

2011 Trade-up to XenDesktop Program

Frequently Asked Questions

2011 Trade-up to XenDesktop Program Overview

What is Citrix announcing?

Citrix has announced **three permanent Trade-up to XenDesktop programs** that give XenApp customers the ability to add desktop virtualization to XenApp and expand their desktop virtualization footprint. These new programs include:

- **Trade-up:** Customers can choose to trade-up a subset of their XenApp licenses to receive one XenDesktop license for each XenApp license, or Trade-up all of their XenApp licenses to receive two XenDesktop licenses for each XenApp license. This program allows customers to save more than 70% on XenDesktop.
- **Trade-up PLUS:** Customers who trade-up all of their XenApp licenses can also expand to reach MORE users with XenDesktop for 10% off the standard product SRP.
- **Trade-up MAX:** Customers who trade-up all of their XenApp licenses can also expand to reach ALL of their users with XenDesktop for 35% off the standard product SRP.

Citrix has also announced a limited-time promotion called **Trade-up RESTART**. This promotion will run through December 31, 2011, and allows any customer with expired Subscription Advantage to save \$50 off the standard expired SA Trade-up price.

How is the Trade-up program changing for 2011 and beyond?

Effective January 2011, the Trade-up program will change in the following ways:

- The Trade-up program becomes a permanent upgrade path for all XenApp customers, with standard pricing.
- With the introduction of a XenDesktop CCU option, the Trade-up program now offers customers a XenApp CCU to XenDesktop CCU path.
- Customers with expired Subscription Advantage can now take advantage of the 2-for-1 Trade-up offers, not just 1-for-1.
- Citrix launched the 2011 Trade-up RESTART promotion for customers that have let their XenApp Subscription Advantage membership lapse.
- Citrix introduced two new programs that help customers expand their XenDesktop deployment, Trade-up PLUS and Trade-up MAX.

When will the new Trade-up programs and promotion be available for customers?

The new Trade-up, Trade-up PLUS and Trade-up MAX programs are available to customers on January 17th, 2011. The Trade-up RESTART promotion is also available on January 17th, 2011 and runs through December 31st, 2011.

What is the Trade-up program?

Trade-up is a permanent upgrade program that gives Citrix XenApp customers a cost-effective, low risk path to leverage their XenApp investment and move to the industry standard in desktop virtualization, XenDesktop. The Trade-up includes the following offers:

User/Device Options

- 2-for-1 offers for customers with active or expired SA that trade-up ALL eligible XenApp CCU licenses for new XenDesktop Platinum or Enterprise User/Device licenses. Customers save more than 70% on XenDesktop.
- 1-for-1 offers for customers with active or expired SA that trade-up ANY eligible XenApp CCU licenses for new XenDesktop Platinum or Enterprise User/Device licenses. Customers save more than 60% on XenDesktop.

CCU Options

- 1-for-1 offers for customers with active or expired SA that trade-up ANY eligible XenApp CCU licenses for new XenDesktop Platinum or Enterprise CCU licenses. Customers save more than 60% on XenDesktop.

What is the Trade-up PLUS program?

Trade-up PLUS is a permanent program that gives Citrix XenApp customers the most cost-effective, low risk path to gradually expand their adoption of the industry standard in desktop virtualization, XenDesktop.

- With Trade-up PLUS, customers that trade-up all eligible XenApp licenses to XenDesktop can also buy new XenDesktop Platinum or Enterprise U/D or CCU licenses for MORE users at 10% off the product SRP.
- The customer must trade-up all of their eligible licenses and purchase new XenDesktop licenses for more users in a single order to be eligible for Trade-up PLUS.

What is the Trade-up MAX program?

Trade-up MAX is a permanent program that gives Citrix XenApp customers the most cost-effective path to invest strategically in enterprise-wide adoption of the industry standard in desktop virtualization, XenDesktop.

- With Trade-up MAX, customers that trade-up all eligible XenApp licenses to XenDesktop can also buy new XenDesktop Platinum or Enterprise U/D licenses for ALL users at 35% off the product SRP.
- To be eligible for Trade-up MAX, the customer must trade-up all of their eligible licenses and purchase new XenDesktop licenses for all remaining computer users in a single order. The single customer order must also total a minimum of 2,500 XenDesktop U/D licenses, including both the number of XenDesktop licenses received via Trade-up and the additional XenDesktop licenses.

What is the Trade-up RESTART promotion?

Trade-up RESTART is a limited-time promotion that gives Citrix XenApp customers a cost-effective way to re-invest in Citrix and begin moving to the industry standard in desktop virtualization, XenDesktop.

- With Trade-up RESTART, customers with expired Subscription Advantage (including reinstatement and recovery) can trade-up their XenApp licenses to XenDesktop Enterprise or Platinum U/D or CCU licenses. Customers that trade-up all of their expired XenApp licenses can take advantage of the 2-for-1 U/D offer.
- The Trade-up RESTART promotion runs throughout 2011 and allows customers to save \$50 off the expired SA Trade-up prices.

Which XenApp customers can take advantage of the Trade-up, Trade-up PLUS and Trade-up MAX programs?

Any XenApp Platinum, Enterprise, Advanced, or Fundamentals edition customer with active or expired SA can take advantage of the Trade-up program. **However, customers with XenApp Fundamentals can only trade-up 1-for-1 to XenDesktop User/Device licenses since XenApp Fundamentals is a user based license.**

What versions of XenApp qualify for the Trade-up program?

The Trade-up program will accept product versions dating as far back as MetaFrame XP.

What program discounts do customers get on Trade-up, Trade-up PLUS and Trade-up MAX?

When a customer with an active ELA, GELA or Education agreement trades up to XenDesktop, they receive a fixed 25% discount.

If a customer purchases additional XenDesktop licenses through Trade-up PLUS or Trade-up MAX, their standard ELA discounts apply for the additional XenDesktop licenses.

Is a customer required to purchase the same XenDesktop edition when they order additional licenses under Trade-up PLUS or Trade-up MAX?

No. Customers can purchase either XenDesktop Platinum or Enterprise licenses for their Trade-up PLUS or Trade-up MAX order.

How does a XenApp customer determine if they qualify to take advantage of the Trade-up MAX program?

To qualify for Trade-up MAX, customers must purchase additional licenses for all of their remaining computer users. Citrix will accept Dun & Bradstreet or Hoovers.com data or the user count for any active Microsoft Enterprise Agreement as supporting evidence.

Which XenApp licenses must the customer trade up to take advantage of the 2-for-1 offer?

For a customer to take advantage of the 2-for-1 Trade-up, they must trade-up all eligible XenApp licenses. This includes all XenApp Platinum, Enterprise and Advanced edition licenses with active Subscription Advantage. Licenses with expired Subscription Advantage can be traded-up to XenDesktop at 2-for-1, but are not required. XenApp Fundamentals licenses do not qualify for the 2-for-1.

Do customers have to trade in ALL of expired XenApp licenses as well as ALL of active XenApp licenses to qualify for the 2:1 offer under the Trade-up RESTART promotion?

No. As part of the 2011 Trade-up RESTART promotion, customers can take full advantage of receiving two XenDesktop licenses for each XenApp license on ALL expired XenApp licenses only. There is no requirement to also include active XenApp licenses as part of the Trade-up RESTART transaction.

Customers electing to trade up ALL of their active XenApp licenses to receive two XenDesktop licenses for each XenApp license can choose to include ALL qualifying expired XenApp licenses and receive the same 2:1 pricing for their expired installed base through December 31, 2011. Effective January 1, 2012 Trade-up pricing for customers with expired XenApp licenses will increase by \$50 per license.

If a customer initially trades up a subset of their XenApp licenses, can they trade-up more XenApp licenses later?

Customers that trade up 100% of their licenses in a single transaction get the most licenses and the greatest savings. Additionally, customers that trade up all licenses at once can buy new XenDesktop licenses at discounted prices with Trade-up PLUS or Trade-up MAX.

If a customer only trades-up a portion of their XenApp licenses in their first transaction, they only receive one XenDesktop U/D or CCU license for each XenApp CCU license. If the customer trades up more of their licenses at a later date, two options are possible:

1. The customer trades up all remaining XenApp licenses and receives two XenDesktop U/D licenses or one CCU license for each remaining XenApp license. This also gives them the opportunity to take advantage of Trade-up PLUS or Trade-up MAX.
2. The customer trades up a subset of the remaining XenApp licenses. They receive one XenDesktop U/D or CCU license for each XenApp CCU license.

Can customers retain their Microsoft TS/RDS CALs purchased with XenApp Fundamentals under the Trade-up to XenDesktop Program?

Yes. To ensure customers retain their Microsoft TS/RDS CALs, the request must be specified on the Trade-up order. If the request to retain Microsoft TS/RDS CALs is not specified on the Trade-up order, the Microsoft TS/RDS CALs will be rescinded along with the XenApp Fundamentals product that is being traded-up to XenDesktop. Renewals for retained Microsoft TS/RDS CALs will be managed independently of Citrix product. All Microsoft TS/RDS CALs with Subscription Advantage that are retained for use within the customers' infrastructure can be used and updated as long as Subscription Advantage is valid. If Subscription Advantage is not renewed, the TS/RDS CALs remain valid, but cannot be updated.

What resources are available if a customer would like more information on the Trade-up to XenDesktop Program?

Customers should find a trusted Citrix Solution Advisor or contact a Citrix representative to get all of their Trade-up questions answered. Customers can also visit www.citrix.com/tradeup for more information, or use the Trade-up calculator (www.citrix.com/tucalculator) to quickly see how much their organization can save with this promotion. This simple tool also shows customers the value of Trade-up PLUS and Trade-up MAX.