



# Opportunity Registration Program Guide



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# Citrix Opportunity Registration Program Summary

## Program

**Opportunity Registration. Competitive edge in cloud networking.** Now, partners certified to sell cloud networking products can register opportunities with Citrix and, if validated, become eligible for an additional suggested upfront discount of up to 10 percent (Upfront Discount). Opportunity Registration has the potential to increase partner success in closing business in a highly competitive space.

## Benefits

Additional upfront discount

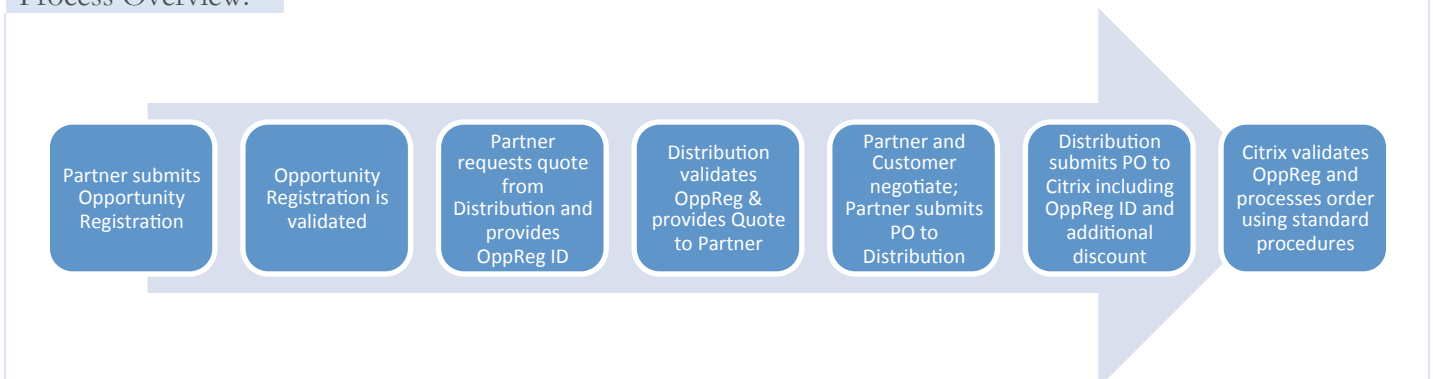
Easy; ELA L1	ELA L2-L6; EDU	GELA L1-L4
10%	8%	5%

## Requirements

Participating Geos:	Americas, EMEA and APAC
Partner Type:	CSA, LAR, ISV, SI
Partner Level:	All levels
Product Certification:	Must be certified to sell the product to submit and claim Citrix Opportunity Registration
Eligible Products:	Cloud networking products

## Process

Required Information for registration submission:	Customer Name, Contact Name, Email Address, Physical Address and Phone Number Customer Project Name Customer Licensing Agreement Type Product name and estimated quantity Forecasted amount, close date and probability Distributor Name Key Play
Response SLA:	Two (2) Business Days
Response Outcomes:	Validated Rejected, with rejection reason
Validation Period:	90 days; One time resubmission within 30 days of expiration; One registration per order
Process Overview:	



# Opportunity Registration Program Details

**Opportunity Registration Program. Competitive edge in cloud networking.** Now, partners certified to sell cloud networking products can register opportunities with Citrix and, if validated, become eligible for an additional suggested upfront discount of up to 10 percent (Upfront Discount). The Citrix Opportunity Registration Program has the potential to increase partner success in closing business in a highly competitive space.

## Program Benefits

Partners with a validated Opportunity Registration become eligible for the Upfront Discount for 90 days from the date the Registration was submitted.

Incentive Program	Incentive Type	Partner Type	Partner Level	Easy; ELA L1	ELA L2-L6; Education	GELA
<b>Opportunity Registration</b>	Upfront Discount	CSAs, ISVs, LARs, SIs	ALL	10%	8%	5%

ELA L7 purchase orders do not qualify for the Upfront Discount incentive provided through the Citrix Opportunity Registration Program.

The GELA program is only available in LAC and EMEA.

## Requirements

The Citrix Opportunity Registration Program is available to all partner types and levels listed above in the Americas, EMEA and APAC geographies.

In order to participate in the Citrix Opportunity Registration Program, Citrix partners must be fully compliant with the requirements published in the applicable Citrix Partner Membership Agreement and must have a valid product certification for product(s) for which they are submitting a Registration. If a certification is not available for a product, then certification is not required to submit a Registration for that product. Partners must be active and certified at both the time of the Registration submission and at the time the Registration is claimed.

**TIP:** Certification requirements differ by product line. The specifics are available in the Product Authorization Requirements section in Partner Central, including documented steps to ensure Citrix product authorization systems properly record the Partner's certifications.

The following cloud networking products are eligible for the Upfront Discount available through the Citrix Opportunity Registration Program when purchased under a Citrix Licensing Agreement:

- Citrix CloudBridge - Appliance, Virtual Appliance
- Citrix NetScaler Access Gateway - Appliance, Virtual Appliance, Universal License
- Citrix NetScaler App Delivery Controller - Appliance, Virtual Appliance
- Citrix NetScaler App Firewall - Appliance
- Citrix NetScaler CloudConnector
- Citrix NetScaler Command Center
- Citrix NetScaler Software Options

The specific products listed above are eligible for Registration at the time of publication. Additions to the eligible products will be communicated 30 days in advance. Deletions or changes to the existing eligible products will be communicated 90 days in advance.

Cold Spares, Accessories, Media Kits, Eval units, Partner DEMO and USE products and Maintenance Agreements (including Subscription Advantage, Premier Support, Software Maintenance and Appliance Maintenance) are not eligible for the Citrix Opportunity Registration Program and will not receive additional upfront discount.

There is no minimum order amount required for Opportunity Registration. There is no limit to the number of validated Opportunity Registration submissions a partner can have in the system. Citrix sales will engage with partners to track status of validated opportunity registrations on a regular basis.

## Process

Partners can submit a Registration via the Leads and Rewards system accessed via Partner Central. The Leads and Rewards system can be accessed by logging in to Partner Central ([www.citrix.com/partnercentral](http://www.citrix.com/partnercentral)), then clicking on the Leads and Rewards link under the Sales dropdown on the navigation bar on the top of the landing page. The Partner must provide the following information:

- Customer Name
- Contact Name
- Contact Email Address
- Company Physical Address
- Phone Number
- Customer Project Name
- Customer Licensing Agreement Type
- Product Name
- Quantity
- Forecasted Amount\*
- Forecasted Close Date\*
- Probability
- Distributor Name\*
- Key Play

\* These items can be edited after the Opportunity Registration has been validated.

After a Registration is submitted, there will be a two (2) business day validation period. The partner will be notified once the Registration is validated or rejected. Registrations are valid for ninety (90) calendar days from the date the Registration was submitted. Only one validated Registration is allowed per unique Citrix customer name and location.

If a Registration is not validated, the Registration status will be marked as rejected with one of the following rejection reasons:

- Partner not certified for cloud networking products
- Existing validated Registration for this customer location

Partners can renew the Registration one time, within thirty (30) days prior to the Registration expiration date by selecting the resubmission option from within the Opportunity Registration record.. When the Registration has been submitted for renewal, the Registration will be revalidated against the program rules to ensure the partner is current and up-to-date with the requirements set out in the applicable Citrix Partner Membership Agreement and is certified to sell the product for which they are renewing the Opportunity Registration.

Partners must submit their validated Opportunity Registration ID (Registration ID) to distribution when requesting a quote from Distribution, and/or when submitting a purchase order to distribution. Distribution must then include the Partner's validated Registration ID when they submit their Purchase Order to Citrix. If multiple Purchase Orders are submitted, a unique Registration ID must be provided per Purchase Order.

The Upfront Discount provided through the Citrix Opportunity Registration Program is available for orders placed under the Easy, ELA L1-L6, Education and GELA programs. Orders placed under ELA L7 are excluded from the Citrix Opportunity registration Program and are not eligible for additional Upfront Discount. Partners are eligible to submit a Registration for all customers including those identified in the Citrix High Touch Account list.

In order to ensure the appropriate Partner receives the additional upfront discount, the Partner ID number on the validated Registration ID must match the Partner ID number on the purchase order to Citrix. Only one Opportunity Registration ID can be claimed against an order, and only one order can be applied to an Opportunity Registration ID. Any subsequent orders for the same customer and customer location will require the Partner to submit a new Opportunity Registration in order to be eligible to receive the additional upfront discount.

Citrix cannot require that the Distributor pass the Upfront Discount to the Partner or require the duration for which any Upfront Discount is extended. The Partner's cost is determined by the Distributor and the Partner without Citrix involvement.

Special pricing or pricing exception requests may require adjustments to available Upfront Discounts, if approved.