

Fast-track your growth as a Citrix Service Provider with Arrow

A bright future built on innovation and differentiation

The Citrix Service Provider (CSP) opportunity

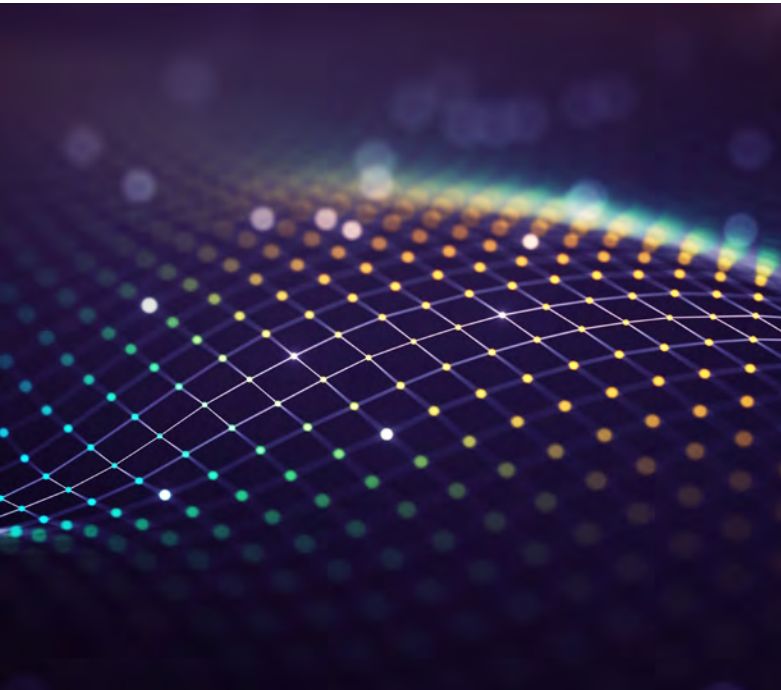
When you become a CSP, you gain a strong, long-term foundation for innovation and differentiation. It's a move that's guaranteed to increase your profit margins and win back customer trust with licensing that helps customers save costs, and a Desktop-as-a-Service (DaaS) solution that delivers a better user experience and gives more flexibility than Horizon.

5 benefits of Citrix partnership

With Citrix's open and inclusive partner program, you have the freedom and flexibility to grow your business on your own terms while adding real value to customers by driving cloud and AI adoption.

Step into a brighter future and get instant stability and flexibility with Citrix technology and Arrow expertise.

1. Provide comprehensive, secure solutions to your customers with Citrix VDI and DaaS.
2. Help customers meet their ever-expanding needs and increase agility by accelerating their move to the cloud and giving employees a unified digital workspace infused with AI.
3. Take advantage of financial incentives and special offers to drive new opportunities.
4. Access online training and certification courses to build new service lines and revenue opportunities.
5. Gain access to tools and resources to help you market and sell your services or a Citrix-compatible solution offering.



Simplify renewals with Citrix Universal Subscription

Citrix Universal Subscription offers a flexible licensing model that simplifies your licensing and renewal process. You can manage a pool of multi-tenant licences and move licences within the pool to different customers or end users, and you only need to have renewal conversations once a year.

Secure your future with Citrix and Arrow

Arrow is ideally positioned to help you transition to Citrix and work with you to accelerate your growth.

Our experienced local teams can help you sell and deliver Citrix's solutions and support your customers at every stage of their journey by:

- Making it easy to purchase, provision and manage your Citrix solutions through [ArrowSphere](#), our award-winning cloud delivery and management platform.
- Upskilling and equipping you with the knowledge and resources needed to sell more solutions across a range of sectors and use cases.
- Generating demand with business development and tailored marketing campaigns.
- Offering a full portfolio of consultancy services from pre-sales assessments to solution design, support and training.

➤ If you'd like to learn more about becoming a CSP, get in touch and let's start the conversation.

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