

SIX THINGS TO KNOW

Accelerate growth with the power of Citrix

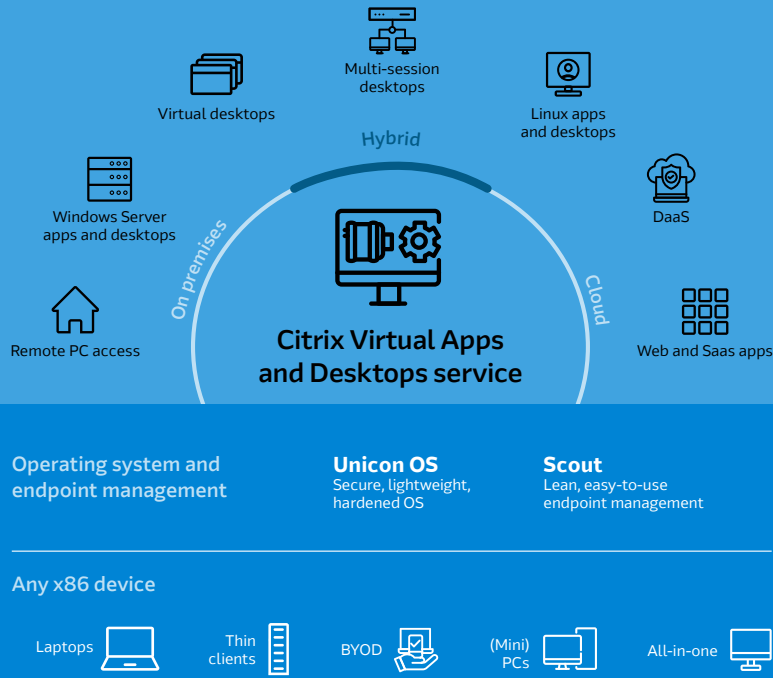
In today's hybrid work environment, customers expect seamless access to apps and desktops from anywhere. As an Arrow partner, your mission is to meet those expectations while growing your bottom line.

Citrix Unicon gives you the edge — a single platform that combines secure access with simplified endpoint management, enabling you to unlock new opportunities, strengthen customer relationships and drive profitability.

Here are six ways Citrix Unicon can help elevate your business while supporting growing hybrid work needs.

1. DIFFERENTIATE YOURSELF

Stand out in today's crowded market by offering one solution for workforce access and endpoint security — something no other vendor delivers.






Unlike fragmented, piecemeal approaches, Citrix Unicon provides secure customer access from the endpoint to the resource in a proven end-to-end platform.

2. GENERATE MORE REVENUE





Leverage Citrix Unicon to expand revenue opportunities through bundle subscriptions, upsells and value-added services.

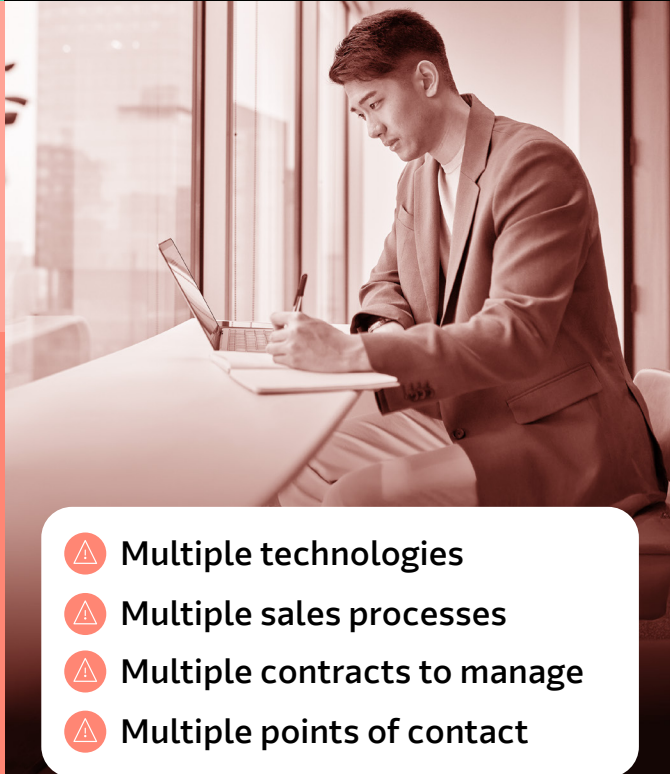






 <p>Non-Citrix accounts Grow your footprint by moving customers to Citrix and helping them replace costly, redundant point solutions.</p>	 <p>Citrix accounts with universal licensing Show value by helping customers unlock Citrix Unicon capabilities already available to them within existing Citrix subscriptions.</p>	 <p>Citrix accounts without universal licensing Accelerate growth by adding Citrix Unicon capabilities seamlessly to current Citrix licenses.</p>
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3. MINIMIZE COMPLEXITY

Simplify and accelerate the deal process with one platform that's easier to sell, scale and support.

-  One solution
-  One sales cycle
-  One renewal
-  One vendor to work with



-  Multiple technologies
-  Multiple sales processes
-  Multiple contracts to manage
-  Multiple points of contact

4. IMPROVE SECURITY

Position yourself as a trusted advisor by helping customers close endpoint security gaps with a centrally managed, hardened solution.

Safeguard data and endpoints with layered security, including:

Linux-based foundation	Write-protected OS	Encrypted filesystems	Signed packages
Role-based access	TPM 2.0	Secure Boot	Granular configurations and policies



5. DRIVE SUSTAINABILITY





Enable customers' ESG and green IT initiatives while promoting hybrid work models that reduce energy and infrastructure demands.

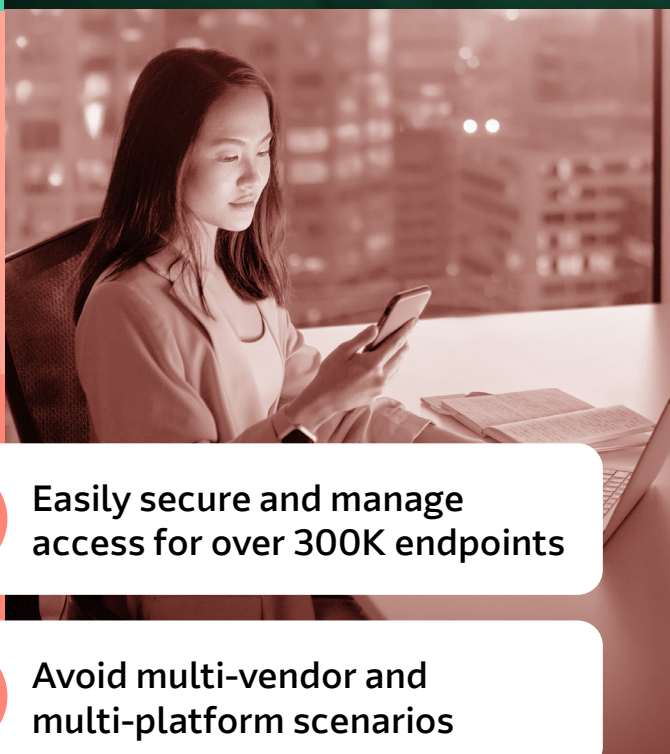
 <p>Repurpose hardware and extend device lifecycles</p>	 <p>Reduce environmental and carbon emission impact</p>	 <p>Cut IT costs by up to 35%*</p>
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6. CREATE SIMPLICITY

Help customers replace niche point products with a single platform for endpoint management — across any user, device, app or infrastructure.

 <p>Support traditional office and hybrid work settings</p>	 <p>Easily secure and manage access for over 300K endpoints</p>
 <p>Support traditional and hybrid work settings</p>	 <p>Avoid multi-vendor and multi-platform scenarios</p>



Start with Citrix Unicon today

Grow your business, protect your customers and lead the hybrid work era. Learn more at arrow.com.