

# 2014 Trade-up to Citrix Workspace Suite Program

## Frequently Asked Questions



## 2014 Trade-up to Citrix Workspace Suite Program Overview

The Citrix Workspace Suite is the industry's most complete solution for the secure delivery and management of apps, data and services from any device over any network, enabling new ways for people to work better. This solution unites apps, desktops, data and services on any device and includes XenDesktop, XenApp, XenMobile, ShareFile, NetScaler and CloudBridge.

The **Trade-up to Citrix Workspace Suite Program** is designed specifically to provide XenApp, XenDesktop, XenMobile and ShareFile Enterprise customers the ability to keep all of the great functionality they are accustomed to with their current Citrix product(s), while adding new, powerful capabilities to complete their mobile workspace. The Trade-up to Workspace Suite program includes the following (3) offers:

- **Trade-up:** Customers trade up all XenApp or XenDesktop concurrent licenses to receive two Citrix Workspace Suite licenses for each XenDesktop/XenApp license, or trade up all XenDesktop, XenMobile or ShareFile Enterprise user/devices licenses to receive one Citrix Workspace Suite license for each XenDesktop/XenMobile/ShareFile Enterprise license. Customers **save over 70%** on Citrix Workspace Suite.
- **Trade-up PLUS:** Customers trade up all XenApp, XenDesktop, XenMobile or ShareFile Enterprise licenses and buy additional licenses to reach MORE users with Citrix Workspace Suite. Customers **save 10%** on new Citrix Workspace Suite licenses at the time of trade up.
- **Trade-up MAX:** Customers trade up all XenApp, XenDesktop, XenMobile or ShareFile Enterprise licenses and buy additional licenses to reach ALL remaining users Citrix Workspace Suite. Customers **save 35%** on new Citrix Workspace Suite licenses at the time of trade up.

Trade-up to Citrix Workspace Suite offers are available to all XenApp, XenDesktop, XenMobile or ShareFile Enterprise customers with active or expired Subscription Advantage and/or Software Maintenance.

### What is the Trade-up program?

The Trade-up for Citrix Workspace Suite program gives XenApp, XenDesktop, XenMobile and ShareFile Enterprise customers a cost-effective, low risk path to leverage their current investment and move to the market leading mobile workspace solution, Citrix Workspace Suite. The Trade-up program includes the following (2) options:

- **2-for-1** offers for XenApp or XenDesktop customers that trade up ALL concurrent licenses for new Citrix Workspace Suite user licenses. Customers receive two new Citrix Workspace Suite user licenses for each XenApp or XenDesktop concurrent license they trade up. Customers can save up to 70% on Citrix Workspace Suite.
- **1-for-1** offers for XenDesktop, XenMobile or ShareFile Enterprise customers that trade up ALL user or device licenses for new Citrix Workspace Suite user licenses. Customers receive a new Citrix Workspace Suite user license for each XenDesktop, XenMobile or ShareFile Enterprise user/device license they trade up. Customers can save up to 70% on Citrix Workspace Suite.

### **What is the Trade-up PLUS program?**

The Trade-up PLUS program allows customers that trade up all XenApp, XenDesktop, XenMobile or ShareFile Enterprise licenses to buy additional Citrix Workspace Suite licenses for MORE users at 10% off the product SRP.

To qualify for Trade-up PLUS, customers must trade up all of their active licenses and purchase new Citrix Workspace Suite licenses for more users in a single order to be eligible for Trade-up PLUS.

### **What is the Trade-up MAX program?**

The Trade-up MAX program allows customers that trade up all XenApp, XenDesktop, XenMobile or ShareFile Enterprise licenses to buy new Citrix Workspace Suite licenses for ALL remaining users at 35% off the product SRP.

To qualify for Trade-up MAX, customers must trade up all of licenses and purchase new Citrix Workspace Suite licenses for all remaining computer users in a single order. This order must total a minimum of 2,500 Citrix Workspace Suite licenses, including both the number of Citrix Workspace Suite licenses received via Trade-up and the additional Citrix Workspace Suite licenses via Trade-up MAX. Citrix will accept Dun & Bradstreet or Hoovers.com data or the user count for any active Microsoft Enterprise Agreement as supporting evidence.

### **Which customers can take advantage of the Trade-up to Citrix Workspace Suite Program?**

Customers with any edition of XenApp (Advanced, Enterprise, Platinum), XenDesktop (VDI, Enterprise, Platinum) or XenMobile (MDM, App, Enterprise), as well as ShareFile Enterprise customers with active or expired Subscription Advantage/Software Maintenance can take advantage of the Trade-up program.

### **Is Software Maintenance a required with the Citrix Workspace Suite?**

Yes. The first year of Software Maintenance must be purchased with Citrix Workspace Suite perpetual product licenses. Software Maintenance is optional in future years. Software Maintenance provides customers with version upgrades and 24x7x365 Technical Support services.

### **What additional benefits will a customer receive by trading up to the Citrix Workspace Suite?**

Each new Citrix Workspace Suite license will include entitlements to XenDesktop Platinum and XenMobile Enterprise – including all of the additional features included within, such as Application Virtualization powered by XenApp, Mobile Device Management and Mobile Application Management powered by XenMobile, Secure mobile data access powered by ShareFile, WAN Optimization powered by CloudBridge for enhanced end user performance, Application migration and remediation assistance powered AppDNA, and Smart Access policy management powered NetScaler Gateway. In addition, trade-up customers will receive 24x7x365 Technical Support services.

### **What if a customer owns a combination of products that are individually eligible for trade up?**

Customers considering a trade up to the Citrix Workspace Suite that own multiple eligible Citrix products have the flexibility to trade up as many of those products as desired. Citrix offers attractive pricing for customers who have previously invested in XenApp, XenDesktop, XenMobile and ShareFile Enterprise. Customers interested in only trading up against a particular set of product(s), can be rest assured their remaining Citrix product investments will remain intact and can continue to be owned and operated separately. Customers should work with their advising Citrix partner to ensure the most advantageous path or paths. Below is a simple example illustration this likely scenario:

Example: ABC Co. owns 100 XenApp licenses (CCU), 500 XenDesktop Enterprise licenses (User/Device), 500 XenMobile-MDM licenses (User) and elects to trade-up their 100 XenApp Concurrent licenses to Citrix Workspace Suite...

- By trading up 100 XenApp concurrent licenses and purchasing required year one Software Maintenance, the customer will receive:
  - 200 new Citrix Workspace Suite user licenses with year one 24x7x365 Technical Support
- Customer retains remaining Citrix investments:
  - 500 XenDesktop Enterprise User/Device licenses
  - 500 existing XenMobile-MDM User licenses

### **What program discounts do customers get on the Citrix Workspace Suite?**

Citrix offers licensing programs designed to meet the needs of any commercial enterprise (ELA), educational institution (EDU) or government agency (GELA) worldwide. Existing customers that leverage the Trade-up to Citrix Workspace Suite program that qualify for these programs will receive their volume discounts on both Citrix Workspace Suite product and Software Maintenance purchases.

### **What resources are available for more information on the Trade-up to Citrix Workspace Suite Program?**

Customers should contact IntraSystems at 781.986.1700 x218 or send us an email at [info@intrasystems.com](mailto:info@intrasystems.com) to get all of your Trade-up questions answered. Customers can also complete the Contact Form on our website at [www.intrasystems.com/contact-us/](http://www.intrasystems.com/contact-us/). Please visit our website at [www.intrasystems.com](http://www.intrasystems.com) for more information.