

Citrix Technical Relationship Management



Understanding your business

- Understanding your unique infrastructure and business impact
- Single technical point of contact
- Dedicated advocate – your voice within Citrix
- Proactive updates to minimise downtime and support costs
- 24x7 support coverage

Designated Technical Relationship Manager

In complex IT environments, proactive support relationships are essential for efficient solutions. When you choose a Citrix support option with Account Management Service, we offer the added value of a dedicated, single point of contact by assigning a highly trained Technical Relationship Manager (TRM) to your business. The TRM has extensive experience delivering Citrix solutions and is equipped to troubleshoot and resolve complex issues quickly. This will enable your business to minimise the exposure to downtime, thus reducing the investment to support your Citrix infrastructure.

Single point of technical contact

Customers with a designated Technical Relationship Manager bypass frontline and first-level support, and are granted direct access to their assigned engineer. Your TRM is responsible for handling the entire support process such as issue troubleshooting and resolution, proactive status updates, or involving other Citrix specialists where needed for speedy resolution.

Proactive relationship management

Your TRM's first responsibility is to understand your business and how your Application Delivery Infrastructure interacts with it. This creates the basis for the TRM to keep you up-to-date with technical information relevant to your unique environment, to advise you on technical best practices or to educate you on troubleshooting methodologies and tools. Our intention is to add business value to the relationship and become a virtual member of your organisation. This process begins with your TRM conducting an in-depth meeting to understand your technology and support requirements, which will be captured in the Customer Account Plan and used as a framework throughout the entire contract period.

Dedicated advocate at Citrix

Your TRM will act as your advocate within Citrix and will establish communications with Citrix Product Management and Citrix Development teams. The TRM will be your voice within Citrix and will make sure the correct priorities are given to any technical case, and that your experiences with Citrix products and deployments are relayed to Citrix Product Management. The TRM will also get you access to early release product reviews or beta programs of non-sale products such as ICA® clients and hotfix roll-up packs.

Reporting to you

Regular status reports and reviews of Citrix's performance as a service provider are another part of the TRM's responsibilities. These reports and reviews can be customised to match your priorities and include statistics such as the number of support calls opened, case status and resolution times. Also, the TRM can analyse your support trends and make recommendations for better reliability and performance.

	Citrix Preferred Support Services (w/o TRM)	Technical Relationship Management
Citrix Technical Support™ Features		
Telephone support	•	•
Web support	•	•
Designated Support Engineer		•
Priority access to Escalation Team		•
Access to critical situation management		•
Technical Support knowledge transfer		
Quarterly technical Webcasts	•	•
Access to Knowledge Transfer events	•	•
Technical newsletter	•	•
Access to customised Web portal		•
Access to technical roundtables		•
Access to managed beta and early release programs		•
Customised services		
Customer Account Plan		•
Customer profiling		•
Supportability reviews		•
Proactive environment-specific technical notifications		•
Access to case analysis		•
Account management		
Non-technical point of contact	•	
Onsite meetings		•
Monthly conference call		•
Quarterly or annual business reviews		•
Add-on support services		
Additional regions	•	•
Additional named contacts	•	•
Technical Support on site – critical intervention	•	•
Technical Support on site – designated onsite engineer		•
Designated escalation services		•

About Citrix

Citrix Systems, Inc. (Nasdaq:CTXS) is the global leader and the most trusted name in application delivery infrastructure. More than 215,000 organisations worldwide rely on Citrix to deliver any application to users anywhere with the best performance, highest security and lowest cost. Citrix customers include 100% of the *Fortune* 100 companies and 99% of the *Fortune* Global 500, as well as hundreds of thousands of small businesses and prosumers. Citrix has approximately 8,000 channel and alliance partners in more than 100 countries. Annual revenue in 2007 was \$1.4 billion.

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