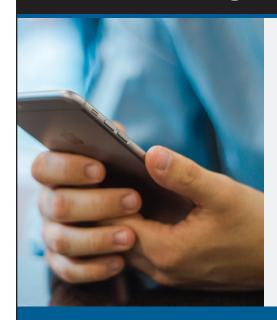# Citrix Cloud + Microsoft Azure
Sales Learning Path for Arrow Resellers

Citrix Cloud + Microsoft Azure is a cloud solution that combines Citrix provided XenApp/XenDesktop cloud services management layer with a cloud-based Azure infrastructure to dramatically simplify and accelerate Citrix VDI deployments. The two parts of this solution are the Citrix Cloud and Microsoft Azure cloud infrastructure. The following Arrow videos provide a great introduction to Citrix as-a-service:

Arrow Video Brief: Citrix-as-a-Service (2 min: 40 sec)

Arrow Webinar: Delivering Citrix as a Service (41 min)

Citrix-as-a-Service: Introducing Simplified Workspace Management

Citrix Cloud Introduction

Citrix Cloud is a platform that hosts and administers Citrix services. It connects to resources through the Citrix Cloud Connector on any cloud or infrastructure you choose (on-premises, public cloud (like Azure), private cloud, or hybrid cloud). It allows creation, management, and deployment of workspaces with apps and data to end-users from a single console. It also provides automatic upgrades and system monitoring with smart analytics.

Citrix Cloud provides a management plane for Citrix services. It is matched with a resource plane that can be located on-premise, making it a hybrid cloud solution or in the cloud for a true cloud solution. This structure allows customers to determine the location of their data.

Citrix Cloud Sales Learning Path Agenda

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1.	Introduction to Cloud	2 hours
2.	Selling Citrix Cloud Services Basics	1 hour
3.	Citrix Cloud – Overview, What's New, Momentum, Direction	45 minutes
4.	Citrix Cloud Services: Pricing and Packaging Update	45 minutes
5.	Selling and Positioning around Security and Compliance	45 minutes
6.	Competing with AWS and VMWare Horizon Cloud in the DaaS Market	40 minutes
7.	Selling Citrix Cloud Services to Existing Citrix Customers	35 minutes
8.	Partner Offerings and Services to Drive New Cloud Opportunities	35 minutes
9.	Solution Selling with Citrix Cloud and Citrix Workspace Appliance	45 minutes

Citrix Cloud Sales Pitch
Use this presentation when speaking with existing customers who want to know what Citrix is doing "in the cloud" or with new customers to illustrate the Citrix commitment to Cloud services.

Citrix Cloud Use Cases
Reference this presentation for a quick overview of the services available through Citrix Cloud, and the use cases they address.
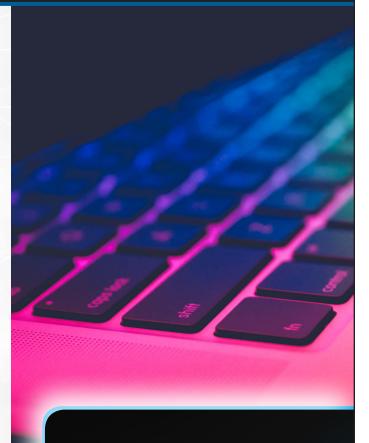
Microsoft Azure Introduction

Microsoft Azure is an ever-expanding set of cloud services to help your organization meet your business challenges. It's the freedom to build, manage, and deploy applications on a massive, global network using your favorite tools and frameworks.

- » Recorded Webinar On24: Citrix XenApp and XenDesktop on Microsoft Azure
- » Sales Learning for Deploying Citrix on Cloud and Resources on Microsoft Azure
  - » Helping Customers Transition to Citrix Cloud Services with Azure Workloads :32 minutes
  - » Upsell XenApp and XenDesktop Service to Essentials Customers (Video) :55 minutes
  - » Go-to-Market with Microsoft to drive joint Citrix Cloud and Azure Solutions 1:00 hour
- » Azure Sales Fundamentals (Microsoft partner login required)
- » Microsoft's Citrix on Azure website
- » The blog post "Citrix SD-WAN with Microsoft Azure Virtual WAN Improves Workspace Experience and Productivity" discusses the July 12, 2018 Microsoft announcement of the new Azure Virtual WAN service using the Citrix NetScaler SD-WAN solution as the on-ramp to Azure. The joint Citrix Microsoft solution is designed for the WAN edge of Azure to help enhance user experience, deliver consistent productivity and automate the branch-office network deployments.

Lead Registration and Citrix Rewards Program

Take advantage of the lucrative incentives available for Citrix Cloud Services through Citrix Ultimate Rewards. Register your opportunities in the Leads and Rewards tool. Check out the Citrix Ultimate Rewards Quick Reference Guide for a high level overview of the program, or read the Citrix Ultimate Rewards Program Guide to get all the details.

More Resources

SalesIQ Citrix Cloud Page
Take advantage of the entire catalog of Citrix Cloud sales documents on the SalesIQ Citrix Cloud page. You'll find resources that you can present, share, learn from, and ultimately win with Citrix Cloud!

Cost Calculators
Here are two cost calculators to help with your opportunities.

- Investment Protection: Citrix Workspace Premium Trade-Up Calculator
- XenApp/XenDesktop on Azure Cost Calculator