

Citrix Public Sector Licensing Programs

Program Guide

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Citrix Public Sector Licensing Programs

Citrix provides Commercial Licensing Programs for commercial organizations and Public Sector Licensing Programs for public sector organizations such as government agencies, educational institutions and non-profit organizations (excluding hospitals and health care organizations).

This guide is specific to public sector organizations and includes information about Citrix Public Sector Licensing Programs. Commercial organizations should refer to the Commercial Licensing Program Guide for information on Citrix Commercial Licensing Programs.

Overview– Citrix Volume Licensing

Acquiring software licenses through Citrix Volume Licensing is different than acquiring retail boxed software licenses. Citrix Volume Licensing provides software licenses and Citrix software products are delivered as downloads. Savings beyond retail boxed software prices can be realized by participating in Citrix Volume Licensing. By acquiring software licenses through Citrix Volume Licensing, you can pay for only the software license. Depending on the Citrix license program, you may receive media, and you have the option to acquire media (or supplemental media), documentation and product support separately as needed. Citrix software products have a EULA that defines how that product may be used. All Citrix product EULAs may be viewed at www.Citrix.com/EULA at any time.

Keys to understanding Citrix Volume Licensing

Citrix Volume Licensing is a means of obtaining Citrix products. When registering for a license program, you agree to software download delivery and, depending on the nature and level of your commitment, may be granted a suggested discount from the published suggested retail price (SRP). Depending on the specific license program and level for which your purchase qualifies, you may also be granted a suggested discount on select Citrix services. The discount details are described in the sections that follow about each of the Volume Licensing programs and options. Actual discounts are set by authorized Citrix resellers.

Your suggested discount applies to all Citrix products sold through that program for the duration of your discount term.

Some keys to understanding the major characteristics of Citrix Volume Licensing policies and programs and to choosing the best option for your organization are:

- The size and type of your organization
- The products you want to obtain
- The way in which you want to use those products

The Citrix product you acquire will have its licensing model and usage governed by its EULA.

How to use this guide

This guide provides an overview of the key features of Citrix Public Sector Licensing programs. The information is presented by license program and option, where applicable. Each program is designed for an organization of a specific type and size—two of the most important keys to determining the best public sector option.

This guide contains information about the additional benefits and resources that are available with each program, such as software asset tracking tools, maintenance programs and online management services.

Public Sector Licensing Overview

Public Sector organizations,¹ such as authorized government agencies, schools and universities, and non-profit organizations (other than hospital and health care companies) may take advantage of these Citrix license programs offered within their respective geography:²

- The Citrix Education License Program
- The Citrix GELA Program
- A GSA Schedule

Note that an organization may only have one active Public Sector License Program.

EDUCATION

The Citrix Education License Program provides qualified organizations³ with the ability to acquire Citrix products at a substantial discount with a minimum purchase of \$20K USD. The Education License Program is for qualified schools and universities and non-profit organizations excluding hospitals and health care companies within North America; Europe, Middle East and Africa (EMEA); Asia Pacific (APAC) and Japan.¹ (Government-funded educational organizations in EMEA may use the GELA License Program.)

GELA

The Citrix GELA program is for eligible Government Entities and Academic Entities within Europe, Middle East and Africa (EMEA) and Latin America and the Caribbean (LAC)⁴. It provides qualified organizations with the ability to acquire Citrix products at substantial discounts. The program requires a minimum initial purchase which varies by geography and offers several suggested discount levels to meet the needs of a wide range of government organizations.

GSA SCHEDULE

A **GSA Schedule** is developed with the Government Services Administration of the U.S. federal government and offers authorized government agencies in the U.S. the opportunity to acquire products using an approved schedule. This ensures that the qualified organization receives the best possible price and may eliminate the need for soliciting bids and evaluating

¹NOTE: Different definitions may apply in different geographies.

² The following types of organizations qualify for the Citrix Education License Program:

- Certain non-profit educational institutions within North America, APAC and Japan
- Certain non-government funded educational institutions in LAC and EMEA
- Certain non-profit organizations, excluding hospitals and health care organizations, in all geographies
- Certain government organizations in Japan

³ Commercial organizations and non-profit hospitals and health care companies, whether publicly or privately held, may take advantage of Citrix global Volume Licensing programs:

- The EASY License Program
- The Citrix Enterprise License Program

⁴ See the Government Entity Licensing Program terms on <http://www.citrix.com> for a detailed definition of organizations eligible for the GELA program.

proposals. An organization's procurement department can be consulted to determine whether the organization is authorized to use a GSA Schedule to obtain Citrix products.

COMPARING CITRIX VOLUME LICENSING PROGRAMS

The feature comparison chart below is provided to give a quick overview of the Citrix Public Sector Licensing Programs. An organization may only have one active Public Sector License Program.

Public Sector programs			
	Education	GELA	GSA
Org size	Any	Any	Any
Pricing	Automatic pricing	Automatic tiered pricing based on initial purchase	GSA-approved pricing
Commitment	\$20,000 USD	\$10,000 USD	N/A
Minimum Initial Order	\$20,000 USD	\$10,000 USD	N/A
Term	3 Years Renewable	3 Years Renewable	N/A
Minimum Renewal Order	\$5,000 USD	\$5,000 USD	N/A
Geography	Global	EMEA LAC	U.S.

Specific attributes may vary by geography.

HOW TO SELECT YOUR PUBLIC SECTOR LICENSING OPTION

The section guides you through the process of selecting the appropriate Citrix Volume Licensing Program.

If you are a public sector organization⁵

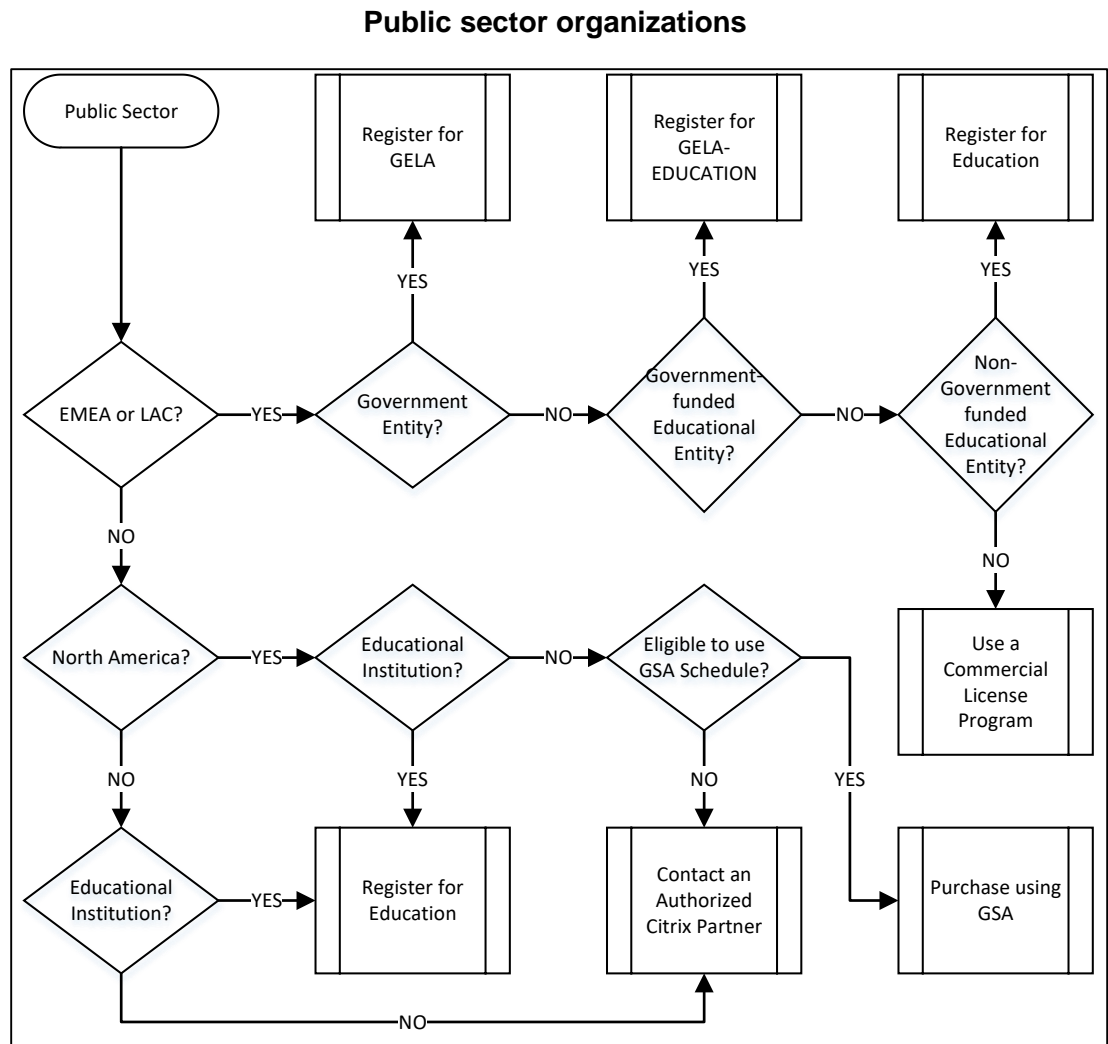
- **In Europe, Middle East or Africa (EMEA) and Latin America and the Caribbean (LAC)**
 - Non-government funded educational institutions: use the Education License Program
 - Eligible Government and Academic Entities: use the Citrix GELA License Program⁶
- **In Japan,**
 - Use the Education License Program
- **In the U.S.**
 - If you are an educational institution, use the Education License Program

⁵ NOTE: Different definitions may apply in different geographies.

⁶ See the Government Entity Licensing Program terms on www.citrix.com for a detailed definition of organizations eligible for the GELA program. Eligible Academic Entities should use the GELA-Education program, which has a dedicated GELA program level.

- If you are a government organization eligible to use a General Services Administration (GSA) schedule⁷, use a GSA Contract
- If you are a government organization not eligible to use a General Services Administration (GSA) schedule³, contact an authorized Citrix partner or a Citrix representative for assistance in determining the appropriate Citrix Volume Licensing Program
- **In Asia Pacific (APAC), Japan or North America outside of the U.S.**
 - If you are an educational institution, use the Education License Program
 - If you are a government organization, contact an authorized Citrix partner for assistance in determining the appropriate Citrix Volume Licensing Program

This flowchart illustrates the selection process.



Authorized Japanese government organizations should use the Education License Program.

NOTE: Different definitions may apply in different geographies.

⁷ Consult your Procurement Department to determine whether you are eligible to use a GSA Schedule.

Public Sector Licensing Programs

EDUCATION LICENSE PROGRAM

The Citrix Education License Program requires an up-front commitment in the form of an initial purchase of at least \$20,000 USD (at SRP) of Citrix product(s) or new Customer Success. The Education program is used by educational organizations in North America, EMEA, APAC or Japan that need Citrix products. The Citrix Education program is also used by non-government funded educational organizations in EMEA and LAC and non-profit organizations globally (excluding hospitals and health care organizations) in addition to authorized government agencies in Japan.

Enrolling in the Education program reduces the time required for a customer to acquire Citrix products by establishing the program terms in advance and establishing a 40 percent suggested discount from SRP that the customer will enjoy throughout the term of the license program. Actual discounts are determined by Citrix authorized resellers. The Education License Program allows any qualified organization to register for the program, but does not permit an organization to register as an affiliate under its parent organization.

During the term of the Education program, a customer may receive the suggested discount for any orders placed that meet or exceed the minimum Reorder requirement per the accepted terms of the license program.

At the end of the term of the Education program, a customer may renew its Education program for an additional two years by placing a renewal order that meets the minimum renewal order requirement of \$5,000 USD (at SRP). More details on the Education program pricing are available in the Education License Program Overview on www.citrix.com and the License Program Registration tool on www.citrix.com/myaccount.

Citrix Education License Program	
Initial Order (min)	\$20K USD
Suggested Discount	40%
Term	3 Years
Reorder (min)	\$2K
Renewal Order (min)	\$5K
Renewal Term	2 Years
<i>Specific attributes may vary by geography.</i>	
NOTE – The suggested discount is a reduction from the SRP on eligible products to the customer.	

Definitions

An **Initial Order** is a purchase placed at the initiation of the term of the Education agreement.

A **Reorder** is an additional purchase placed during the term of the license program.

A **Renewal Order** must be placed during the Renewal Period, during the 12 months prior to the license program expiration date.

The **Renewal Term** is the length of time the License Registration is extended upon receipt of a qualified Renewal Order.

GELA

The Citrix **GELA** license program is available in EMEA and LAC and requires an up-front commitment in the form of an initial purchase of at least \$10,000 USD (at SRP) of Citrix product(s) or new Software Maintenance for government organizations and \$2,000 USD (at SRP) for government funded educational organizations. It offers several levels to meet the needs of a broad range of government organizations.

The GELA agreement adapts to changing business needs with a flexible, simple program that provides all-inclusive suggested discounts for products and select services. It offers customers straightforward online registration with a renewal option, making it simple to manage. You merely register online to be able to place an order under the GELA license program with an authorized Citrix reseller. Unlike rigid agreements that force customers to make large upfront commitments and buy unneeded products, the GELA gives government organizations the freedom to buy only what they need at the best price as their needs evolve.

Any qualified product or new Customer Success purchase earns customers the same suggested discount for all eligible Citrix products and select Citrix services. Suggested discounts are set by GELA level and apply for three years and may be increased with a qualified renewal order. At the end of the term of the GELA program, a customer may renew its GELA program for an additional two years by placing a renewal order that meets the minimum renewal order requirement for its current GELA level. Customers who do not place a qualifying renewal order will remain a GELA customer at level 0-G and may move to a higher GELA level by placing an order that meets that levels minimum initial order requirement.

- The GELA requires government organizations to register only once to get access to various suggested discount levels covering any qualifying Citrix purchase, making it simple to manage and leverage procurement of Citrix products.
- The GELA encourages government organizations to buy and renew only what they need, with the flexibility to adapt as their needs evolve.

Specific questions relating to GELA applicability in EMEA or LAC should be addressed to an authorized Citrix partner or a Citrix representative. In general the program is open to⁸:

- Government Entities whose revenue/profits go solely to the government, is exempt from corporation tax, and is financed more that 50% by the government.
- Academic Entities that are either a school under exclusive governance of a Government Entity and organized and operated exclusively for educational purposes, a district, regional or state administrative office of the a qualified school (as described above), or a library under the exclusive governance of a Government Entity .

Enrolling in GELA reduces the time required for a customer to acquire Citrix products by establishing the program terms in advance and establishing the suggested discount from SRP that the customer will be eligible to enjoy throughout the term of the license program. The discount levels offered range from 40 to 50 percent and are based on the size of the

⁸ See the Government Entity Licensing Program terms on www.citrix.com for a detailed definition of organizations eligible for the GELA program.

organization's initial order and the customer's geography. The GELA License Program allows any qualified organization to register to the program either as a parent organization or, if qualified, as an affiliate under its parent organization. Affiliation is provided to simplify the enrollment process and allow an organization to utilize the same program as its parent, while providing the parent and each affiliate with its own program level and associated program benefits.

During the term of the GELA license program, a customer will receive the established discount for any orders placed that meet or exceed the minimum Reorder requirement per the accepted terms of the license program. The agreement's level can be increased by placing an order that meets the requirements of a higher GELA level.

More details about the GELA License Program are available in the GELA License Program overview on www.citrix.com and the License Program Registration tool on www.citrix.com/myaccount. The GELA Licensing Program Terms are available at <http://www.citrix.com/buy/licensing/programs/terms/gela-terms.html>.

Citrix GELA License Program						
Level	0-G ⁹	1	2	3	4 ¹⁰	5
Initial Order (min)	N/A	\$10K USD	\$250K USD	\$500K USD	\$2K USD	Negotiated
Suggested Discount	0%	40%	45%	50%	50%	Negotiated
Term	N/A	3 Years	3 Years	3 Years	3 Years	Negotiated
Reorder (min)	\$5K USD	\$5K USD	\$5K USD	\$5K USD	\$2K USD	Negotiated
Renewal Order (min)	N/A	\$5K USD	\$125K USD	\$250K USD	\$1K USD	Negotiated
Renewal Term	N/A	2 Years	2 Years	2 Years	2 Years	Negotiated
	<i>Specific attributes may vary by geography.</i>					
	NOTE – The suggested discount is a reduction from the SRP on eligible products to the customer.					

Definitions

An **Initial Order** is a purchase placed at the initiation of the term of the GELA agreement and is used to establish the GELA level and associated benefits.

A **Reorder** is an additional purchase placed during the term of the License Program.

A **Renewal Order** must be placed during the Renewal Period.

The **Renewal Term** is the length of time the License Registration is extended upon receipt of a qualified Renewal Order.

⁹ GELA level 0-G is reserved for higher level GELA customers who do not renew their agreement before its expiration date.

¹⁰ GELA level 4, also referred to as GELA-EDUCATION, is reserved for government-funded educational institutions.

GSA SCHEDULE

A GSA Schedule is an agreement between a supplier and the General Services Administration of the U.S. federal government. Governmental departments and agencies that are authorized by the GSA may purchase Citrix products included in a GSA Schedule under pre-approved prices and set Terms and Conditions.

A GSA Schedule is negotiated periodically with the GSA and is subject to a specialized set of Terms and Conditions and offers set pricing to authorized government departments and agencies. The full schedule is posted on the GSA web site.

License Program Registration

Using a Citrix license program requires a simple, one-time registration. An authorized Citrix partner can complete a license registration on behalf of a customer that has provided its Citrix Customer ID¹¹ to the partner. Alternatively, a company can register itself by having one of its employees use the Licensing Program Registration tool on www.citrix.com/myaccount. (See the appropriate Citrix License Program Registration Guide for the step-by-step process used by a partner or a customer. Note that registration for the GELA program is not available online at this time. Please contact a Citrix partner or Citrix representative to register in the GELA License Program). There is no cost or obligation to register.

When a customer registers itself for a license program, the customer's employee performing the registration must have the following:

- An account on www.citrix.com/myaccount
- An understanding of the customer's organizational structure
- The ability to specify the organization's license contact
- Knowledge of which Citrix License Program is appropriate for the customer
- Knowledge of which partner should be notified of its license registration

When a Citrix partner registers for a license program on behalf of one of its customers, the partner's employee performing the registration must have the following:

- An account on Partner Central
- The customer's Citrix Customer ID¹²
- An understanding of the customer's organizational structure
- The ability to specify the customer's license contact
- Knowledge of which Citrix License Program is appropriate for the customer

Taking the next step

The next step is to select and register for the appropriate Citrix Public Sector Licensing Program—Education or GELA¹³—either through an authorized Citrix partner or on your own. Registration in a Citrix Public Sector Licensing Program enables customers to obtain more

¹¹ A Citrix Customer ID is required for License Program Registration and may be obtained by setting up an account on www.citrix.com.

¹² Customers can obtain their Citrix Customer ID number to provide to a Citrix partner by logging into their account on My Account. The number displayed after the User Name is the organization's Citrix Customer ID number.

¹³ Registration is not required to use a GSA Schedule.

detailed information about the program benefits and streamlines the acquisition and fulfillment process once a decision has been made to obtain Citrix product(s) or service(s).

- For assistance in selecting an authorized Citrix partner, see the Partner Locator at <http://www.citrix.com/partners/locator>
- For the step-by-step license program registration process, contact an authorized Citrix partner or a Citrix representative

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