

License Programs

Contents

OVERVIEW	3
<i>Q. What changes were made to the Citrix License Programs in Q2 2009?</i>	<i>4</i>
<i>Q. How do these changes impact customers with an active Open registrations that were in effect prior to these changes?</i>	<i>4</i>
CITRIX COMMERCIAL LICENSE PROGRAMS	5
OVERVIEW	5
<i>Q. What are the Citrix Commercial License Programs?</i>	<i>5</i>
<i>Q. What type of commercial organization should use the Citrix ELA?</i>	<i>5</i>
<i>Q. What type of commercial organization should use the Easy License Program?</i>	<i>5</i>
<i>Q. How is the level of the Citrix ELA determined?</i>	<i>5</i>
<i>Q. What is an initial order minimum?</i>	<i>5</i>
<i>Q. What are a reorder, PlusOne order and a renewal order?</i>	<i>6</i>
<i>Q. Can the suggested discount change during the term of a commercial license program?</i>	<i>6</i>
CITRIX ELA.....	6
<i>Q. How does the Citrix ELA work?</i>	<i>6</i>
<i>Q. What is the minimum commitment required for the Citrix ELA?</i>	<i>7</i>
<i>Q. Can the level of a Citrix ELA be decreased during its term?</i>	<i>7</i>
<i>Q. Can the level of a Citrix ELA be increased during its term?</i>	<i>7</i>
<i>Q. Why doesn't the Citrix ELA Level 1 have an initial order minimum?</i>	<i>7</i>
<i>Q. What happens if a customer registers for the Enterprise License Program and submits an initial order below \$150K USD?</i>	<i>7</i>
<i>Q. When is the ELA level established?</i>	<i>7</i>
<i>Q. Can a Citrix ELA level be extended beyond its initial term?</i>	<i>8</i>
<i>Q. How does a customer get started with the Citrix Enterprise License Program?</i>	<i>8</i>
<i>Q. What are the steps required to use the Citrix Enterprise License Program?</i>	<i>8</i>
EASY LICENSE PROGRAM.....	8
<i>Q. What is the minimum commitment required by the Easy License Program?</i>	<i>8</i>
<i>Q. What does the Easy License Program provide?</i>	<i>8</i>
<i>Q. What are the steps required to use the Easy License Program?</i>	<i>8</i>
<i>Q. Can customers move beyond the Easy License Program as their needs expand?</i>	<i>9</i>
CITRIX PUBLIC SECTOR PROGRAMS	10
OVERVIEW	10
<i>Q. What are the Citrix Public Sector License Programs?</i>	<i>10</i>
<i>Q. How are Citrix Public Sector License Programs defined?</i>	<i>10</i>
<i>Q. Which organizations should use the Education License Program?</i>	<i>11</i>

Q. Which license program should non-profit organizations use?11

Q. Which organizations should use Level 4 (Education) of the GELA License Program?11

Q. Which Citrix Public Sector License Program should a state government agency or department within the US use?11

CITRIX EDUCATION LICENSE PROGRAM.....11

Q. What is the Citrix Education License Program?11

Q. How does a customer get started with the Citrix Education License Program?12

Q. What are the steps required to use the Citrix Education License Program?12

GELA LICENSE PROGRAM.....12

Q. What are the different levels of the GELA License Program?12

Q. How does a customer get started with the GELA License Program?12

Q. What are the steps required to use the Citrix GELA License Program?12

GSA SCHEDULE.....13

Q. What is the Citrix GSA Schedule?13

Q. What are the attributes of the Citrix GSA Schedule?13

Q. How does a customer get started with the Citrix GSA Schedule?13

Overview

The Citrix License Programs provide customers with different methods of acquiring Citrix software. A license program differs from a license agreement, or Citrix End User License Agreement (EULA), in that a license program defines a mechanism for acquiring product and a EULA defines the terms under which a product may be used.

Citrix Licensing program models address organizations in two main categories: commercial organizations and public sector organizations (such as government agencies, educational institutions and non-profit organizations, excluding Hospitals and Healthcare organizations).

COMMERCIAL ORGANIZATIONS

Commercial organizations and non-profit Hospitals and Healthcare companies, whether publicly or privately held, may take advantage of Citrix's Volume Licensing programs:

- The Enterprise License Program (ELA) for organizations starting with as few as 250 users that are able to make an upfront commitment and purchase of Citrix products.
- The Easy License Program for organizations with as few as 5 users that need to acquire Citrix products using individual transactions on an as-needed basis.

PUBLIC SECTOR ORGANIZATIONS

Public Sector Organizations, such as authorized government agencies, schools and universities and non-profit organizations (other than Hospital and Healthcare companies) may take advantage of special Citrix License Programs offered within their respective geography:

- The Education License Program for qualified schools and universities and non-profit organizations excluding Hospitals and Healthcare companies within North America; Europe, Middle East and Africa (EMEA); Asia Pacific (Pacific) and Japan.¹
- The GELA Program for authorized government agencies and government funded schools and universities within Latin America (LAC) and Europe, Middle East and Africa (EMEA).
- The GSA Contract (for authorized government agencies within the US).

¹ The following types of organizations qualify for the Education License Program:

- Certain non-profit educational institutions within North America, Pacific and Japan.
- Certain on-government funded educational institutions in LAC and EMEA.
- Certain non-profit organizations, excluding Hospitals and Healthcare organizations, in all geographies.
- Certain authorized government organizations in Japan.

Q. What changes were made to the Citrix License Programs in Q2 2009?

Citrix made a number of changes to the Citrix License Programs in May, 2009 to provide customers with increased flexibility and enhanced discounts.

- The ELA was introduced.
- The Open License Program was terminated. Customers with Open registrations were automatically registered into the appropriate level of the ELA.
- The Flex License Program was terminated. Customers with Flex Agreements retain those agreements until their expiration.
- New discount levels were introduced in the ELA.
- The option to upgrade one level was introduced into the ELA.
- The term of the initial ELA Program level was extended to 3 years.
- The renewal term of the program level was extended to 2 years.
- The renewal eligibility time period was extended to 12 months.
- The Re-Order minimum was reduced.
- Open E was rebranded as the Education License Program.

Q. How do these changes impact customers with an active Open registrations that were in effect prior to these changes?

There is NO impact....These customers will become members of the Citrix Enterprise License Program and their existing registrations were converted to the ELA level that corresponds to their existing registration, with no change in terms. Customers with Open E agreements were converted to the Education License Program.

Existing Agreement	New Agreement
Open A	Enterprise License Program Level 2
Open B	Enterprise License Program Level 3
Open C	Enterprise License Program Level 4
Open D	Enterprise License Program Level 5
Open E	Education

Citrix Commercial License Programs

Overview

Q. What are the Citrix Commercial License Programs?

The Citrix Commercial License Programs are comprised of the Easy License Program and the Enterprise License Program. These two programs are appropriate for commercial organizations with as few as 5 users and provide a total of 8 levels with varying requirements and rewards. The commercial license programs are:

The Citrix Enterprise License Program offers 7 different levels to serve the needs of a wider range of commercial customers. ELA Levels 2 through 7 are based on the size of the initial purchase and are best suited to medium to large corporate customers looking to expand their Citrix environment. Level 1 is reserved for ELA customers who do not place a renewal order when their existing suggested discount term expires and provide a means of allowing them to remain a part of the Citrix Enterprise License Program.

The Citrix Easy License Program is an ideal entry point into Citrix licensing. Easy offers the same suggested pricing and simple click-to-accept End User Licensing Agreement (EULA) as purchasing packaged product, with the added benefit of electronic licensing. There is no contract paperwork to sign; license fulfillment is quick and easy, enabling more rapid deployment of Citrix product purchases.

Q. What type of commercial organization should use the Citrix ELA?

The Citrix ELA is best suited for commercial organizations with 250 or more users that are making an initial purchase of at least \$150K USD of Citrix products. The specific level assigned will be based on the size of the initial purchase.

Q. What type of commercial organization should use the Easy License Program?

Any commercial organization with as few as 5 users may use the Easy License Program. Easy is best suited for organizations which are making an initial purchase of less than \$150K USD of Citrix products.

Q. How is the level of the Citrix ELA determined?

The size of the customer's initial purchase of Citrix products after registering for the Citrix ELA is used to determine the applicable level of the license agreement. Larger purchases will result in a higher level and larger discount from Suggested Retail Price (SRP). See below for additional details about the ELA.

Q. What is an initial order minimum?

The initial order minimum defines the size of the first order placed under a Citrix license program and is used to determine the licensing program level and corresponding discount.

There is no minimum order size for the Easy licensing program. The initial order for Levels 2 through 7 of the ELA must be at the minimum amount required to achieve the program level.

Q. What are a reorder, PlusOne order and a renewal order?

A reorder is any subsequent order placed after the initial order throughout the term of the registration. A reorder must meet or exceed the specified minimum value defined for a reorder by the specific licensing program and level. The Citrix ELA suggested discount defined by the program level assigned to a customer will be applied to all qualified reorders during the term of the level.

A PlusOne order is an order placed anytime during the term of a Citrix ELA level. If the PlusOne order meets or exceeds the minimum values defined for the customer's ELA level, the current licensing agreement is increased by one level for the remainder of its existing level term.

A renewal order is an order placed within the last 12 months prior to the expiration of a Citrix level. If the renewal order meets or exceeds the minimum value defined for the customer's licensing program and level, the current suggested discount, is renewed for the additional term specified by the licensing program.

Q. Can the suggested discount change during the term of a commercial license program?

The suggested discount for the Easy License Program is fixed for suggested discount term. A customer with an ELA may increase the program level and associated suggested discount by submitting a qualified PlusOne order or by submitting an order that qualifies as a new Initial Order for a higher level.

PlusOne Order – Customers with an ELA at Levels 2 through 5 may increase their level to the next higher level prior to the expiration of their level term by placing an order that qualifies as a PlusOne order for their current level. In this event, the program level will be increased to the next higher level with no change in the current level expiration date. The new order will be discounted at the higher discount level and future orders will also receive the new higher suggested discount for the remainder of the level's current term.

New Initial Order – Customers with an ELA at Levels 1 through 5 may increase their level to a higher level prior to the expiration of their current level term by placing an order that qualifies as an initial order for a higher level. In this event, the program level will be renewed at the higher level and its expiration date will be set to three years from the order date. This new initial order will be discounted at the higher suggested discount level and future orders will also receive the new higher suggested discount for the remainder of the level's term.

CITRIX ELA

Q. How does the Citrix ELA work?

Designed for customers with 250 or more users, the Citrix ELA offers seven (7) discount levels based on the initial purchase. The minimum purchase to qualify for this volume licensing program varies by geographic region. The value of a customer's initial purchase in \$ USD will determine the level achieved, and a customer can combine dollars across selected products on its initial order to establish a discount level. Once determined, a customer's licensing program suggested discount applies for thirty six (36) consecutive months following the initial purchase including on all qualified purchases made during this time. The initial level can be extended for an additional twenty four (24) months with a qualifying renewal order placed in the final months of a level's term.

Q. What is the minimum commitment required for the Citrix ELA?

The minimum commitment required for the Citrix ELA is \$150K USD. Recommended for commercial organizations with at least 250 users, the Citrix License Program is ideal for medium to large companies who plan to make a significant investment in Citrix products. Customers with an initial order of less than \$150K USK should register for the Easy License Program.

Q. Can the level of a Citrix ELA be decreased during its term?

The level of a Citrix ELA cannot be decreased during its term. Customers are entitled to the suggested discount and benefits that accompany their assigned level during that term, including for all qualified reorders.

Q. Can the level of a Citrix ELA be increased during its term?

Yes. The level of a Citrix ELA registration can be increased during its term by submitting an order that qualifies as either PlusOne order for the current level or a new initial order for any higher level.

PlusOne Order – Each ELA level has a defined PlusOne minimum order size. If a customer submits an order that meets or exceeds the minimum PlusOne order for its current level, the customer's license program level (and associated benefits) will be increased to the next higher level. The customer's level expiration date does not change when the program level is increased by a PlusOne order.

New Initial Order – The initial discount level can be increased during its term by placing an order that qualifies as a higher level initial order. This "initial" order will change the program level (and accompanying benefits) based on the size of the order and will receive the higher suggested discount. The expiration date of the new level will be changed to 2 years from the date of the renewal order.

Q. Why doesn't the Citrix ELA Level 1 have an initial order minimum?

Level 1 of the Citrix ELA is reserved for existing Enterprise License Program customers who do not submit a qualifying Renewal order when their existing level term expires. These customers will be moved to Level 1 to allow them to remain in the ELA Program. New customers registering for the Enterprise License Program must submit an initial order of \$150K and cannot register for ELA Level 1. New customers placing an initial order below \$150K USD should use the Easy license program.

Q. What happens if a customer registers for the Enterprise License Program and submits an initial order below \$150K USD?

If a customer registers for the Enterprise License Program and submits an initial order below \$150K USD, that customer will be moved from the Enterprise License Program into the Easy License Program. New customers registering for the Enterprise License Program must submit an initial order of \$150K and cannot register for ELA Level 1.

Q. When is the ELA level established?

The ELA level is established when the initial order is placed. The amount of the order will determine the level and corresponding suggested discount which will apply to the initial order as well as all qualified reorders during the level's term. A reseller or customer does not have to know the level or submit an order to register for the Enterprise License Program.

Q. Can a Citrix ELA level be extended beyond its initial term?

Yes. A Citrix ELA level can be extended for 2 years beyond its initial term by placing a qualified renewal order during the last 12 months prior to its expiration date. Qualifying renewal orders must meet or exceed the minimum value defined for renewing the specific level.

Q. How does a customer get started with the Citrix Enterprise License Program?

Before purchasing Citrix products under the Citrix Enterprise License Program, a customer must register and receive a customer ID at MyCitrix.com, the personalized section of the Citrix Web site exclusively for customers. An authorized Citrix reseller can register on behalf of a customer or guide a customer through the license registration process.

Q. What are the steps required to use the Citrix Enterprise License Program?

To utilize the Citrix Enterprise License Program, follow these steps:

- Register. Before purchasing Citrix products, customers must register and receive a customer ID at MyCitrix.com, the personalized section of the Citrix Web site exclusively for customers. An authorized Citrix reseller can register on behalf of the customer or guide a customer through the registration process. There is no cost obligation based on registration.
- Order. Upon completing the simple five-step online registration process, the customer is free to place a qualifying order with a Citrix authorized reseller.
- License key delivery. The customer will receive an e-mail notification from Citrix with a link to retrieve its entitlements from the secure Fulfillment area of MyCitrix.com.
- Download. A customer may download its licenses and, if electronic download was selected as the delivery option, the new software.

Easy License Program

Q. What is the minimum commitment required by the Easy License Program?

The Easy License Program does not require any commitment. Recommended for commercial organizations with as few as 5 users, Easy Licensing is an ideal entry point into Citrix licensing.

Q. What does the Easy License Program provide?

The Easy License Program offers the same suggested pricing and simple click-to-accept End User Licensing Agreement (EULA) as purchasing packaged product with the added benefit of electronic licensing. There is no contract paperwork to sign; license fulfillment is quick and easy, enabling more rapid delivery of Citrix product purchases.

Q. What are the steps required to use the Easy License Program?

Citrix Easy Licensing streamlines the ordering and fulfillment process so that customers receive their licenses quickly and simply. To utilize the Easy License Program, follow these steps:

- Register. Before purchasing Citrix products, customers must register for the Easy Licensing program and receive a customer ID at MyCitrix.com, the

personalized section of the Citrix Web site exclusively for customers. A Citrix Solution Advisor can guide a customer through the registration process, or even register for the customer. There is no cost or obligation based on registration.

- Order. Upon completing the simple five-step online registration process, the customer is free to place a qualifying order with a Citrix authorized reseller.
- License key delivery. The customer will receive an e-mail notification from Citrix with a link to retrieve its entitlements from the secure Fulfillment area of MyCitrix.com.
- Download. A customer may download its licenses and, if electronic download was selected as the delivery option, the new software.

Q. Can customers move beyond the Easy License Program as their needs expand?

Yes. Customer ready to move beyond the Easy transactional license program and expand Citrix deployments can move up to the Citrix Enterprise License Program. This volume licensing program, targeted at repeat purchasers, offers a variety of corporate discount levels based on the initial purchase.

Citrix Public Sector Programs

Overview

Q. What are the Citrix Public Sector License Programs?

The Citrix Public Sector License Programs are:

The **Education** Licensing Program provides educational and nonprofit organizations with a volume discount off the suggested retail price of qualified Citrix products. Generally reserved for large volume corporate purchases, Citrix Education Licensing offers the highest possible discount to the education market with only a fraction of the minimum purchase requirements. The Education Licensing Program may be used by certain educational organizations within North America, Asia-Pacific and Japan and by non-government funded educational organizations within Latin America (LAC) and Europe, Middle East and Africa (EMEA).

The **GELA** Licensing Program is designed for the specific needs and requirements of public services. The GELA Licensing Program ensures easy installation and activation of Citrix products as well as flexible management of Subscription Advantages. The GELA Licensing Program is recommended for government and public services organizations as well as government funded educational organizations within LAC and EMEA.

The **GSA** Licensing Program is a federal supply schedule contract that Citrix holds with the U.S. General Services Administration (GSA) through which Citrix offers its application delivery solutions to U.S. federal government organizations. The GSA Schedule (GS-35F-0332N) is available for organizations eligible to use GSA Schedules.

Q. How are Citrix Public Sector License Programs defined?

The Citrix Public Sector License Programs vary by geography. Each public sector customer should select the appropriate license program based on its type of organization and geography.

The types of public sector organizations are:

- Government agencies and organizations.
- Government-funded educational organizations.
- Non-government funded educational organizations.
- Non-profit organizations (excluding hospitals and healthcare organizations).

Citrix geographies are:

- The Americas
 - US
 - Canada
 - Caribbean Region
 - Latin America (LAC)
- Europe, Middle East and Africa (EMEA)
- Asia-Pacific (Pacific)
- Japan

Q. Which organizations should use the Education License Program?

The Citrix Education License Program should be used by the following types of organizations in each of the following geographies:

- Pacific – all educational institutions
- EMEA – non-government funded educational institutions
- Japan – all educational institutions and authorized government organizations
- LAC – non-government funded educational institutions
- NA – all educational institutions

Q. Which license program should non-profit organizations use?

Non-profit organizations, excluding Hospitals and Healthcare organizations should use the Education program in all geographies. All Hospitals and Healthcare organizations should use a Citrix Commercial License Program, whether they are for profit or not for profit.

Q. Which organizations should use Level 4 (Education) of the GELA License Program?

Level 4 (Education) of the GELA License Program should be used by government funded educational institutions in EMEA and LAC.

Q. Which Citrix Public Sector License Program should a state government agency or department within the US use?

State government agencies or departments within the US should check with their procurement departments to determine whether they are eligible to purchase using the Citrix GSA Schedule. If not qualified, the state agency or department should contact an authorized Citrix reseller or Citrix Representative to determine whether Citrix has instituted a license program with their state.

Citrix Education License Program

Q. What is the Citrix Education License Program?

The Citrix Education License Program is specially designed for nonprofits and educational institutions. This education licensing program provides K–12 schools, universities, colleges, school boards and nonprofit organizations (excluding Hospitals and Healthcare organizations) with a volume discount off the suggested retail price of qualified Citrix products. This unique Academic discount option is available to the following eligible entities:

- North America – All educational and non-profit organizations (other than Hospitals and Healthcare organizations).
- Latin America – Non-government funded educational and all non-profit organizations.
- Europe, Middle East and Africa – Non-government funded educational and all non-profit organizations.
- Asia-Pacific – All educational and non-profit organizations.
- Japan -- All educational and non-profit organizations and authorized government organizations.

Citrix Education Licensing offers the highest possible discount to the education market with only a fraction of the minimum purchase requirements.

An eligible primary/secondary or higher education institution may take advantage of the Academic discount for all versions of Citrix access infrastructure products and services. Specific qualified products and program eligibility may vary by geographic region.

Q. How does a customer get started with the Citrix Education License Program?

Before purchasing Citrix products under the Citrix Education License program, a customer must register and receive a customer ID at MyCitrix.com, the personalized section of the Citrix Web site exclusively for customers. An authorized Citrix reseller can register on behalf of a customer or guide a customer through the registration process.

Q. What are the steps required to use the Citrix Education License Program?

To utilize the Citrix Education License Program, follow these steps:

- Register. Before purchasing Citrix products, customers must register and receive a customer ID at MyCitrix.com, the personalized section of the Citrix Web site exclusively for customers. An authorized Citrix reseller can register on behalf of the customer or guide a customer through the registration process.
- Order. Upon completing the simple five-step online registration process, a Citrix reseller will place an order for a customer.
- License key delivery. The customer will receive an e-mail notification from Citrix with a link to retrieve its entitlements from the secure Fulfillment area of MyCitrix.com.
- Download. A customer may download its licenses and, if electronic download was selected as a delivery option when it placed the order, the new software.

GELA License Program

Q. What are the different levels of the GELA License Program?

The GELA License Program has 4 different levels – 3 for government organizations and 1 for government-funded educational organizations. The specific level (and associated benefits) of a government organization's GELA License Program is determined by the size of the organization's initial order.

Q. How does a customer get started with the GELA License Program?

Before purchasing Citrix products under the Citrix GELA License program, a customer must register and receive a customer ID at MyCitrix.com, the personalized section of the Citrix Web site exclusively for customers. An authorized Citrix reseller can register on behalf of a customer or guide a customer through the registration process.

Q. What are the steps required to use the Citrix GELA License Program?

To utilize the Citrix GELA License Program, follow these steps:

- Register. Before purchasing Citrix products, customers must register and receive a customer ID at MyCitrix.com, the personalized section of the Citrix Web site exclusively for customers. An authorized Citrix reseller can register on behalf of the customer or guide a customer through the registration process. There is no cost or obligation based on registration alone.

- Order. Upon completing the simple five-step online registration process, the customer is free to place a qualifying order with a Citrix authorized reseller.
- License key delivery. The customer will receive an e-mail notification from Citrix with a link to retrieve its entitlements from the secure Fulfillment area of MyCitrix.com.
- Download. A customer may download its licenses and, if electronic download was selected as the delivery option, the new software.

GSA Schedule

Q. What is the Citrix GSA Schedule?

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

Q. What are the attributes of the Citrix GSA Schedule?

The Citrix 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 website.

Q. How does a customer get started with the Citrix GSA Schedule?

Procurement departments within authorized government departments and agencies will know the process for taking advantage of the Citrix GSA Schedule (GS-35F-0332N). Additional assistance is available from a Citrix reseller familiar with doing business with the US Government or from a Citrix Federal Government Representative.