ~25%+
\$1 of Desktop Virtualization	\$3	\$8.69 ~3x

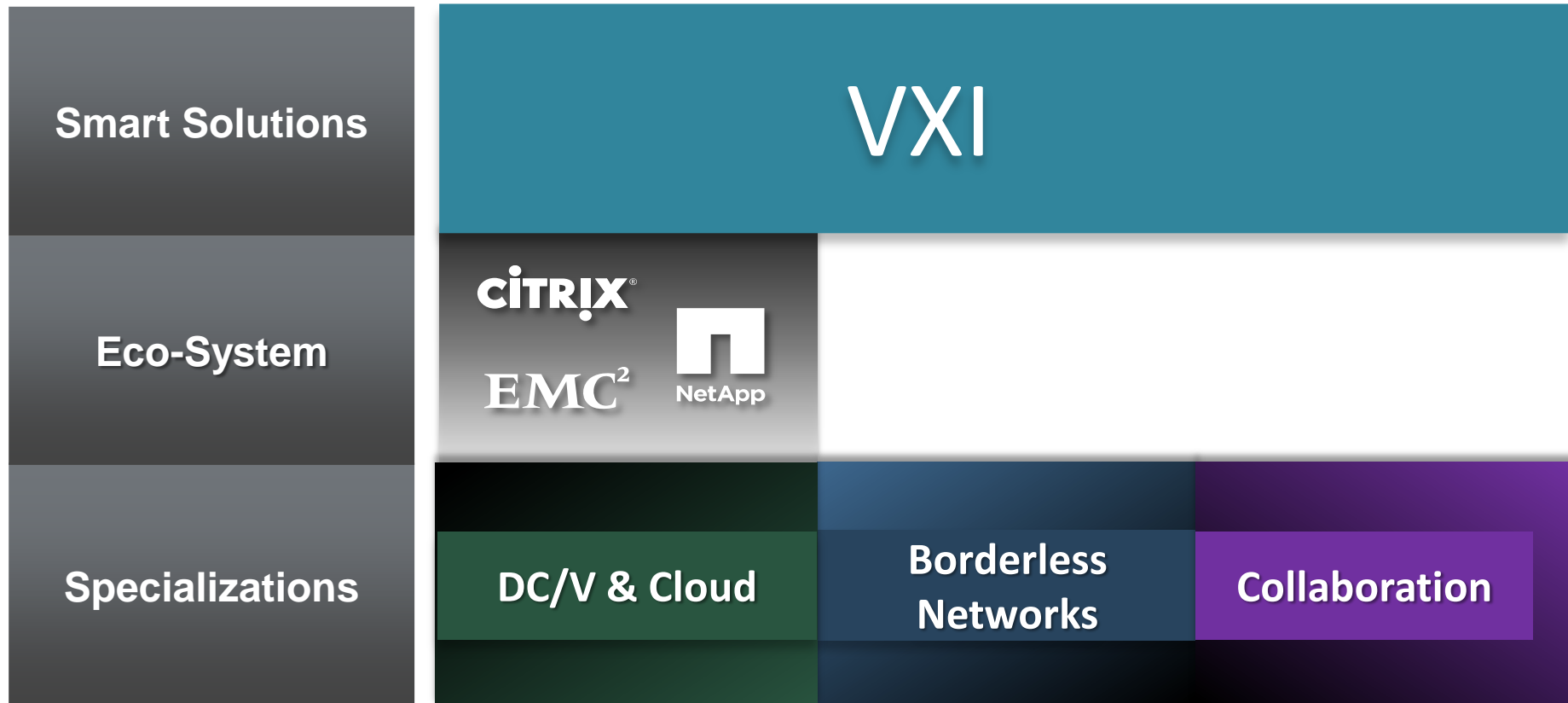
“Enable and support partner  
sales growth.

Simplify partner solution  
go-to-market.”

VXI Partner Accelerator Principles

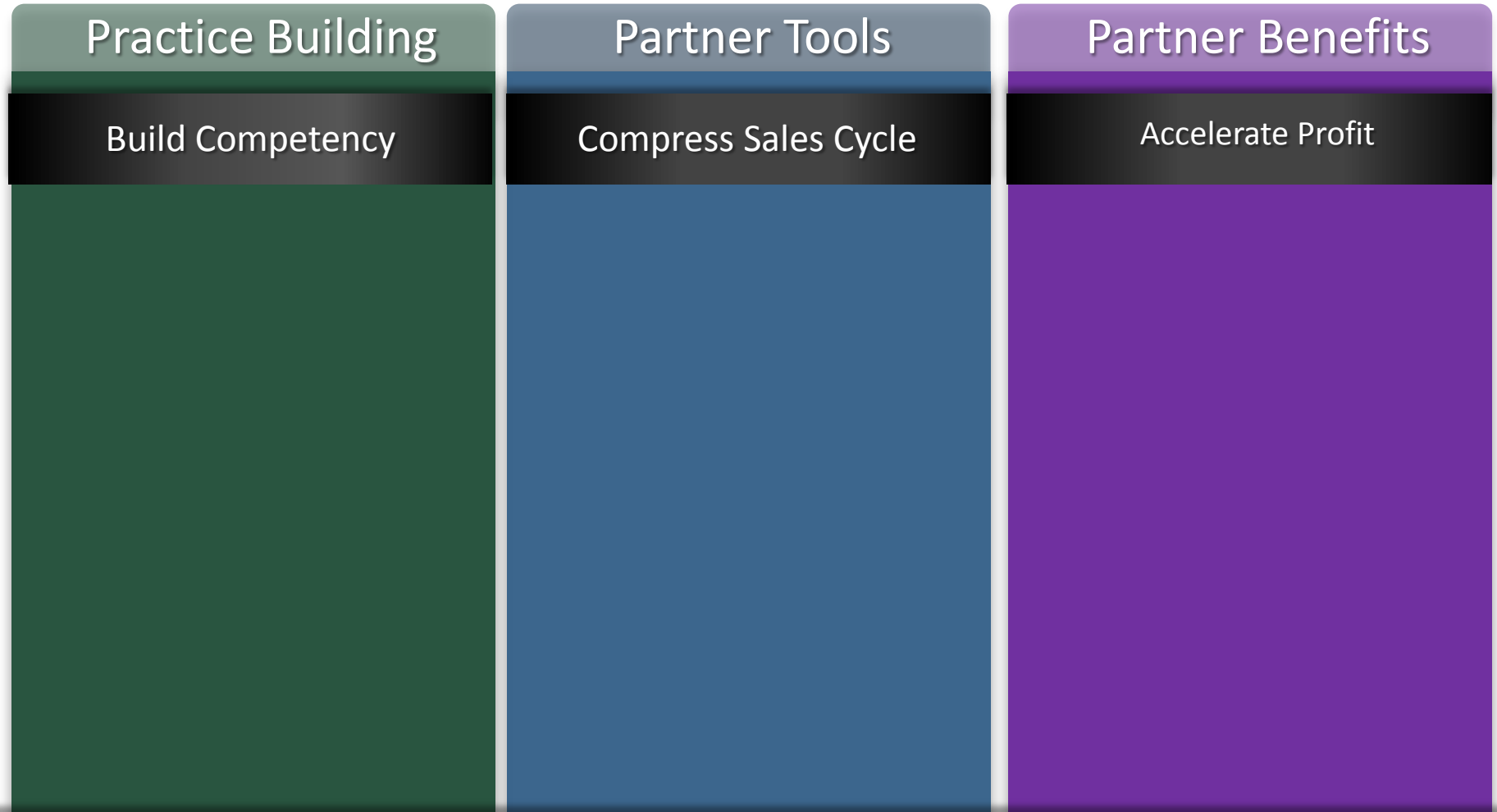
# Introducing the VXI Partner Accelerator

## Positioning



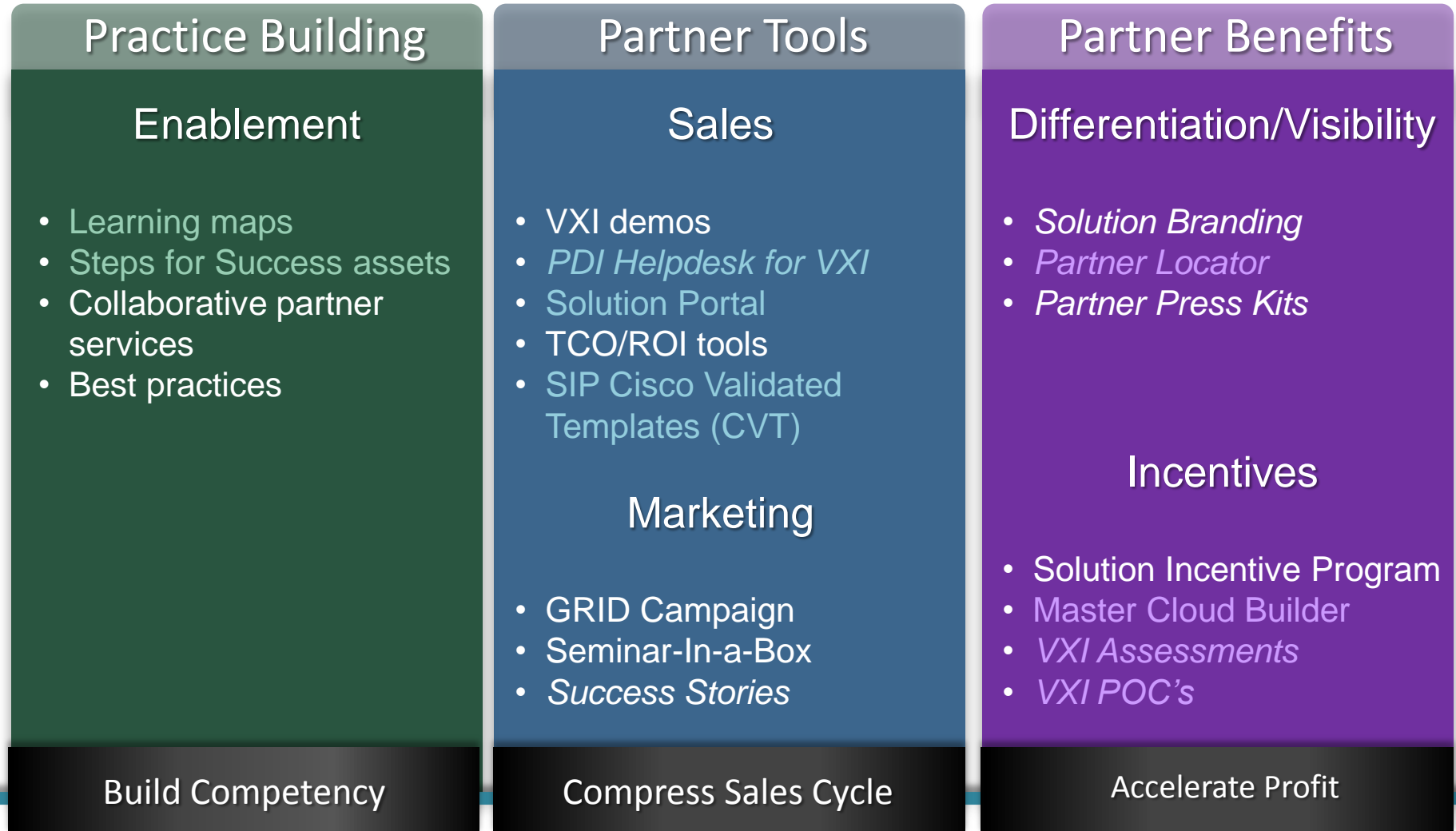
# Cisco and Citrix Partner Accelerator

## Framework



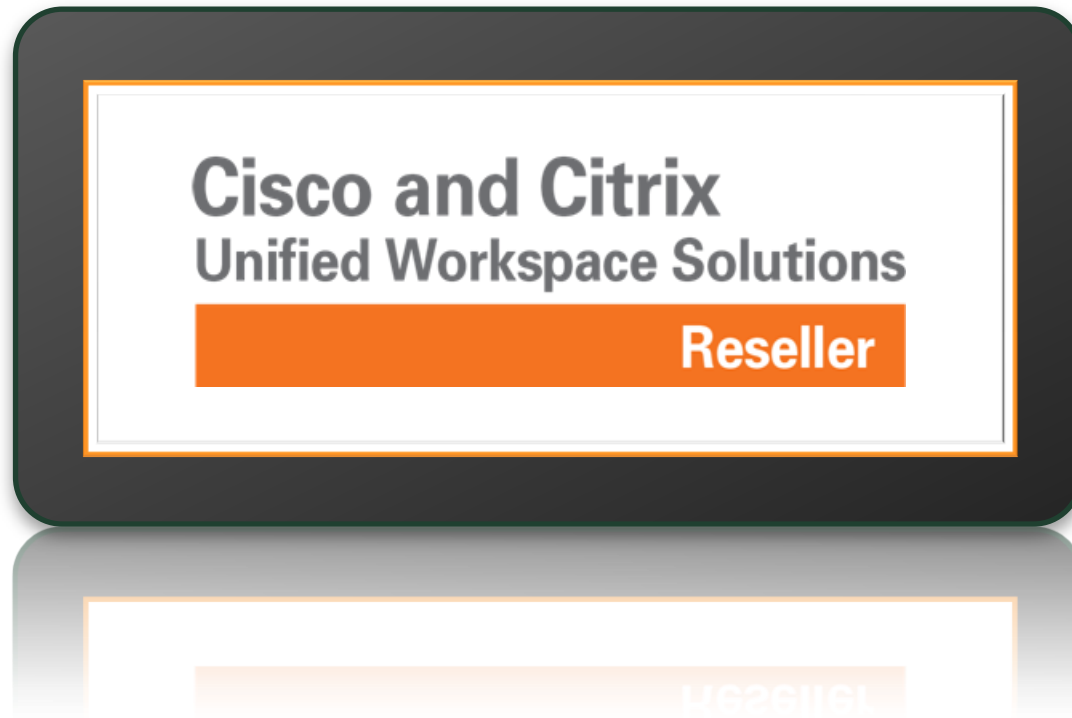
# Cisco and Citrix Partner Accelerator

## Framework



# Partner Branding

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# VXI Partner Accelerator Pre-Requisites

Infrastructure		Desktop Virtualization <i>One or both vendors</i>		Storage <i>One or both vendors</i>	
Cisco		Citrix		EMC	NetApp
<b>Borderless Networks</b> BN Architecture Specialization <b>OR</b> Advanced Routing & Switching & Advanced Wireless Specialization + <b>Collaboration</b> Advanced Collaboration Architecture Specialization + <b>Data Center</b> Data Center Architecture Specialization		XenDesktop Certification (All Levels)		Technology Architect Certificate – VNX Solutions Specialty	FlexPod Partner

# Rules of Play

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## Complete Learning Maps:

- Six individuals\*
- Sales, Pre-sales Technical, Post-sales Technical

Enroll with SIP  
Cisco Validated  
Templates  
(CVT)

Register all VXI  
Opportunities





# Call to Action

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Solutions Acceleration Partner Center

**Welcome to the Solutions  
Acceleration Partner Center**

A one-stop for Cisco channel partners to get sales and marketing materials to assist in driving business for our joint solutions.

Cisco VXi with Citrix

[www.GoPartnerSolutions.com](http://www.GoPartnerSolutions.com)



Commit to build a cross architecture VXi practice



Get started today on the learning maps



Engage the ecosystem



Visit Partner Solutions Portal for details

# Questions and Answers

# Wrap - Up

- Thank you for attending today.
- Please fill out the survey at the completion of the webcast
- The presentation will be posted on Cisco Partner Central.
- Please join us for our next webcast in September.

# Thank you!

